**HubSpot’s Launch Blog Post Guide & Template**

Ready to write some incredible blog posts about HubSpot’s new tools, chock full of your own insights, expertise and knowledge? We’re thrilled to have you be the very first one to publish content about the new tools. So thrilled in fact, that we’ve put together this handy template to help you write a brilliant piece. So without further ado, let’s dive in!

**Getting Started**

Keep in mind that these are intended to be launch posts, so you’ll want to structure each like a product announcement. That means having an *attention grabbing title*, an *intro that speaks about the vision* behind the tools, *detailed body content* that shares your reaction and insight and a *conclusion that tells your reader where they can learn more*. Got it? Sweet—let’s get started!

**1) The Title**

You’ll want a headline that pops, drives clicks and is just begging to be shared. Of course, you’re the creative genius, but if you need help getting started, here are a few recommended titles:

“How ads can support an Inbound Marketing Campaign”

“X HubSpot Integrations You Should Start Using Today”

“X Reports to Run Based on Your Predictive Lead Score”

**2) The Opening**

The opening should explain why HubSpot is launching these new tools and the challenges marketers face that these tools could solve. Think about the visions that were shared on the sneak peek webinar and how they tie into the product launch.

**3) The Content**

Here’s where you’ll need to share your own use cases for the tool. You’ll want to refer to the positioning statements and images provided in the launch assets download to show the tool in action, and explain how it could be used in the context of the overall vision shared. A few things we recommend to include here are:

1. **Adding the screenshots of the software** illustrating the depth of functionality of the new tools
2. **Quotes about the vision/software** from your Agency’s president, CEO, or VP
3. **Key talking points** on how the new tools can improve efficiency and accuracy
4. **Your own observations** on the new tools and how your agency (and your clients) can use it market better and faster

**4) The Conclusion**

All right, you’re almost there! This is where you’ll want to bring everything together, sharing finals thoughts on the tool based on your experience and providing your own perspective of what was shared.

**5) The Call-to-Action**

This is perhaps the most important part of the post! We’ve included a CTA graphic that you should use with the main product launch link (<http://bit.ly/hs-new-partner>). However, keep in mind that you’ll also want to link to the specific product pages for the new apps you’re writing about. The appropriate hyperlinks can be found here:

* Reporting Add-On: [www.hubspot.com/products/analytics](http://www.hubspot.com/products/analytics)
* Ads Add-on: [www.hubspot.com/products/ads](http://www.hubspot.com/products/ads)
* Predictive Lead Scoring: [www.hubspot.com/products/lead-management](http://www.hubspot.com/products/lead-management)
* HubSpot Website Platform: [www.hubspot.com/products/website](http://www.hubspot.com/products/website)
* HubSpot Connect: <http://www.hubspot.com/products/integrations>
* Leadin : [www.leadin.com](http://www.leadin.com)
* Sidekick: [www.getsidekick.com](http://www.getsidekick.com)
* CRM: www.hubspot.com/products/sales

If you have any questions, please let [nbhaskar@hubspot.com](mailto:abiedrzycki@hubspot.com) know!

**\*\*Extra Credit\*\* Ideas**

* Include some attractive imagery! You can use screenshots from the software itself, but also use eye-popping stock images. You can always [browse creative commons](http://search.creativecommons.org/) if you don’t have any stock image download accounts.
* Why settle for one post when you can turn the product launch announcement into a multi-part series? If you plan to do this, be sure to let the HubSpot team know so they can promote each piece that’s published.