

The HubSpot logo is centered at the top of the graphic. It features the word "HubSpot" in a white, sans-serif font, with a stylized robot head icon above the letter 'o'. The logo is set against a white, semi-circular background that has a dashed white border.

HubSpot

A white, ribbon-like banner with a double-line border is positioned diagonally across the center. It contains the text "AGENCY PARTNER PROGRAM" in a bold, white, sans-serif font. A white star is located to the left of the word "AGENCY" and another white star is to the right of the word "PROGRAM".

★ AGENCY PARTNER  
PROGRAM ★

TIERS & BENEFITS  
2017

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01 /

# WELCOME TO THE HUBSPOT AGENCY PARTNER PROGRAM

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**Welcome to the HubSpot Agency Partner Program, a program designed to help marketing agencies around the world grow and scale their businesses.**

As a HubSpot Agency Partner, you have access to tools and resources that will help you market your agency, sell HubSpot, deliver services and grow your business. As you move up in the Agency Partner Tiers, you will unlock new resources with higher levels of support to help you fuel growth and reap new rewards for your agency.

Inbound marketing can transform businesses, and we're glad you are partnered with us to help your clients grow through the power of inbound. We look forward to building a successful partnership with you, and providing you with the resources and support you need to grow your own business to become a successful agency.

Sincerely,

David McNeil

*VP, Global Partner Program & Strategy*



# 02 / ABOUT OUR AGENCY PARTNER TIERS PROGRAM

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**The Agency Partner Tiers Program** is designed to acknowledge those Agency Partners who have not only brought the inbound message to the most clients, but also those who executed inbound services to the highest standards.

We place our agencies in tiers using a combination of metrics, looking at monthly sold and managed recurring revenue (MRR), retention, software engagement, and actual inbound marketing success.

Be sure to review the Tier Benefit chart on page 5 to see how the benefits compare at a glance, and the in depth description of each benefit on the subsequent pages. Take advantage of the benefits available to you and get the most out of your HubSpot Partnership!.

For more information on how tiers are calculated, please [click here](#) and be sure to review our [Partner Program FAQs](#).

# 03 /

## AGENCY PARTNER BENEFITS AT-A-GLANCE

### PROGRAM BENEFITS

	Untiered	Silver	Gold	Platinum	Diamond
<b>PEOPLE</b>					
Channel Account Manager	X	X	X	X	X
Channel Consultant	X	X	X	X	X
Priority Support	X	X	X	X	X
<b>TOOLS</b>					
Access to Partner Resource Center	X	X	X	X	X
Access to NFR HubSpot software	X	X	X	X	X
Channel Lead Notifications	X	X	X	X	X
Client Management Dashboard	X	X	X	X	X
Connect Partner Discounts	X	X	X	X	X
Impact Awards	X	X	X	X	X
Lead Generation "Campaign Kits"	X	X	X	X	X
Lead Registration	50	500	500	500	1,000
Inside HubSpot Marketing	X	X	X	X	X
Product Spotlight	X	X	X	X	X
Role Based Training	X	X	X	X	X
Tier Dashboard	X	X	X	X	X

## TIER BENEFITS

	Untiered	Silver	Gold	Platinum	Diamond
Partner Collaboration		X	X	X	X
Partner Directory Listing		X	X	X	X
Partner Promotions		X	X	X	X
Social Amplification			X	X	X
Marketing Resource Library Listing			X	X	X
Partner Event Support			X	X	X
Advanced Beta Access			X	X	X
Invitation to Partner Day			X	X	X
Free All-Access INBOUND Tickets			1	3	6
Eligibility for Event Support with HubSpot Executive				X	X
Agency Growth Fund				X	X
Annual Joint Planning Call					X
Write for the HubSpot Blog*					X

\*HubSpot non-english blogs may provide more opportunities to additional partners. Please speak with your regional Agency Partner representative for more details.



# 04 /

## AGENCY PARTNER PROGRAM RESOURCES & TOOLS

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**As a HubSpot Agency Partner, you always have access to the resources and tools, regardless of tier.**

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### PEOPLE

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#### **Channel Account Manager**

All Tiered Agency Partners have access to a Channel Account Manager. Think of your Channel Account Manager as your HubSpot sales coach, guiding you through your first few HubSpot sales and providing you with the tools and resources you need to sell Hubspot to new clients and build long, successful retainers. To identify your Channel Account Manager, [click here](#).

#### **Channel Consultant**

As a HubSpot Agency Partner, you have access to a Channel Consultant, who will work with you to expand your service offerings, drive revenue and achieve better client campaign results. Your CC is your point of contact for all things inbound methodology and can help answer any of your HubSpot software questions. To identify your Channel Consultant, [click here](#).

