

Elevating the Professional Marketer's CMS

Where we are, and where we're headed



Luke Summerfield

Former HubSpot Partner

2014



#PARTNERDAY18



THE TIMES, THEY
ARE A CHANGIN'



BOB DYLAN

3:45AM 🙈





THE TIMES, THEY
ARE A CHANGIN'



THE TIMES, THEY ARE A CHANGIN'

IN THE WORLD
OF WEB DESIGN



THE TIMES, THEY ARE A CHANGIN'

IN THE WORLD
OF WEB DESIGN

WITH THE
HUBSPOT TEAM



THE TIMES, THEY ARE A CHANGIN'

IN THE WORLD
OF WEB DESIGN

WITH THE
HUBSPOT TEAM

WITH THE
HUBSPOT CMS





= **Secret! Do not share.**



= Secret! Do not share.



= Take action!



THE TIMES, THEY ARE A CHANGIN'

IN THE WORLD
OF WEB DESIGN

WITH THE
HUBSPOT TEAM

WITH THE
HUBSPOT CMS

WHAT IS BROKEN WITH THE WORLD OF WEB DESIGN?

TRADITIONAL WEB DESIGN

RISKS

Upfront
Costs

(out of scope, over budget, late)

Resources
& Time

Based on
Assumptions

Set and
Forget

RESULTS

TRADITIONAL WEB DESIGN

RISKS

Upfront
Costs

(out of scope, over budget, late)

Resources
& Time

Based on
Assumptions

Set and
Forget

RESULTS

GROWTH- DRIVEN DESIGN

Spread
Over Time

(agile, on time & on budget)

Launch Quick
& Improve

Data-Based
Decisions

Continuous
Improvement

NEW CERTIFICATIONS!

1

Growth-Driven Design Certification

Live now

Contacts

Conversations

Marketing

Sales

Automation

Reports

Back to tracks

Growth-Driven Design

2 Videos | Total 20:55

Conducting User Research3 Videos | Total 24:09

Building a Launch Pad Website5 Videos | Total 33:43

Why build a launch pad website?7:56

Building a launch pad website: Customizing your approach10:17

Quiz yourself2 questions

Building a launch pad website: Implementing sprint workshops5:52

Building a launch pad website: Developing effective content4:28

BUILDING A LAUNCH PAD WEBSITE

IMPLEMENTING SPRINT WORKSHOPS

5:52

Auto playPlay speed 100%

About this lessonResources

Lesson overview

Quickly building a website that looks and performs better than the one you have to the methods for accelerating the build of your new launch pad website without sac

NEW CERTIFICATIONS!

1

Growth-Driven Design Certification

Live now

2

GDD Agency Certification

Live next week

Contacts Conversations Marketing Sales Automation Reports

Back to tracks

Growth-Driven Design

2 Videos | Total 20:55

Conducting User Research3 Videos | Total 24:09

Building a Launch Pad Website5 Videos | Total 33:43

Why build a launch pad website?7:56

Building a launch pad website: Customizing your approach10:17

Quiz yourself2 questions

Building a launch pad website: Implementing sprint workshops5:52

Building a launch pad website: Developing effective content4:28

BUILDING A LAUNCH PAD WEBSITE

IMPLEMENTING SPRINT WORKSHOPS

5:52

Auto play Play speed 100%

About this lessonResources

Lesson overview

Quickly building a website that looks and performs better than the one you have to

the methods for accelerating the build of your new launch pad website without sac

NEW CERTIFICATIONS!

1


Growth-Driven
Design
Certification

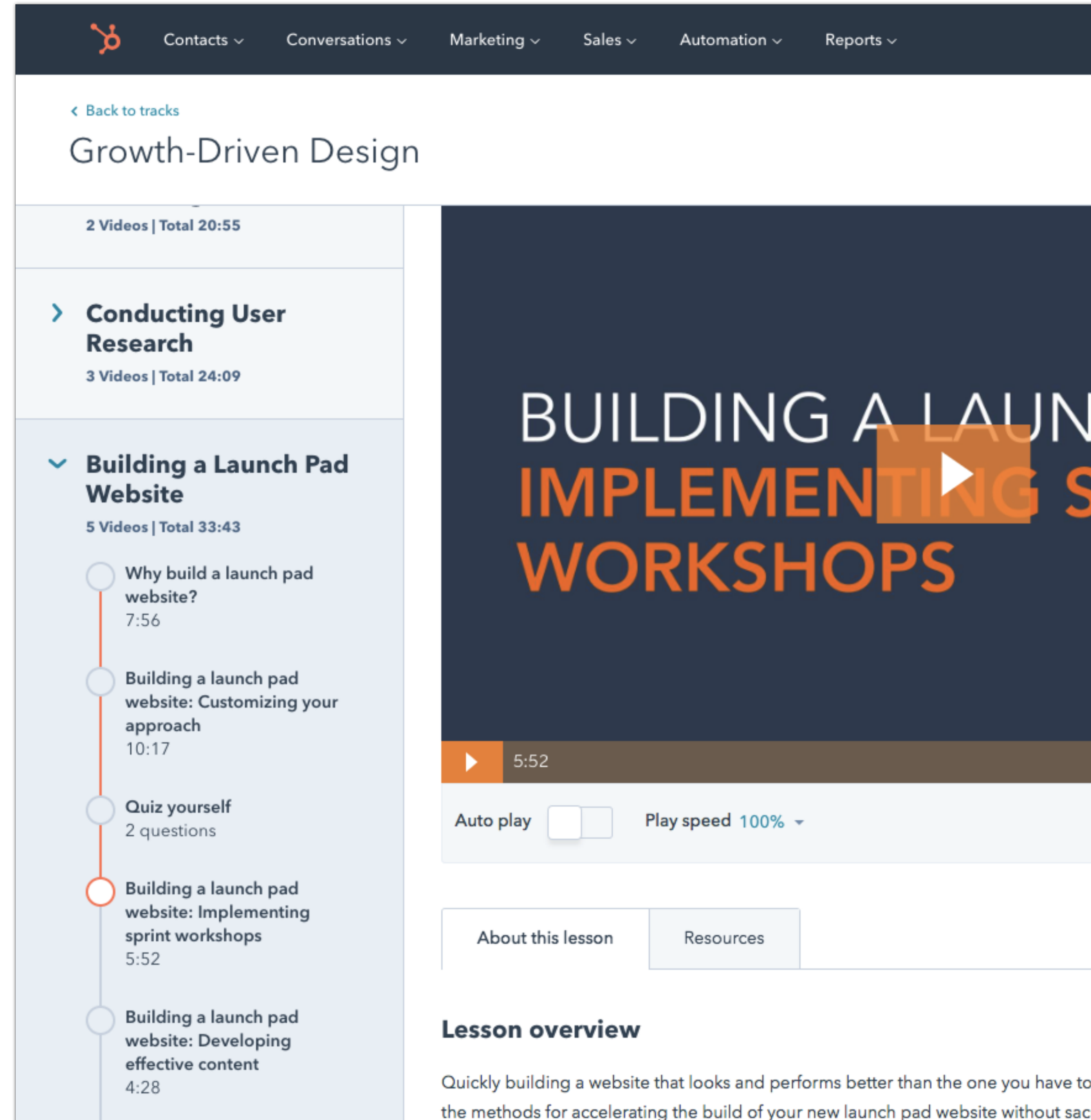
Live now

2

GDD Agency
Certification

Live next week

- Based on learnings of what works.
- New templates and examples.
-  GrowthDrivenDesign.com



Contacts ▾ Conversations ▾ Marketing ▾ Sales ▾ Automation ▾ Reports ▾

< Back to tracks

Growth-Driven Design

2 Videos | Total 20:55

> **Conducting User Research**
3 Videos | Total 24:09

▼ **Building a Launch Pad Website**
5 Videos | Total 33:43

- Why build a launch pad website?
7:56
- Building a launch pad website: Customizing your approach
10:17
- Quiz yourself
2 questions
- Building a launch pad website: Implementing sprint workshops**
5:52
- Building a launch pad website: Developing effective content
4:28

▶ 5:52

Auto play ☐ Play speed 100% ▾

About this lesson Resources

Lesson overview

Quickly building a website that looks and performs better than the one you have to the methods for accelerating the build of your new launch pad website without sac

#PARTNERDAY18



THE TIMES, THEY ARE A CHANGIN'

IN THE WORLD
OF WEB DESIGN

WITH THE
HUBSPOT TEAM

WITH THE
HUBSPOT CMS

HOW WOULD YOU RATE
THE CMS DEVELOPER
EXPERIENCE?



Luke Summerfield
Program Manager,
Growth-Driven Design



Luke Summerfield

NEW CMS Developer
Advocate



Luke Summerfield
NEW CMS Developer
Advocate



TBA
Academy,
Growth-Driven Design



Luke Summerfield

NEW CMS Developer
Advocate



Jeff Asura

NEW Academy,
CMS Developers



TBA

Academy,
Growth-Driven Design

ACTIVELY EXPLORING

- New CMS developer experience
- Killer CMS developer community



HubSpot Desig...

Luke Summerfield 🧐

Jump to...

All Unreads

New Threads

Channels

+

api

cms-alpha-feedback

design-mgr-feedback

general

hubdb

hubl

ideas

introductions

marketplace

random

Direct Messages

+

slackbot

Luke Summerfield (... 🧐)

Adrian C. Black

AJ LaPorte

Jeff Ausura

Johan Vantomme

John Heinrichs

Julian Gaviria

Mark Ryba

nicholas decker

vgumaer

#general

☆ | 👤 450 | 🗨️ 24 | Company-wide announcements and work-based matters

Friday, April 27th

📞

ℹ️


⚙️

🔍 Search

@

☆


⋮

 **Pete Emerson** 12:36 PM


I've been banging my head against the wall over this problem:
I have a blog listing that has a featured post at the top then 9 posts underneath.
The way that the listing is designed I need specific iterations of the loop to occupy specific containers, so the code looks like this:

```
{% for content in contents %}
    {% if loop.index == 1 || loop.index == 6 || loop.index == 7 %}
        // post style 1 //
    {% elif loop.index == 2 || loop.index == 4 || loop.index == 8 %}
        // post style 2 //
    {% elif loop.index == 3 || loop.index == 5 || loop.index == 9 %}
        // post style 3 //
    {% endif %}
{% endfor %}
```

So I can take the post out of the loop using *unless* but that breaks the layout by leaving an empty space. Is there a way to filter the content loop beforehand and still end up with the correct amount of posts?


