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16

HUBSPOT  
**PARTNER  
DAY**

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HubSpot

EMEA PARTNER DAY

**2016**

DUBLIN / 12.06.16



# HubSpot Partner Program: Past, Present & Future

David McNeil,  
VP Global Partner Program



Patrick Shea <pshea@hubspot.com>

to Peter, Kirsten ▾

29/8/11



Hi guys,

Find the new tier brochure deck attached. This is ready to go. I will update the wiki page to reflect this, but thought it more efficient to email you guys directly tonight.

- **I made the hurdles for qualifying for Silver more significant (detailed above).** This means that there can be some partners who have 2 or 3 accounts that don't qualify for any tier. Until they clear the \$2000 MRR threshold, they are considered (just) Certified HubSpot Agencies.
- **Gold is the top level (7 partners qualify).** I have listed below who these 7 are.
- **Platinum is our aspirational level.** The numbers remain very high.



2015	34	48	11	1
2016	43	62	15	1

# About me:



A man in a dark jacket with a HubSpot logo on the back and 'HubSpot' written vertically on the sleeve, standing at a social event. The background is blurred, showing other people in a dimly lit setting.

Two years

at HubSpot

# *Help our Partners grow & scale.*

- New Partner Dashboard & Tiers Program Relaunch
- Launched Internal Trainings around Partners
- Launched “Partner Pulse” for Global Feedback

# HubSpot's First *Partner Pulse*

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*(Scores from Silver, Gold, Platinum & Diamond EMEA Partners)*

> How valuable do you find your HubSpot Partnership?



> How easy or enjoyable is it to do business together?



## In Your Own Words...

“Intelligent, responsive **PEOPLE** whose business interests are closely aligned with our agencies.”

“The methodology combined with the **PLATFORM** is the key to our success delivering value for our clients.”

“HubSpot as a business is supportive of our transition to inbound and our agency’s **GROWTH**.”



**Red Curry** 🌶️ 🌶️ ... A traditional red curry with bamboo shoots, Thai eggplants, and basil leaves **9.2**

**Green Curry** 🌶️ 🌶️ ... A traditional freshly pounded green herbs curry with bamboo shoots, Thai eggplants, and basil leaves **9.2**

**Panang Curry** 🌶️ ... A red curry sauce topped with fresh basil and shredded kaffir lime leaves **9.2**

**“Chilis”**

## In Your Own Words...

*“**GLOBAL GROWTH** has challenged HubSpot, systems & brand are not built for non-US Partners.”*



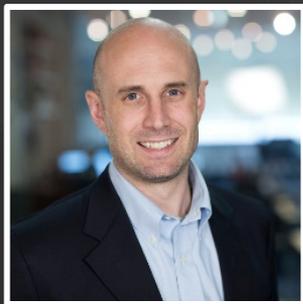
### Building a Global Brand

*Cindy Goodrich, VP Marketing*

## In Your Own Words...

*“**GLOBAL GROWTH** has challenged HubSpot, systems & brand are not built for non-US Partners.”*

*“Add new add-ons into the agency account so we can show all of the HubSpot **PRODUCT** to prospects.”*



Transforming How Partners Work  
in HubSpot

*Brad Coffey, VP Product*

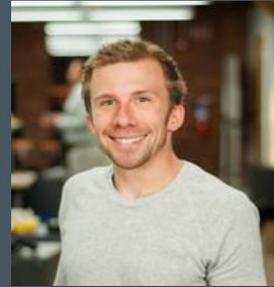
## In Your Words...

*“GLOBAL GROWTH has challenged HubSpot, systems & brand are not built for non-US Partners.”*

*“Add new add-ons into the agency account so we can show all of the HubSpot PRODUCT to prospects.”*

*“It feels on a local level that focus is on new partner recruitment rather than existing PARTNER GROWTH.”*

# Expanded Global Partner Marketing Team



## Here's What's New in HubSpot.



### Onwards and Adwords

With the new HubSpot Adwords integration, it's now easier than ever to create, measure, and optimize your Adwords in HubSpot. Are you ready to impress your clients with amazing ads ROI?

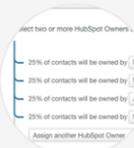
[New Adwords Integration](#)



### From Cell Phone to Sell Phone

Your clients need a CRM that travels everywhere with them. Well, they're in luck. Today, the new HubSpot CRM app brings the most important sales tools right to your pocket.

[HubSpot CRM iOS App](#)



### Rotate Those Leads [in beta]

If your client's sales teams yearn for a sophisticated lead rotator that saves them time and manual entry, it's their lucky day. You're about to blow their minds and fill their lives -- and funnels -- with sunshine, rainbows and quality leads.

