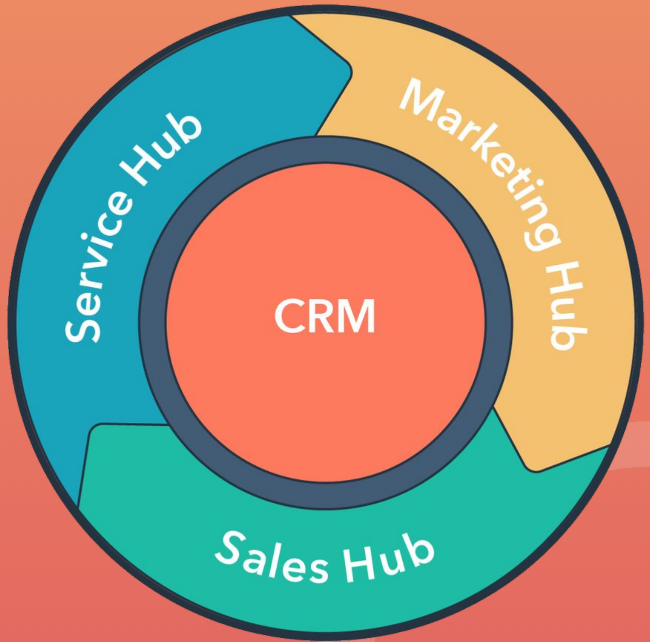
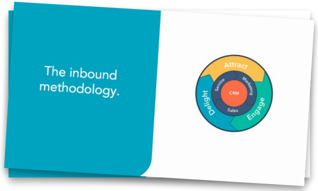
The HubSpot Growth Platform



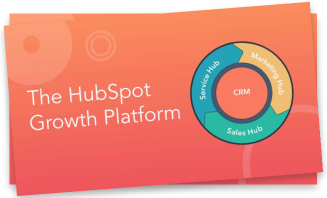
Learn everything you need to know about HubSpot

Introduction to HubSpot



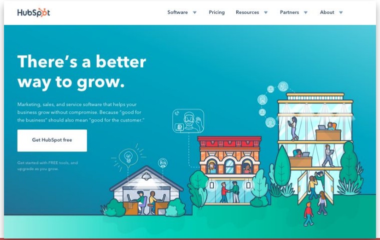
HubSpot Platform Overview

(this presentation)

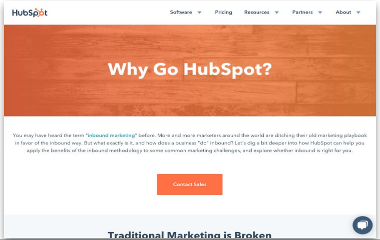


What's New in HubSpot

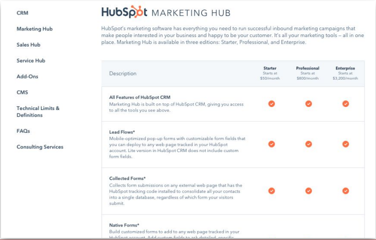
Hubspot.com



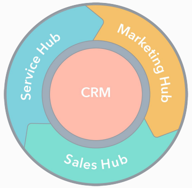
Why Go HubSpot?



Product Catalog + Pricing

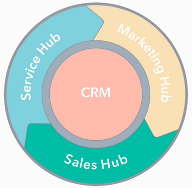


HubSpot offers a full suite of software for marketing, sales, and customer relationship management that are powerful alone, and even better when used together.



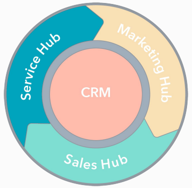
Marketing Hub

Attract and engage new customers by creating relevant, personal marketing.



Sales Hub

Build an efficient process to engage your prospects and turn them into customers.



Service Hub

Connect with your customers, exceed their expectations, keep them longer, and grow faster.

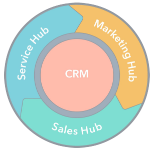
HubSpot CRM

The free CRM system for growing businesses that your team will love.

