

20



16

HUBSPOT
**PARTNER
DAY**

HubSpot

EMEA PARTNER DAY

2016

DUBLIN / 12.06.16



Building a Global Brand

Cindy Goodrich,
VP Marketing, Brand & Buzz

Um, What is Brand & Buzz?

PR & Brand

Media Relations
Analyst Relations
Brand Management
Speaking, Awards, & External Events

Events & IR

INBOUND
Influencer Relations

Creative

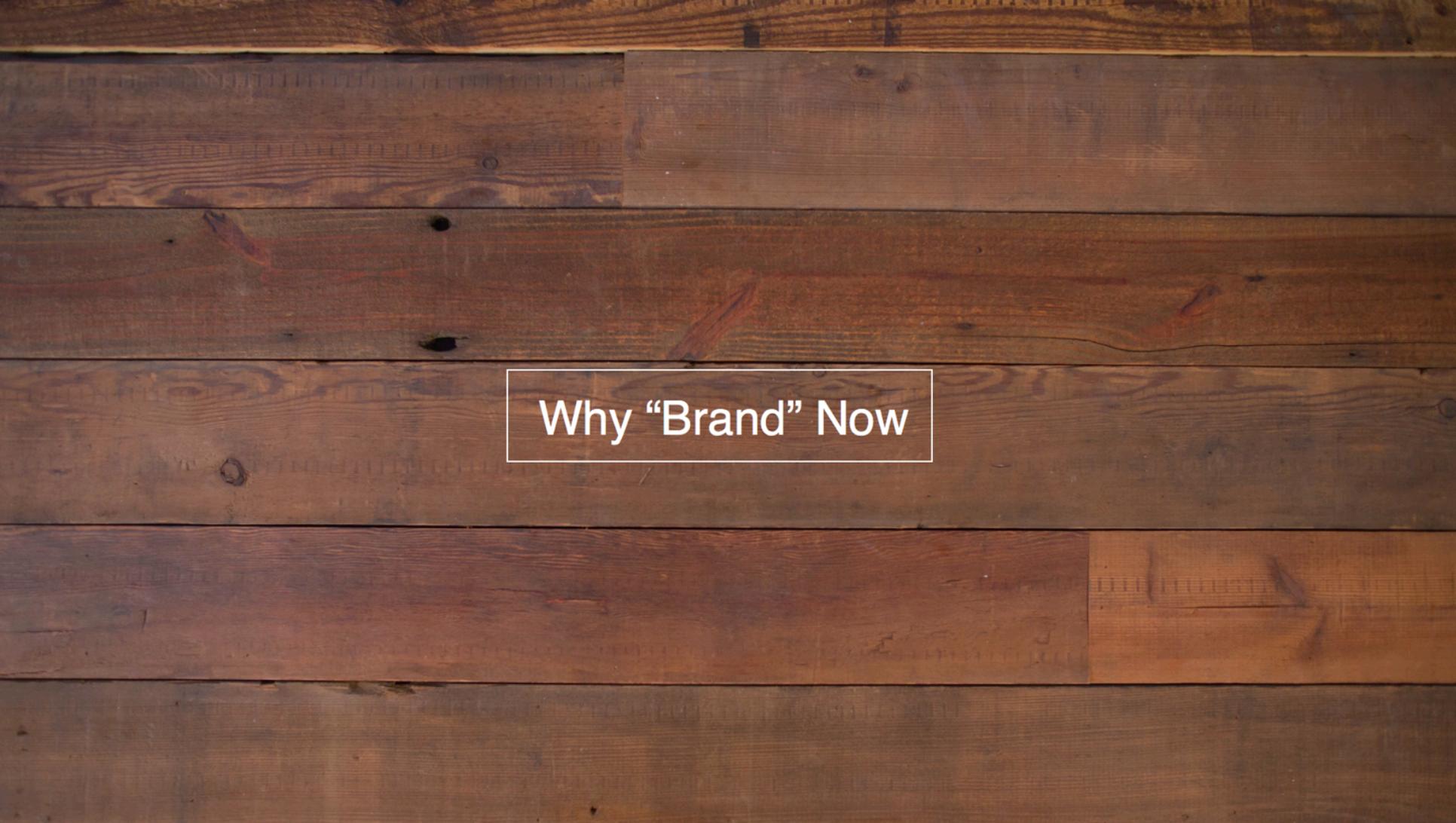
Video
Graphic & Web Design
Brand Styleguide
Brand Direction & Execution

Web Development

hubspot.com
Inbound.com

Building the Brand, Globally

- 1 Why We're Here
- 2 Explore
- 3 Experiment
- 4 Expand
- 5 Q&A



Why “Brand” Now



Who we are: an **inbound marketing & sales** SaaS company.

