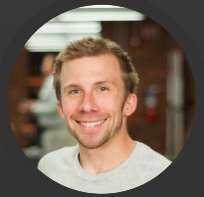
HubSpot CONNECT

PARTNER PROGRAM 2017 KICKOFF

Brad Coffey
Chief Strategy Officer
@BradfordCoffey



Al Biedrzycki
Platform Marketing Manager
@albiedrzycki

HOUSEKEEPING

Today’s kickoff is being recorded

Resources will be available

Q&A will be at the end of the presentation

HAPPY NEW YEAR!

INBOUND

MILESTONES OF 2016

30,000+

INSTALLS

HubSpot MARKETING + HubSpot CRM

300,000,000

\+ API CALLS PER MONTH

HubSpot CONNECT

HubSpot Marketing

MARKETING
SALES
CRM

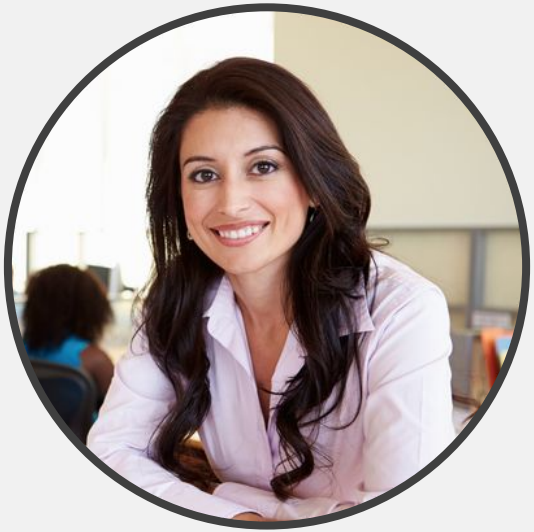
Eventbrite
HELLOSIGN
WISTIA
FRESHBOOKS
cloud accounting
SurveyMonkey
join
me

MODERN MARY IN 2017

HubSpot MARKETING

HubSpot CRM

Eventbrite



HELLOSIGN

WISTIA

FRESHBOOKS cloud accounting

SurveyMonkey

join me

zendesk

How Can We be Better?

1. Invest in Free Tools
2. Invest in HubSpot CONNECT

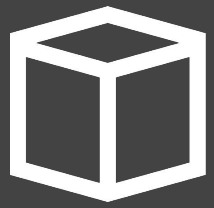
HubSpot CONNECT in 2017

3 Core Areas of Value

Product

Program

Promotion



Product

Product

MARKETING

SALES

CRM

Marcus Andrews

Product Marketing at Hubspot, Inc.

Actions

About Marcus Andrews

First Name
Marcus

Last Name
Andrews

Job Title
Product Marketing

Company Name
HubSpot

Email
mandrews@hubspot.com

Website URL
http://dattascore.com

Recent Conversion
CERT - Inbound Speed Round - Marketing

Recent Conversion Date
01/04/2017 4:39 PM EST

Lifecycle Stage
Other

Phone Number
8122362671

Biggest Marketing Challenge (dropdown)

Content Trigger Date (was MQL Date)
11/15/2016

Content Trigger Event (was MQL Event)
Demo

HubSpot Owner
Jillian Corkin (Salesforce)

New note | Email | Call | + Log activity | Create task | Schedule

Start typing to leave a note...

