

# Launching, Re-Launching, and Co-Launching - “Oh My”

How HubSpot launches integrations and when launch opportunity happens.

Marcus Andrews & Lisa Edwards  
(Product Marketing)

# Launch Time

1. The launch process
2. How you can crush a launch
3. Re-launching?!
4. Co-launching?!?!

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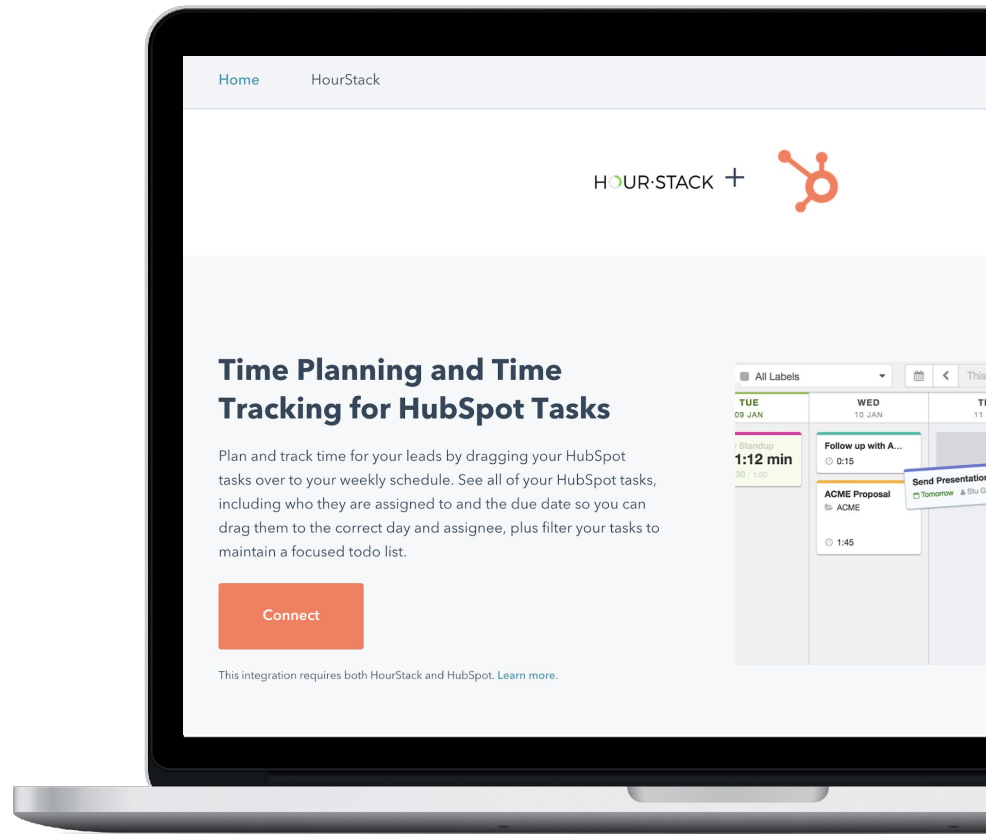
# 1 Integration Launch Process

# How HubSpot Supports a Launch



# Integration Page

Your directory listing, your page consists of the information about and images for your integration that you supply to the Platform Marketing team.



# Product Notification

Internal write-up sent to an opt-in Google group with over 1,700 members.

Typically includes:

- Integration video
- What is it?
- What does it do?
- How might sales and marketing use it?

productnotifications >

## [HubSpot Connect] - Postalytics Integration

1 post by 1 author



me (Lisa Edwards [change](#))

Mar 12



Other recipients: mand...@hubspot.com, Con...@hubspot.com

### What does this integration partner do?

[Postalytics](#) is a product that enables you to send personalized letters and postcards to your leads and track mail deliverability within your HubSpot CRM.



