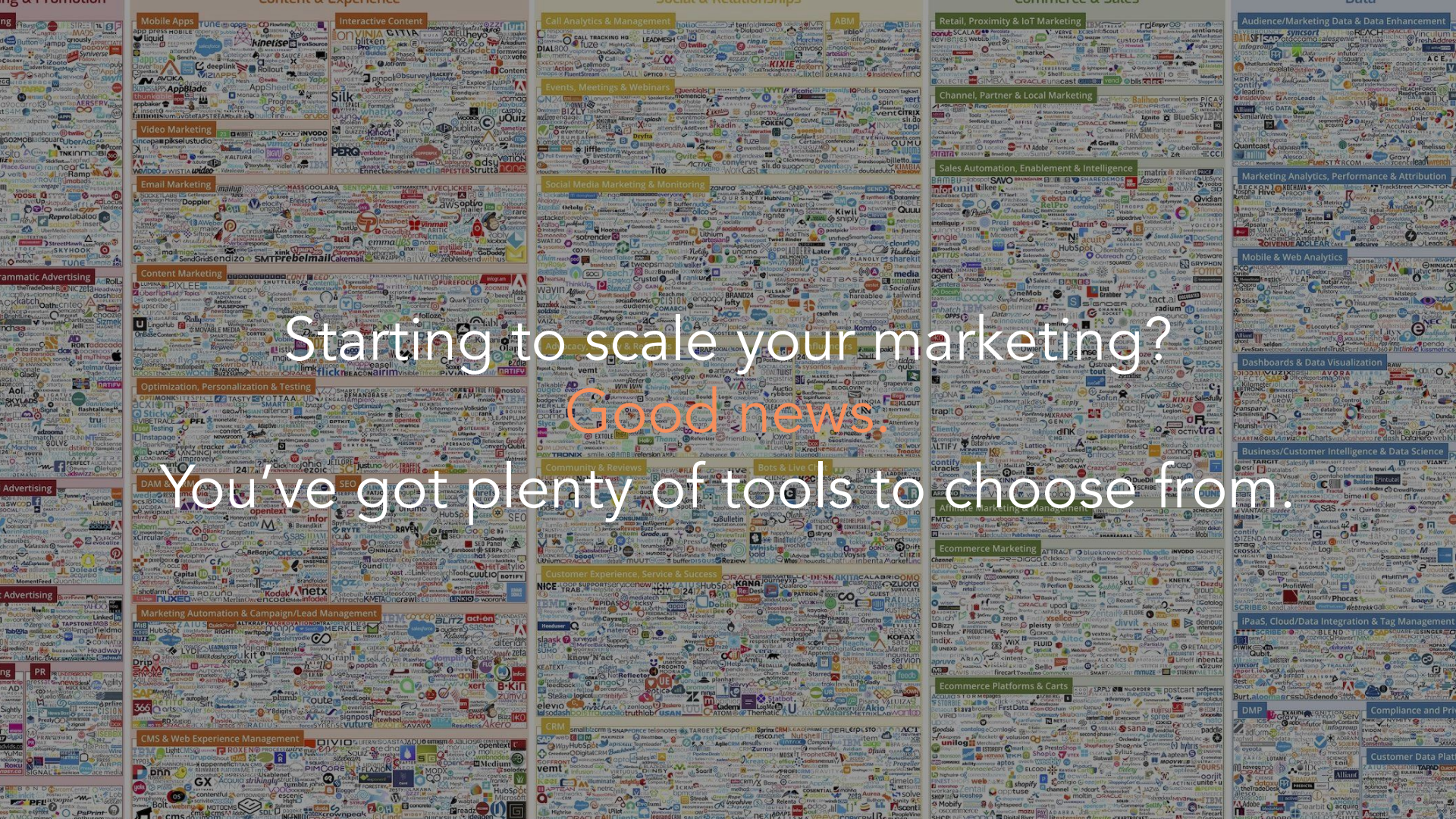




# Marketing Hub Starter



Starting to scale your marketing?

Good news,

You've got plenty of tools to choose from.

With so many options, getting started has never been easier.

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... but getting started *right* is tougher than ever.

Where do you even begin?

You know that you should send an email newsletter...

You see ads everywhere, so you should try them too...

You know that you need leads from your website...

Live chat is the next big thing, right? Let's try that too...

You have Facebook, but no way to engage buyers there...

You have leads, but no way to track what they're up to...

So you sign up for an email marketing tool.

So you sign up for ads software.

So you sign up for a forms plugin. And a pop-up tool.

So you sign up for live chat software.

So you sign up for a social media messaging bot.

So you sign up for a CRM. Or keep it in a spreadsheet.

The problem with that approach:  
More tools means more time spent  
managing your tools. **A lot more.**

Your to-do list  
goes from this:

I've got a website. How can I get leads off it?

# To this...

Sign up for an email tool

Sign up for a forms plugin

Sign up for a Facebook ads tool

Breathe

Sign up for a scheduling app

Sign up for third-party syncing tool

Export form code, and hack through HTML to add to website

Google "how to style my form" and learn enough CSS to be dangerous

Write down your 4 new passwords

Pay 4 bills

Breathe

Set up sync between forms plugin and CRM

Set up sync between Facebook ads and CRM

Set up sync between scheduling app and CRM

Set up sync between email and CRM

Set up sync between CRM and email

Give up, because bidirectional syncs and field mappings are overwhelming

Ask whether it's all worth it

Breathe

Export list from CRM

Import to email tool

Train your team on how to use all of this stuff

Set up email

Send email

Export data from email tool

Import it to CRM



All of a sudden, you realize that you're spending more time managing tools and doing IT than actually marketing.

Wait... I already got this email?

Why are you offering me something I already have?

I chatted with you guys via live chat. But your rep doesn't seem to know that?

But it's not just you.  
When your marketing depends on a pile of tools that don't talk to each other, your customers notice.  
And not for the right reasons.

Why are you sending me marketing emails when I'm already in touch with a sales rep?

I changed companies 3 months ago. Why are you emailing my old address?

I filled out "health care" on your web form, but you're sending me totally unrelated follow-up emails?

The worst part?

