**Pre-Made Launch Post Topics**

Hey HubSpot Partner! Need some example post topics to get the creative juices flowing? Our top-notch content team has come up with quite a few titles to get you started. Feel free to utilize any of the below—you can use as-is or modify to your heart’s content!

**Reporting Add-on**

* X Marketing Reports You Need to Create
* X Sales Reports You Need to Create
* Why You Need a Reporting Dashboard
* How to Consolidate Your Reports into a Dashboard
* X Ways to Segment Your Reports
* Why Setting Goals is Critical in Reporting
* How Many Reporting Dashboards Do You Need?
* X Ways to Use Multiple Dashboards in Reporting
* X Reports to Include On Your Dashboards
* How to Email Our Reports/Dashboards To Your Team
* How Dashboards Fuel Transparency
* How to Get Started Building Your Dashboard
* X Key Reports You Must Have On Your Dashboard
* X Benefits From Using a Dashboard for Your Reporting
* X Contacts Reports to Create For Your Dashboard
* X Companies Reports to Create For Your Dashboard
* X Deals Reports to Create For Your Dashboard
* X Engagements Reports to Create For Your Dashboard
* How to Report On Behavior On Your Website
* Why Lists/Views Are Critical For Reporting

**Ads Add-on**

* How Ads Can Support an Inbound Marketing Campaign
* Which Social Ads Are Best for B2B Marketers?
* Native Advertising 101
* X Ways to Use LinkedIn Sponsored Updates
* Using LinkedIn Sponsored Updates to Target Buyer Personas
* Using LinkedIn Sponsored Updates to Support a Content Driven Lead Gen Campaign
* Using the HubSpot Ads Add-on to Support a Content Campaign
* Setting a Budget When Using LinkedIn Ads
* Setting Ad Bids Based on Your Marketing Goal
* Are Your Ad Campaigns Profitable?
* Measuring the ROI of Advertising
* Tracking conversions, MQLs and ROI from LinkedIn Sponsored Updates
* X Metrics to Focus on When Running Ads
* X Ways to Optimize Content Campaigns for Success
* Creating a Great LinkedIn Sponsored Update
* How to Tie Ads into a Lead Gen Campaign
* How to Reach Decision Makers through Linkedin Campaigns
* Getting More from Great Content with Ads
* The Easiest Way to Get Started with Ads
* The Fastest Way to Start Using Ads to Grow Your Business

**Predictive Lead Scoring**

* X Reports to Run Based on Your Predictive Lead Score
* How Predictive Lead Scoring Drives the Smarketing Relationship
* What is a Predictive Lead Score?
* Why do I need a Predictive Lead Score?
* How to Nurture Your Contacts Based on Their Predictive Lead Score
* X Things Your Predictive Lead Score May Tell You
* How to Set Up Social Monitoring Based on Your Predictive Lead Score
* Why Bad Contacts Help Your Predictive Lead Score
* X HubSpot Apps That Are More Powerful with a Predictive Lead Score
* When to Use a Custom vs. Predictive Lead Score
* How Your Marketing Team Should Nurture Based on the Predictive Lead Score
* How Your Sales Team Should Prioritize Based on the Predictive Lead Score
* How Your Custom and Predictive Lead Scores Should Work Together
* How to Create Content Based off the Information from Your Predictive Lead Score
* What to Do Based On Your Predictive Lead Score Attribute Information
* X Ways to Incorporate Your Predictive Lead Score into the Rest of Your Marketing
* Telling a Story with Your Predictive Lead Score
* How Predictive Lead Scores are a Game Changer for Marketers
* How to Set Goals Based on Your Predictive Lead Score
* Predictive Lead Scoring: The Basics

**HubSpot Connect**

* HubSpot Integrations You Should Start Using Today
* Why getting information from Sales, Services and Accounting Makes you a Better Marketer
* Uniting Sales, Marketing and Services with HubSpot and Zendesk integration
* X Ways to Share Data across Your Organization with HubSpot Connect
* Tie E-Commerce into Your Website with These HubSpot Integrations
* Better visualize your Marketing Impact with HubSpot and DataHero
* Finally Connect Your Events and Marketing Campaigns with HubSpot and Eventbrite Integration
* How to Import Leads from Slideshare into HubSpot
* How to Use Survey Data to Create More Targeted Inbound Market Campaigns with Survey Monkey – HubSpot Integration
* How to Unite Accounting and Marketing with Freshbooks – HubSpot Integration
* How to Use Video Engagement to Segment and Nurture Leads with Wistia and HubSpot.
* How to Use Remarketing as Part of an Inbound Marketing Campaign
* X Ways to Use [an Integration Partner] and HubSpot
* Getting More from Your CRM through Software Integrations
* Closing the Gap between Sales and Marketing
* Closing the Gap between Marketing and Services
* X Ways to Share Information across Your Organization
* X Ways to Get More from Your Software Partners
* The X Most Important Non-Sales and Marketing Software Companies for Your Business
* Using Data from Different Teams to Grow Your Business