B I U | No font selected | Size

January 2017

Filter timeline (3/30)

Marcus Andrews watched Wistia video HubSpot CRM_5
January 13th at 1:50 pm

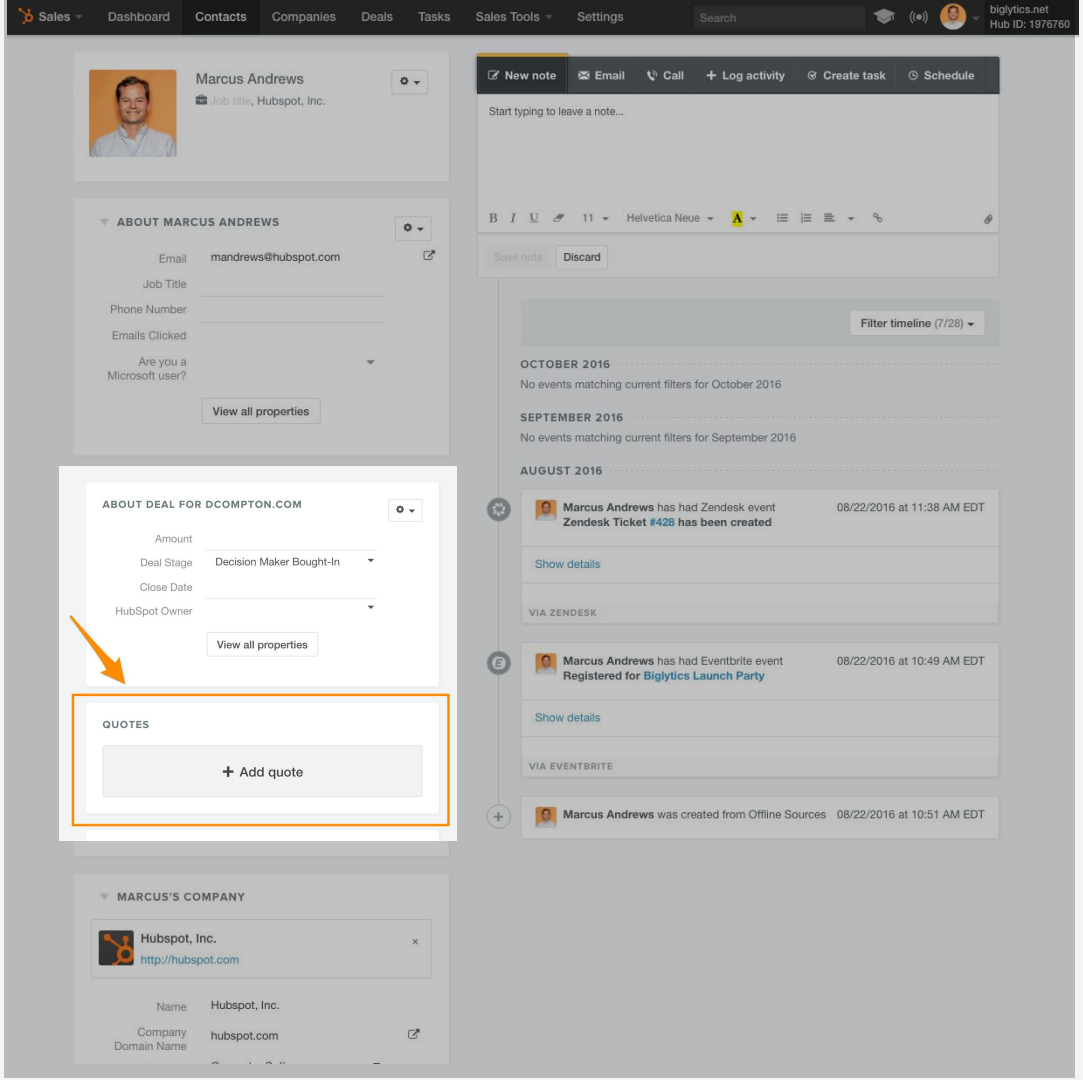