[In beta, see below](#)



### HubSpot Sales & Gmail

One of the things that HubSpot Sales users tell us they like most is how easy it is to access templates, sequences, and documents right from their inbox. Now, we've made it even better with the new HubSpot Sales Gmail window.

[Gmail users click here](#)



### Set User Permissions

As sales team grow, you need to set control access to information. Which team members should be able to add properties and update deal stages? Should everyone be allowed to import and export data?

Now in HubSpot CRM, the ability to set granular permissions!

[Advanced User Permissions](#)

### Advanced User Permissions for HubSpot CRM

NEW ON APRIL 27, 2016

As your sales team grows, it becomes more and more necessary to control access to information. Which team members should be able to add properties and update deal stages? Should everyone be allowed to import and export data?

Now in HubSpot CRM, you can set much more granular permissions, ensuring that team members are only able to access the information that's relevant to them.

[READ MORE >>](#)

CRM Feature	Enabled
View	Enabled
Edit	Enabled
Bulk Delete	Enabled
Import	Enabled
Export	Enabled
Full Property Settings	Enabled

### Announcing HubSpot CRM for iOS

NEW ON APRIL 27, 2016

Your work doesn't end when you step away from your desk. You and your team are updating notes while out on the road, searching for phone numbers on your way into the office, and checking in on key deals throughout the day.

Now, **HubSpot CRM for iOS** lets you take your inbound sales process with you, everywhere you go. Researching contacts, updating deals, and connecting with customers is easy and intuitive, regardless of where you are.

[READ MORE >>](#)



## HubSpot Usability & Beta Program



## Beta group invites

Monthly Product Recaps

Instant New Product Updates

# Built HubSpot's Agency Growth Team



**David Weinhaus**  
*New Business*



**Clodagh Higgins**  
*Services Delivery*



**Kirk Hvlaka**  
*Partner Tools*



**Steve Sears**  
*Data & Insights*

# Driving Deeper Skills & New Services with Certifications

## In the Beginning

HubSpot Software  
Inbound Marketing

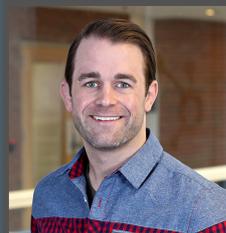
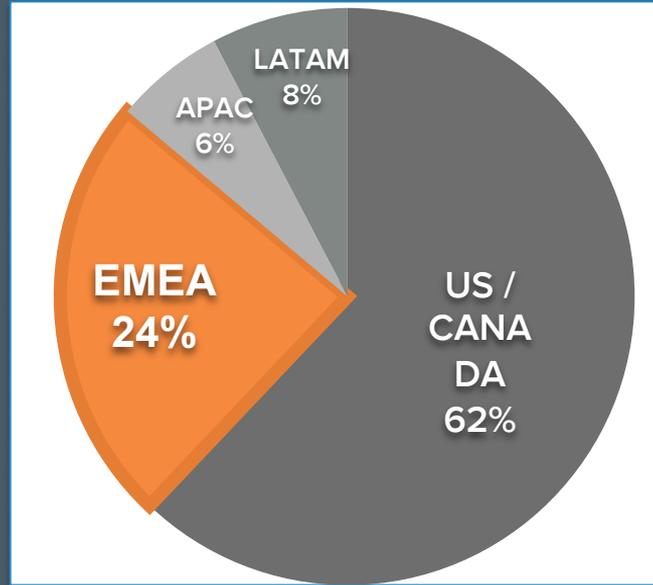
## Current State

Inbound Sales ✓  
Email Marketing ✓  
Growth Driven Design ✓  
Marketing Analytics  
Content Marketing  
Lead Generation

## Coming Soon!

HubSpot CRM  
Sales Coaching

# Globalised Programmes: Growth Driven Design



**Selling Growth Driven Design Retainers**  
*Luke Summerfield, Partner Program Manager*

# Globalised Programmes: Small Group Coaching



8 Groups (including France, Spain, Nordics, Germany) | 50+ Partners

# Helping Partners Find New Business Opportunities

## HubSpot Services Marketplace

Find HubSpot-certified partners to help you with content creation, design, social media, and integrations.

**Create**  
Website Copywriting  
Blog Writing  
Press Release Content  
Video Production  
Website Design  
HubSpot CMS Design

**Optimize**  
On-Page SEO  
Off-Page SEO  
Local SEO  
Mobile Website

**Promote**  
Social Media  
Email Templates  
Pay Per Click

**Convert**  
Call to Actions  
Landing Pages  
Advanced Landing Pages  
Lead Marketing

**Analyze**  
CRM Integration  
eCommerce Integration

**More...**  
Google Custom Search  
E-commerce Marketing For Me  
Managed Base Coaching  
Other  
Custom Integrations

**Hire the Best Inbound Marketers in the World**

Over 100 HubSpot Certified Providers are here to help you with projects of any size.