What our mission is: to **make the world (more) inbound**.

How are we doing it in a HubSpotty way **???**

Going Global: It's Happening, Harness It

19,322 customers, 90+ countries, 5+ locations worldwide



Cambridge, MA | Portsmouth, NH | Dublin, Ireland | Sydney, Australia | Singapore | Tokyo, Japan (Q3 2016)

Culture is important, but only part of the story...



THE HubSpot

CULTURE CODE

Creating a company we love.

v28.16.03.11

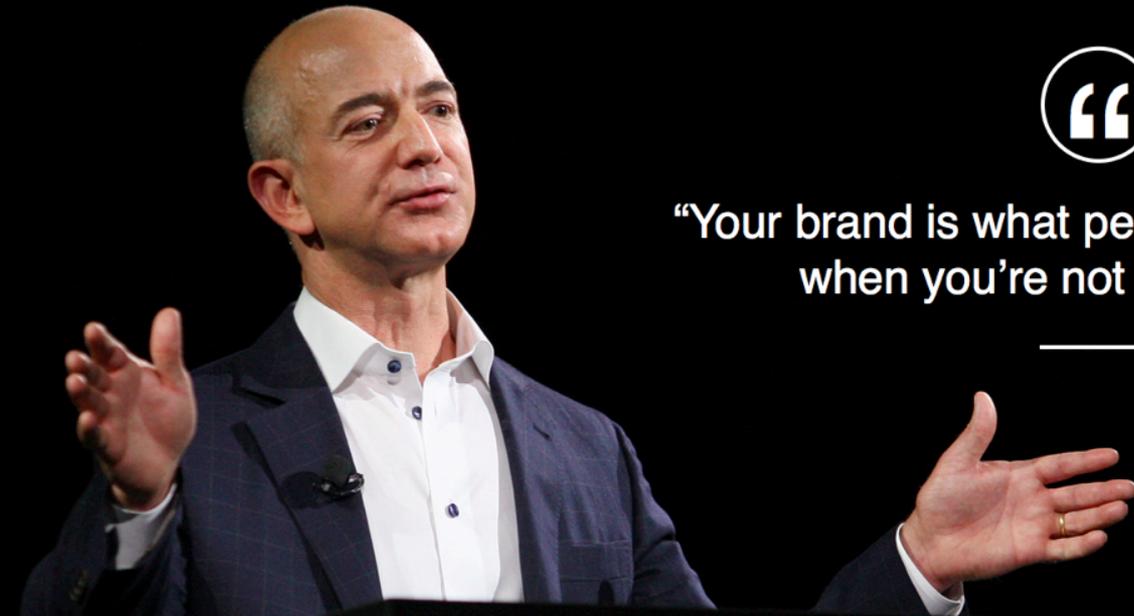
1 of 128

The image shows a video player interface for a HubSpot presentation. On the left, there is a stylized graphic of a person's silhouette composed of orange circuit-like nodes and lines. To the right of the graphic, the text 'THE HubSpot' is displayed in white, with the HubSpot logo. Below this, the words 'CULTURE' and 'CODE' are written in large, bold, white capital letters. Underneath, the tagline 'Creating a company we love.' is shown in a smaller white font. In the bottom right corner of the video frame, the version number 'v28.16.03.11' is visible. At the bottom of the player, there is a navigation bar with a left arrow, the text '1 of 128', a right arrow, and a full-screen icon.



“Protect business against **disruption**,
protect brand against **dilution**,
protect culture against **corrosion**.”