### What does this integration enable?

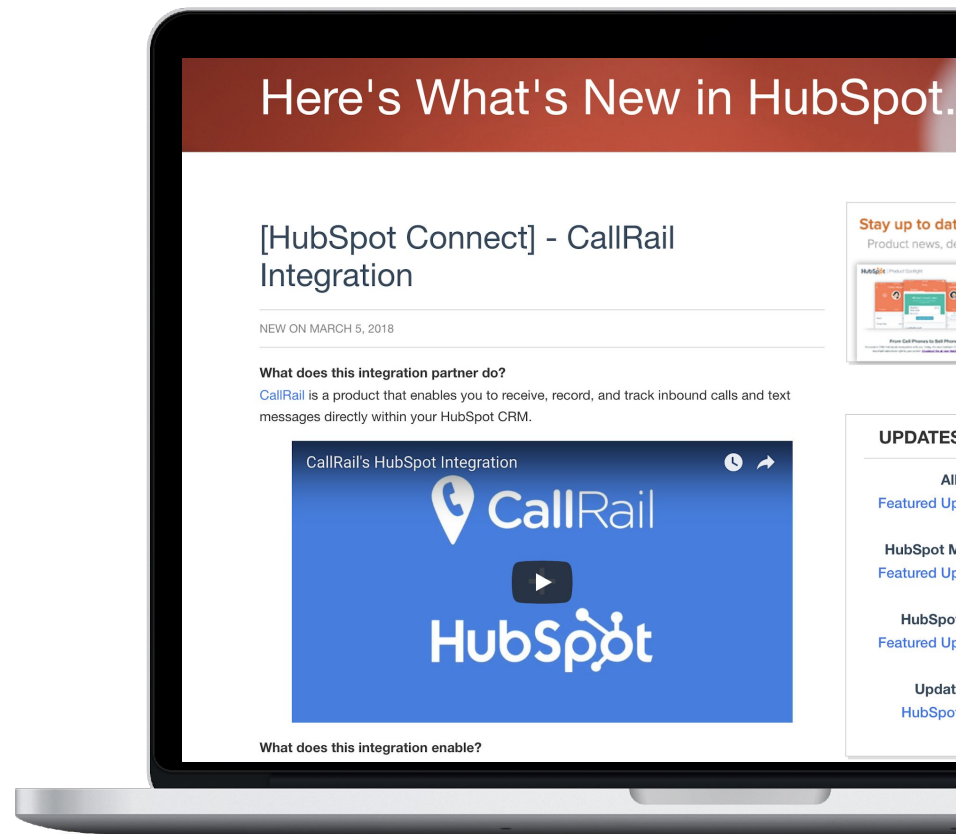
With Postalytics, you can stand out from competitors by complementing your digital marketing strategies with personalized letters and postcards. Create your direct mailer in Postalytics using drag and drop templates and pull your mailing list from your HubSpot CRM. Postalytics will handle the printing, sorting, first class postage tracking delivery, and online responses to your mailers. You can even trigger workflows based on mail

## Blog Post

The Product Updates Blog is for customers who subscribe in order to receive that latest HubSpot product updates.

Typically includes:

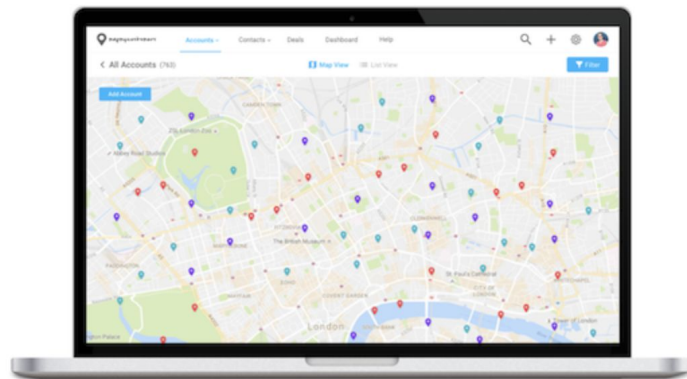
- Integration video
- What is it?
- What does it do?
- How might sales and marketing use it?



