

# Guide to HubSpot Partner White Label Offers

This document contains instructions on how to use HubSpot's Partner Exclusive white label content offers.

Using HubSpot's white label content offers is a great way to take marketing content HubSpot has already created, apply your agency's branding, and then use for lead generation at every stage of your marketing funnel.

Branding white label content with your agency's brand/tone is simple. This document will walk you through how to develop an offer and conversion path, as well as important steps to note as you walk through the process.

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## How to Get Started with Customizing White Label Offers:

- 1) Choose an offer from the library that you'd like to edit and promote by downloading the file. This file includes the content offer that you'll edit with your agency branding.
- 2) Once you download the offer, you'll want to "make a copy" to allow you to edit the offer.
- 3) You'll notice that the offer is very simple in terms of format and style. That's on purpose. You'll need to make this offer look and feel like your own. An easy way to do this is to use your agency's fonts, colors and logo throughout. Other ways to personalize it for your agency: include links to your website, calls to action that link to other content offers you may already have, adding case studies your agency has, etc.
- 4) Once you brand the offer with your agency branding (fonts, colors, links) you're ready to save the file as a PDF.
- 5) Now that your offer is ready, you can set up a landing page with your own copy and imagery. Make sure that your form on this page includes all relevant contact information that your agency desires to collect.



- 6) Once you've reviewed your offer, create a Thank You page containing a link to the PDF document and make sure your tracking is properly set up.
- 7) Now your offer is ready to promote! Use this offer in an email campaign, on your website or at the end of a blog.

## White Label Content Offer FAQs

Do I have to credit HubSpot anywhere in my final offer?

No, you do not have to credit HubSpot anywhere within the offer. Please spend time to make the offer feel as though it was created by your agency. We created Campaign Kits to help you quickly drive demand for your inbound marketing services.

Can I whitelabel other HubSpot offers that I find online?

No, you can only use the offers available on the partner campaign kit page. The reason for this is that we do not cannibalize the organic traffic for content that HubSpot is actively using for its own lead generation.

Can I put my logo on the offer?

Yes, please do! You can edit and format the offers and all promotional materials any way you would like to make them feel like your own. We just ask that you do not remove any sources.

Can I promote this offer to my audience?

Yes, please do! We recommend creating blog posts and social media posts to help drive awareness and traffic for your offer, and also promoting it via email to your existing database.

How much of these offers can I edit? Are there any restrictions?

Feel free to edit these offers to match your own agency's branding and color scheme. We only ask that you keep any references to outside sources intact if you cite a piece of data.

Can I recreate the offers in Adobe or other design products?

Yes, you can recreate any of the offers in your design product of choice.

Can I add my own CTA?

Please do! We recommend adding an About Us page to the last page of any offer you customize, and this is a great place for a CTA.



Will HubSpot promote my ebook?

No.

Why do the assets look so plain?🤔

The purpose of these whitelabeled resources is that you can edit them to include your agency's look and feel. You want to make these assets feel like your own, so these offers are intentionally plain so you can add your agency's branding to them.

Who can I reach out to if I have topic ideas?

Feel free to email [jgraci@hubspot.com](mailto:jgraci@hubspot.com) if you have any topic ideas or feedback regarding the white label content offers.