Show thumbnail and heatmap

VIA WISTIA

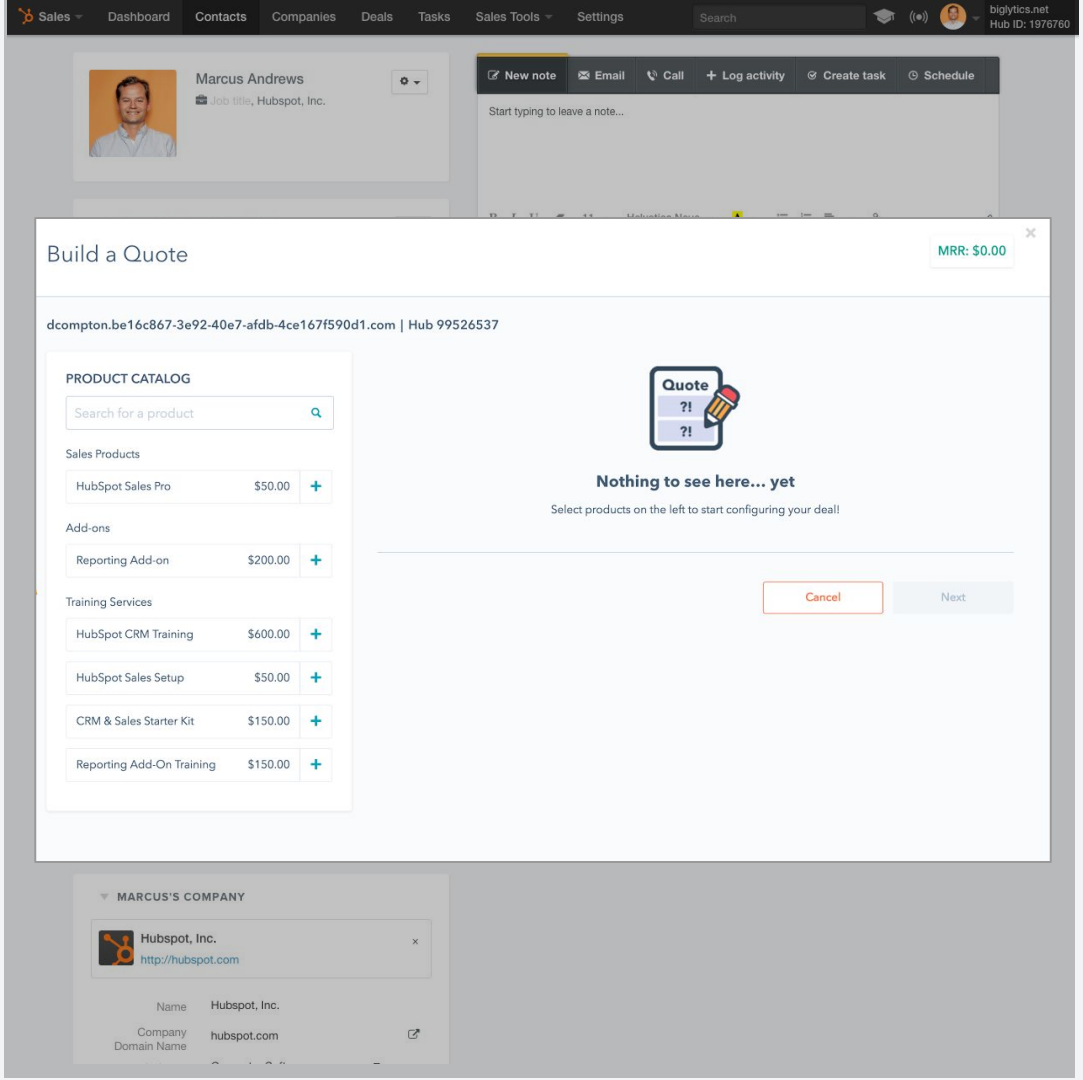
Marcus Andrews watched Wistia video HubSpot CRM_5
January 12th at 12:16 pm