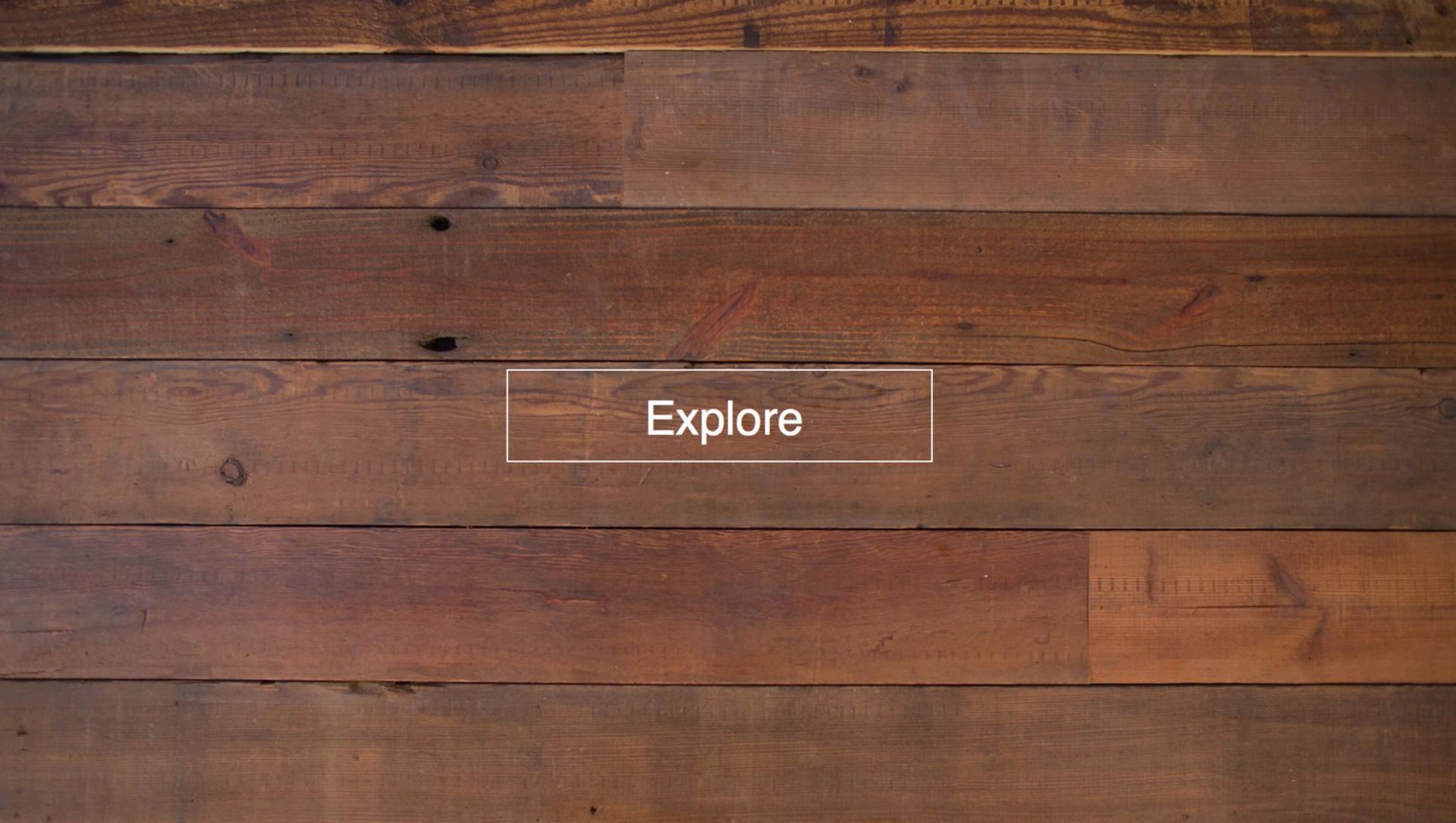




“Your brand is what people say about you
when you’re not in the room.”

amazon

The Amazon logo, featuring the word "amazon" in a light gray, lowercase, sans-serif font. Below the text is a thick orange arrow that starts under the 'a' and points to the right, ending under the 'n'.



Explore

Brand Components Considered



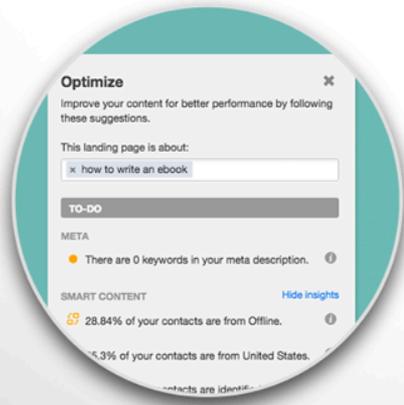
Brand Guardrails



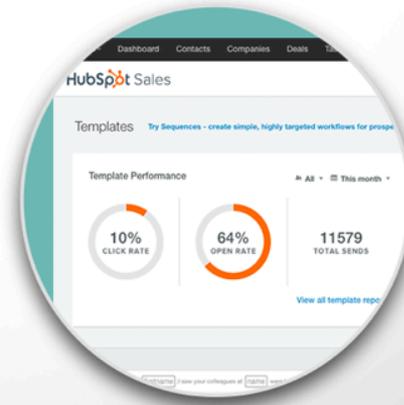
We **help** businesses **transform** the way they market and sell to be more **human** and **holistic** in their approach.