As your business grows, you'll outgrow a lot of these tools... and have to rip them out. **Back to where you started.**

Sign up for a Facebook ads tool  
Create a Facebook Messenger account  
Breathe  
Sign up for a scheduling app  
Sign up for live chat  
Sign up for third-party syncing tool  
Export form and live chat code, and hack through HTML to add to website  
Google "how to style my form" and learn enough CSS to be dangerous  
Write down your 8 new passwords  
Pay 8 bills

Stop wasting your time.

Stop wasting your energy.

Stop wasting your customers' goodwill.

Set up sync between forms plugin and CRM  
Set up sync between Facebook ads and CRM  
Set up sync between scheduling app and CRM  
Set up sync between live chat and CRM  
Set up sync between email and CRM  
Set up sync between CRM and email  
Give up, because bidirectional syncs and field mappings are overwhelming  
Ask whether it's all worth it  
Breathe  
Export list from CRM  
Import to email tool  
Train your team on how to use all of this stuff  
Set up email  
Send email  
Export data from email tool  
Import it to CRM

Sign up for a Facebook app tool  
Create a Facebook Messenger account  
Breathe  
Sign up for a scheduling app  
Sign up for live chat  
Sign up for third-party syncing tool  
Export form and live chat code, and hack through HTML to add to website  
Google "how to style my form" and learn enough CSS to be dangerous  
Write down your 8 new passwords  
Pay 8 bills  
Breathe

Setup sync between forms plugin and CRM  
Set up sync between Facebook and CRM  
Set up sync between Messenger and CRM (or give up, because no tool can)  
Set up sync between scheduling app and CRM  
Set up sync between live chat and CRM  
Set up sync between email and CRM  
Set up sync between CRM and email

Give up, because bidirectional syncs and field mappings are overwhelming  
Ask whether it's all worth it  
Breathe  
Export list from CRM  
Import to email tool  
Train your team on how to use all of this stuff  
Set up email  
Send email  
Export data from email tool  
Import it to CRM

Cool story, HubSpot.  
If only it were so easy.

If I wanted to do that,  
I'd need a big software suite.

---

And big software suites are  
**expensive** and **complicated**.

Yeah. They are.  
But what if they weren't?



What if all the tools you  
needed to **start marketing right**  
lived in one system?

And buying that system didn't  
break your budget?

Sign up for an email tool  
Sign up for a forms plugin  
Sign up for a Facebook ads tool  
Create a Facebook Messenger account.  
Breathe.  
Sign up for a scheduling app

# What if, instead of this...

Write down your 8 new passwords.  
Pay 8 bills.  
Breathe.  
Set up sync between forms plugin and CRM  
Set up sync between Facebook ads and CRM  
Set up sync between Messenger and CRM (or don't, because no tool can)  
Set up sync between scheduling app and CRM  
Set up sync between live chat and CRM  
Set up sync between email and CRM  
Set up sync between CRM and email  
Give up, because bidirectional syncs and field mappings are overwhelming  
Ask whether it's all worth it.  
Breathe.  
Export list from CRM  
Import to email tool  
Set up email  
Send a one size-fits-all email with 10 minutes left in your day.  
Export data from email tool

# ...scaling your marketing looked more like this?

Sign up for HubSpot

Send emails, build ads, create forms, set up live chat, and more

Sync with the #1 CRM, to track all your interactions in one place

Easily make every part of your marketing feel personal

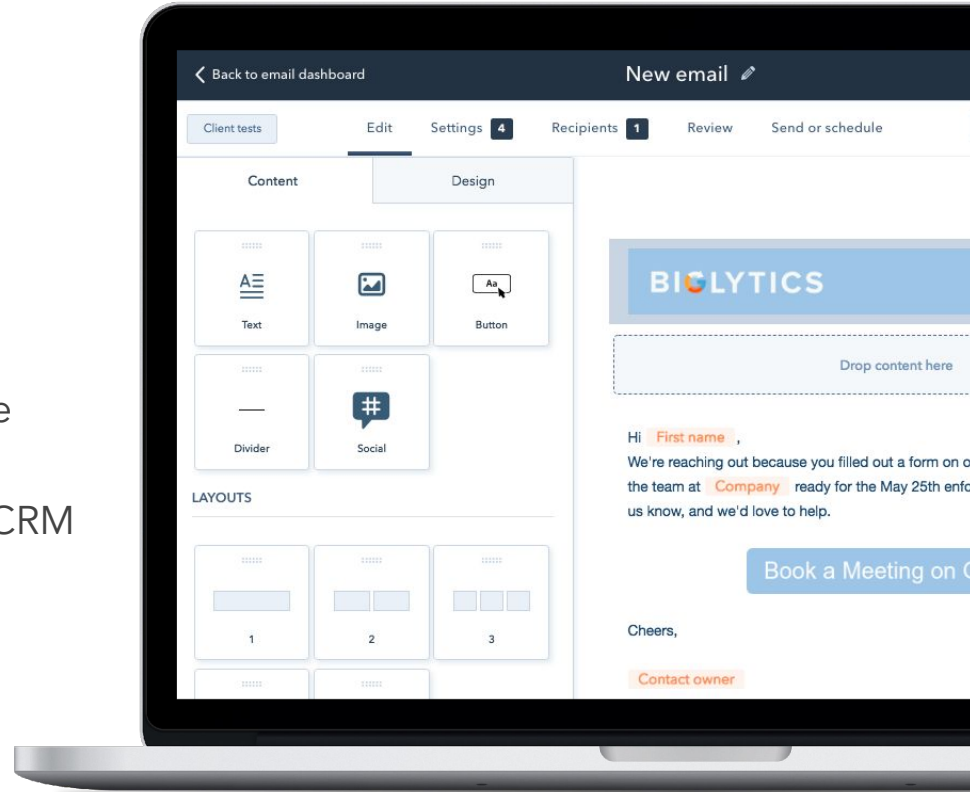
[Start growing.](#)

How much time would that save you?

And how much better  
would it be for your customers?