 **Tony Narisi** 1:22 PM

Has anyone developed a good way for designers to be able to post inline SVGs into a custom module? We have a 2 column row module that has rich text for each column, but when I put inline SVG into a rich text, it comments out the styles inside the style tag (not sure if that's intended behavior?)


 **Chad Pierce** 👍 1:23 PM

added this JavaScript/JSON snippet: [Untitled](#) ▾

```
1 {% for featured in contents %}
2     {% if loop.first %}
3         // Stuff Here
4     {% endif %}
5 {% endfor %}
```

 **Chad Pierce** 👍 1:23 PM

[@tonynarisi](#) You can use Text fields in the DM2

 **Chad Pierce** 👍 1:24 PM

commented on [Untitled](#)

Viewing archives from Apr 24th, 2018 - May 7th, 2018

Jump to recent messages ↓

+

Message #general

@

😊

9

HubSpot Design...

Luke Summerfield 🐼

Jump to...

All Unreads

New Threads

Channels

api

cms-alpha-feedback

design-mgr-feedback

general

hubdb

hubl

ideas

introductions

marketplace

random

Direct Messages

slackbot

Luke Summerfield (... 🐼)

Adrian C. Black

AJ LaPorte

Jeff Ausura

Johan Vantomme

John Heinrichs

Julian Gaviria

Mark Ryba

nicholas decker

vgumaer


#general

☆ | 👤 450 | 🗨️ 24 | Company-wide announcements and work-based matters

Friday, April 27th

🔍 Search

@ ☆ ⋮




Pete Emerson 12:36 PM

I've been banging my head against the wall over this problem:
I have a blog listing that has a featured post at the top then 9 posts underneath.
The way that the listing is designed I need specific iterations of the loop to occupy specific containers, so the code looks like this:


```
{% for content in contents %}  
    {% if loop.index == 1 || loop.index == 6 || loop.index == 7 %}  
        // post style 1 //  
    {% elif loop.index == 2 || loop.index == 4 || loop.index == 8 %}  
        // post style 2 //  
    {% elif loop.index == 3 || loop.index == 5 || loop.index == 9 %}  
        // post style 3 //  
    {% endif %}  
{% endfor %}
```

So I can take the post out of the loop using *unless* but that breaks the layout by leaving an empty space. Is there a way to filter the content loop beforehand and still end up with the correct amount of posts?



Tony Narisi 1:22 PM


Has anyone developed a good way for designers to be able to post inline SVGs into a custom module? We have a 2 column row module that has rich text for each column, but when I put inline SVG into a rich text, it comments out the styles inside the style tag (not sure if that's intended behavior?)



Chad Pierce 👍 1:23 PM

added this JavaScript/JSON snippet: [Untitled](#) ▾

```
1 {% for featured in contents %}  
2     {% if loop.first %}  
3         // Stuff Here  
4     {% endif %}  
5 {% endfor %}
```



Chad Pierce 👍 1:23 PM


@tonynarisi You can use Text fields in the DM2

Viewing archives from Apr 24th 2018 - May 7th, 2018

Jump to recent messages ↓

+ Message #general

@ 😊



Designers.HubSpot.com/Slack

ACTIVELY EXPLORING

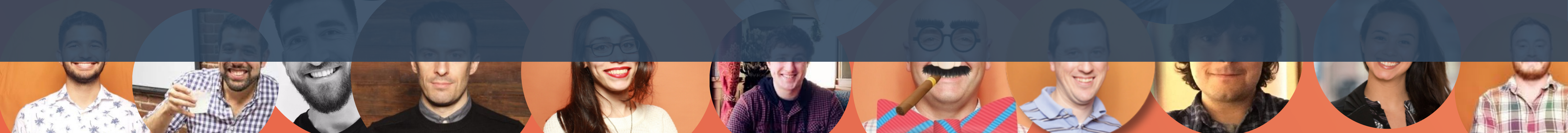
- New CMS developer experience
- Killer CMS developer community
- 🦄 Email me (Luke@HubSpot.com)







15 TEAMS, 85 PRODUCT PEOPLE





THE TIMES, THEY ARE A CHANGIN'

IN THE WORLD
OF WEB DESIGN

WITH THE
HUBSPOT TEAM

WITH THE
HUBSPOT CMS

WHAT IS OUTDATED
ABOUT CURRENT CMS
SYSTEMS?

THE PROBLEM

CMS's haven't
kept up with the
need for
marketers to
connect with
their customers.

THE PROBLEM

CMS's haven't kept up with the need for marketers to connect with their customers.

OUR VISION

Create a best-in-class CMS for professional marketers that helps generate attention and convert leads.

THE PROBLEM

CMS's haven't kept up with the need for marketers to connect with their customers.

OUR VISION

Create a best-in-class CMS for professional marketers that helps generate attention and convert leads.

1+1=3

HubSpot CMS + CRM is a powerful combo and the future.





An Efficient
Team



Happy
Clients



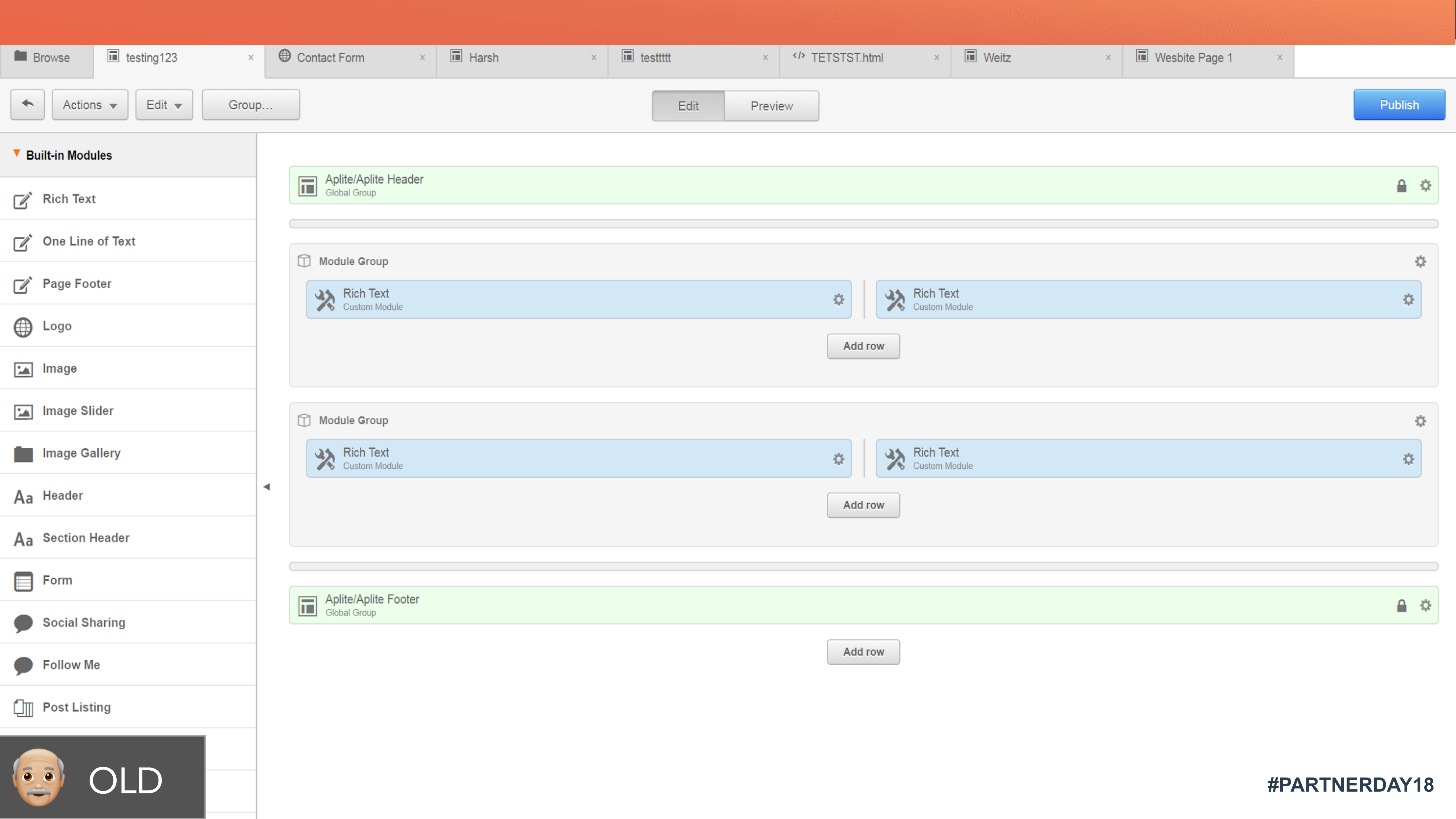
Growing Your
Agency



An Efficient
Team

AN EFFICIENT TEAM: DEVELOPERS

Faster and more pleasant experience
to code on HubSpot CMS.





Welcome to the new Design Manager

Your Design Manager has been rebuilt and refreshed. Now with more development speed and design power. Go forth and build.