Hide thumbnail and heatmap

Product


Sales
Dashboard
Contacts
Companies
Deals
Tasks
Sales Tools
Settings
Search
biglytics.net
Hub ID: 1976760
Marcus Andrews
Job title, Hubspot, Inc.
ABOUT MARCUS ANDREWS
Email
mandrews@hubspot.com
Job Title
Phone Number
Emails Clicked
Are you a Microsoft user?
View all properties
ABOUT DEAL FOR DCOMPTON.COM
Amount
Deal Stage
Decision Maker Bought-In
Close Date
HubSpot Owner
View all properties
QUOTES
+ Add quote
MARCUS'S COMPANY
Hubspot, Inc.
http://hubspot.com
Name
Hubspot, Inc.
Company Domain Name
hubspot.com
New note
Email
Call
+ Log activity
Create task
Schedule
Start typing to leave a note...
Helvetica Neue
Save note
Discard
Filter timeline (7/28)
OCTOBER 2016
No events matching current filters for October 2016
SEPTEMBER 2016
No events matching current filters for September 2016
AUGUST 2016
Marcus Andrews has had Zendesk event
Zendesk Ticket #428 has been created
08/22/2016 at 11:38 AM EDT
Show details
VIA ZENDESK
Marcus Andrews has had Eventbrite event
Registered for Biglytics Launch Party
08/22/2016 at 10:49 AM EDT
Show details
VIA EVENTBRITE
Marcus Andrews was created from Offline Sources
08/22/2016 at 10:51 AM EDT

Product


Sales
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New note
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Log activity
Create task
Schedule
Start typing to leave a note...
Build a Quote
MRR: $0.00
dcompton.be16c867-3e92-40e7-afdb-4ce167f590d1.com | Hub 99526537
PRODUCT CATALOG
Search for a product
Sales Products
HubSpot Sales Pro $50.00
Add-ons
Reporting Add-on $200.00
Training Services
HubSpot CRM Training $600.00
HubSpot Sales Setup $50.00
CRM & Sales Starter Kit $150.00
Reporting Add-On Training $150.00
Quote
?!
?!
Nothing to see here... yet
Select products on the left to start configuring your deal!
Cancel
Next
MARCUS'S COMPANY
Hubspot, Inc.
http://hubspot.com
Name
Hubspot, Inc.
Company Domain Name
hubspot.com

Product

Program

Program

CERTIFIED

200

PREMIER

500

- Certified Partners will now inherit existing Silver level benefits
- Gold Partners will now be considered Premier and will inherit existing Platinum benefits
- We'll be sending a monthly "install" update newsletter mid-month to share your current install #

PLATINUM

2000

- Installs are now cumulative across Marketing and CRM software (unique portals)

Learn More at: https://www.hubspot.com/connect/partner-tiers

HubSpot CONNECT
Partnership Review
Q1 2017
Premier
Benefit

QBRs at a Glance

1. State of the partnership / integration
2. Shared customer business metrics
3. Customer integration feedback
4. Co-marketing Campaign planning session

Premier Benefit

QBRs at a Glance

1. State of the partnership / integration
2. Shared customer business metrics
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Link to sign up will be on resources page

