

The HubSpot logo is centered at the top of the graphic. It features the word "HubSpot" in a white, sans-serif font, with a stylized robot head icon above the letter 'o'. The logo is set against a white background that is part of a larger circular seal.

HubSpot

A white banner with a double-line border and a dashed inner line is positioned across the center of the seal. It contains the text "AGENCY PARTNER PROGRAM" in a bold, white, sans-serif font. A white star is located to the left of the word "AGENCY" and another white star is to the right of the word "PROGRAM".

★ AGENCY PARTNER ★  
PROGRAM

The text "TIERS & BENEFITS 2018" is located in the lower portion of the white seal. It is written in a white, sans-serif font, with "TIERS & BENEFITS" on the top line and "2018" on the bottom line.

TIERS & BENEFITS  
2018

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01 /

# WELCOME TO THE HUBSPOT AGENCY PARTNER PROGRAM

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**Welcome to the HubSpot Agency Partner Program, a program designed to help marketing agencies around the world grow and scale their businesses.**

As a HubSpot Agency Partner, you have access to tools and resources that will help you market your agency, sell HubSpot, deliver services and grow your business. As you move up in the Agency Partner Tiers, you will unlock new resources with higher levels of support to help you fuel growth and reap new rewards for your agency.

Inbound marketing can transform businesses, and we're glad you are partnered with us to help your clients grow through the power of inbound. We look forward to building a successful partnership with you, and providing you with the resources and support you need to grow your own business to become a successful agency.

Sincerely,

David McNeil

*VP, Global Partner Program & Strategy*



# 02 /

## ABOUT OUR AGENCY PARTNER TIERS PROGRAM

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**The Agency Partner Tiers Program** is designed to acknowledge those Agency Partners who have not only brought the inbound message to the most clients, but also those who executed inbound services to the highest standards.

We place our agencies in tiers using a combination of metrics, looking at monthly sold and managed recurring revenue (MRR), retention, software engagement, and actual inbound marketing success.

Be sure to review the Tier Benefit chart on page 5 to see how the benefits compare at a glance, and the in depth description of each benefit on the subsequent pages. Take advantage of the benefits available to you and get the most out of your HubSpot Partnership!.

For more information on how tiers are calculated, please [click here](#) and be sure to review our [Partner Program FAQs](#).

# 03 /

## AGENCY PARTNER BENEFITS AT-A-GLANCE

### PROGRAM BENEFITS

	Untiered	Silver	Gold	Platinum	Diamond
<b>PEOPLE</b>					
Channel Account Manager	X	X	X	X	X
Channel Consultant	X	X	X	X	X
Priority Support	X	X	X	X	X
<b>TOOLS</b>					
Access to Partner Resource Center	X	X	X	X	X
Channel Lead Notifications	X	X	X	X	X
Client Management Dashboard	X	X	X	X	X
Impact Awards	X	X	X	X	X
Lead Generation "Campaign Kits"	X	X	X	X	X
Lead Registration	50	500	500	500	1,000
Product Spotlight	X	X	X	X	X
Role Based Training	X	X	X	X	X
Tier Dashboard	X	X	X	X	X

## TIER BENEFITS

	Untiered	Silver	Gold	Platinum	Diamond
Partner Directory Listing	X	X	X	X	X
Partner Collaboration		X	X	X	X
Partner Promotions		X	X	X	X
Marketing Resource Library Listing			X	X	X
Partner Event Support			X	X	X
Advanced Beta Access			X	X	X
HUG Leadership Opportunities			X	X	X
Write for HubSpot's User Blog			X	X	X
Invitation to Partner Day			X	X	X
Free All-Access INBOUND Tickets			1	4	8
Eligibility for Event Support with HubSpot Executive				X	X
Apps for Agency Services Program				X	X
Annual Joint Planning Call					X
Write for HubSpot's Marketing Blog					X



# 04 /

## AGENCY PARTNER PROGRAM RESOURCES & TOOLS

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**As a HubSpot Agency Partner, you always have access to the resources and tools, regardless of tier.**

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### PEOPLE

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#### **Channel Account Manager**

All Tiered Agency Partners have access to a Channel Account Manager. Think of your Channel Account Manager as your HubSpot sales coach, guiding you through your first few HubSpot sales and providing you with the tools and resources you need to sell Hubspot to new clients and build long, successful retainers. To identify your Channel Account Manager, [click here](#).