# Introducing the new Marketing Hub Starter.

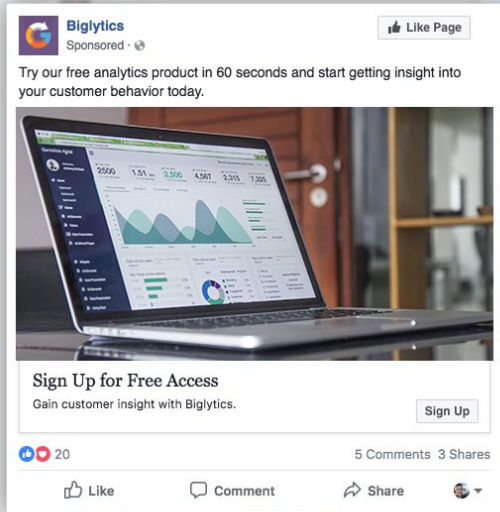
All the tools you need to start marketing right. Convert and engage your audience with ads, live chat, email, forms, landing pages, Facebook messenger, and more. Stay organized in the #1 CRM for SMBs. All for \$50/month.



With Marketing Hub Starter..

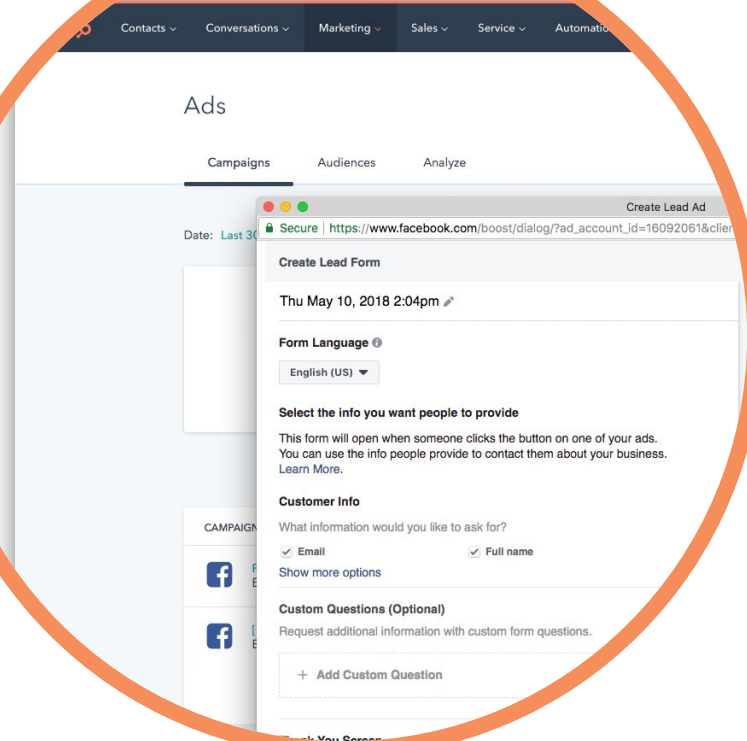


# Facebook & Instagram Ads



A screenshot of a Facebook advertisement for Biglytics. The ad features a laptop displaying a dashboard with various charts and graphs. The text of the ad reads: "Try our free analytics product in 60 seconds and start getting insight into your customer behavior today." Below the image, it says "Sign Up for Free Access" and "Gain customer insight with Biglytics." There is a "Sign Up" button and engagement metrics showing 20 likes, 5 comments, and 3 shares.


Your customers find you through a relevant ad on Facebook...



A screenshot of the HubSpot Facebook Ads interface. The top navigation bar includes "Contacts", "Conversations", "Marketing", "Sales", "Service", and "Automate". The main heading is "Ads", with sub-tabs for "Campaigns", "Audiences", and "Analyze". A "Create Lead Ad" dialog box is open, showing the "Create Lead Form" configuration. The form is titled "Create Lead Form" and was created on "Thu May 10, 2018 2:04pm". The form language is set to "English (US)". Under "Select the info you want people to provide", there are checkboxes for "Email" and "Full name", both of which are checked. There is also a section for "Custom Questions (Optional)" with a button to "Add Custom Question".

... that you built and targeted in minutes using HubSpot's Facebook Ads integration.

## Lead Capture



**BIOLYTICS**

**Event:**

PRIMARY TO SIMPLIFYING, STORING AND GAINING  
VALUE FROM BIG DATA

**In this ebook you will learn how to:**

- thereUse Big Data to learn more about your industry
- Use technology to increase the value of Big Data for software companies

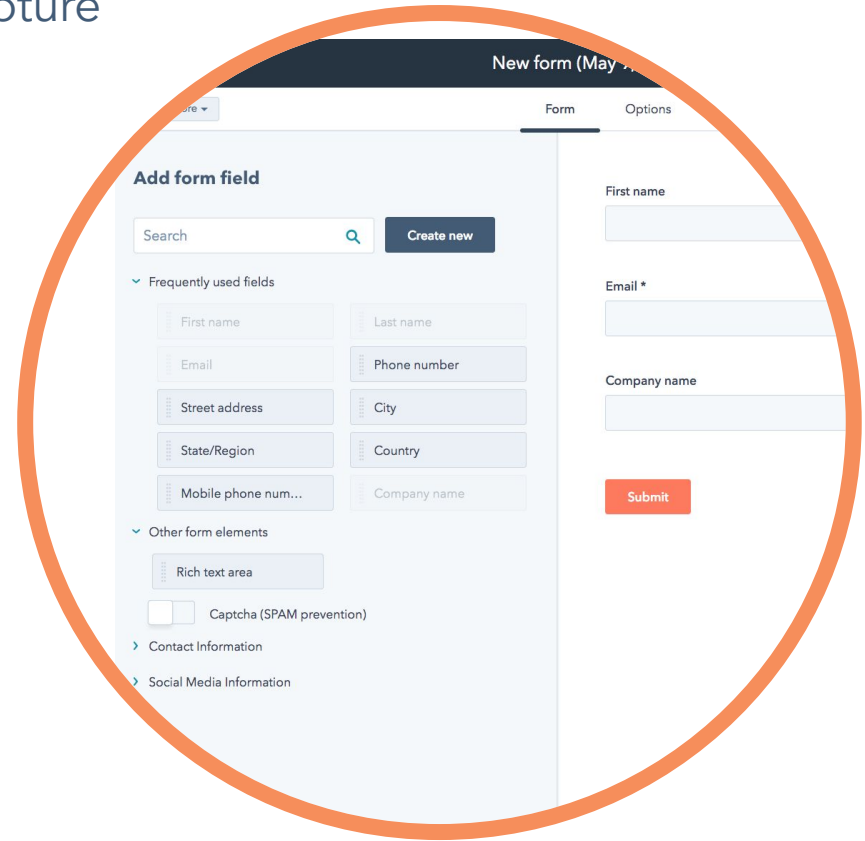
First Name  Last Name

Email

Company Name

**DOWNLOAD NOW**

They grab a valuable piece of content from your site via a form or pop-up...