Explore the new tools

Not the coding type? [Get templates from our Marketplace](#)

File View Actions NEW

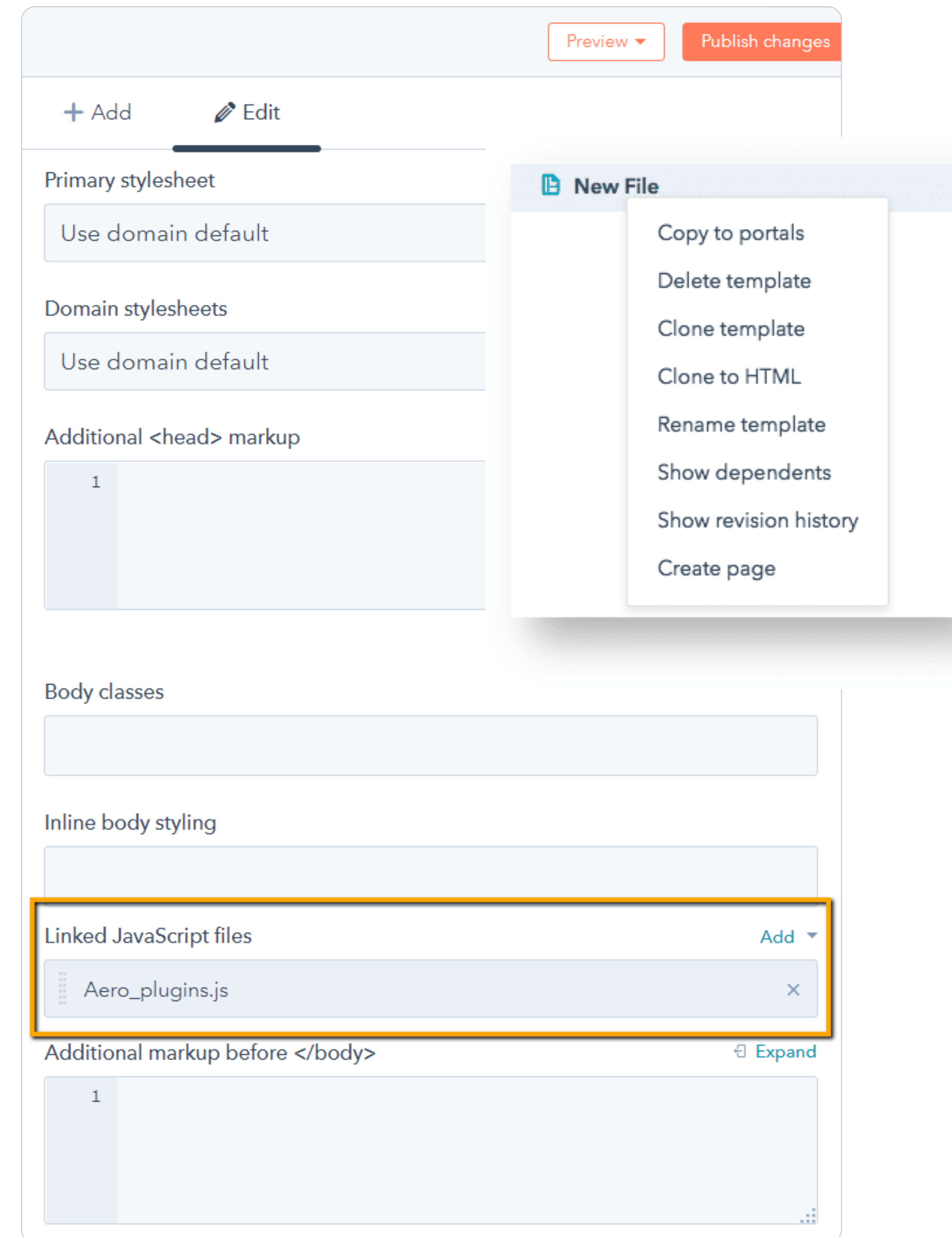
[+ Add](#)
[Edit](#)

● No errors found
HubL reference
Help

AN EFFICIENT TEAM: DEVELOPERS

Faster and more pleasant experience to code on HubSpot CMS.

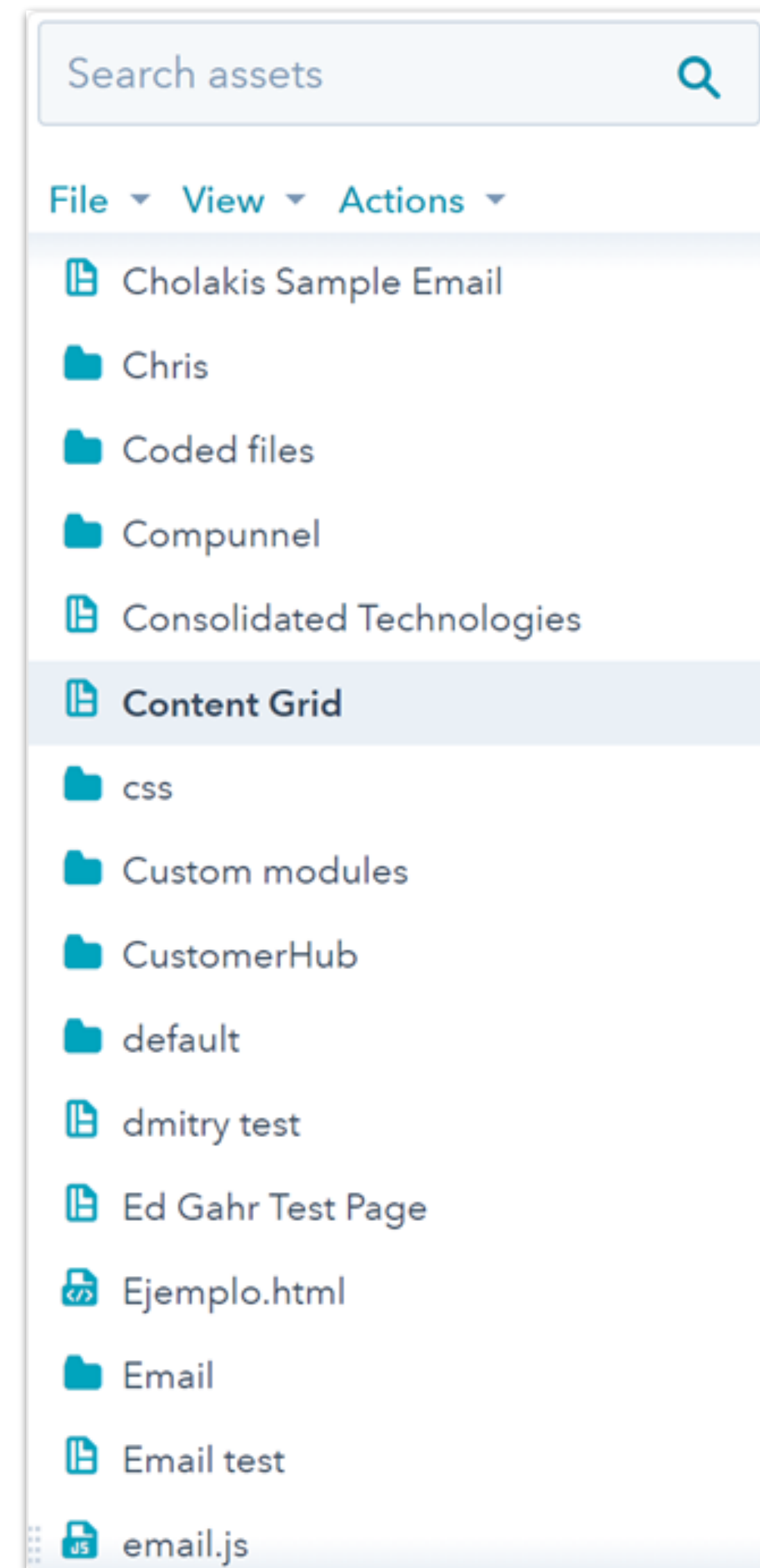
- Contextual menus
- Everything in one view



AN EFFICIENT TEAM: DEVELOPERS

Faster and more pleasant experience to code on HubSpot CMS.

- Contextual menus
- Everything in one view
- Organize and rename files



Browse

Home

About

Team Member

HTML

Header

Three Column

Our services

Parallax Hero...

Site Search In...

Site Search R...

Actions

HubL Reference

Edit

Preview

Publish

Team member photo

IMAGEavatar

Name

TEXTteammember_name

Title

TEXTteammember_title

Biography

RICHTEXTbiography

1

{#####

2

HubSpot Team Member Module

3

#####

4

This module was provided as an easy

5

to implement option for users, and

6

also serves as a simple example for

7

developers to learn from & work with.

8

#-----#}

9

10

{# Social icons might show up in different places. This keeps us from writing code twice #}

11

{% macro social_icons() %}

12

{% if module.social_profiles.facebook_url %}<svg aria-labelledby="simpleicons-facebook-icon" role="img" viewBox="0 0 24 24" xmlns="http://www.w3.org

13

{% if module.social_profiles.twitter_url %}<svg aria-labelledby="simpleicons-twitter-icon" role="img" viewBox="0 0 24 24" xmlns="http://www.w3.org/20

14

{% if module.social_profiles.linkedin_url %}<svg aria-labelledby="simpleicons-linkedin-icon" role="img" viewBox="0 0 24 24" xmlns="http://www.w3.org

15

{% if module.social_profiles.instagram_url %}<svg aria-labelledby="simpleicons-instagram-icon" role="img" viewBox="0 0 24 24" xmlns="http://www.w3.