# In-App Notification

Typically includes:

- Summary of the integration
- Picture that clearly illustrates the function of the integration
- Screenshot of video
- Link to Product Update Blog post



## [HubSpot Connect] - Map My Customers Integration

[Map My Customers](#) is a product that gives you a visual look into your data by mapping contacts, companies, or deals in your HubSpot CRM. Easily plan a road trip to visit and nurture your best clients and check-in on promising leads by using the Map My Customers integration. Powerful customer and opportunity visualization while on the road helps makes sure you never miss a valuable visit again.

[Learn More](#)




# How Integrators Can Crush a Launch



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A bit of advice...

The background is a solid orange color. There are several abstract circular shapes in different shades of orange. In the top right corner, there are three concentric circles. In the bottom left corner, there is a large, partially visible circle. In the middle left area, there is a smaller circle. The text is centered in the middle of the image.

Take the time to  
understand your HubSpot  
customer

The background is a solid orange color. There are several abstract circular shapes: a large, faint, light-orange circle in the top right corner; a medium-sized, solid orange circle on the left side; and a large, solid orange circle in the bottom left corner.

Do a positioning exercise  
before you launch!

# Social

Social is a great opportunity to get a quick yet effective message out to the world. What social channels make sense for your integration? Are there third party social channels you can pitch your integration to?