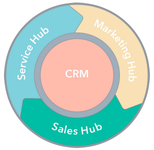
Introducing the HubSpot Growth Suite

All the tools HubSpot has to offer at the Starter, Professional or Enterprise level, available in a single package available for 25% off

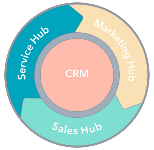
Marketing Hub

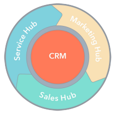


Sales Hub



Service Hub

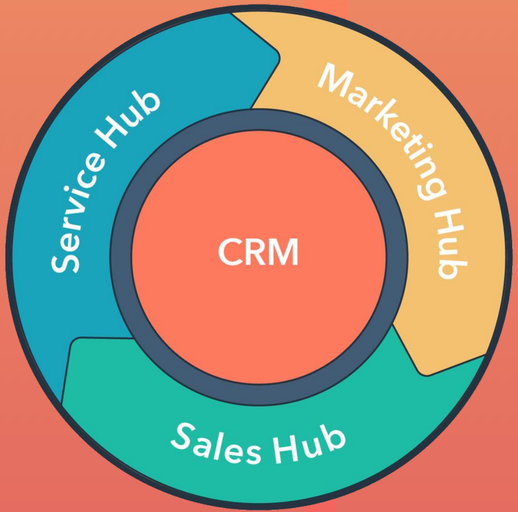




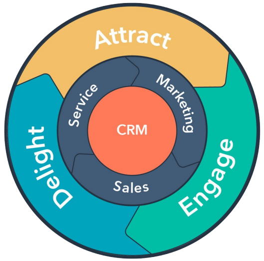
HubSpot CRM

See hubspot.com/pricing for more details.

Required onboarding and contact pricing not included above.



HubSpot CRM



HubSpot CRM

The free CRM system for growing businesses that your team will love.

Free

Conversations (including live chat)

Contacts

Companies

Deals

Prospects

Tasks & Activities

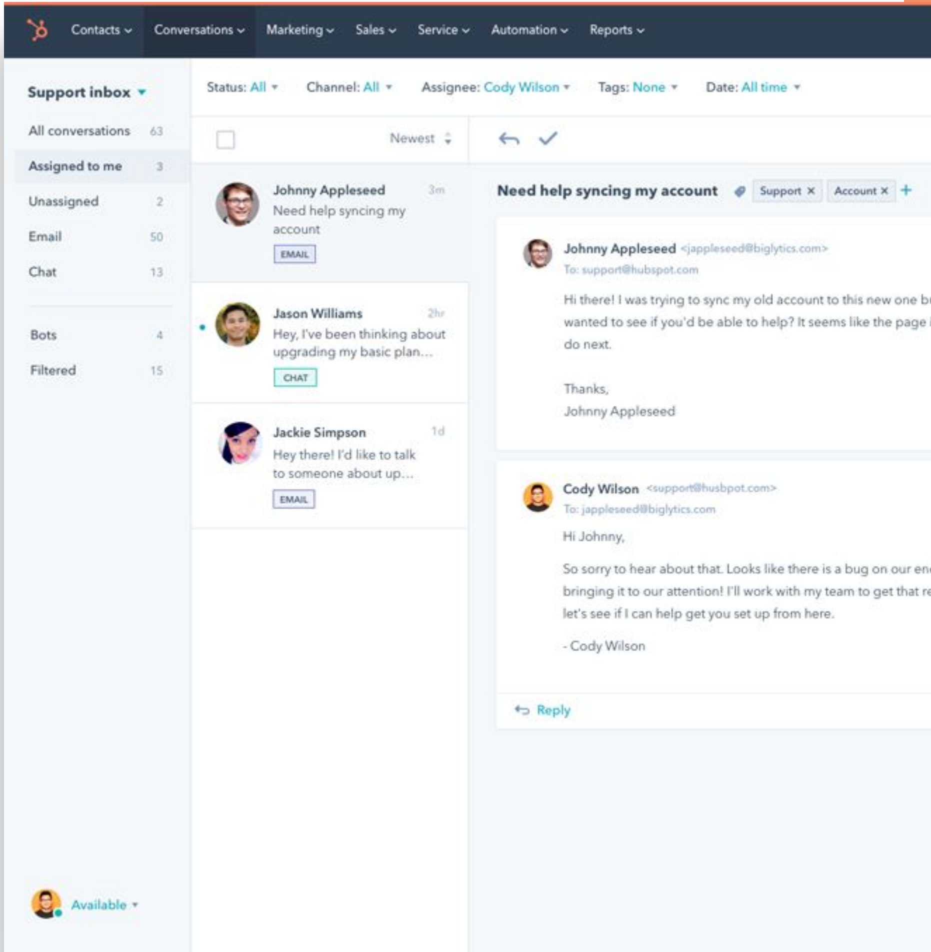
Tickets

Forms & Pop-ups

HubSpot CRM:

Conversations

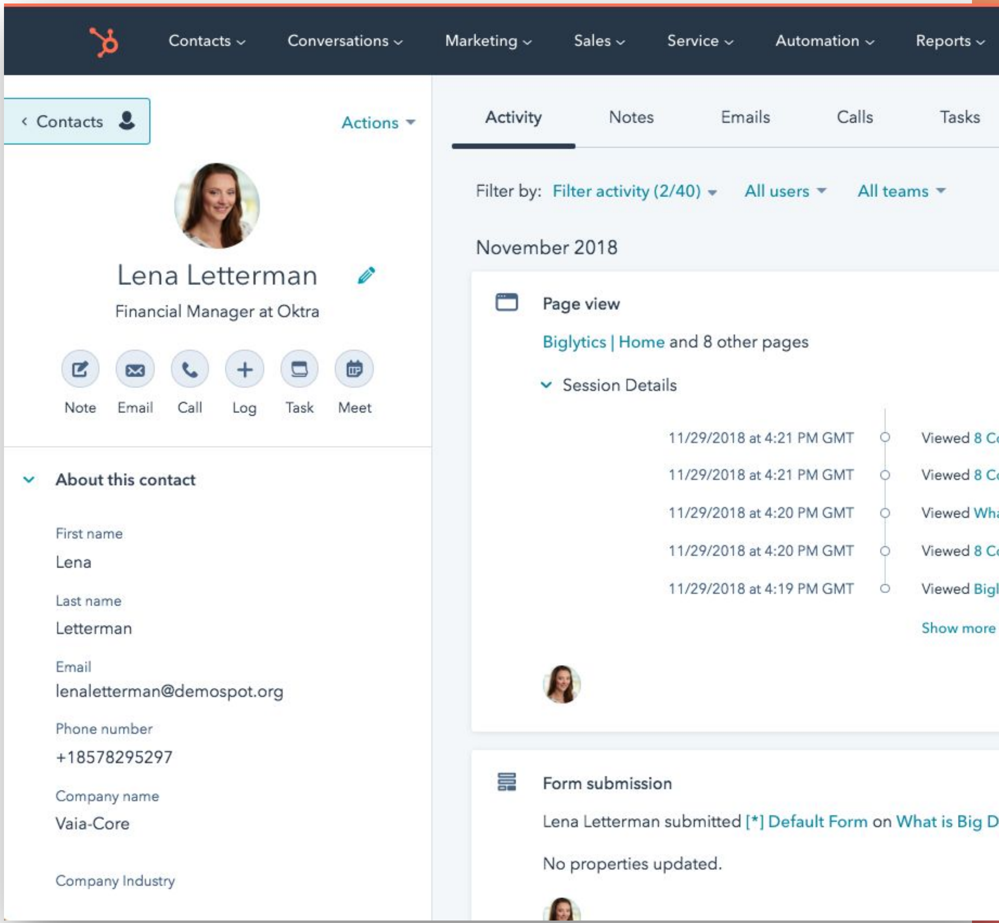
Conversations is a universal, collaborative inbox that brings together messages from live chat and team email so you can view, manage, and reply to conversations from prospects and customers in one central place.



HubSpot CRM:

Contacts + Companies

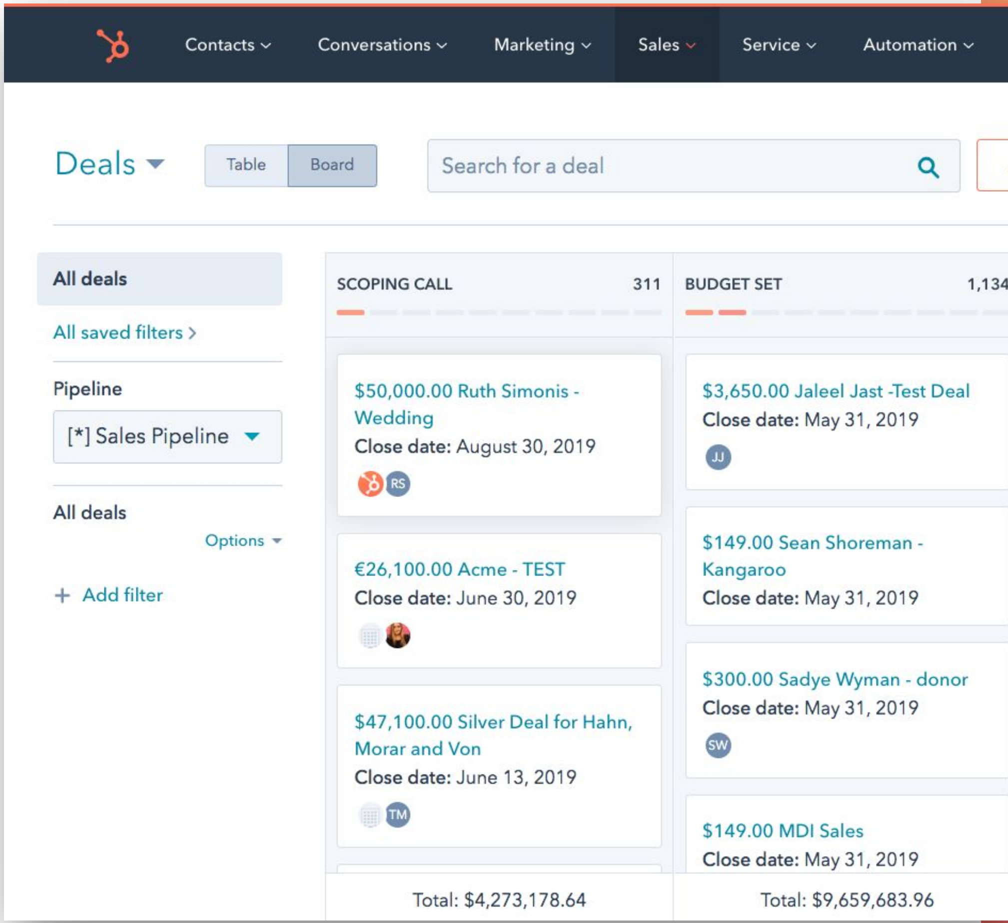
HubSpot CRM organizes everything you know about your contacts and their companies in a single place. Store data in custom fields, browse a timeline of past interactions, and communicate with your contacts from a single unified view.



HubSpot CRM:

Deal Management

Whether you have an established sales process or you’re starting from scratch, HubSpot CRM makes it easy to create your ideal process. Add, edit, and delete deal stages and properties without help from IT. Then drag and drop deals between stages.