Project Orders to Date: **\$6,000,000+**

Projects to Date: **5,000+**

**Website Design**  
by Kuno Creative

**HubSpot CMS Design**  
by Stream Creative

**CRM Integration**  
by Lyntanlab

**Social Media**  
by Chris Strom

**Do Inbound Marketing For Me**  
by Top Line Results

**Call to Actions**  
by Scholes Marketing

*"A great job not only in accomplishing the technical aspects of what we needed, but also taking the time and care to modify the architecture of what they did to match our current design."*

*"I thought my website was working fine, I was correct it was working fine. It is so hard to manage, I am able to avoid any downtime and make the necessary changes to increase traffic flow."*

*"System recognized that we had a very short amount of time to be live with the integration and ensured that it was completed on time."*

*"Chris Strom keeps his clients' interests at the forefront of his time, knows HubSpot's high-tech."*

*"We get better leads, write fewer queries because the leads are targeted, and also doubled the revenue of our business in 2012."*

*"Made it very easy, designed just what I wanted in half the time it would have taken me."*

- View over 100 HubSpot Certified Partners
- See ratings, reviews and samples for each provider
- Get as little or as much help as you need with different aspects of inbound marketing

THEN

Sorted by: Rating

All Certifications All Countries

Search...

**SmartBug Media**  
★★★★ (98)

**Huify**  
★★★★ (73)

**Leap Clixx**  
★★★★ (58)

**Revenue River Marketing**  
★★★★ (45)

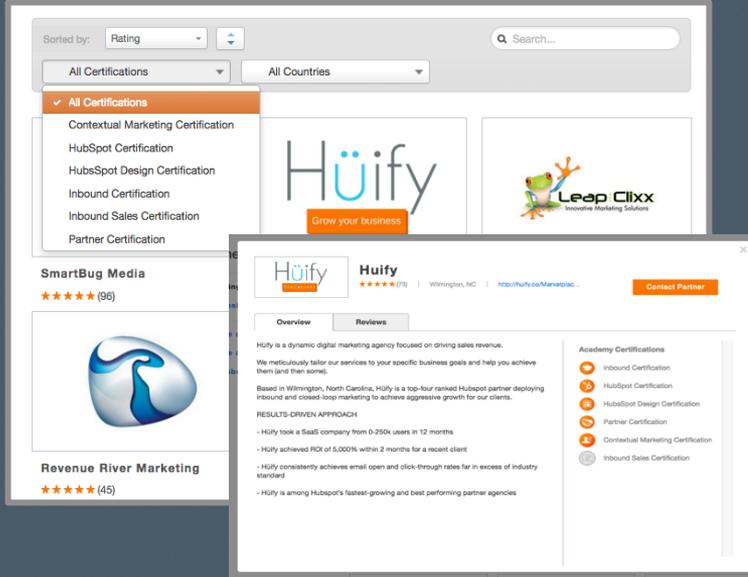
**Get Focused**  
★★★★ (41)

**Inboundlabs**  
★★★★ (40)

NOW

COMING SOON: HUBSPOT'S NEW SERVICES MARKETPLACE

# What It Is | What It Will Be



## Filter Partner Profiles By:

- > Business Needs
- > Industry Vertical
- > Partner Level
- > Awards Won
- > Geography

## Promote & Build Awareness with:

- > HubSpot Sales Team
- > HubSpot Services Team
- > HubSpot Customer Base
- > Marketers the World Over!

Filter by Certifications, Reviews, Country  
Generates **Traffic** for Top Partners