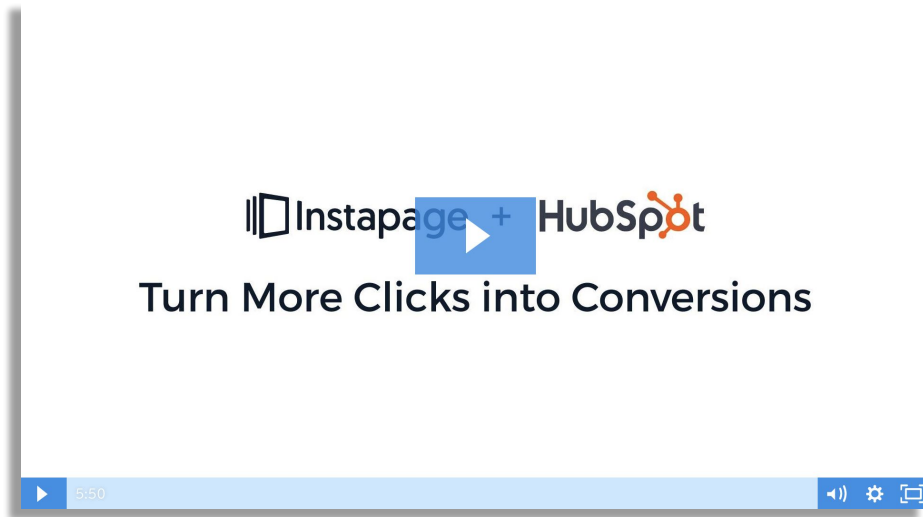


# 82%

Of Twitter users watch video content  
on Twitter

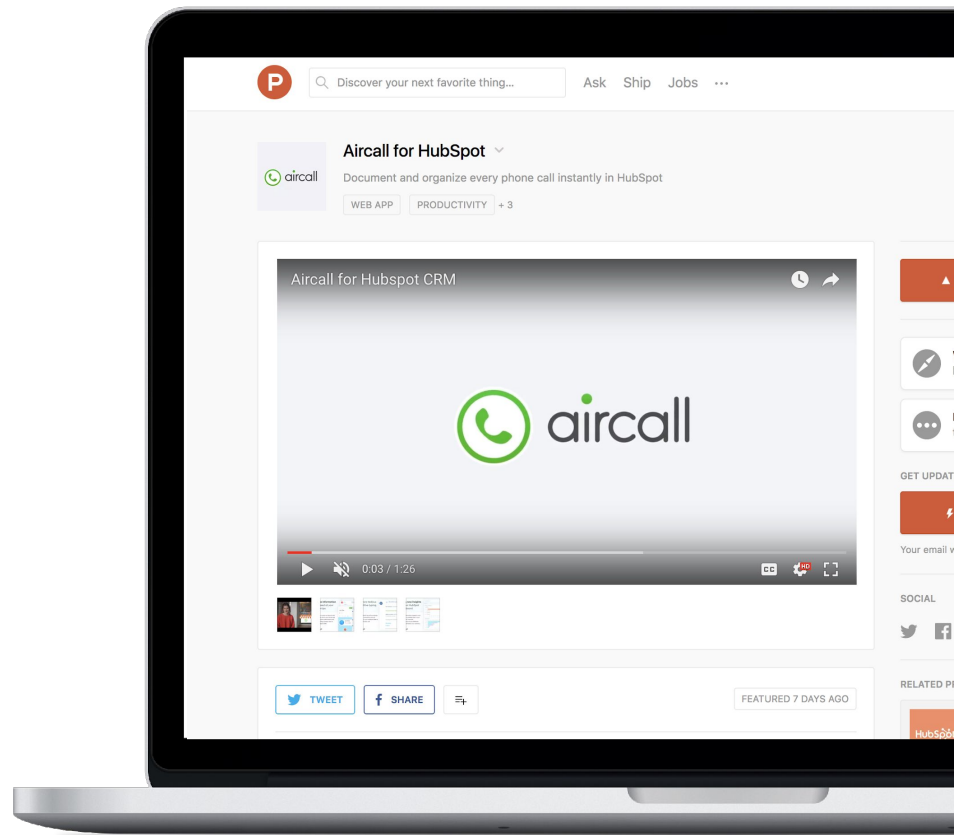
## Integration Video

Share it with the world! This is a great piece of content you invested significant time into creating - make that investment pay off.



# Product Hunt

"A curation of the best new products, every day."





# Ads

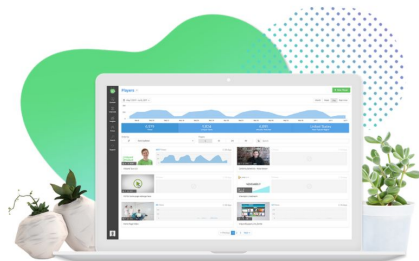
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Paid advertising, when targeted to the correct audience, is a classic and effective promotional tool. Consider using a co-branded ad to get the word out.



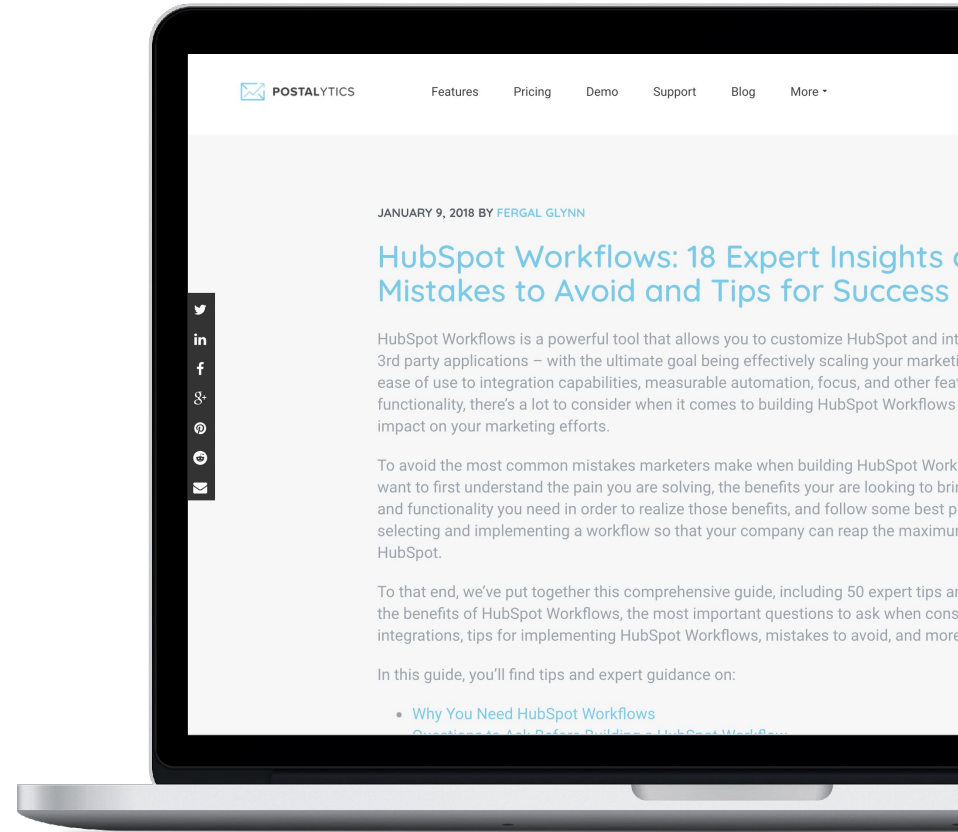
## Bringing Personal Connection Back To Business