16

{% endmacro %}

17

18

19

<div class="hs-team-member">

20

{% if module.avatar %}

21

<div class="hs-team-member__left">

22

<figure style="background-image: url('{{ module.avatar.src }}'); width: {{ module.image_size }}px; height: {{ module.image_size }}px;"></figure>

23

{{ social_icons() }}

24

</div>

25

{% endif %}

26

<div class="hs-team-member__right">

27

<header>

28

<div class="name">{{ module.teammember_name }}</div>

29

<div class="title">{{ module.teammember_title }}</div>

30

</header>

31

<main>

32

{{ module.biography }}

33

</main>

34

{% if !module.avatar %}

35

{{ social_icons() }}

36

{% endif %}

37

</div>

38

</div>

OLD

#PARTNERDAY18

⚠ Changes saved, with 2 errors

Publish changes

● Found 2 errors [Show details](#)

☰ Accordion Toggle copy >



Add field ▼ Group

C

```

    Close inactive accordions (Boolean)
    max_1_open

```

[Learn more](#)

Add ▼

No linked stylesheets

Add ▼

 HubL reference

ACTIVELY EXPLORING

- Local development workflow
- Website theming framework



WHAT ABOUT OUR
NON-CODING FOLKS?

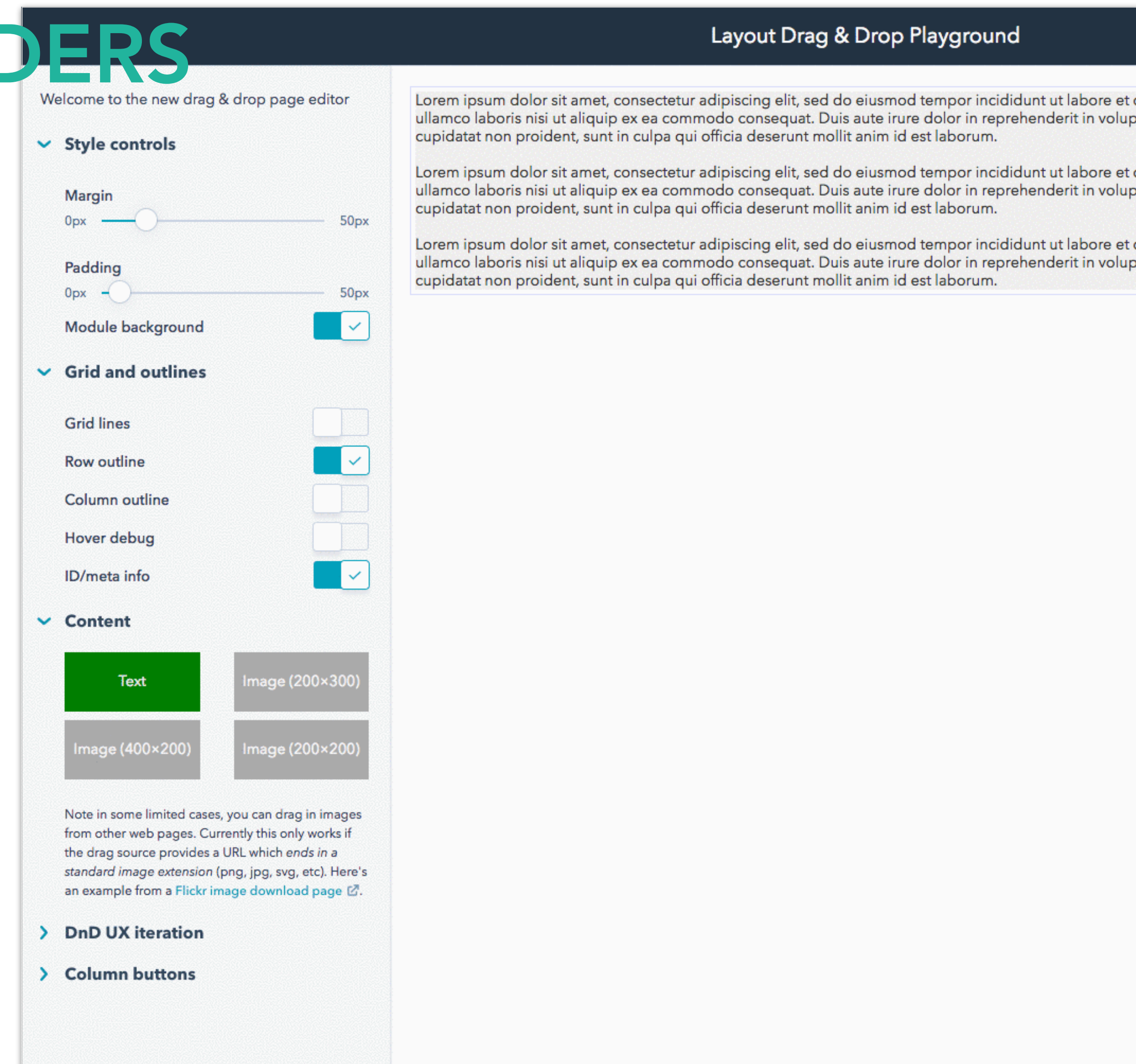
AN EFFICIENT TEAM: NON-CODERS

Empower everyone on your team to build and optimize client sites.

AN EFFICIENT TEAM: NON-CODERS

Empower everyone on your team to build and optimize client sites.

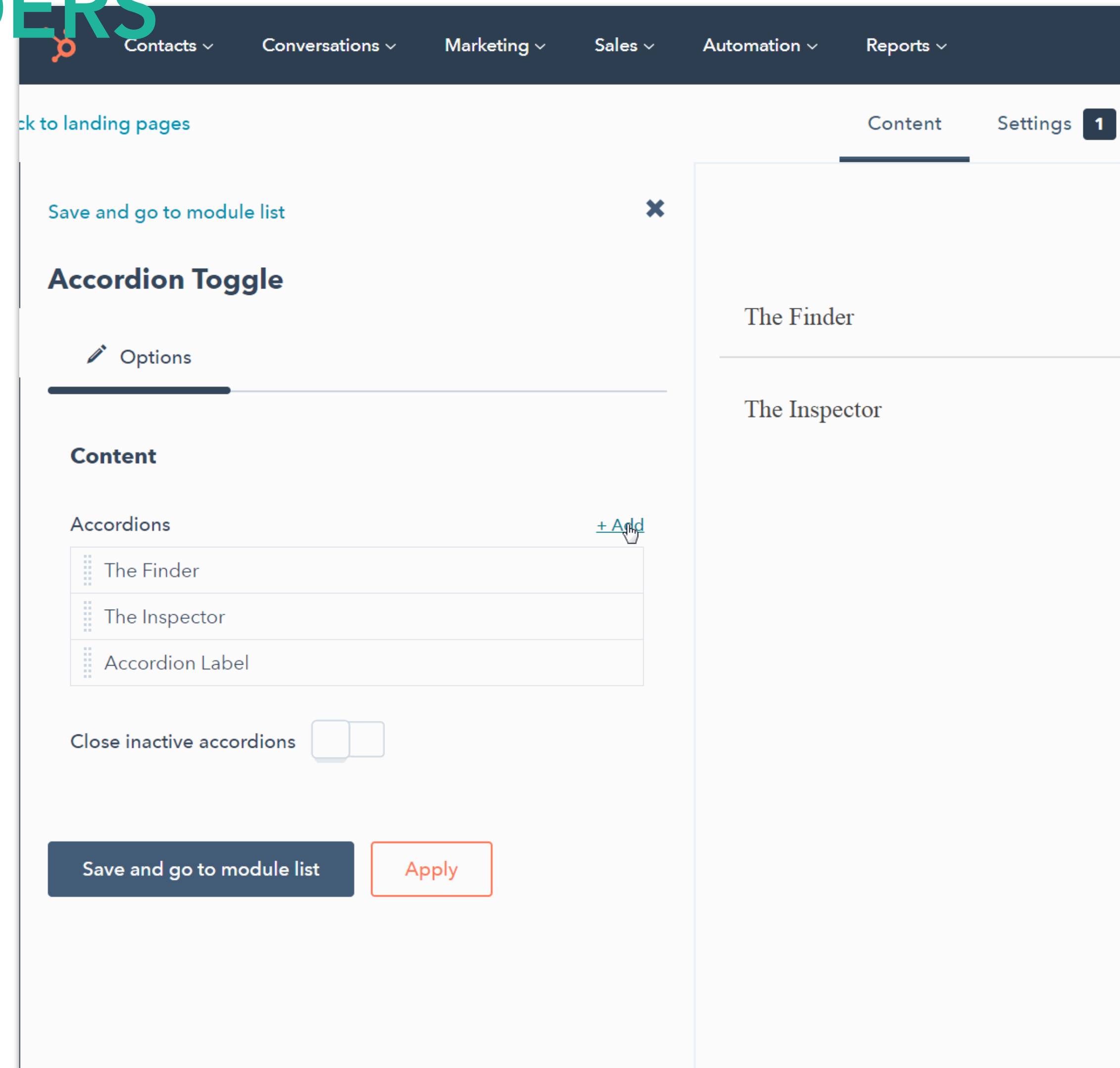
- Easily drag and drop (*alpha*)



AN EFFICIENT TEAM: NON-CODERS

Empower everyone on your team to build and optimize client sites.

- Easily drag and drop (*alpha*)
- Repeatable elements



AN EFFICIENT TEAM: NON-CODERS

Empower everyone on your team to build and optimize client sites.

- Easily drag and drop (*alpha*)
- Repeatable elements
- Field validation

The image shows a configuration panel for an 'Email Address' field in a web design tool. The panel includes a title bar with a close button and the text '> Email Address'. Below the title, the field is labeled 'Email Address' with a pencil icon for editing and a trash icon for deletion. It is identified as a 'Text field'. A 'HubL variable name' field contains 'email_address' and has a 'Copy snippet' link. Under the 'CONTENT OPTIONS' section, there is a 'Default text' field. At the bottom, the 'Regex field validation' is set to '/ .+\\@.+\\.+ /'. To the right of the configuration panel, two preview examples of the field are shown. The top preview shows the field with the value 'joe' and a red border, with the text 'Invalid Format' below it. The bottom preview shows the field with the value 'joe@aol.com' and a blue border.



An Efficient
Team



Happy
Clients

TRIVIA

Question: What is the most common speed test challenge found?