New form (May 7, 2017)

Form Options

### Add form field

Search

▼ Frequently used fields

<input type="text"/>	First name	<input type="text"/>	Last name
<input type="text"/>	Email	<input type="text"/>	Phone number
<input type="text"/>	Street address	<input type="text"/>	City
<input type="text"/>	State/Region	<input type="text"/>	Country
<input type="text"/>	Mobile phone num...	<input type="text"/>	Company name

▼ Other form elements

Rich text area

Captcha (SPAM prevention)

▶ Contact Information

▶ Social Media Information

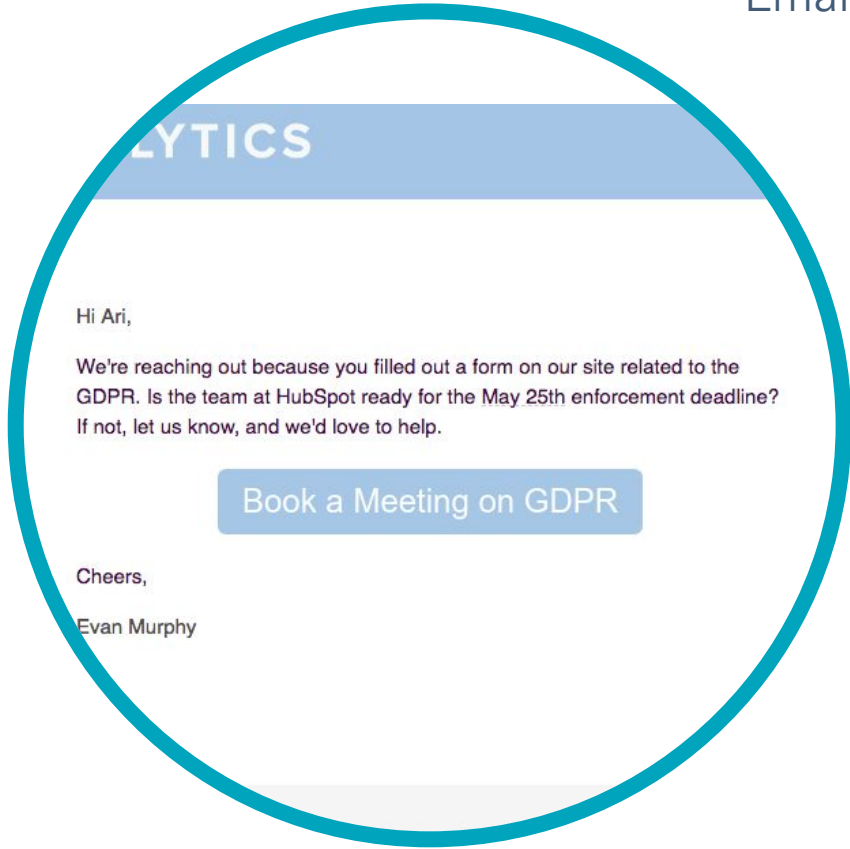
First name

Email \*

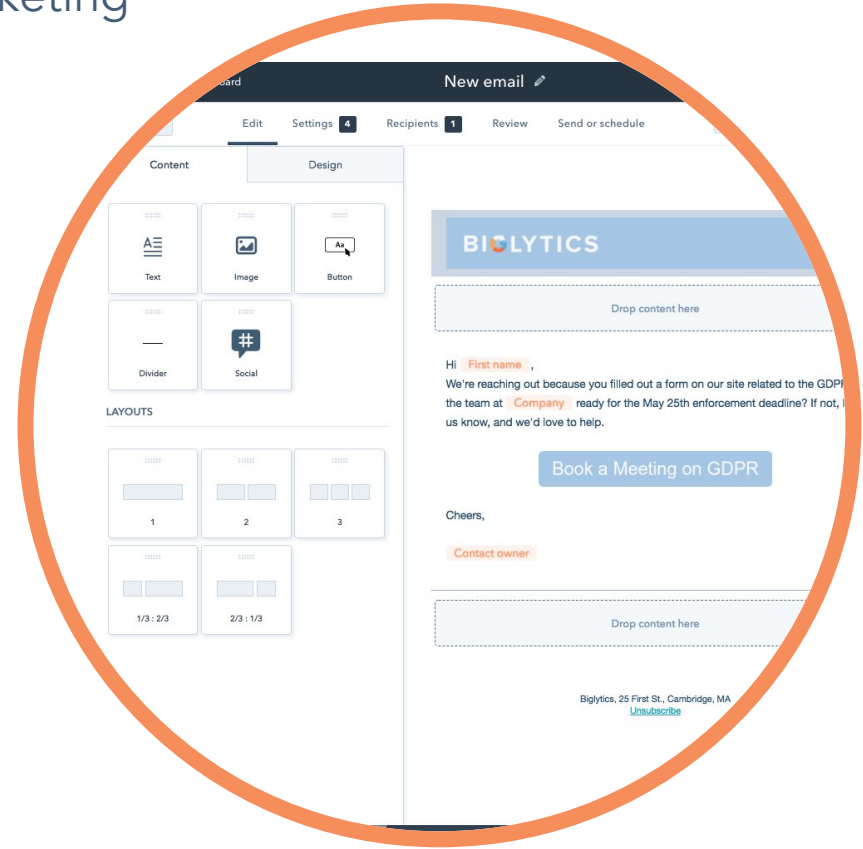
Company name

... that you built in 3 steps using HubSpot's native forms tool (& passes data right into your CRM).