#### **Channel Consultant**

As a HubSpot Agency Partner, you have access to a Channel Consultant, who will work with you to expand your service offerings, drive revenue and achieve better client campaign results. Your CC is your point of contact for all things inbound methodology and can help answer any of your HubSpot software questions. To identify your Channel Consultant, [click here](#).

#### **Priority Support**

Priority access to an experienced and specialized Partner Support team - on the phone and

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## TOOLS

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through your self-purchase portal. Please note, Priority Support is English only at this time.

### **Access to the Partner Resource Center**

Once you join the HubSpot Agency Partner Program, you'll have immediate access to everything you need to be successful as a HubSpot Agency Partner within your [Partner Resource Center](#), in your HubSpot Portal. From the latest program updates to the most up-to-date sales collateral, our resource library will ensure that you have everything you need to market, sell, deliver and grow, including the links to learn more about your Partner resources.

### **Channel Lead Notifications**

Take advantage of channel leads conversion information, such as ebook downloads and marketing qualified leads in order to have more meaningful sales conversations with your registered leads. Talk to your Channel Account Manager to activate Channel Lead Notifications for your agency.

### **Client Management Dashboard**

Look across all of your managed clients and understand key metrics at a glance. Then zoom into the performance of individual clients, all within your HubSpot portal.

### **Impact Awards**

Get the recognition you deserve for all of your remarkable client work. And what better way to showcase the results of your inbound marketing efforts than to honor the top success stories with an award? All HubSpot Agency Partners can apply for an Impact Award for a chance to win top honors and be recognized by Hubspot to stand out from the competition. Looking for inspiration? [Check out past winners](#) and when you're ready to apply, head to the [application page](#).

### **Lead Generation “Campaign Kits”**

Campaign Kits are whitelabeled materials you can use at every stage of your agency's marketing funnel. These kits contain a whitelabeled resource such as an ebook or webinar, and all the promotional materials you need to start driving new leads and opportunities for your agency. [Start using Campaign Kits to generate new leads now.](#)



## Lead Registration

Register the leads your agency generates within your HubSpot Partner Portal. Lead registration limits vary by tier. Lead registration ensures that your prospects have one sales process - with you at the helm, and HubSpot as your support and secures commission on deals you originate!

## Product Spotlight

We know it's hard to stay up to date on new advancements in the HubSpot product. That's why we created Product Spotlight, a [monthly video recap and email](#) with all of HubSpot's latest product updates and announcements.

## Role Based Training

Partner specific and role based agency trainings help you scale your team and your business via an intuitive and learning focused experience within the app. [Get started now.](#)

## Tier Dashboard

Within your Partner Portal, you can view your current tier status, median of all your app usage across accounts, Partner Certification status and see a full list of apps usage in a clean, clean, easy to consume dashboard providing up-to-date information on the health of your business and the state of your Agency Partner Tier.

## Partner Directory Listing

Every day businesses are looking for an agency to help them with marketing. As a HubSpot Agency Partner, you have the ability to create a listing in HubSpot's Partner Directory to get found by your next new client. The Partner Directory allows you to showcase your areas of specialization; by Industry, geo, your HubSpot certifications, Impact Awards, and past client reviews. [Fill out your Partner Directory Profile to get started now.](#)



# 05 / TIER BENEFITS





### **Partner Collaboration**

Special co-selling opportunity for our Tiered Agency Partners. When a Tiered Agency Partner registers a lead that already belongs to HubSpot, they will be able to co-sell with HubSpot's direct sales team and earn commission when the deal closes. Talk to your Channel Account Manager for more details.

### **Partner Promotions\***

Offer the Reporting and Ads add-ons free to new clients for one year. This offer is only available for tiered agency partner registered leads and is not available to any existing HubSpot customer. To take advantage of this promotion, an order must be completed. This is an optional partner program, and for more details on the terms that apply, please see our agency partner program agreement. Talk to your channel account manager about how you can take advantage of these promotions.

\*Partner promotions are subject to change at any point throughout the year, without advanced notice.