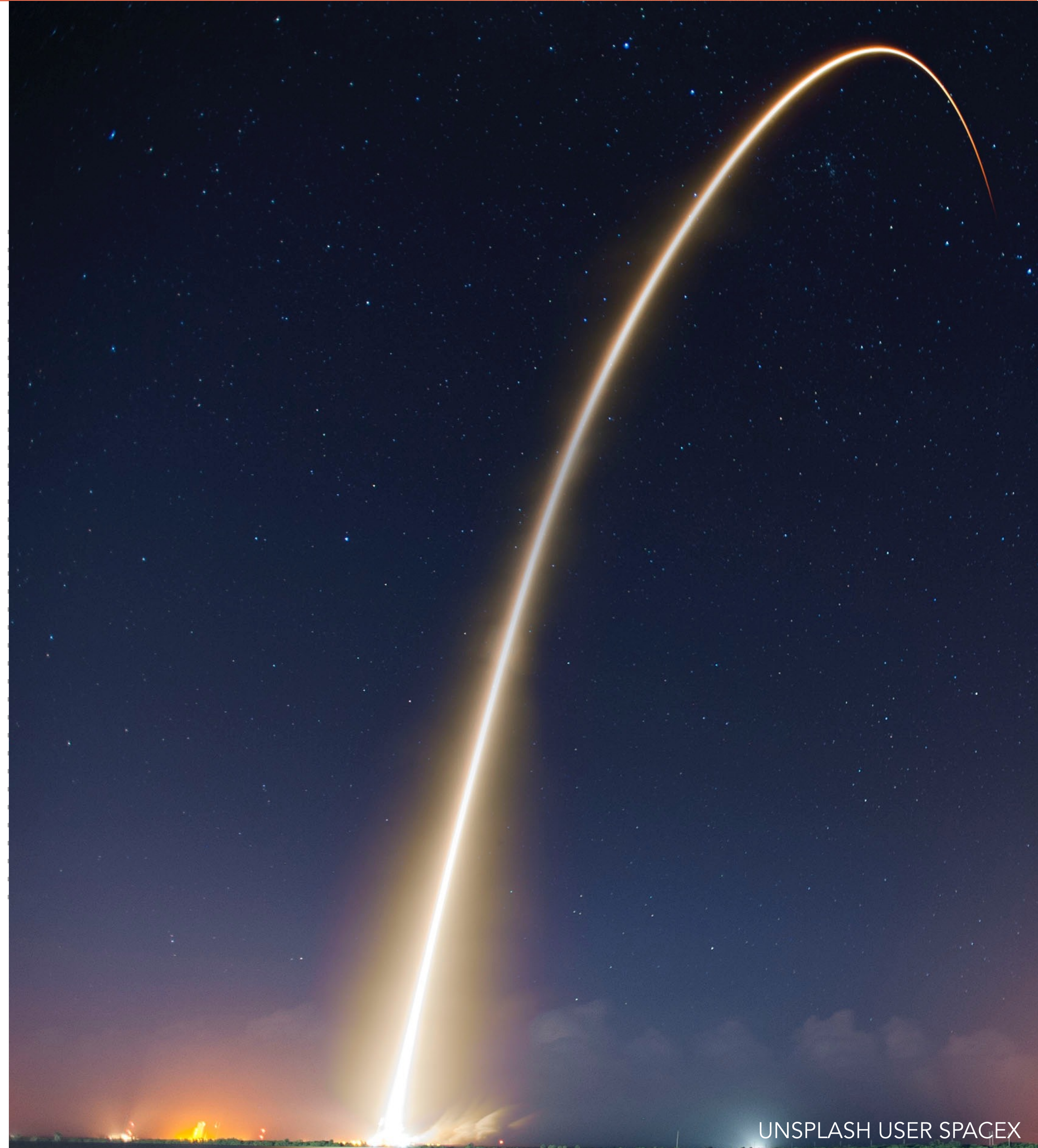
Question: What is the most common speed test challenge found?

Answer: jQuery loading in the header 🤦

HAPPY CLIENTS

Speed: Continuously building a blazing fast CMS.

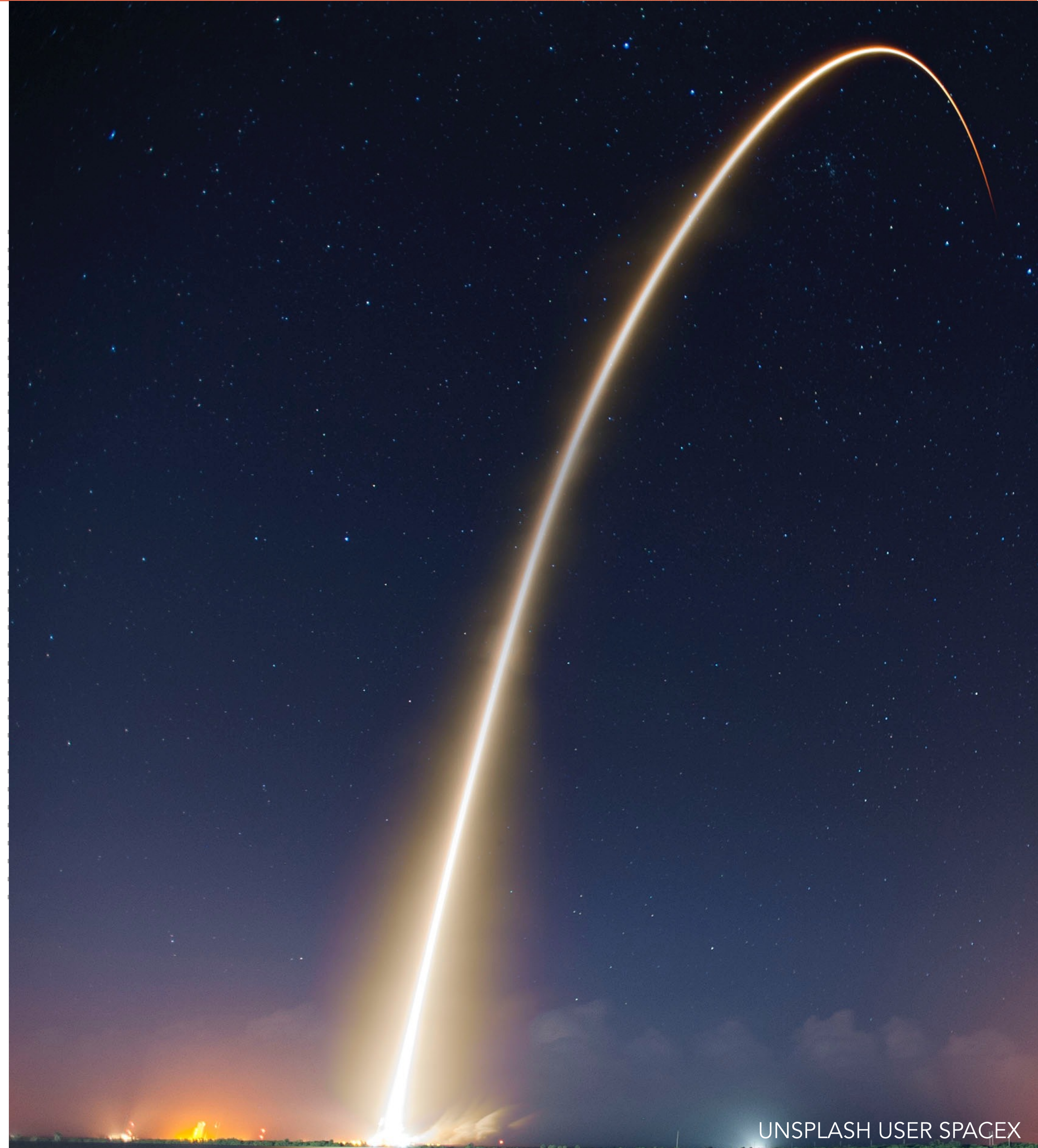
- Our JQUERY is now in the footer.
- Minified CSS Files



HAPPY CLIENTS

Speed: Continuously building a blazing fast CMS.