Premier Benefit

HubSpot

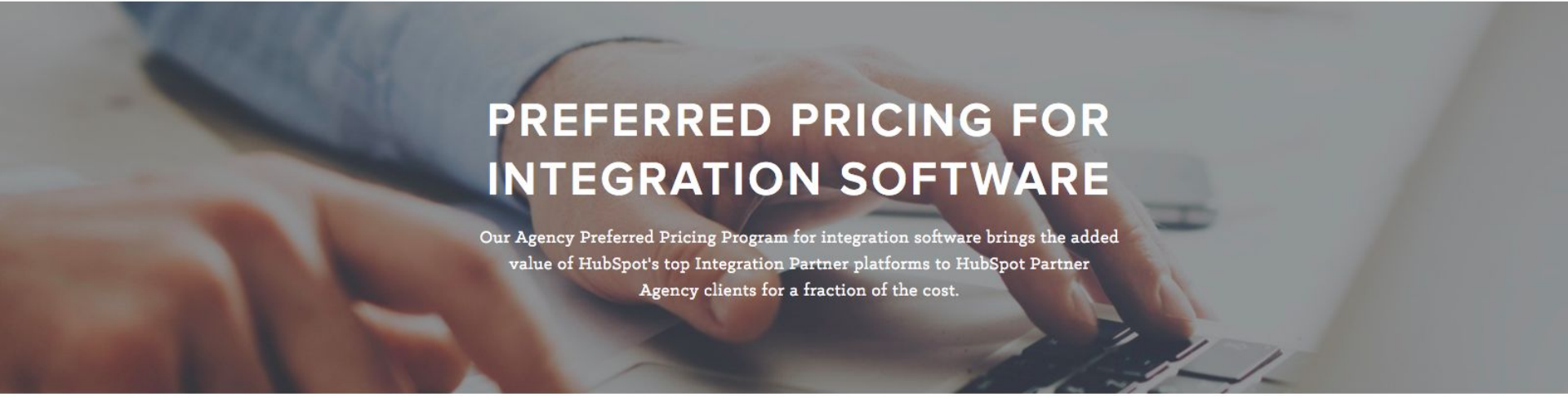
Agency Partner Program

2017
HUBSPOT
PARTNER
DAY
Premier
Benefit

2017
HUBSPOT
PARTNER
DAY
Premier
Benefit

2017
HUBSPOT
PARTNER
DAY
Premier
Benefit

2017
HUBSPOT
PARTNER
DAY
Save the dates:
April 26th - 27th
Premier
Benefit



PREFERRED PRICING FOR INTEGRATION SOFTWARE

Our Agency Preferred Pricing Program for integration software brings the added value of HubSpot's top Integration Partner platforms to HubSpot Partner Agency clients for a fraction of the cost.

About the Program

We've worked closely with some of our top Integration Partners to provide your clients access to their software at up to 50%* of the cost. Whether you decide to dabble in retargeting with AdRoll or provide webinar services with GoToWebinar, this program aims to help you expand on your existing retainers by providing more diverse value to your clientele. We hope you utilize this benefit to help grow your agency!

How it Works

Browse the Integration Partners below and click on the respective link to learn more about the discount and to get more information from the software provider. Please note that the discounts offered through the Agency Preferred Pricing program are for new customers of our Integration Partner's software only. That means if your client is already using the Integration Partner's platform, they cannot participate in the discount offer. And, the Integration Partners might have other restrictions or exclusions that apply. To get more information, you should fill out the form(s) for the software you're interested in.

Certified Benefit

HubSpot

SOFTWARE + ABOUT + AGENCIES PRICING BLOGS + REQUEST A DEMO

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Steps to get involved will be on resources page