What Guardrails Look Like...

A **helpful** approach to marketing and sales.



**Best Practices When
& Where You Need
Them**



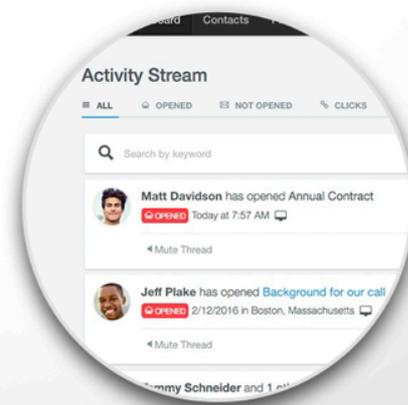
**Useful Data on
What Actually Works**

What Guardrails Look Like...

A **human** approach to marketing and sales.



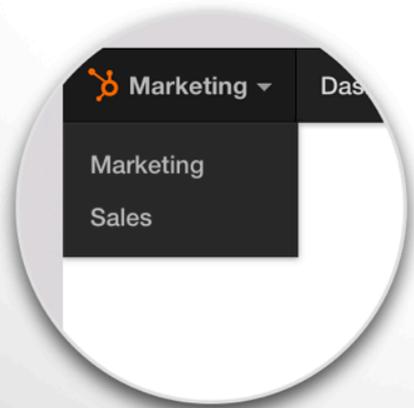
**Context in
Marketing**



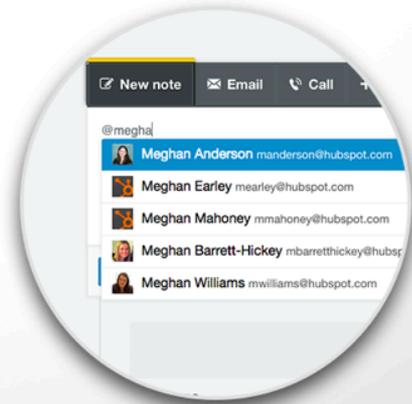
**Context in
Sales**

What Guardrails Look Like...

A **holistic** approach to marketing and sales.