# Email Marketing



They get a relevant and timely follow-up email...

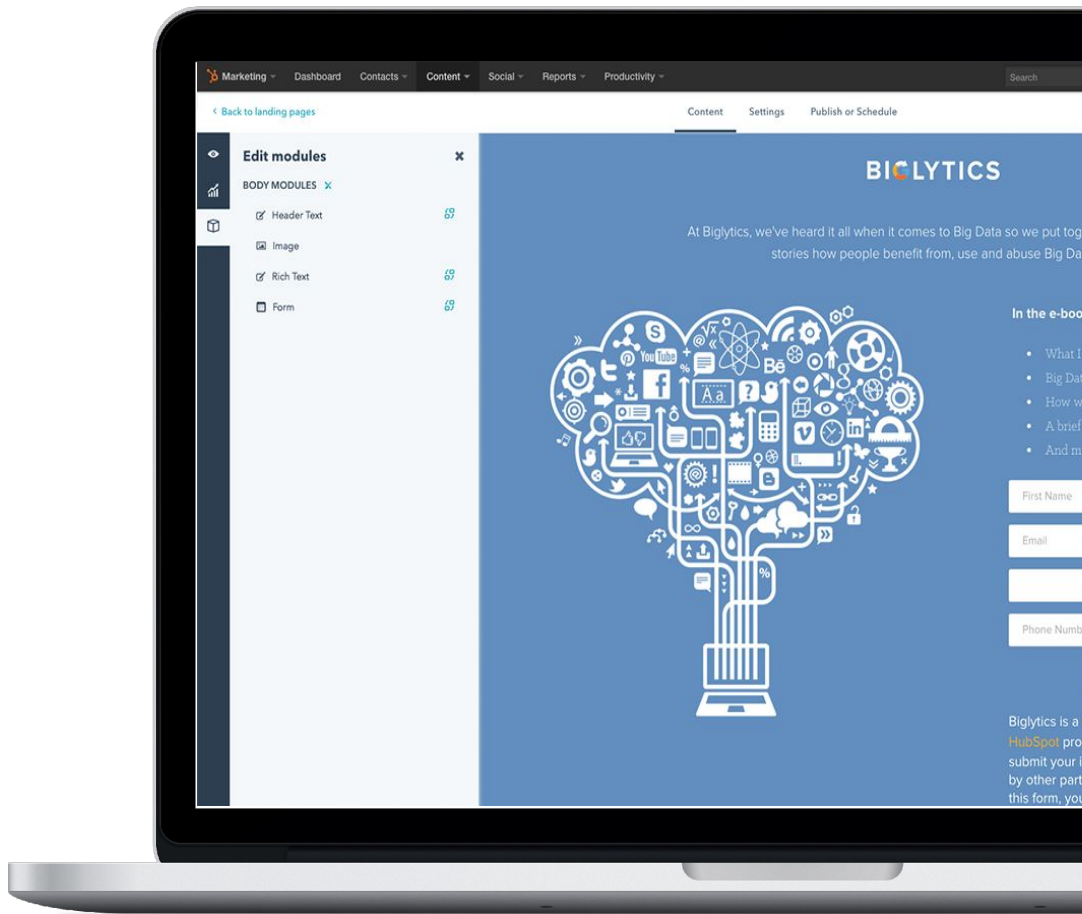


... that you built easily in HubSpot's email marketing tool (and personalized using your CRM data).

Now with:

## Landing Pages

A brand new drag-and-drop editor to create beautiful, optimized landing pages without needing to learn HTML, CSS, or JavaScript.

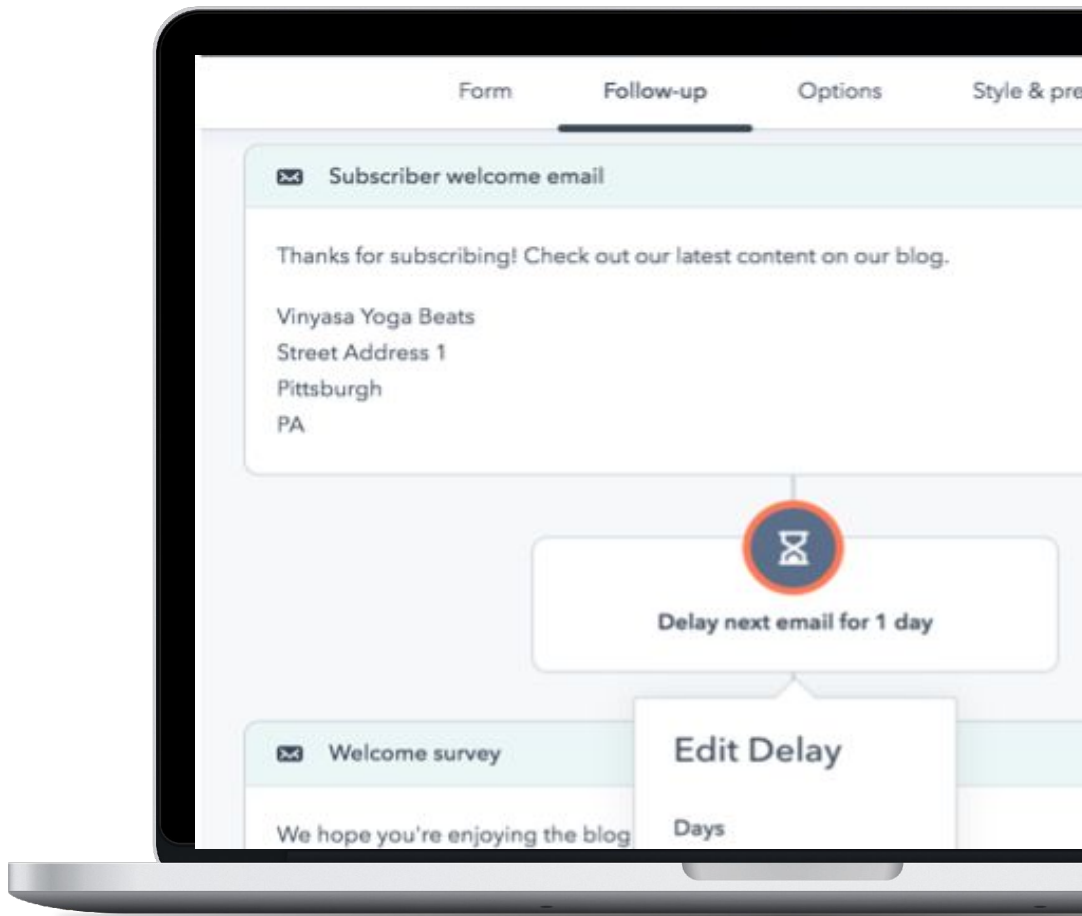


Now with:

## Follow up Emails (kickback)

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Send up to three automated emails after form submissions to start nurturing and converting leads.