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HubSpot

FOR STARTUPS

HubSpot FOR STARTUPS

FOR

HubSpot CONNECT

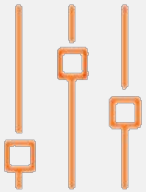
Certified Benefit

Requirements

- <$1 Million in funding
- <$1 Million lifetime revenue

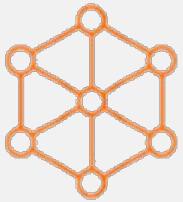
Support

- Unlimited tech support
- Access to HubSpot Community



Software

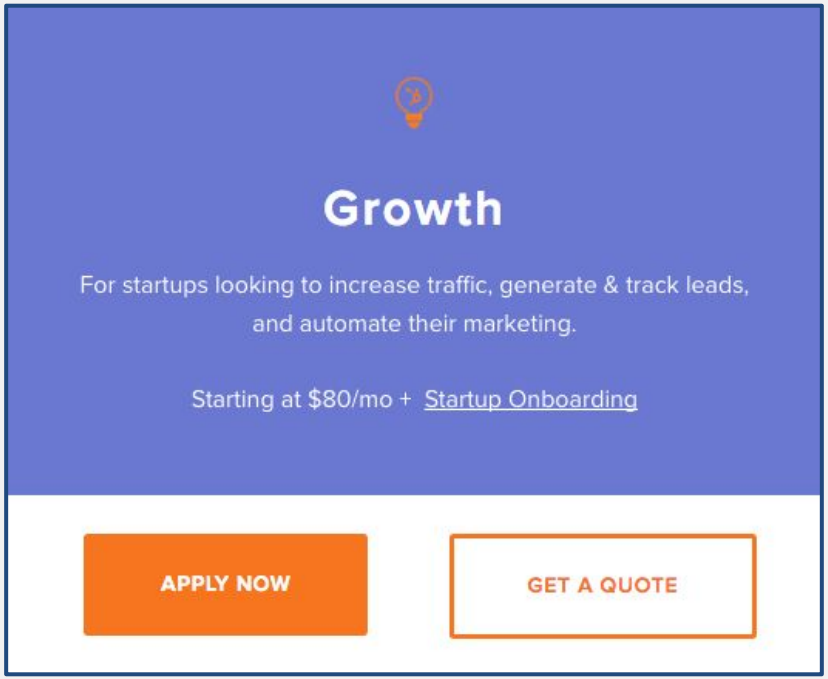
Access to HubSpot's full sales and marketing software suite.



Community

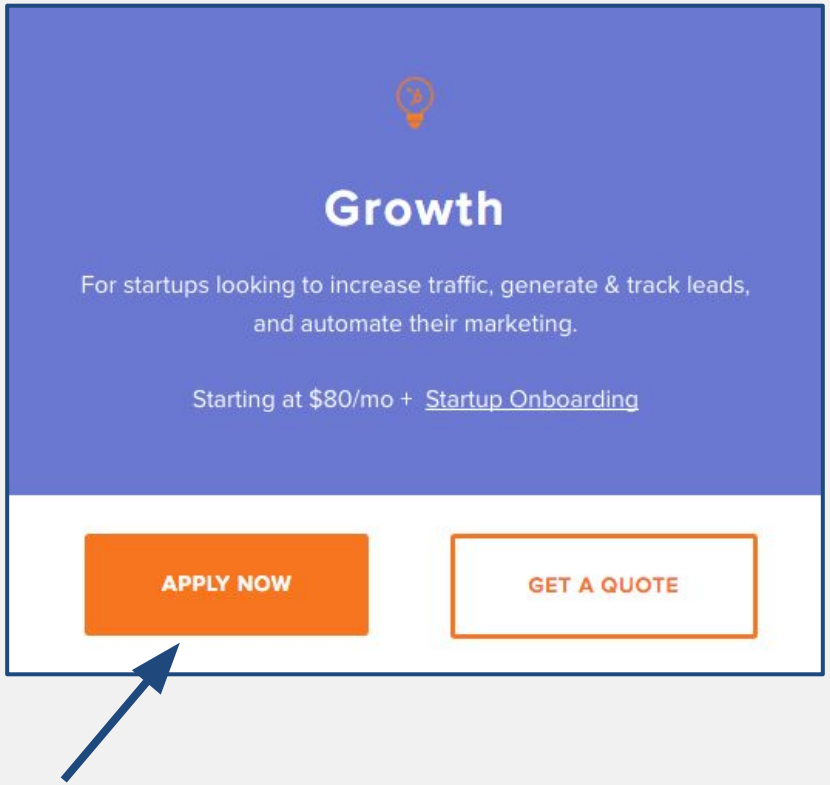
Access to HubSpot's startup community of thousands of founders worldwide

www.hubspot.com/startups



Certified Benefit

www.hubspot.com/startups



Certified Benefit

WHAT'S YOUR LIFETIME REVENUE?*

- Please Select -

HOW MUCH FUNDING HAVE YOU RECEIVED?*

- Please Select -

WHO HAVE YOU RECEIVED FUNDING FROM?*

If you've received funding, please show proof. Ex. "https://www.crunchbase.com/organization/pakible#/entity"