Truly All-in-One

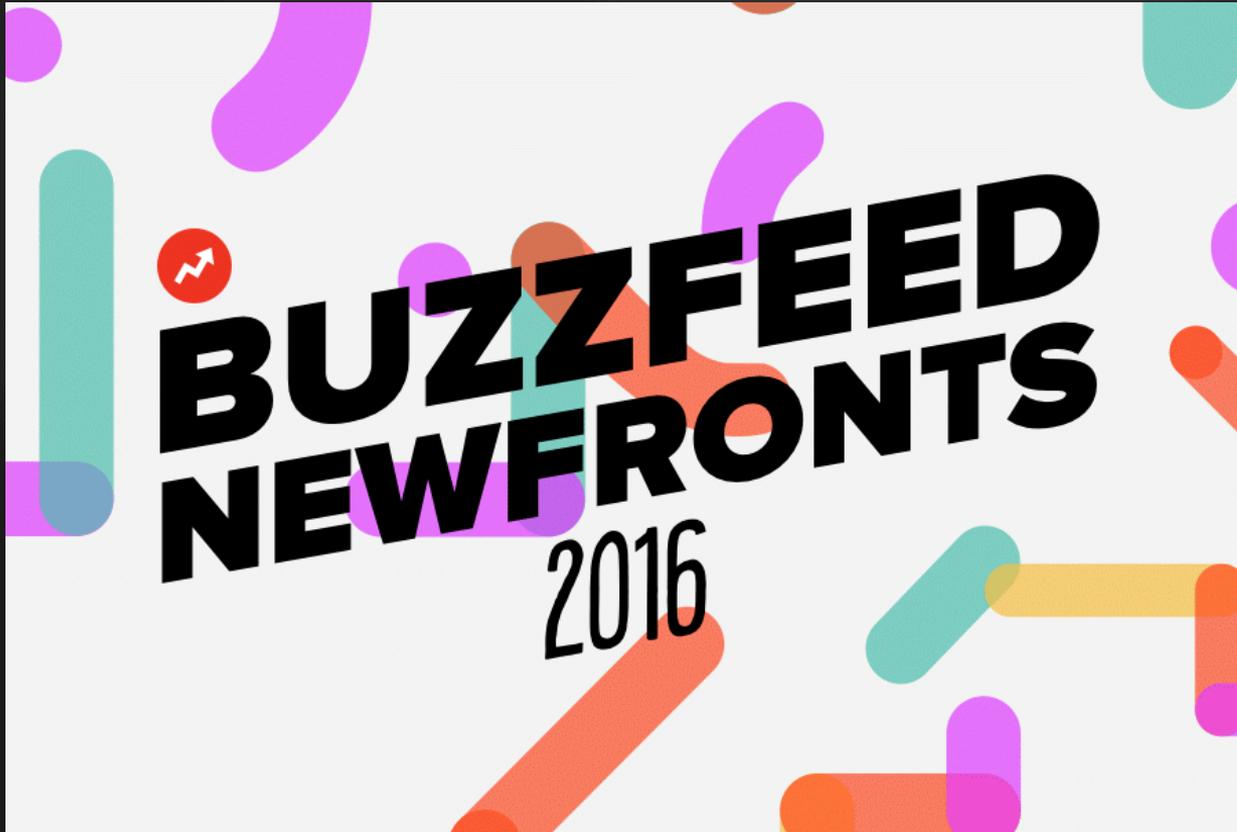


Aligns Your Team



We **help** businesses **transform** the way they market and sell to be more **human** and **holistic** in their approach.