#### **Priority Support**

Priority access to an experienced and specialized Partner Support team - on the phone and

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## TOOLS

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through your self-purchase portal. Please note, Priority Support is English only at this time.

### **Access to the Partner Resource Center**

Once you join the HubSpot Agency Partner Program, you'll have immediate access to everything you need to be successful as a HubSpot Agency Partner within your [Partner Resource Center](#), in your HubSpot Portal. From the latest program updates to the most up-to-date sales collateral, our resource library will ensure that you have everything you need to market, sell, deliver and grow, including the links to learn more about your Partner resources.

### **Access to NFR (Not For Resale) HubSpot Software**

Get free access HubSpot software, such as Sales Pro and a Test Portal in order to effectively learn and test HubSpot software and functionality before deploying for your clients. Ask your Channel Account Manager for more information.

### **Channel Lead Notifications**

Take advantage of channel leads conversion information, such as ebook downloads and marketing qualified leads in order to have more meaningful sales conversations with your registered leads. Talk to your Channel Account Manager to activate Channel Lead Notifications for your agency.

### **Client Management Dashboard**

Look across all of your managed clients and understand key metrics at a glance. Then zoom into the performance of individual clients, all within your HubSpot portal.

### **Connect Partner Discounts**

If you've ever thought about packaging webinar services with HubSpot Marketing and GoToWebinar or considered offering sales services with the HubSpot CRM and PandaDoc, now you can-- for a fraction of the cost for your client. The Agency Preferred Pricing program allows you to offer your clients several of our top Connect Partners' software at 50% off the normal price. It's a deal exclusive to HubSpot Agencies only and by coupling it with a services package, you'll be sure to drive more value for your clients and agency. [See participating Connect Partners and learn how you can take advantage of this benefit.](#)



## Impact Awards

Get the recognition you deserve for all of your remarkable client work. And what better way to showcase the results of your inbound marketing efforts than to honor the top success stories with an award? All HubSpot Agency Partners can apply for an Impact Award for a chance to win top honors and be recognized by Hubspot to stand out from the competition. Looking for inspiration? [Check out past winners](#) and when you're ready to apply, head to the [application page](#).

## Lead Generation “Campaign Kits”

Campaign Kits are whitelabeled materials you can use at every stage of your agency's marketing funnel. These kits contain a whitelabeled resource such as an ebook or webinar, and all the promotional materials you need to start driving new leads and opportunities for your agency. [Start using Campaign Kits to generate new leads now.](#)

## Lead Registration

Register the leads your agency generates within your HubSpot Partner Portal. Lead registration limits vary by tier. Lead registration ensures that your prospects have one sales process - with you at the helm, and HubSpot as your support and secures commission on deals you originate!

## Inside HubSpot Marketing

Webinar series aimed at helping your agency grow your business with even greater speed. In these webinars members from the HubSpot Marketing Team will share our experience and insights on topics that will help you improve your overall marketing strategy, generate more traffic and leads and ultimately accelerate your sales funnel. Topics will include SEO & CRO, Social Media, Blogging and Content Creation, Campaign Management and Execution, Lead Nurturing, Sales Enablement and more.

### Product Spotlight

We know it's hard to stay up to date on new advancements in the HubSpot product. That's why we created Product Spotlight, a [monthly video recap and email](#) with all of HubSpot's latest product updates and announcements.

### Role Based Training

Partner specific and role based agency trainings help you scale your team and your business via an intuitive and learning focused experience within the app. [Get started now.](#)

### Tier Dashboard

Within your Partner Portal, you can view your current tier status, median of all your app usage across accounts, Partner Certification status and see a full list of apps usage in a clean, clean, easy to consume dashboard providing up-to-date information on the health of your business and the state of your Agency Partner Tier.



# 05 / TIER BENEFITS





### **Social Amplification**

Give the content you're publishing an extra social push by submitting your tweets to our social submission form. We'll take the best messages and queue them up for promotion across the cumulative social reach of HubSpotters and Agency Partners. There's no guarantee that we'll promote your piece since we get so many, but it's always worth [sending in for consideration!](#)

### **Partner Collaboration**

Special co-selling opportunity for our Tiered Agency Partners. When a Tiered Agency Partner registers a lead that already belongs to HubSpot, they will be able to co-sell with HubSpot's direct sales team and earn commission when the deal closes. Talk to your Channel Account Manager for more details.

