# Launching, Re-Launching, and Co-Launching - "Oh My"

How HubSpot launches integrations and when launch opportunity happens.

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(Product Marketing)

# Launch Time

1. The launch process

2. How you can crush a launch
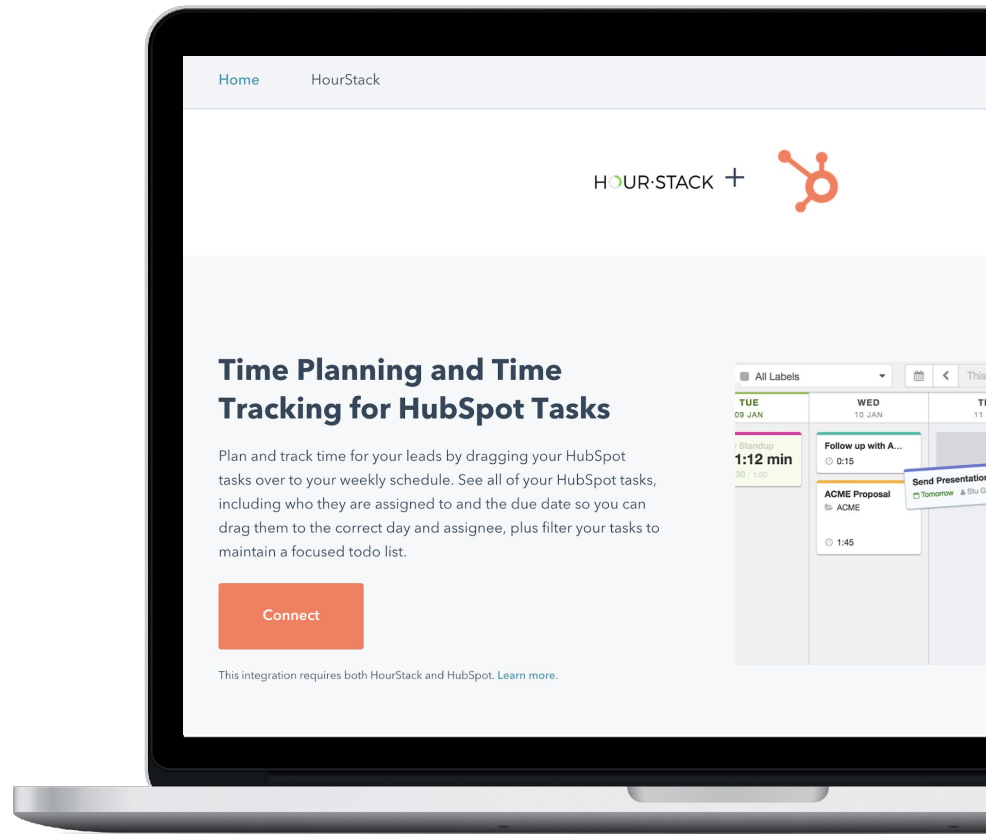
3. Re-launching?!

4. Co-launching?!?!

# 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?

# Blog Post

The Product Updates Blog is for customers who subscribe in order to receive that latest HubSpot product updates.
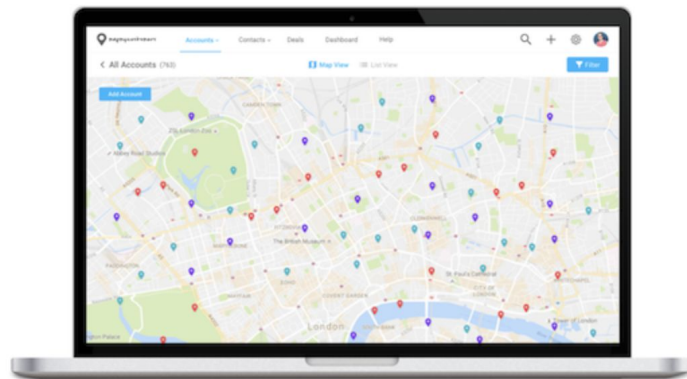
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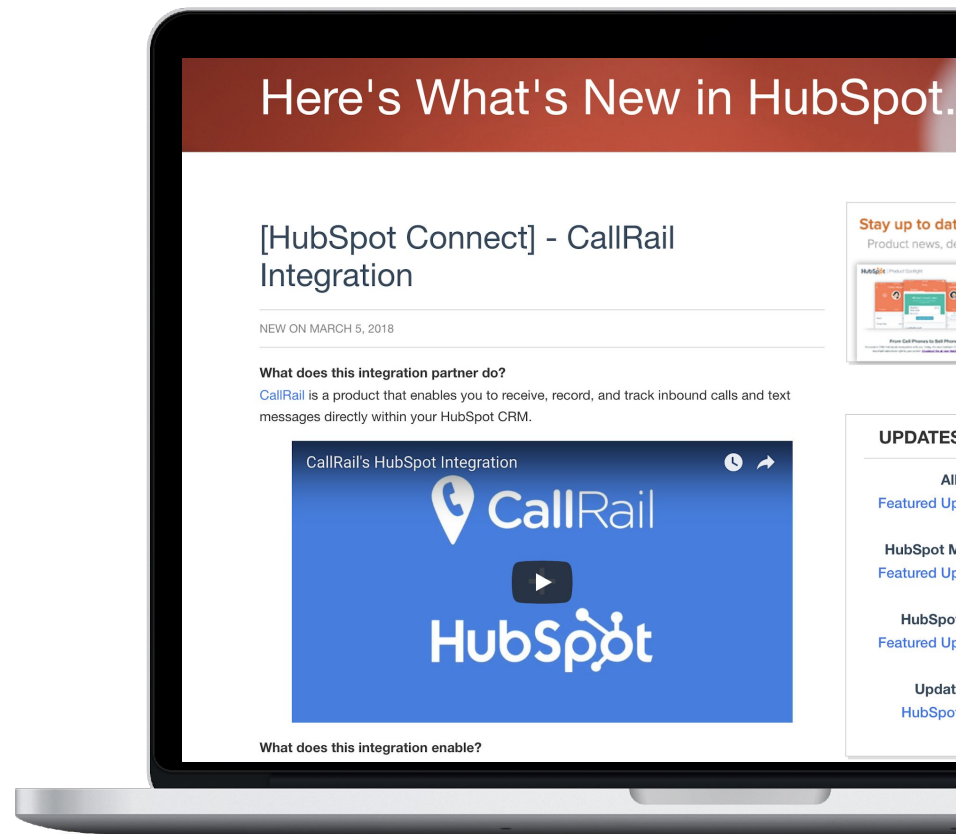
# In-App Notification

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

A bit of advice…

Take the time to understand your HubSpot customer

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?