Exploration via External Inspiration

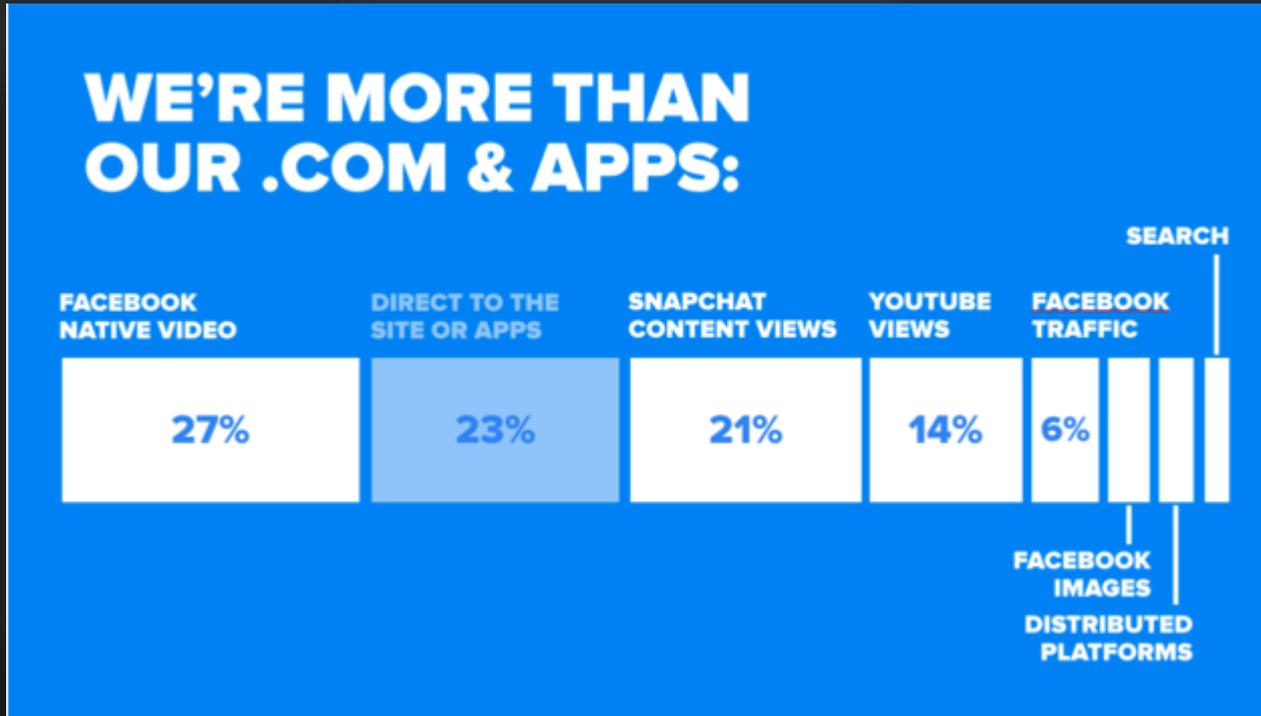


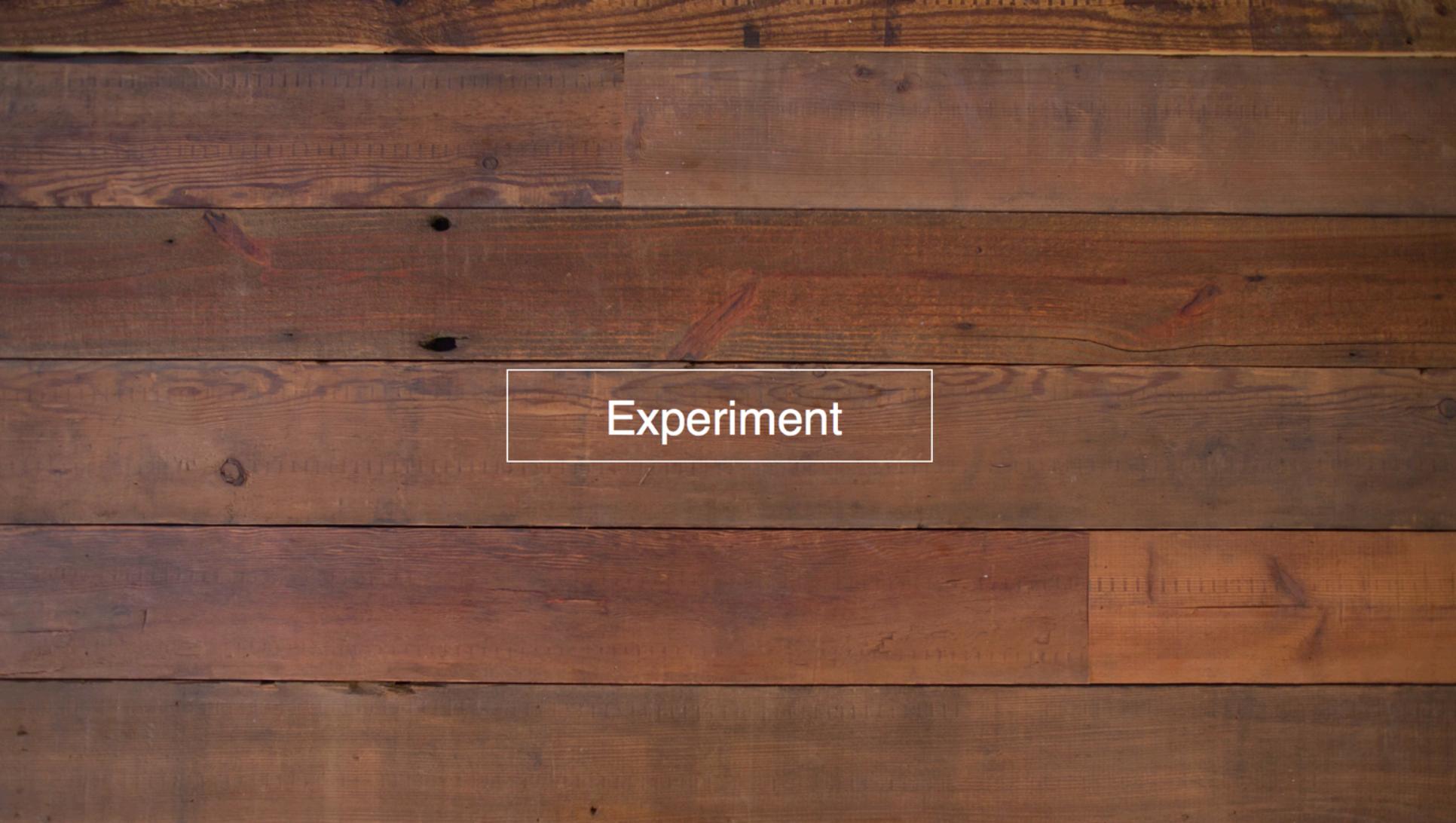
Grew from 2.8 billion monthly views on content to 7+ billion in one year.

How?