A lesson in how to become a video selling expert in no time!



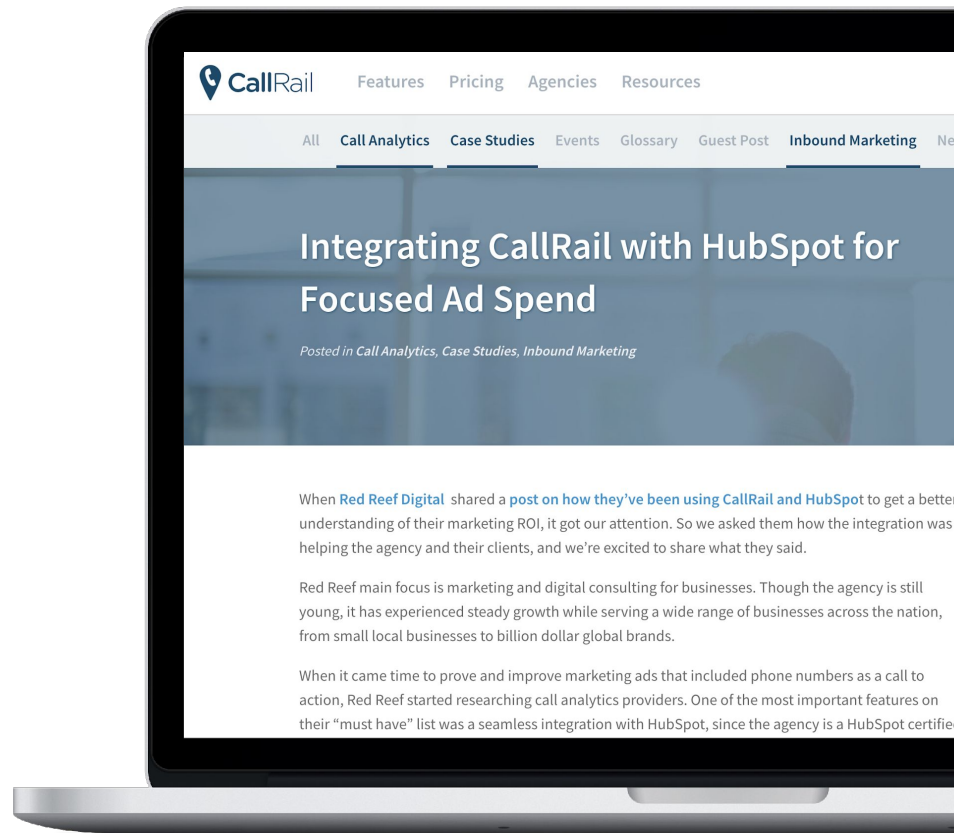
# Write a Blog Post

Blog posts are a great way to tell a fuller story about your integration. Then, feel free to submit your blog post to our User Blog.