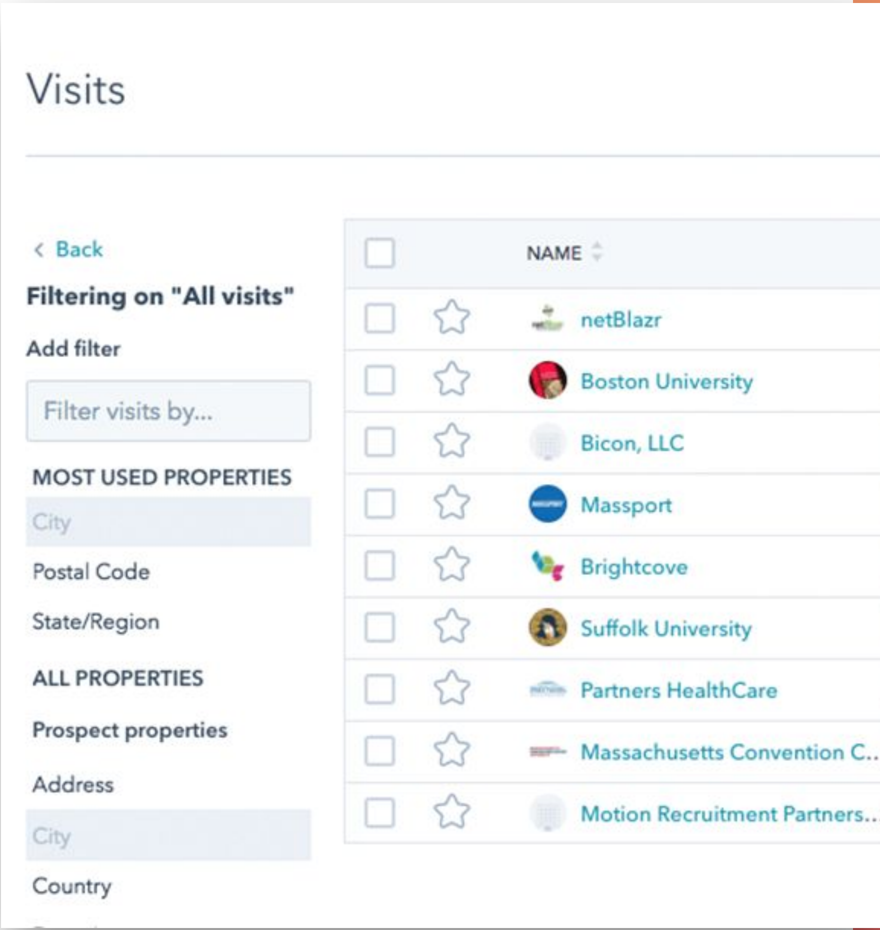


HubSpot CRM:

Prospects

Track prospects' visits to your site in real time, determine which companies are the most engaged, and set up custom email notifications for your team.

Sort prospects using dozens of different filtering criteria like geography, company size, number of visits, and more.



HubSpot CRM:

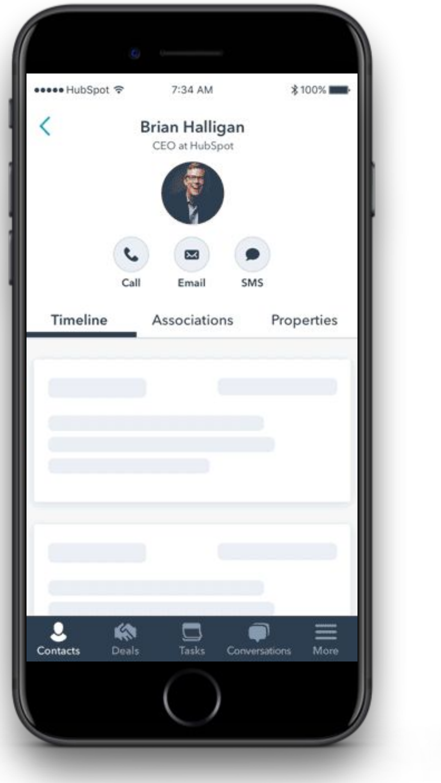
Business Card Scanner

Transform your business cards into CRM contacts in seconds, so you can spend less time inputting data and more time creating great customer experiences.

HubSpot CRM:

Mobile App

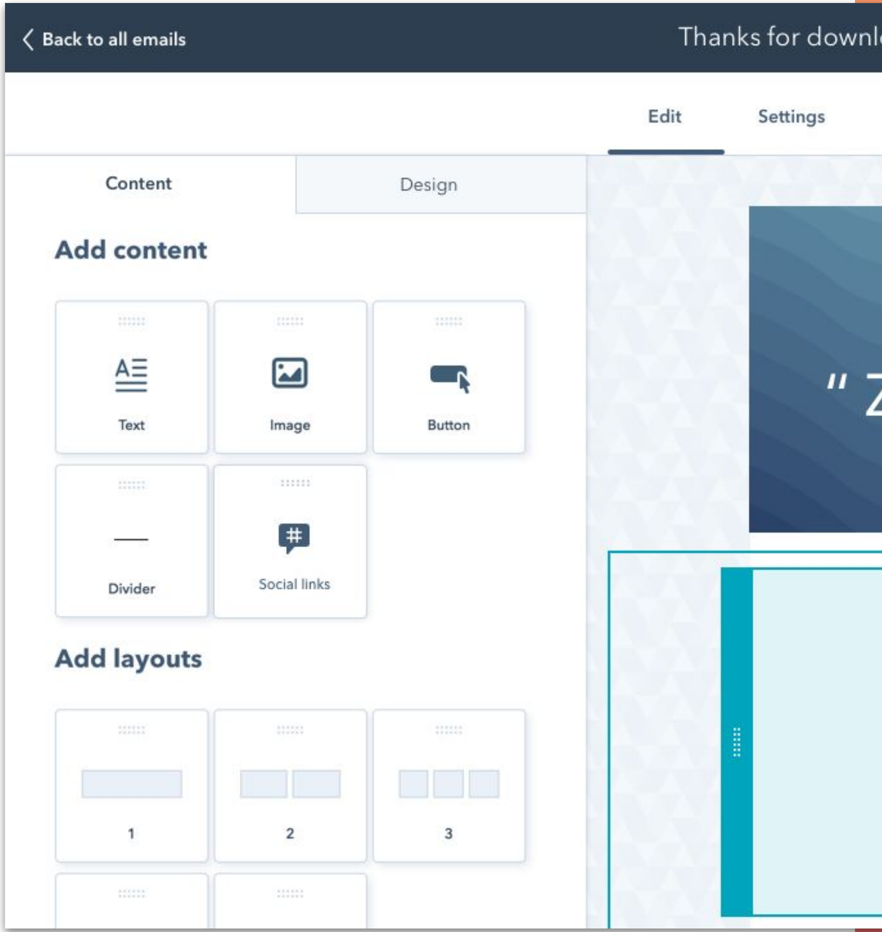
Manage your deals, contacts, and tasks on the move, and stay connected to your leads, customers, and team from anywhere.