### **Partner Directory Listing**

Every day businesses are looking for an agency to help them with marketing. As a Tiered Agency Partner, you have the ability to create a listing in HubSpot's Partner Directory to get found by your next new client. The Partner Directory allows you to showcase your areas of specialization; by Industry, geo, your HubSpot certifications, Impact Awards, and past client reviews. [Fill out your Partner Directory Profile to get started now.](#)

### **Partner Promotions\***

Offer the Reporting and Ads add-ons free to new clients for one year. This offer is only available for tiered agency partner registered leads and is not available to any existing HubSpot customer. To take advantage of this promotion, an order must be completed. This is an optional partner program, and for more details on the terms that apply, please see our agency partner program agreement. Talk to your channel account manager about how you can take advantage of these promotions.

\*Partner promotions are subject to change at any point throughout the year, without advanced notice.



### Marketing Library Listing

Contribute your marketing offers and templates to HubSpot's Marketing Resource Library. Generate leads for your agency by hosting your content in the go-to resource center for marketers worldwide. (Please note that all content will be reviewed for quality control. All offers must be original to your agency and not created from whitelabeled content). [Submit your content today.](#)

### Priority Beta Access

Gold Agency Partners can apply to our HubSpot Beta Program. Once you're accepted into the HubSpot Beta Program, you'll begin receiving emails and new features in your account as they become available. Being a part of the beta group at HubSpot is a commitment. It means you agree to use some software in your daily life that is bound to be a little rough around the edges. It also means you're willing to take the time to help us smooth out those rough edges, and help shape the future of our product. [Apply now.](#)

### Participation in Annual Agency Partner Summit

Every year, we bring our Gold, Platinum and Diamond Agency Partners together for learning, networking and celebration. In addition to learning advanced inbound content, attending agencies are able to get a sneak peek of upcoming HubSpot products and have the opportunity to mix and mingle with their peers as well as the HubSpot executive team.

2017 Agency Partner Summit Dates

- » Cambridge, MA | April 26 - 27
- » Dublin, Ireland | May 16 - 17

Partner Day is an invitation only event, please keep an eye on your inbox for more

information.

### Free All-Access INBOUND Tickets

Upon reaching Gold tier, HubSpot Agency Partners are granted a free, all-access ticket code to our annual INBOUND event in Boston, MA. It's the perfect opportunity to bring that extra team member or a prospective client. Gold Partners receive 1 ticket code, Platinum Partners receive 3 and Diamond Partners receive 6. [Redeem your ticket codes today.](#)

### Partner Event Speaker Support

We know that as advocates for inbound marketing in your region, you're keen to host events and invite HubSpotters to speak at them but you're not sure who can request to speak and when. That's why we're introduced partner speaking support guidelines, which you can find in your Partner Resource Center. These guidelines will add more transparency and enable us to send the right fit speaker to help make your event a success. [All speaking requests should be made via this link in your Resource Center](#)



### **Eligibility for Event Support with HubSpot Executive**

In addition to listing your event on the [partner event promotion calendar](#) on HubSpot.com as a way to generate leads and increase visibility for your event, Platinum and Diamond Agency Partners [can request](#) HubSpot Senior Marketers, Directors and VPs as well as the C-level Executive Team for their events, depending on event size.

### **HubSpot Agency Growth Fund\***

The HubSpot Agency Growth Fund takes our Platinum and Diamond Agency Partner's growth to the next level by making capital available for hiring marketing, sales, or account management professionals.

Platinum and Diamond Agency Partners can apply for an interest free loan of up to \$300,000 from HubSpot (as long as certain performance criteria are met). The loan must be used to help the agency grow by hiring new sales, marketing or services delivery talent at the agency.

[Apply today.](#)

\*The HubSpot Agency Growth Fund is only available in the United States but we are working on expanding to other countries.



### Annual Joint Planning Call

Diamond Agency Partners have exclusive access to an annual joint planning call with a HubSpot Partner Marketer. During this call, the agency and marketer will brainstorm topics for your blog contribution and set a publishing schedule and outline any upcoming events needs. For more information, email [partners@hubspot.com](mailto:partners@hubspot.com).

### Write for the HubSpot Blog\*

Our Diamond Agency Partners can take advantage of HubSpot's blog and reach. Each agency will work with their HubSpot Partner Marketer to develop a topic, and write and publish a minimum of 1 blog post a year on HubSpot's blog.

\*HubSpot non-english blogs may provide more opportunities to additional partners. Please speak with your regional Agency Partner representative for more details.



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Visit your [HubSpot Partner Portal](#)  
for insight into your current tier,  
what you need to do to move to the  
next tier level, and to learn more  
about each tier benefit in your  
[Agency Partner Resource Center.](#)

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