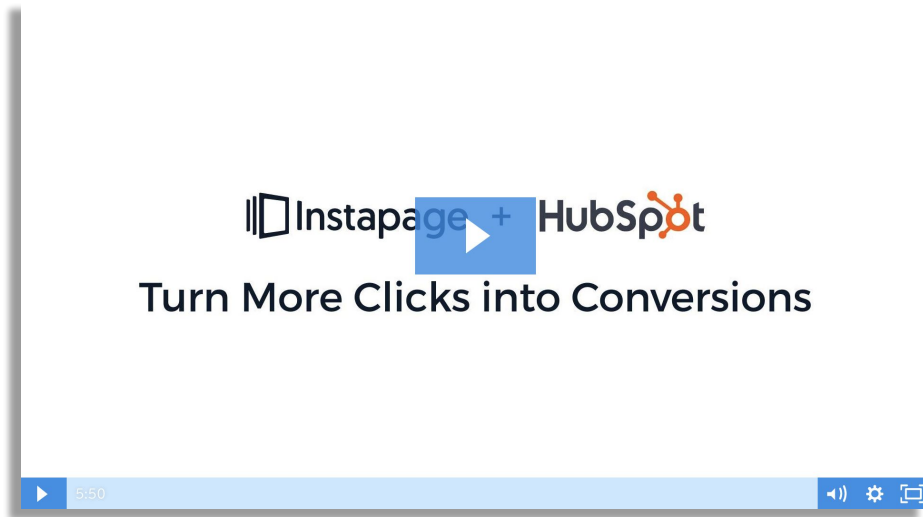# 82%

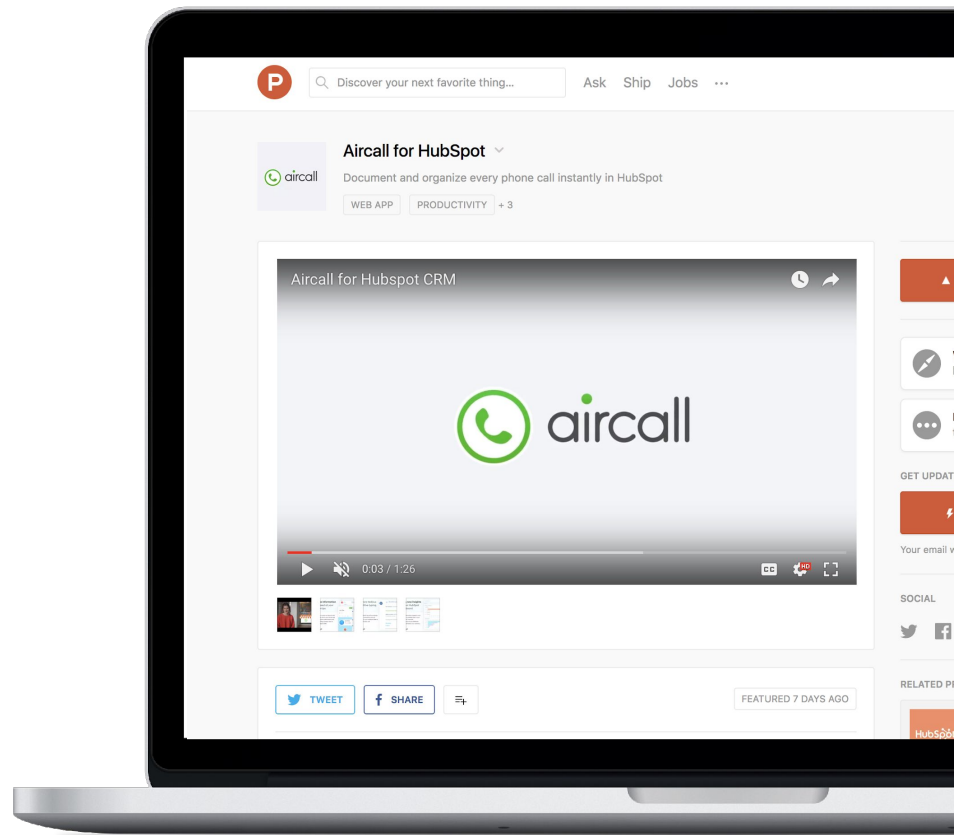Of Twitter users watch video content on Twitter

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