Experiment & Expand

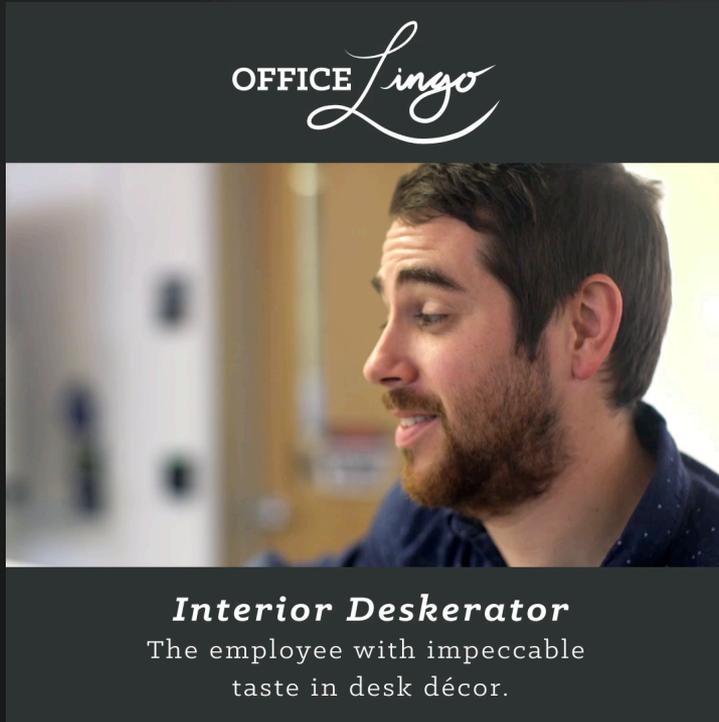
Buzzfeed's Cross-Platform Global Network





Experiment

Experiment: Video Series vs One-Offs on Social

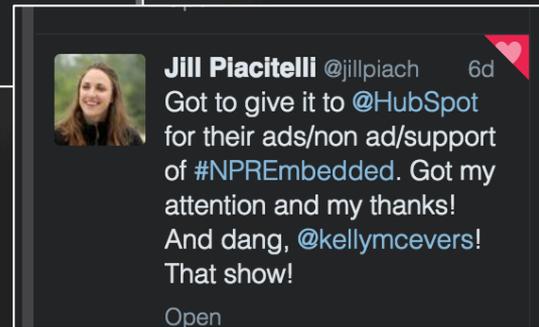


Launched 26 videos since 3/28 (Office Lingo, Marketing Kitchen, GoPros, random delight videos, etc) on FB, YT, Instagram