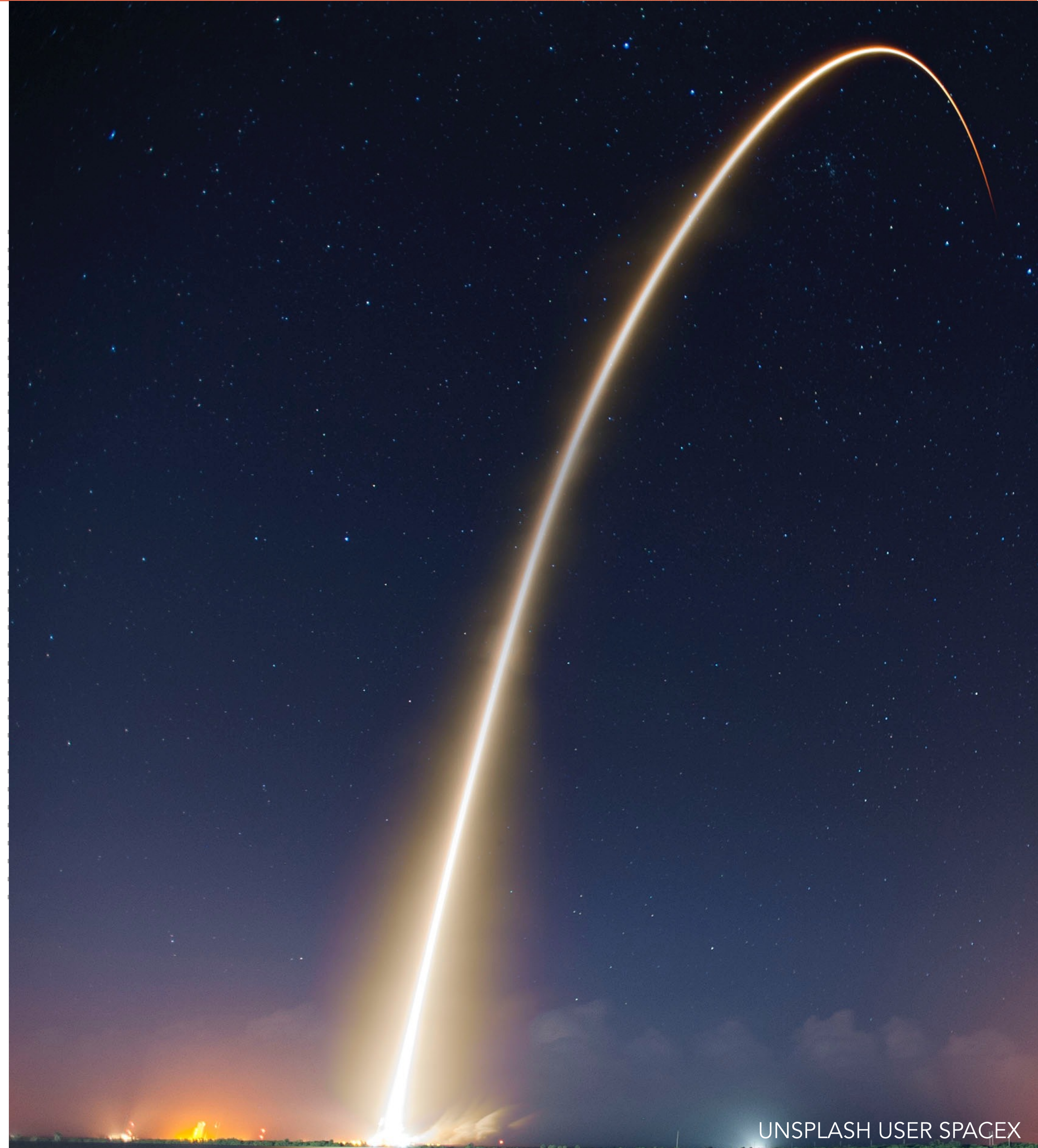
- Our JQUERY is now in the footer.
- Minified CSS Files
- Modern HTTP2 automatically enabled on non custom-SSL.



HAPPY CLIENTS

Speed: Continuously building a blazing fast CMS.

- Our JQUERY is now in the footer.
- Minified CSS Files
- Modern HTTP2 automatically enabled on non custom-SSL.
- Enabled Automatic Language Redirect Equivalents



Question: Hubspot CMS has 99.999999% _____ ?

Question: Hubspot CMS has 99.999999% _____ ?

Answer: Uptime! 🔥

HAPPY CLIENTS

Reliable and secure: Protecting your client's website and data.

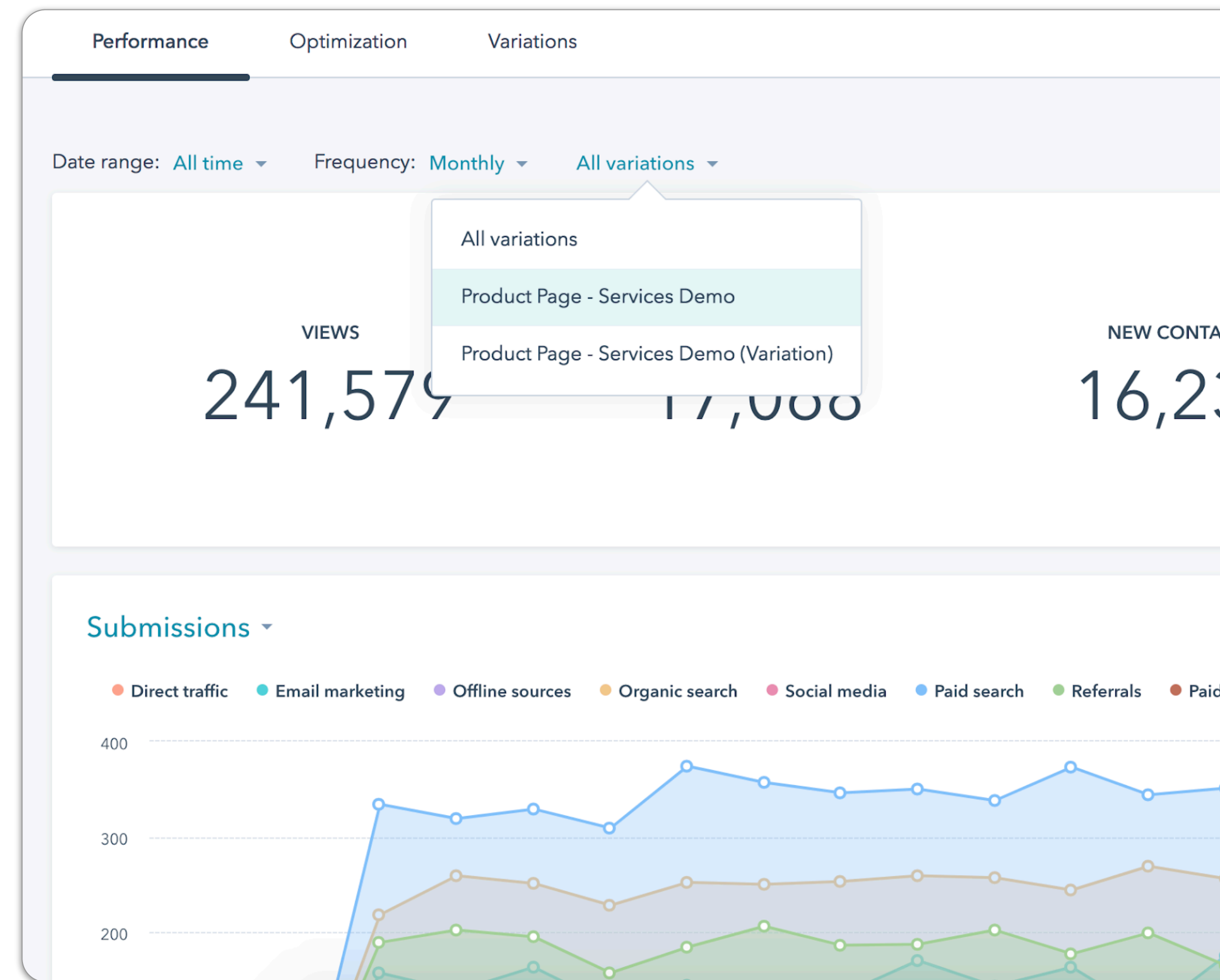
- 99.99999% uptime
- Government level, HSTS Security
- SSL comes standard
- Custom SSL available



HAPPY CLIENTS

Drive better results with Growth-Driven Design and experimentation.

- A/B Testing now in website pages
- 🦄 Available to Gold+: try it out!



HAPPY CLIENTS

Boost visitor engagement and make your client's content easier to find.

- Site search now free in CMS
- Automatically index all content
- 🦄 Build into your client's site





An Efficient
Team



Happy
Clients



Growing Your
Agency

AGENCY REVENUE SOURCES



```
graph TD; A[Marketing Funnel] --> B[Multi-Service Retainers];
```