# CRM

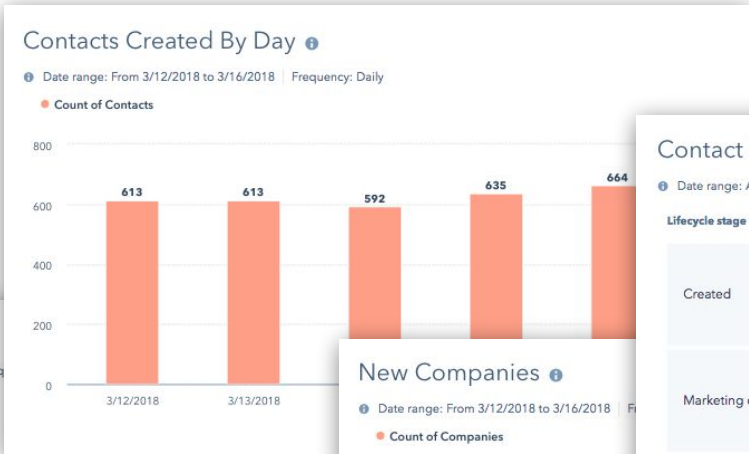
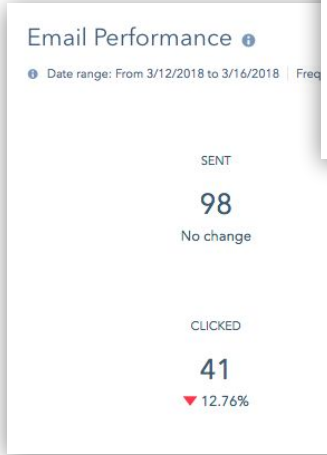


They enter into the sales process, and sales picks up right where marketing left off....

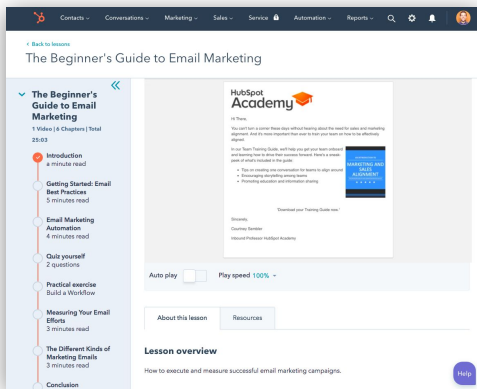
The collage shows various HubSpot CRM features:

- Calendar:** Shows a calendar for December 2017 with an email from lenaletterman@demospot.org on Dec 8 at 9:46 AM EST.
- Tasks:** A list of tasks with columns for 'YES', 'ASSIGNED TO', and 'DUE DATE'. Tasks include 'Follow up missing information for [Name]', 'Fill out missing information for [Name]', and 'Follow up missing information for [Name]'.
- Deals:** A pipeline view showing deals in different stages like 'DESIGN VALUE', 'DISCOVERY', and 'DEMONSTRATION OF VALUE'. Deals include '\$25,000 Hi-Design Deal', '\$15,000 Companion Gap', '\$18,000 Defunct', '\$100,000 Big Bear Deal', '\$2,000 Brouil Deal', '\$24,000 Multi-Op - New Deal', '\$184,017 Hi-End Tech\_303', '\$2,000 Brouil Deal', '\$4,000 DC Prehearse', '\$2,000 Multi-Op New Sales', '\$6,000 Multi-Op New Sales', '\$2,000 Customer Product', '\$2,000 Customer Product', '\$114,000 Outlook', '\$15,000 New Deal', and '\$2,000 New Sales'.
- Contact Timeline:** Shows a message from Lena Letterman on Jun 5 at 2:55 PM EDT and a question: 'Hi, I had a quick question about your...'. Below it, a question: 'Do you all do a one-time service or do...'. At the bottom, text: 'Sure. There are several options when it comes to Big Data consulting... We'd be happy to do a one-time service but we suggest purch... to optimize the consulting.'
- Edit Template:** A pop-up window for editing an email template. The subject is 'Did it help?'. The body includes a personalized greeting: 'Hi, [Contact First name],', a question: 'You recently visited our website and downloaded [INSERT CONTENT PIECE]. Did you find it useful?', a question: 'Did you download the piece just to learn more about [TOPIC OF CONTENT PIECE]? Or, are you looking for a cost effective solution to [TOPIC OF CONTENT PIECE]?', a statement: 'I actually did some research on [COMPANY] and have the following tips:', a list of tips: '- [INSERT TIP]', '- [INSERT TIP]', a question: 'Have you thought of doing this?', and a footer: 'Invert: Snippets - Document - Token - Meeting link -'. Buttons for 'Save template' and 'Cancel' are visible.

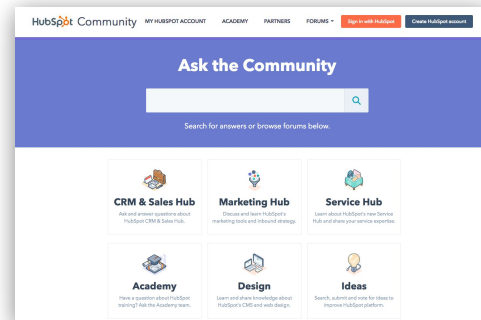
... with the full context of every interaction, on the contact timeline in HubSpot. (and did we mention, HubSpot has sales tools too?)



Once they're through?  
 Figure out what worked using a set of essential marketing reports.