Generates **Business Leads** for Partners through  
Intelligent Matching



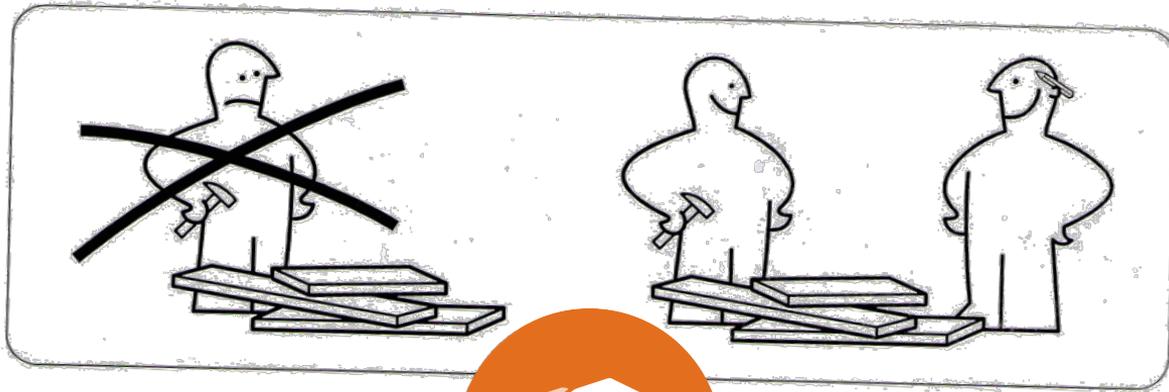
3M companies

\$30B Software  
\$140B Services

Size of the *INBOUND* Market

# Giant Opportunity to Grow *Together!*

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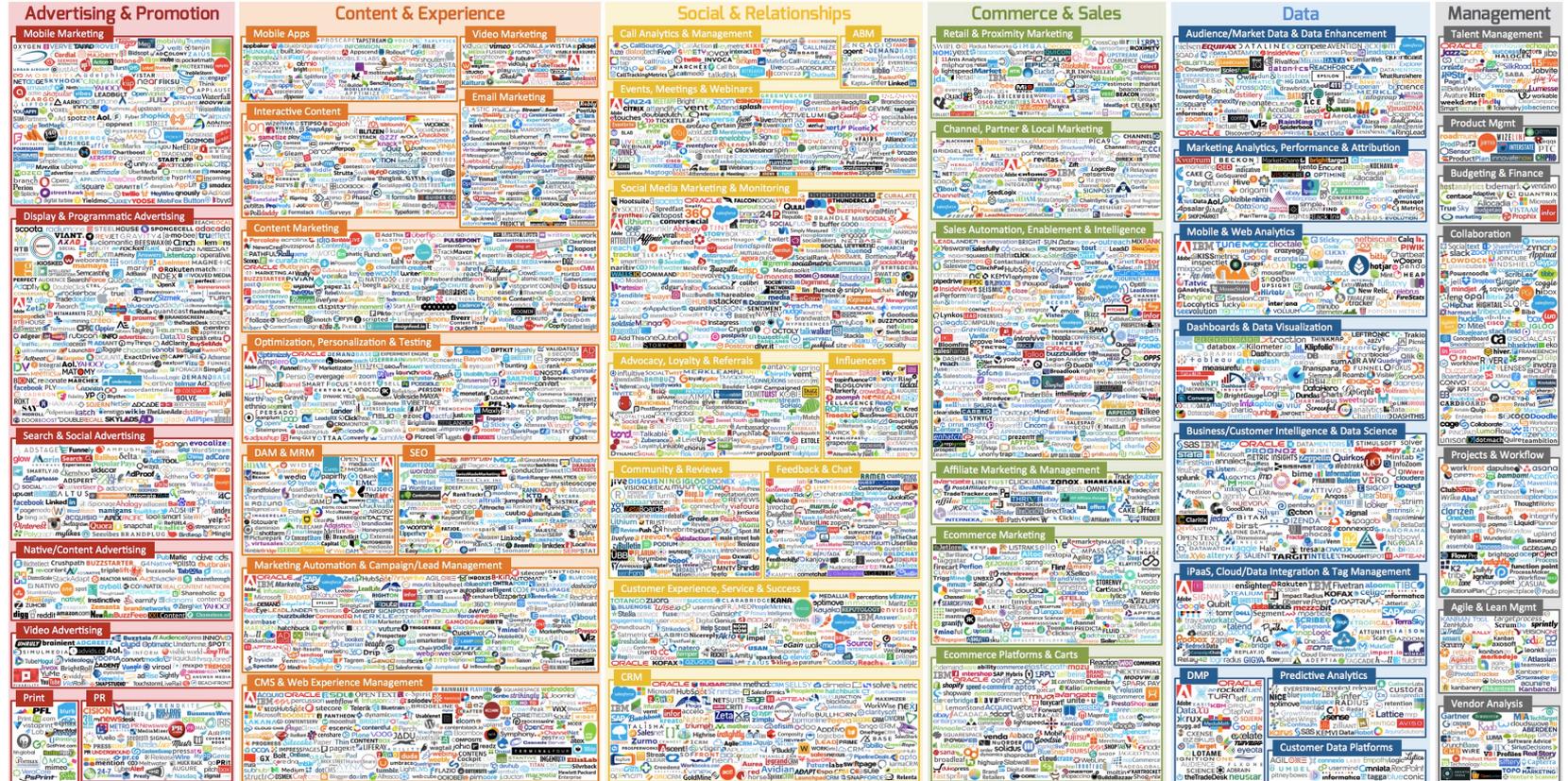
# Marketing Technology Landscape

August 2011



External Promotion Customer Experience Marketing Management by Scott Brinker @chiefmartec http://www.chiefmartec.com

2011 = 150



Sources: CabinetM (<http://cabinetm.com>), Caplera, G2 Crowd, Google, Growthrse, LUMA Partners, Siftery, TrustRadius, VBProfiles — see <http://chiefmartec.com/201603/marketing-technology-supergraphic-2016/> for details

Created by Scott Brinker (@chiefmartec)