Marketing Funnel

Multi-Service Retainers

AGENCY REVENUE SOURCES

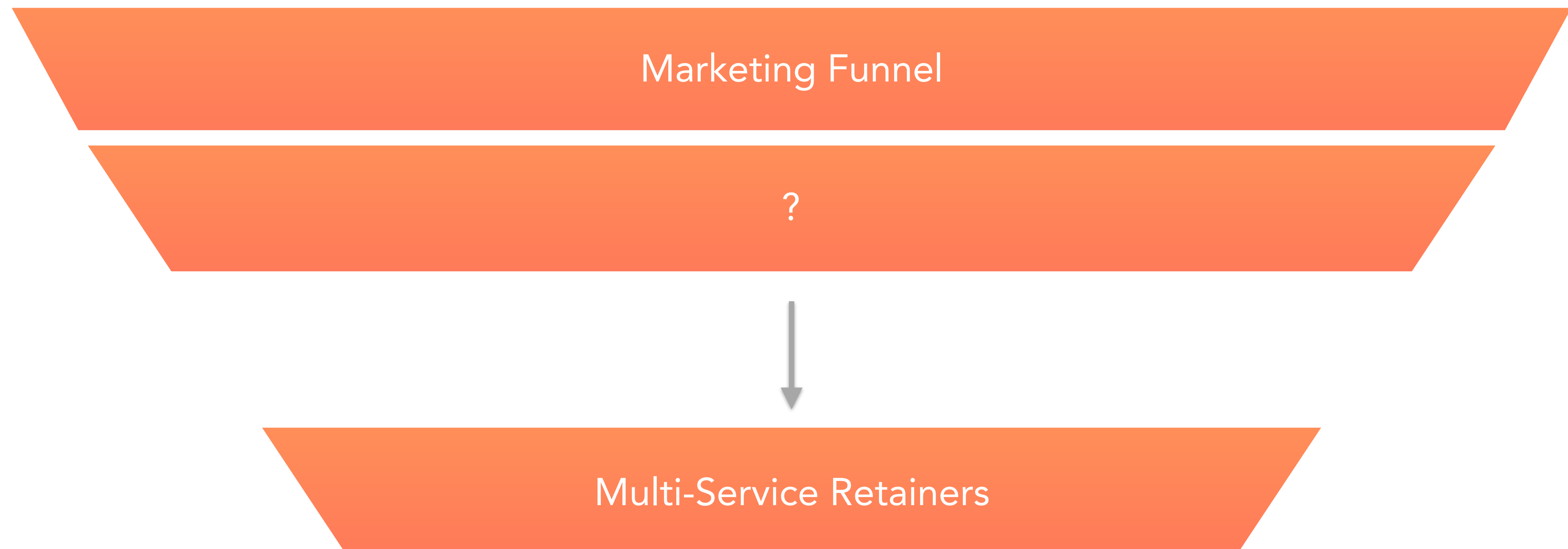
Marketing Funnel



BIG JUMP

Multi-Service Retainers

AGENCY REVENUE SOURCES

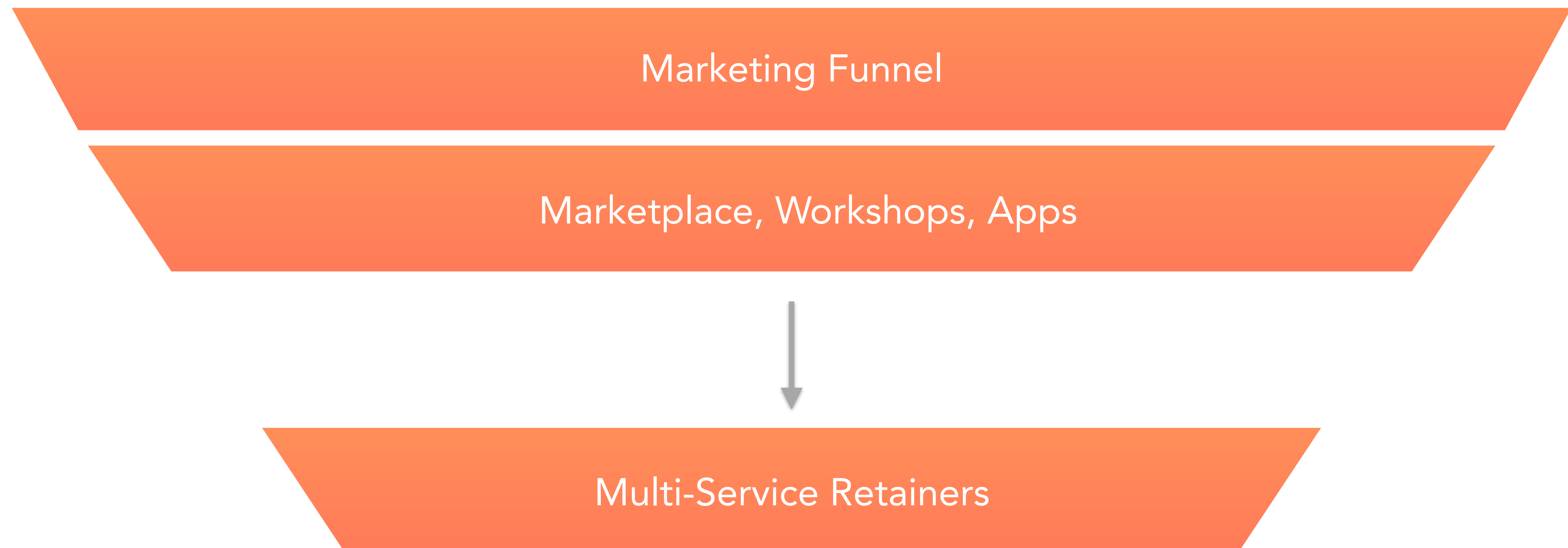


181%

181%

**Growth in downloaded assets from the
Marketplace from 2016-2017**

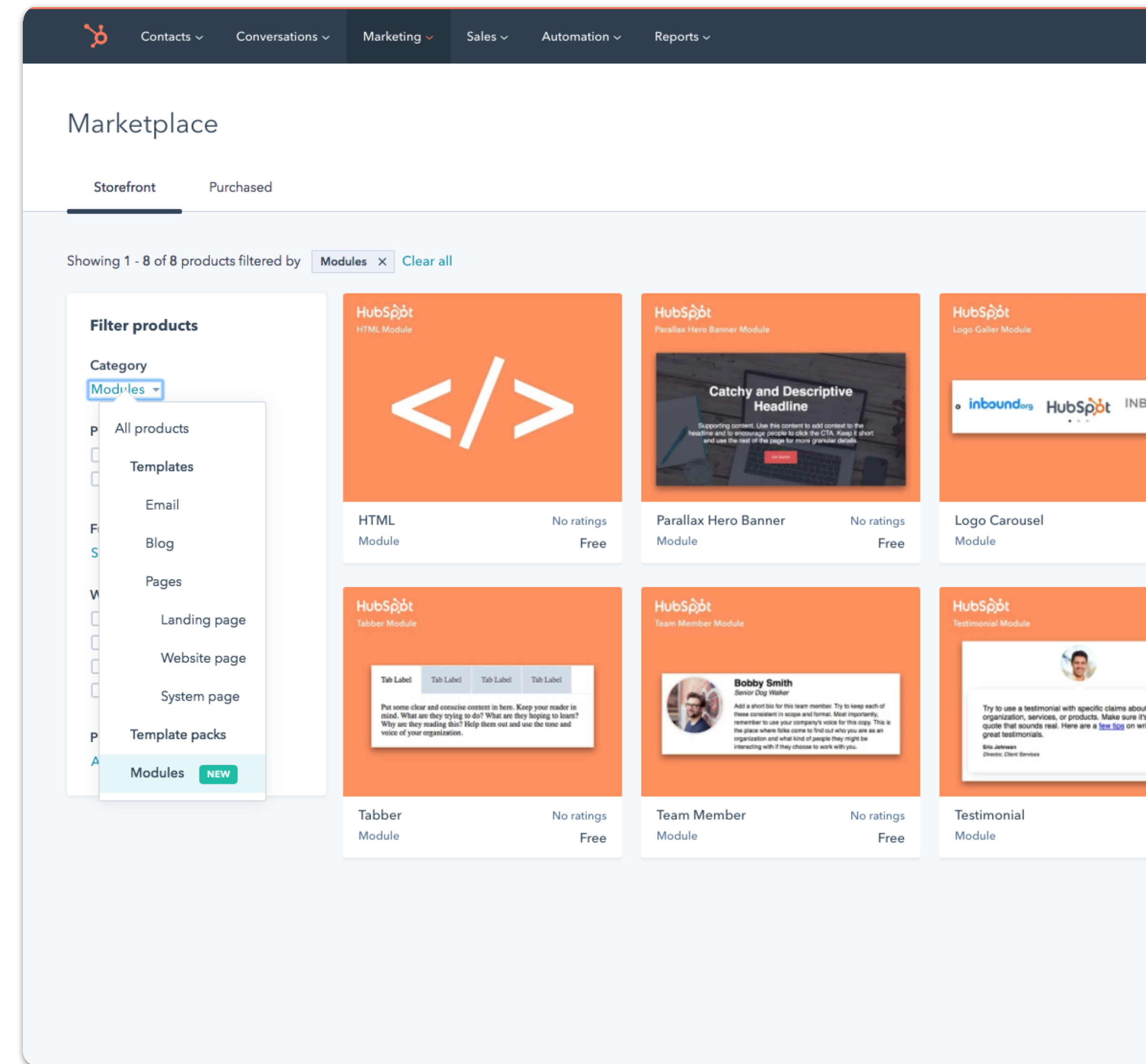
AGENCY REVENUE SOURCES



GROWING YOUR AGENCY

Expand into the HubSpot Marketplace:

- Now offering modules!
- New revenue stream
- Build a new lead channel
- 🦄 Challenge! Launch your first module in 14 days and email me (Luke@HubSpot.com)



EXAMPLE MODULE

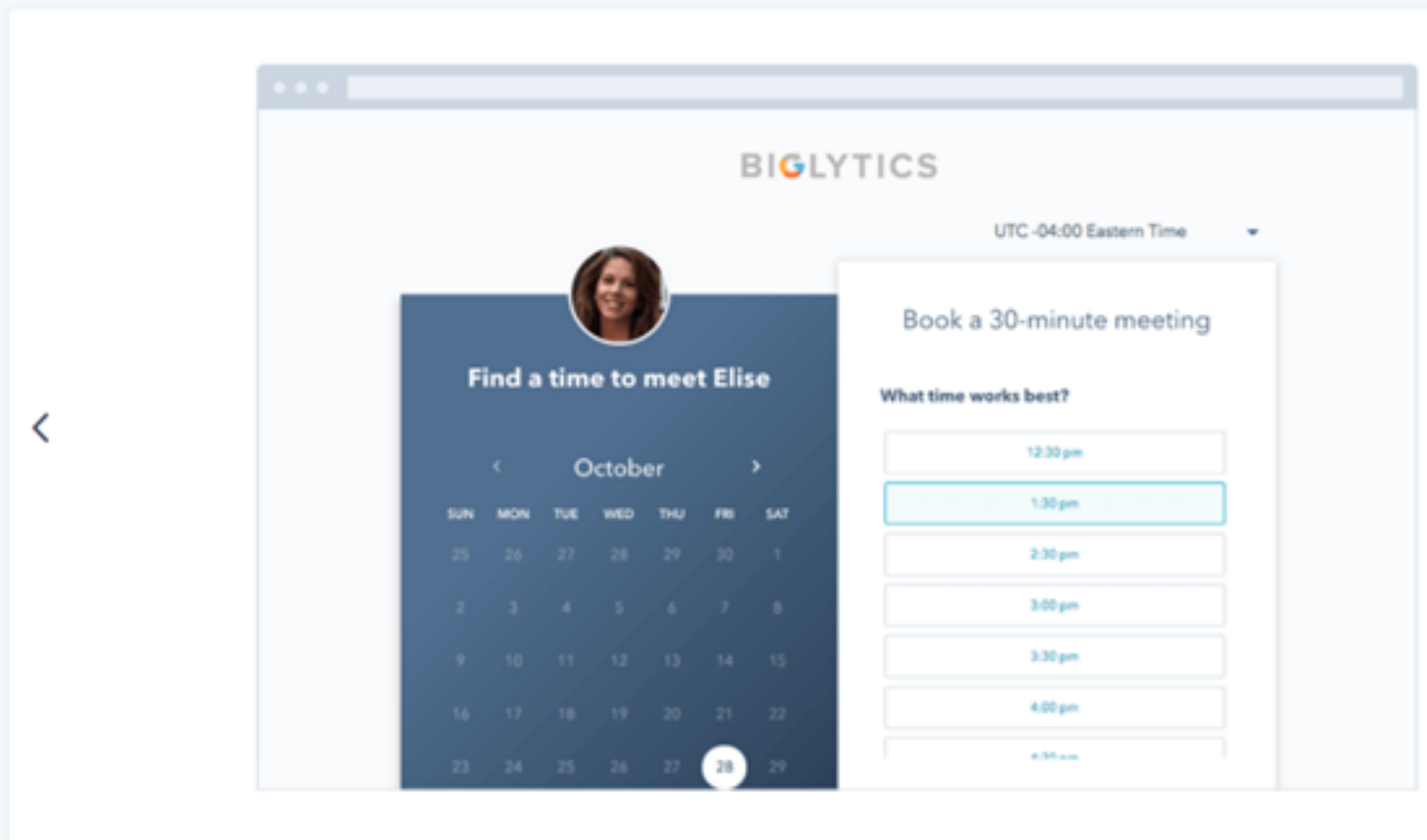
- Module offered in the marketplace
- Unlocks both CMS + CRM power
- Drag and drop the module into any page

Marketplace

[← Back to products](#)

Meetings No ratings

by [HubSpot](#)



AGENCY REVENUE SOURCES



“I only want a website.”

