

*These email templates are intended to help you in customer and prospect outreach efforts in lieu of the news of the New Marketing Hub Enterprise launch. Feel free to adapt them and put your own brand touch on them. Let's kick off the year strong and grow better together.*

## **Use-Case: Introducing New Features to Prospects/Customers**

Subject line: Let me show you the impact of your marketing

Body:

Hi {{ contact.firstname }},

Your marketing has a huge impact on the growth of your business. But proving marketing value is almost impossible if you can't tie your programs back to the dollars they generate for your business.

Check out how one HubSpot customer {{ customer name }} was able to make better strategic decisions, optimize their programs and show the value of their marketing to the rest of the company using Attribution Reporting. (Insert customer stat from video)

Insert customer video here

I would be happy to go through this feature in more detail and chat about how you can start seeing the impact we're having on your business in HubSpot.

Let me know when you would like to connect. Here's my calendar [Insert sales meeting link](#).

Best,

Contact: Contact owner

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Subject line: Better performing pages = Faster ROI

Body:

Hi {{ contact.firstname }},

We're always looking for ways to grow your business faster and better. But often times optimization can be time-consuming. That's why we're excited to share with you a new feature in HubSpot that uses AI to optimize your webpages, fast.

This will have an instant impact on improving your website conversions, and I'd love to tell you more about it.

Let me know when you would like to connect. Here's my calendar [Insert sales meeting link](#).

Best,

Contact: Contact owner

## Use-Case: Upselling Professional to Enterprise

Subject line: Let me show you the impact of your marketing

Body:

Hi {{ contact.firstname }},

Your marketing has a huge impact on the growth of your business. But proving marketing value is almost impossible if you can't tie your programs back to the dollars they generate for your business. Wouldn't it be cool if you knew how every email, ad campaign, or webpage visit influenced the revenue you're generating?

HubSpot recently announced a new feature called Revenue Attribution Reporting, and I would love to show you how it works - and the value our services are bringing to your business.

Let me know when you would like to connect. Here's my calendar [Insert sales meeting link](#).

Best,

Contact: Contact owner

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Subject line: You've waited for these features, now they're here. Let's chat

Body:

Hi {{ contact.firstname }},

We saw an opportunity to add increased functionality to your portal, while saving you \$ long term with HubSpot. HubSpot has released some new features in their Marketing Hub Enterprise product that you've been waiting for. Now that these features are live, I'd love to grab time to show you what's new and see if an upgrade from Professional to Enterprise is something you're interested in.

By upgrading to Marketing Hub Enterprise we will be able to show the exact impact each marketing activity we're taking on your behalf is having on your business' revenue.

Let me know when you would like to connect. Here's my calendar [Insert sales meeting link](#).

Best,

Contact: Contact owner