PLEASE SELECT YOUR APPROVED STARTUP PARTNER*

Connec

Connect Sverige

HubSpot Connect Program

RGA Connected Devices Powered by Techstars

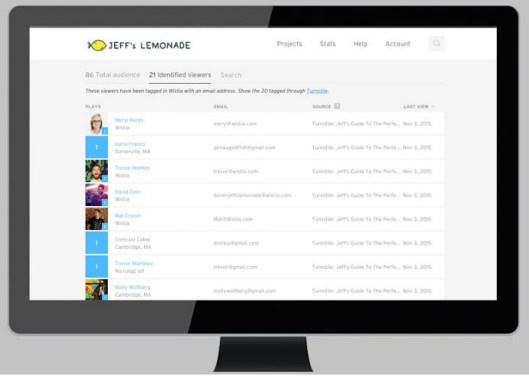
WHEN DID YOU JOIN THAT PARTNER'S PROGRAM?

SELECT THE PACKAGE YOU WANT TO GET STARTED WITH

- ONLY MARKETING STARTER
- ONLY SALES PROFESSIONAL

Promotion

HubSpot CONNECT



Take your video marketing to the next level with Wistia's integration.

LEARN MORE

VIEW ALL INTEGRATIONS | VIEW BY CATEGORY | SEARCH INTEGRATIONS... | GET HUBSPOT

Featured

Wistia
by Wistia

Empower your videos to drive marketing results with Wistia.

LEARN MORE >>

Most Popular

Zendesk
by Zendesk

Take marketing action on your customer support interactions.

LEARN MORE >>

join.me
by HubSpot

Setup sales meetings in HubSpot CRM with just one click.

LEARN MORE >>

Hotjar
by Hotjar

Get more actionable insight into your website's visitors.

LEARN MORE >>

AdRoll
by AdRoll

Remarket to your HubSpot leads on advertising channels.

LEARN MORE >>

Newest

Certified Benefit

Integrations

My integrations | All integrations

Category All

Search integrations

Zapier Integration

An integration platform that allows you to connect all of your web services together using a simple interface.

Connector

Google Calendar Integration

Connect Google Calendar with the HubSpot CRM and keep your meetings and calendar events synchronized.

Productivity

SurveyMonkey Integration

Gain actionable insights into your prospects, leads and customers with SurveyMonkey.

Reporting

Salesforce Integration

Sync leads in real time. Set tasks, trigger automation, and keep your sales team informed with lead intelligence from HubSpot.

Salesforce

WordPress Integration

Integrate your WordPress blog or website with HubSpot.

Content

GoToWebinar Integration

Build beautiful landing pages to register webinar attendees using HubSpot. Send reminders, follow-up emails, and nurture attendees.

Marketing

Eventbrite Integration

Capture leads and strengthen relationships through live events.

Marketing

Uberconference Integration

Schedule online or phone meetings in seconds, hassle free, right within HubSpot CRM.