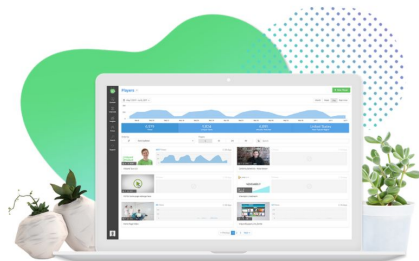
"A curation of the best new products, every day."

# Ads

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.
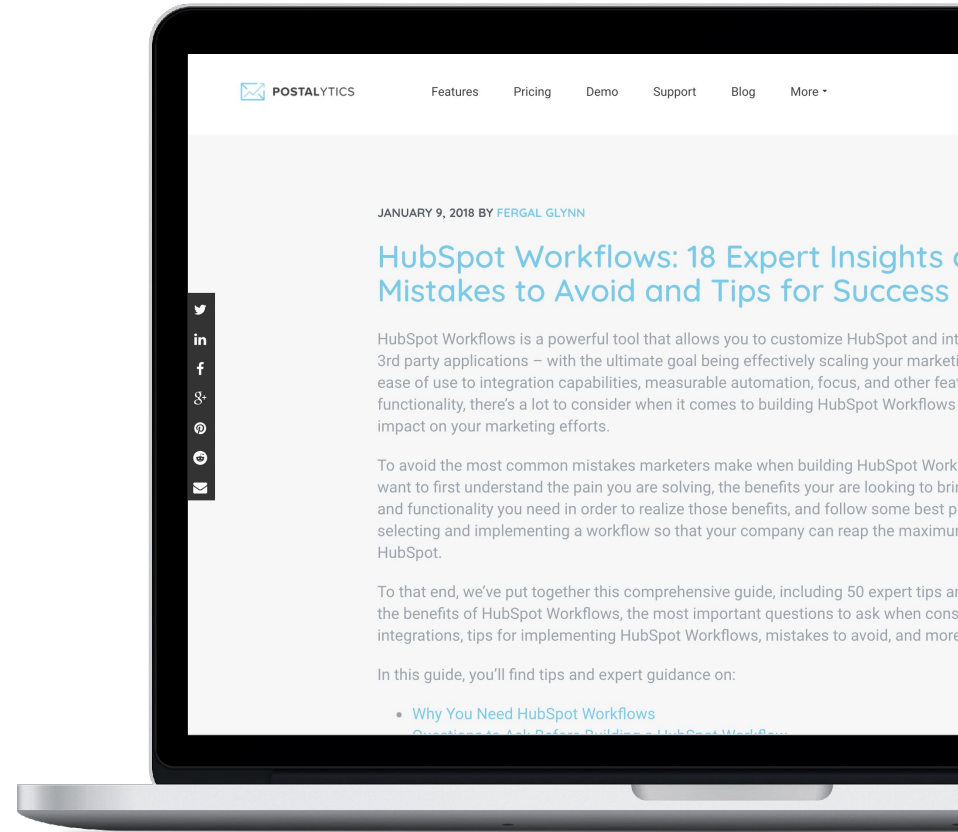