Free training from  
HubSpot Academy



A vibrant and helpful community



24/7 Phone Support



In-person User Group meetups

The cherry on top? It doesn't end with software.  
With Marketing Hub Starter, you have all the resources to start marketing right too.



## Hacked Together Tools

Give time away.

Multiple databases. Imports, exports, and syncs.

Master list & basic segmentation

Data is always out of date

Sales team lives somewhere else.  
No context.

One channel (e.g. email).

Grow out of it

## Marketing Hub Starter

Get time back.

One database

Contextual segmentation and  
personalization using CRM data and  
enterprise-grade web analytics

Data is always up to date

Everyone lives in the same system.  
Shared context.

All your communications. Email, calling, live  
chat, ads, Facebook Messenger, and more.

Grows with you.

# Summary

What change do we notice?

With so many tools available, it's easier than ever to start marketing. But it's never been harder to start marketing right.

How should businesses respond?

Stop wasting your time. Energy. Customer goodwill.  
Stop managing tools. Start marketing right.

Why don't they do it?

Integrated platforms are complex & expensive.

What's our solution?

HubSpot combines the marketing tools you need to start marketing right with a CRM.  
All for \$100.

Call to Action

Stop managing tools. Start marketing right.

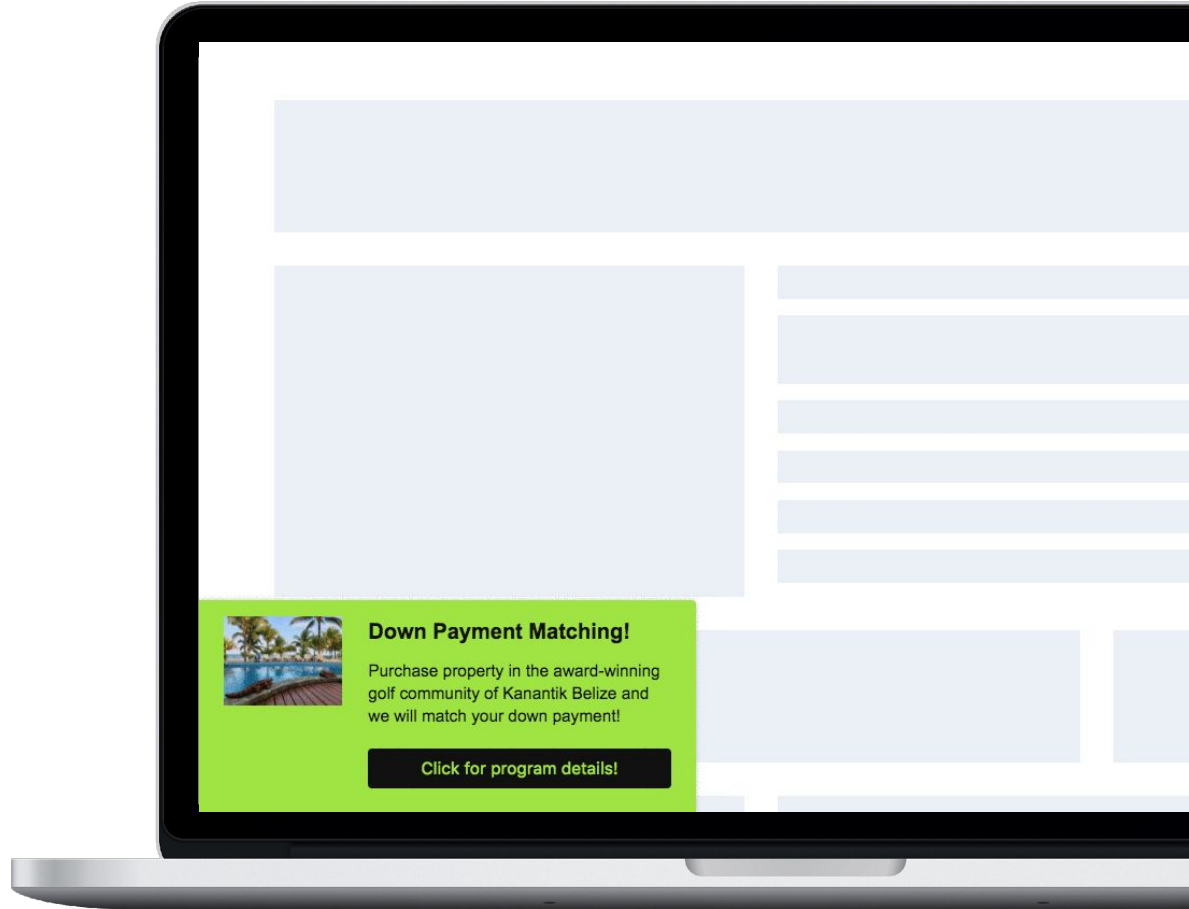
# Appendix

Featuring:

## Lead Capture

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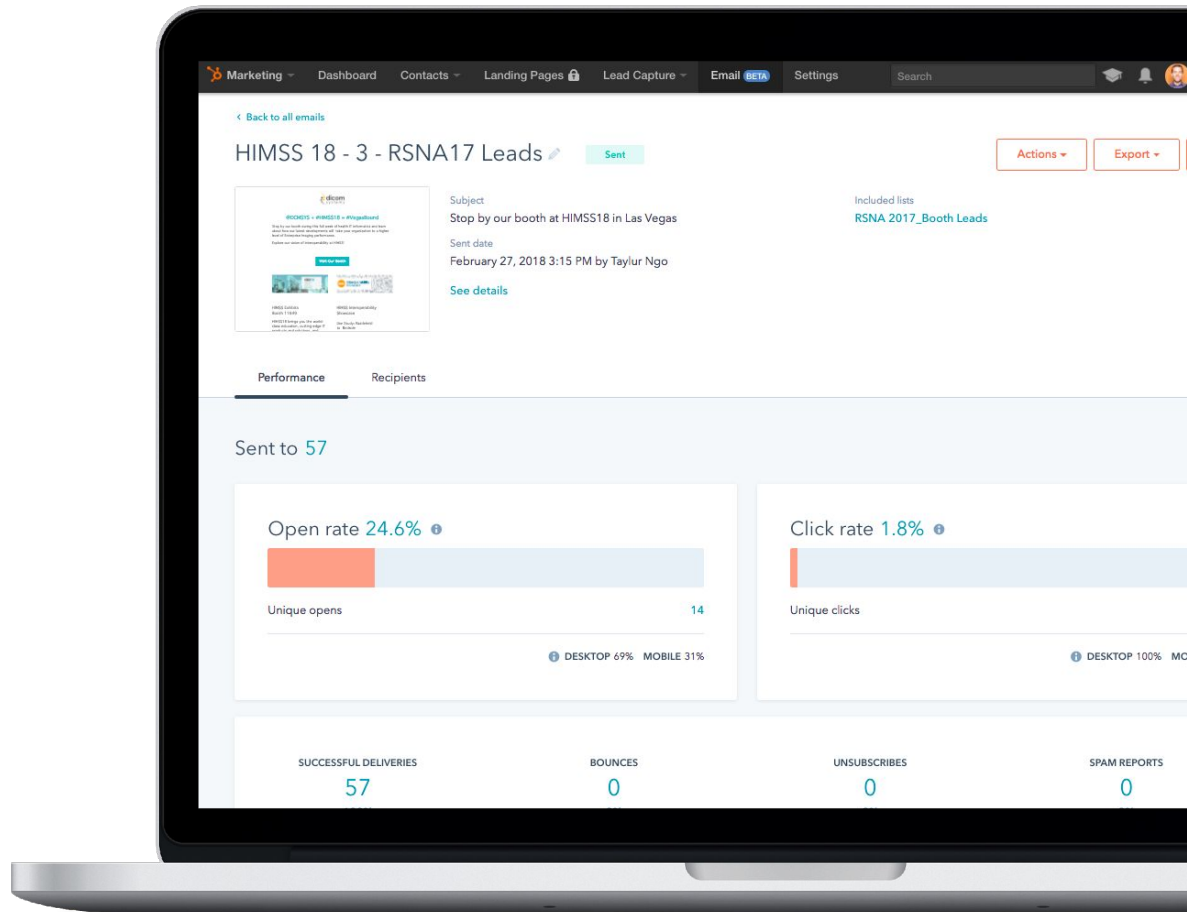
Find and convert more of the right people with tools like Facebook ads, forms & pop-ups.



# Featuring:

## Email Marketing

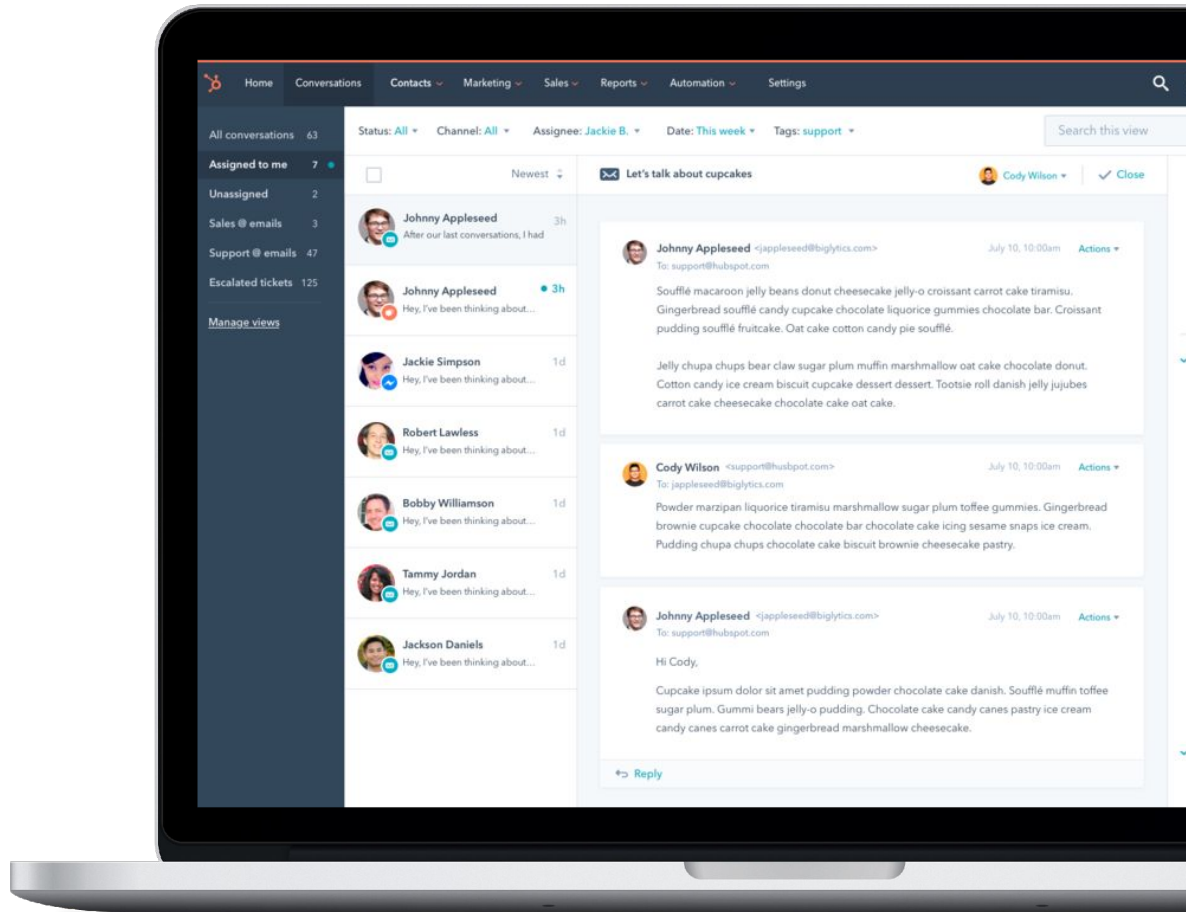
Engage and nurture your customers with easy-to-use email marketing and simple email automation.



Featuring:

# Conversations

Connect with your customers through a universal inbox that includes live chat, bots, Facebook messenger, and more.



Powered by:

# CRM

Collaborate with sales, track performance, and keep everything organized in the top-rated CRM for SMBs, included for free.