Productivity

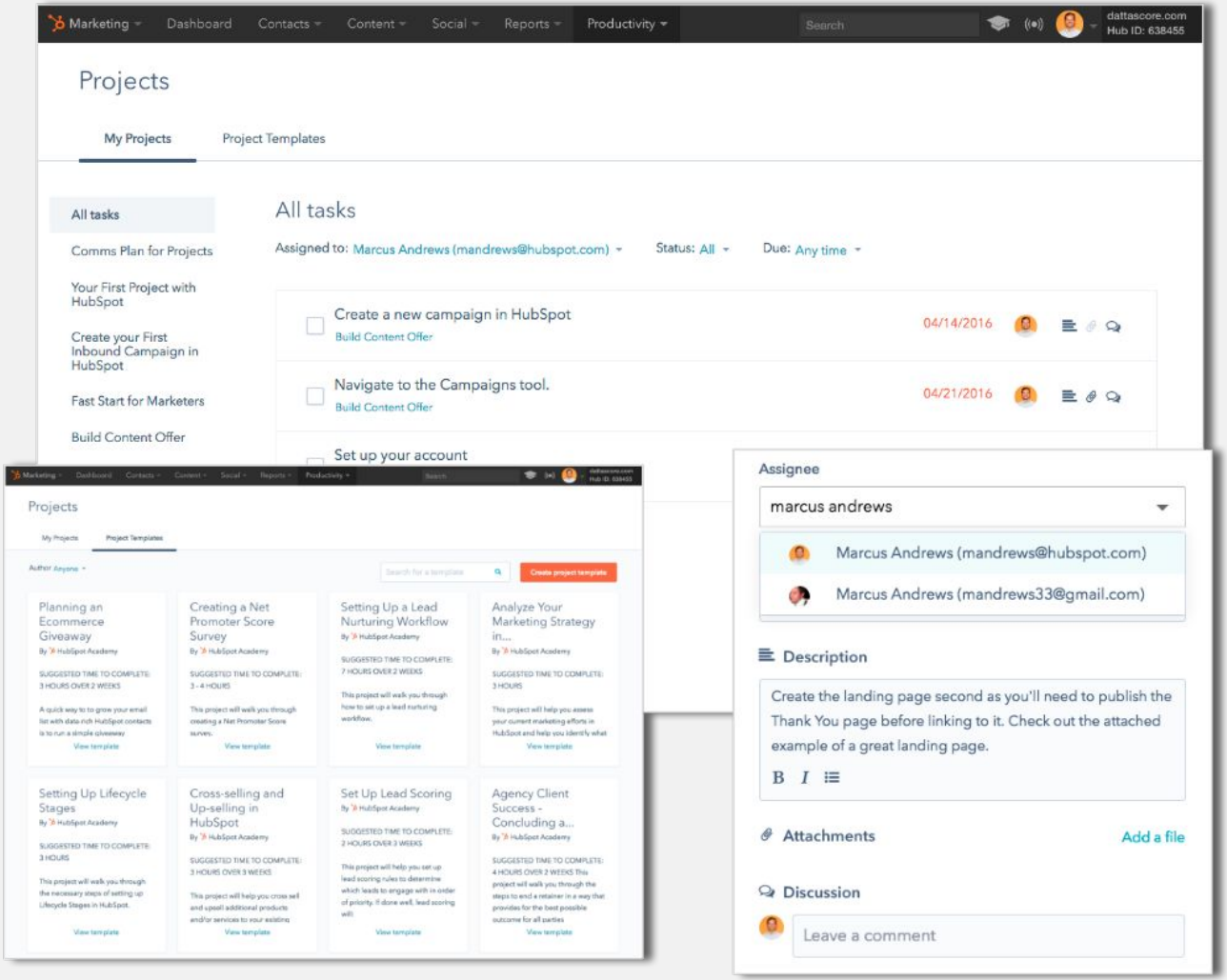
Certified Benefit

Certified
Benefit

- Showcase your expertise and brand virtually in front of 10,000 agency professionals
- Wide range of topics to help you educate agencies on your expertise
- Sessions are recorded and archived online for future lead generation

Certified Benefit

DIGITAL AGENCY DAY
A day of virtual and in-person events on agency growth, trends and strategy.
Thursday, March 16th, 2017
co-hosted by unbounce + HubSpot
Showcase your expertise and brand virtually in front of 10,000 agency professionals
Wide range of topics to help you educate agencies on your expertise
Sessions are recorded and archived online for future lead generation
Link to sign up will be on resources page
Certified Benefit



Premier Benefit

thinkgrowth.org

THE GROWTH SHOW

Medium

- 85k followers
- 100k page views per month

- Audience of influencers and execs
- 70k downloads a month

Premier Benefit

FAQ & Resources: **http://bit.ly/cpkickoff17**

QUESTIONS?