Experiment: Getting Started on Snapchat

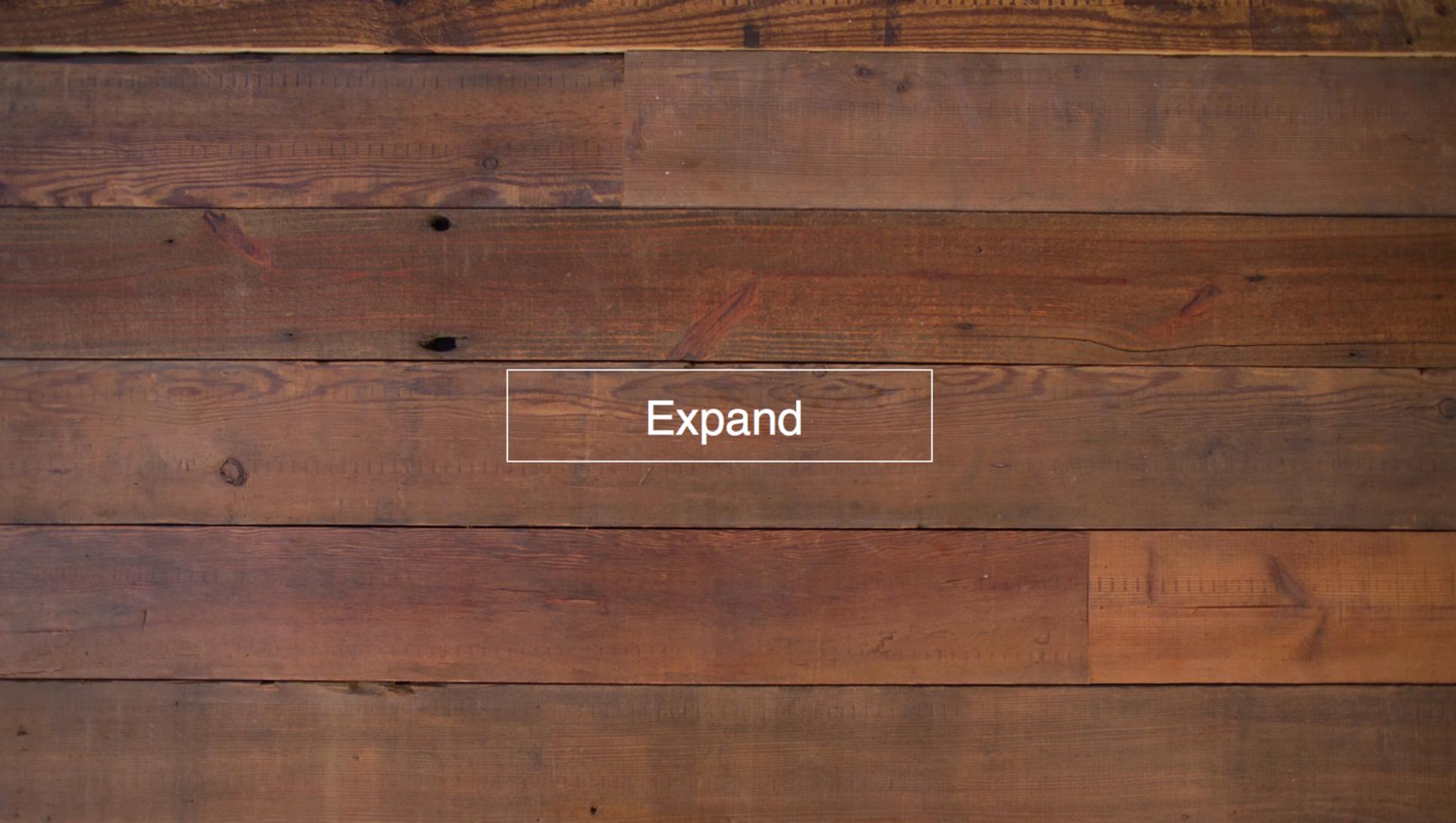


Experiment: HubSpot Loves Great Stories on NPR



“Embedded submerges listeners in the stories behind today’s top headlines” (aka authentic, great content).

Hosted by Kelly McEvers (All Things Considered)
7 Episodes from March-May 2016



Expand

Expand with the Ecosystem



2,900+ Partners

Who help us reach customers around the world

27,000+ Certifications

HubSpot's one-stop-shop for free education on all things inbound

150,000+ Members

Where the inbound movement grows the other 360 days of the year...

Leverage What's Working with Video

143 Videos Produced to-date

251 Videos in 2015 (675 including INBOUND)

24 Localized

French, German, Portuguese, Spanish, Japanese

9 Originals

2 for Japan market, 7 for LatAm

3 YouTube Channels

DACH, Brasil, Espanol

1 Editor

Moved FTE into role focused 100% on global

The screenshot displays the YouTube channel interface for HubSpot DACH. At the top, the YouTube logo and search bar are visible. The channel name 'HubSpot DACH' is prominently displayed with a 'Subscribe' button showing 23 subscribers. Below this, navigation tabs for 'Home', 'Videos', 'Playlists', 'Channels', 'Discussion', and 'About' are present. The main content area features a video player for 'Was ist HubSpot?' with a 'Subscribe' button (23) and video controls. To the right, a 'Featured Channels' sidebar lists HubSpot, HubSpot Español, HubSpot Brasil, and HubSpot Academy, each with a 'Subscribe' button. At the bottom, a 'Kunden im Fokus' section shows four video thumbnails with their respective titles and durations.

Celebrate the inbound movement, together.

#INBOUND16, Nov 8-11

2015 Highlights

- 14,000 Superfans from 73 countries
- 300+ speakers including 6 keynotes, 4 Spotlights,
- 200+ breakouts
- 120k+ #INBOUND15 tweets



Move Across Markets

EXMA, May 24-26

CMO speaking in Colombia
Future of Marketing Theme
PR Support

GwH London, June

Brian Halligan (CEO) Q&A
PR & Brand support
Follow up Media event in Dublin

Singapore, June

COO & CMO onsite
HubSpot hosted Media event

DMEXCO, September

In-person presence in Germany
Execution TBD, but upping game from
last year

Expand with...Expansion via PR Support



#HubSpotDigsDublin

28 Media Hits across print/TV/online including The Irish Times, SiliconRepublic, Irish Independent



#HubSpotHousewarming Singapore

13 Media Hits in APAC (Philippines, India, Singapore, etc) and received lucky numbers from Lion Dance: 6-9-1-8

Remember to have
some fun, too.



Introducing P.E.T.





Questions?