# Write a Case Study

Give your audience a concrete, real success story that helps your integration come to life.



## Discounts for HubSpot Customers

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Some integrators provide discounts, which are displayed at the bottom of the integration page.

### This Integration Requires:

- A subscription to JustCall (20% off year one for HubSpot Customers)
- A subscription to HubSpot software

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# 2 Re-launch Opportunities

Not something we often do  
Unless...

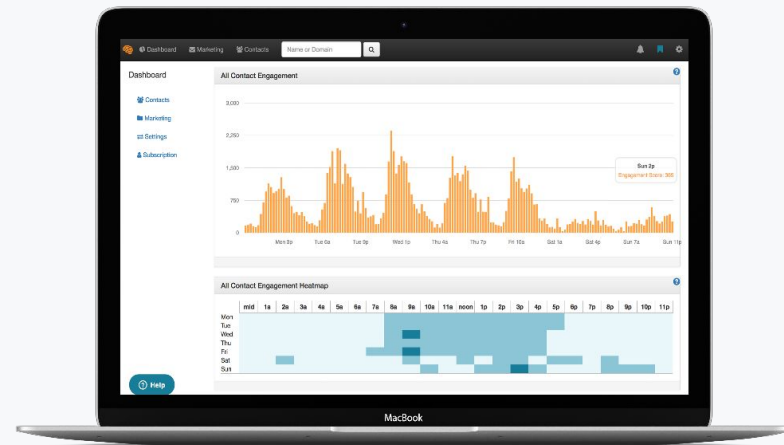
1. Major upgrade - new features
2. New integration on new APIs

## Example: Major update

If you make a major update to your product or platform that positively improve how HubSpot users can use it, in a big way.

How we'll update customers and team:

1. Update to the original prod notify
2. In-app message
3. Potential product blog update
4. Potential co-marketing on user blog



Seventh Sense adds send time optimization

- ✓ Customers had been asking for it
- ✓ Major improvement
- ✓ Significant change in functionality

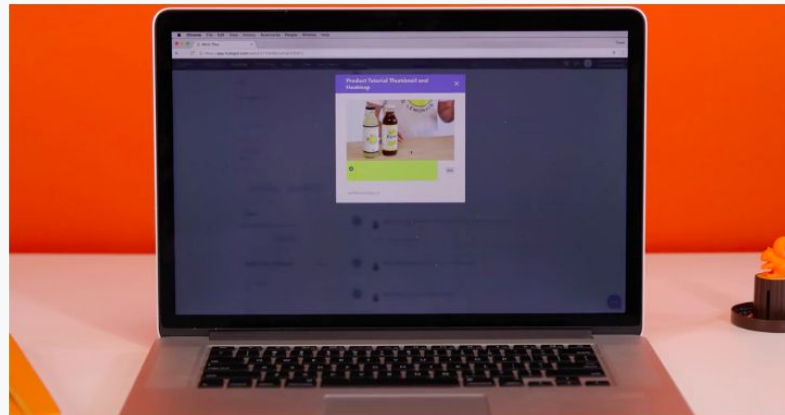
## Build on new APIs!

We'll treat them as a new launch and each new API is a marketing opportunity for HubSpot, and we'll be looking for interesting integrations across our ecosystem.

How we'll update customers and team:

Treated like a net new integration

1. New prod notify
2. In-app message
3. New product blog post
4. Potential co-marketing on user blog
5. New co-marketing opportunity



Wistia adds in-app heat maps via Timeline API for major app update.

- ✓ Built on new API
- ✓ Major improvement
- ✓ Significant change in functionality



The background is a solid orange color. It features several abstract geometric shapes: a small solid circle on the left, a large solid circle at the bottom left, and a series of concentric circles on the right side. The text "THANK YOU" is centered in the middle of the image.

**THANK YOU**