**Bringing Personal Connection Back To Business**

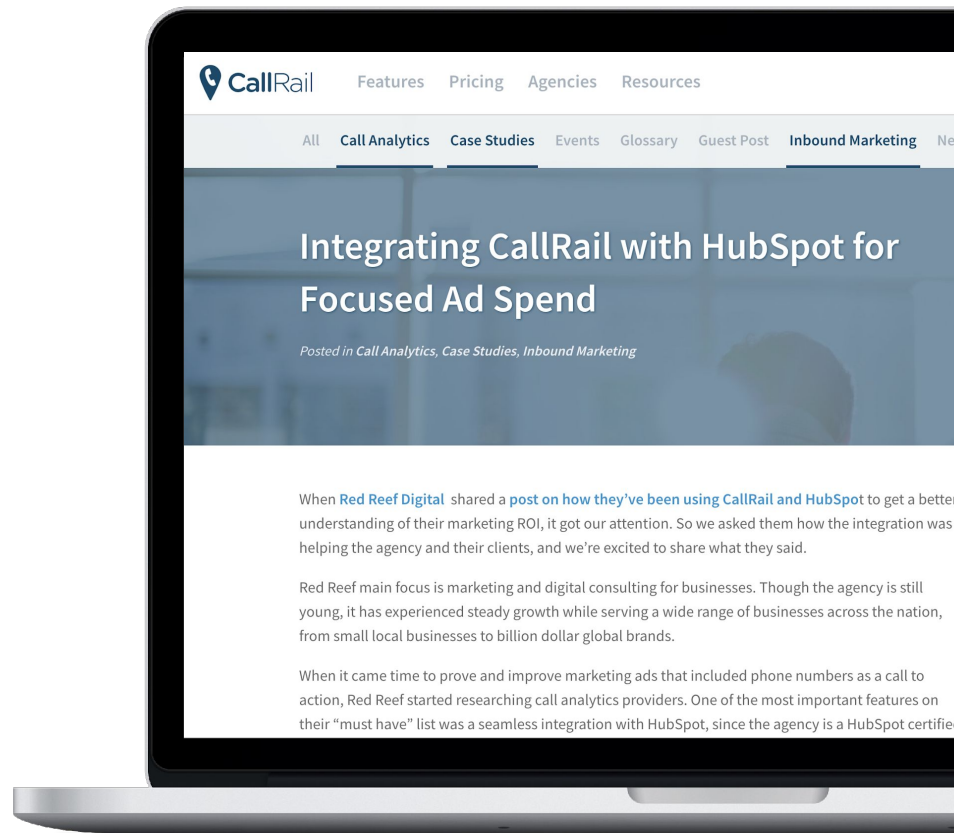A lesson in how to become a video selling expert in no time!

# 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

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

# 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
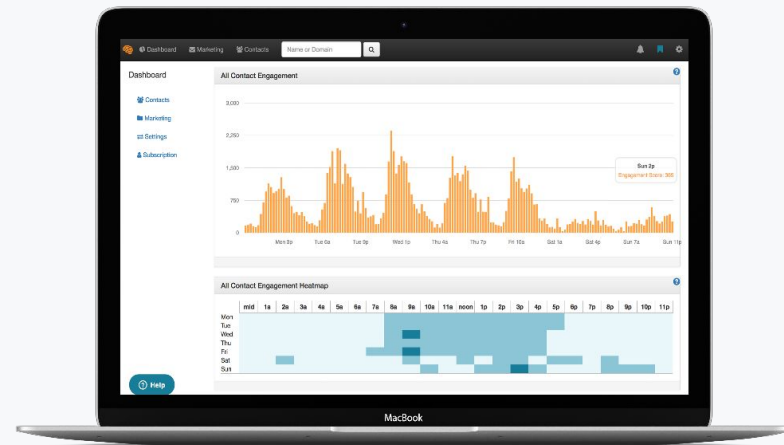


Seventh Sense adds send time optimization

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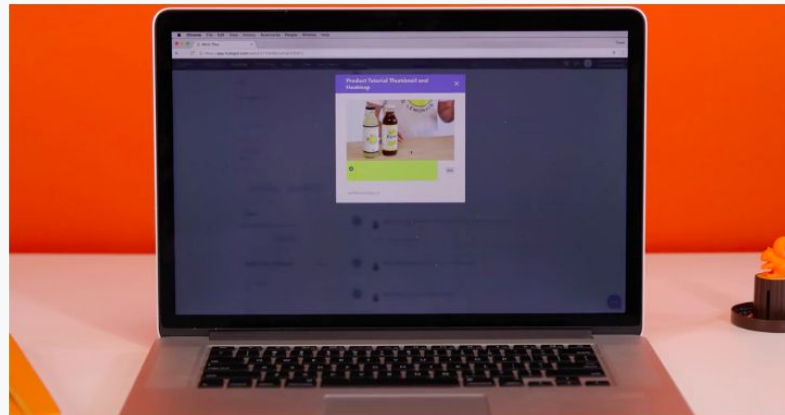- ☑ Major improvement
- ☑ Significant change in functionality

# 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

# THANK YOU