- Prospect

AGENCY REVENUE SOURCES

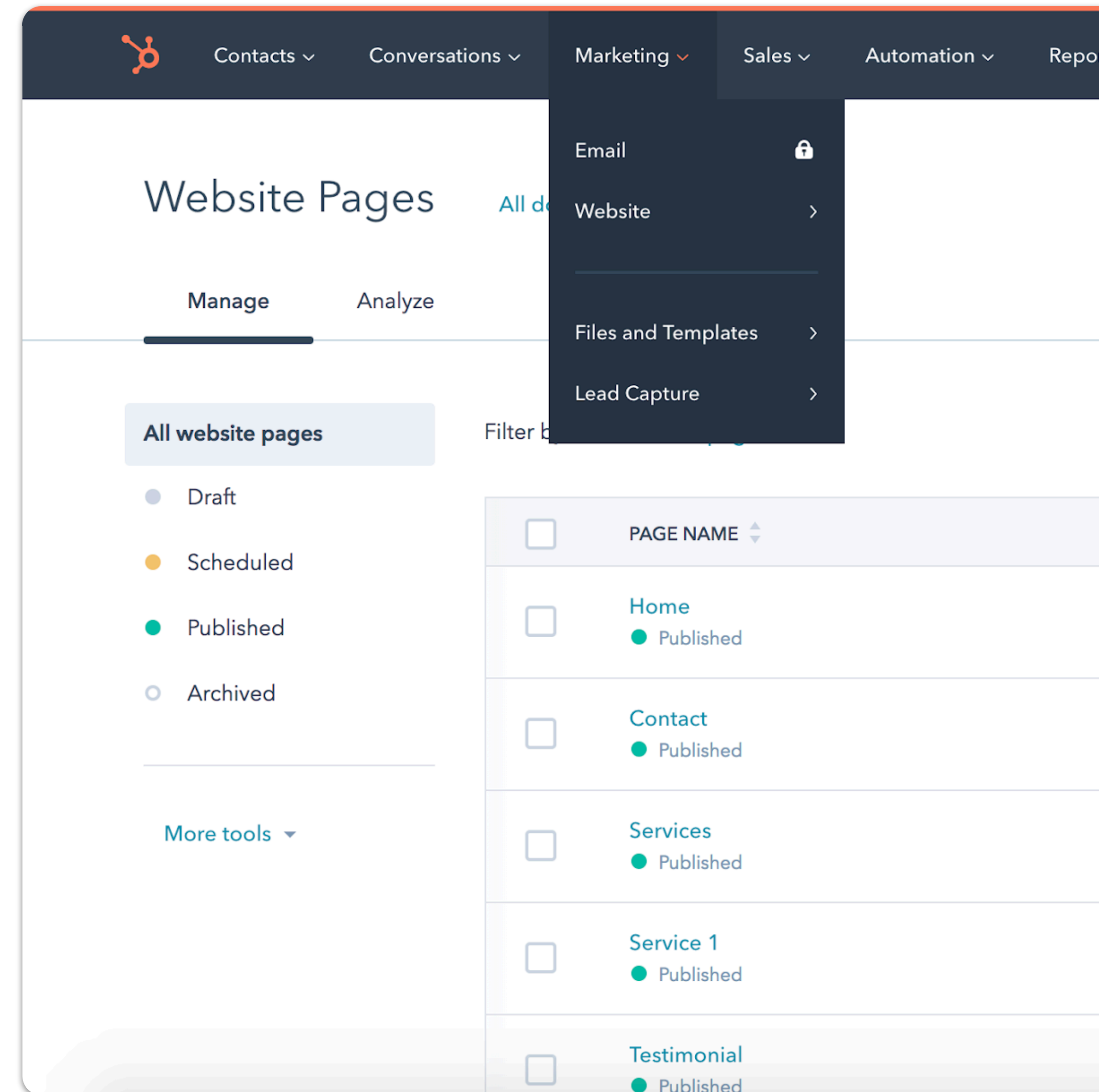


“Luke, it’s tough to
sell just a website and
use HubSpot!”

- Everyone

GROWING YOUR AGENCY

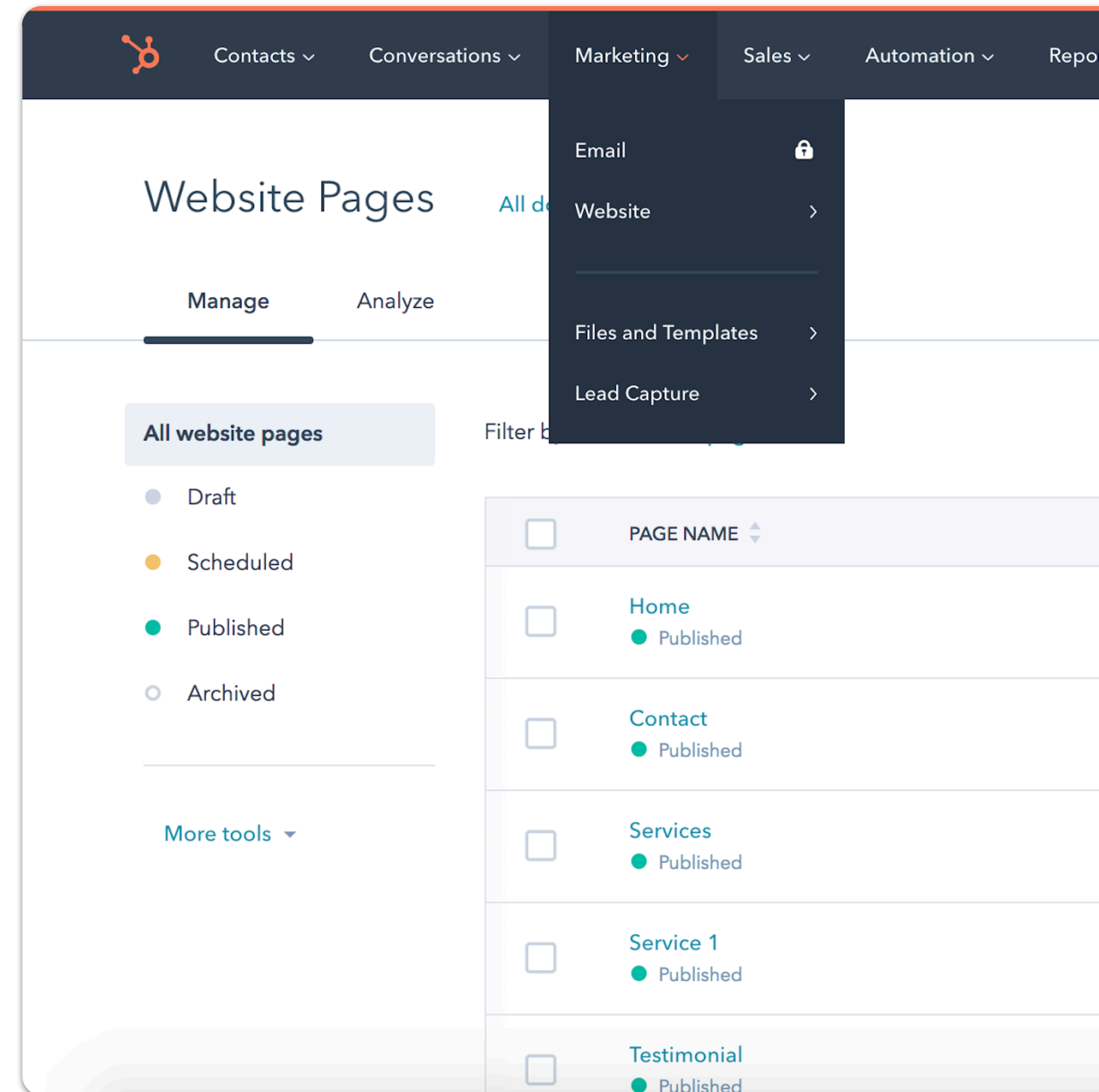
Close more web clients with a standalone HubSpot CMS.



GROWING YOUR AGENCY

Close more web clients with a standalone HubSpot CMS.

- Start with Growth-Driven Design
- Grow into other services
- CMS + CRM
- Please give us feedback
- 🦄 Interested? bit.ly/CMS-alpha



AGENCY REVENUE SOURCES



ACTIVELY EXPLORING

- “Memberships” - a member login system for restricted areas
- Progressive web apps on top of the HubSpot platform





THE TIMES, THEY
ARE A CHANGIN'



THE TIMES, THEY
ARE A CHANGIN'

... AND YOU ARE INVITED!



TOGETHER,
WE WILL TRANSFORM
THE WORLD OF
WEB DESIGN.



Now, let's chat.