### Marketing Library Listing

Contribute your marketing offers and templates to HubSpot's Marketing Resource Library. Generate leads for your agency by hosting your content in the go-to resource center for marketers worldwide. (Please note that all content will be reviewed for quality control. All offers must be original to your agency and not created from whitelabeled content). [Submit your content today.](#)

### Priority Beta Access

Gold Agency Partners can apply to our HubSpot Beta Program. Once you're accepted into the HubSpot Beta Program, you'll begin receiving emails and new features in your account as they become available. Being a part of the beta group at HubSpot is a commitment. It means you agree to use some software in your daily life that is bound to be a little rough around the edges. It also means you're willing to take the time to help us smooth out those rough edges, and help shape the future of our product. You'll receive an email giving you access to join the program after you reach the Gold tier.

### Participation in Annual Agency Partner Summit

Every year, we bring our Gold, Platinum and Diamond Agency Partners together for learning, networking and celebration. In addition to learning advanced inbound content, attending agencies are able to get a sneak peek of upcoming HubSpot products and have the opportunity to mix and mingle with their peers as well as the HubSpot executive team.

2018 Agency Partner Summit Dates

- » Cambridge, MA | May 10 - 11
- » Dublin, Ireland | May 15 - 16
- » Sydney, Australia | June 14

Partner Day is an invitation only event, please keep an eye on your inbox for more information.

### Free All-Access INBOUND Tickets

Upon reaching Gold tier, HubSpot Agency Partners are granted a free, all-access ticket code to our annual INBOUND event in Boston, MA. It's the perfect opportunity to bring that extra team member or a prospective client. Gold Partners receive 1 All-Access and 2 Community Passes, Platinum Partners receive 4 All-Access Passes and Diamond Partners receive 8.

[Redeem your ticket codes today.](#)

### Partner Event Speaker Support

We know that as advocates for inbound marketing in your region, you're keen to host events and invite HubSpotters to speak at them but you're not sure who can request to speak and when. That's why we're introduced partner speaking support guidelines, which you can find in your Partner Resource Center. These guidelines will add more transparency and enable us to send the right fit speaker to help make your event a success. [All speaking requests should be made via this link in your Resource Center.](#)

### HUG Leadership Opportunities

Gold + HubSpot Agency Partners are eligible to lead HubSpot User Groups. HubSpot User Groups (HUGs) are free in-person regional meetups for local marketers and salespeople to network and learn together. As a HUG leader in your city, you have the opportunity to boost yourself and your agency as thought leaders, all while fostering a sense of community among local HubSpot users. [Applications are open on a semi-annual basis.](#) Should applications not be open now, we encourage you to join our waitlist for notifications about when it opens next.

### Write for HubSpot's User Blog

HubSpot customers read our User Blog to learn new ways they can make the most of the HubSpot platform. If your goal is to be seen as an expert in the HubSpot's platform, take advantage of this perk for Gold+ partners and submit your ideas [using this form.](#)



### Apps for Agency Services Program

We've worked closely with some of our top HubSpot Connect Partners to provide Platinum and Diamond Agency Partners the opportunity to deliver more value to your clients through access to Connect software for free. As an agency, whether you decide to dabble in video marketing for your clients or provide a webinar services package, this program aims to help you expand on your existing retainers by providing more diverse value to your clientele. Through the [program's unique access to 25+ free Connect solutions](#), you can truly use and understand each one before offering to service it for your clients.

### Eligibility for Event Support with HubSpot Executive

In addition to listing your event on the [partner event promotion calendar](#) on HubSpot.com as a way to generate leads and increase visibility for your event, Platinum and Diamond Agency Partners [can request](#) HubSpot Senior Marketers, Directors and VPs as well as the C-level Executive Team for their events, depending on event size.



### Annual Joint Planning Call

Diamond Agency Partners have exclusive access to an annual joint planning call with a HubSpot Partner Marketer. During this call, the agency and marketer will brainstorm topics for your blog contribution and set a publishing schedule and outline any upcoming events needs. For more information, email [partners@hubspot.com](mailto:partners@hubspot.com).

### Write for the HubSpot Blog

Our Diamond Agency Partners can take advantage of HubSpot's blog and reach. The award-winning HubSpot Marketing Blog has over 300,000 subscribers and attracts more than 4,500,000 monthly visits, and it's an excellent way to gain more traction and exposure for your brand. Each agency will work with the Partner Marketing and the Blog Teams to develop a topic, and write and publish a blog post on HubSpot's Marketing blog. [Get started here.](#)

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Visit your [HubSpot Partner Portal](#)  
for insight into your current tier,  
what you need to do to move to the  
next tier level, and to learn more  
about each tier benefit in your  
[Agency Partner Resource Center.](#)

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