HubSpot CRM:

Email Marketing

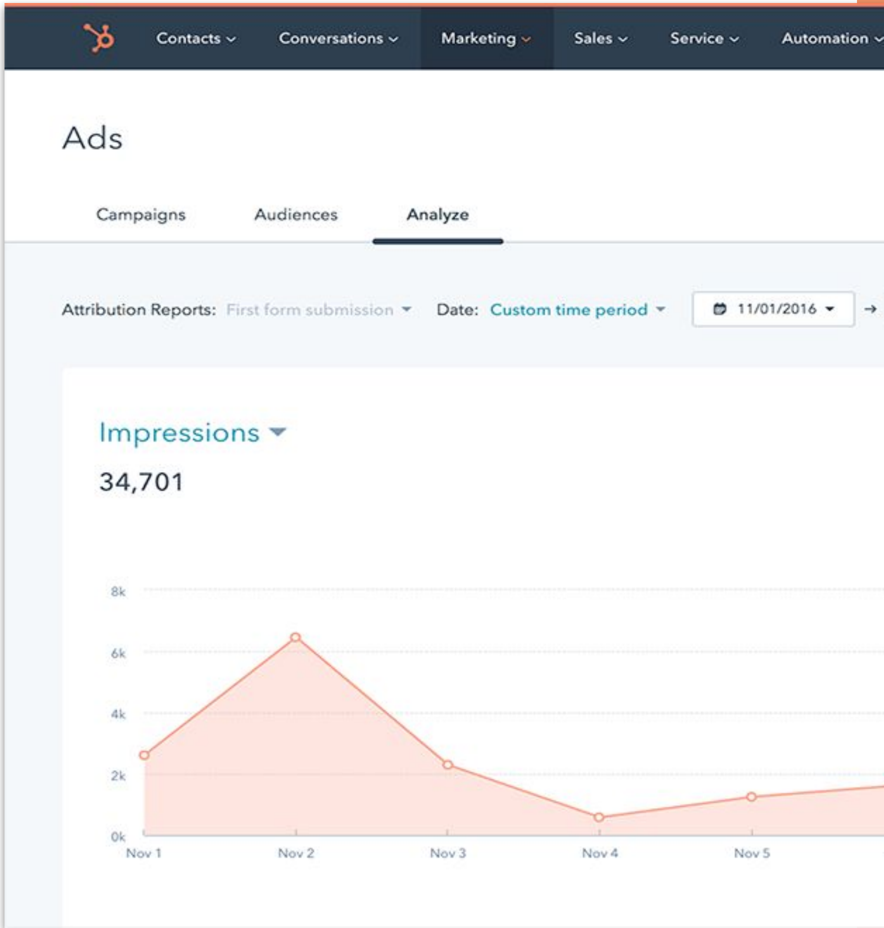
Free email marketing with up-to 2,000 sends per month using the free HubSpot CRM. Because email marketing and CRM go-together like your favorite combinations.



HubSpot CRM:

Ads

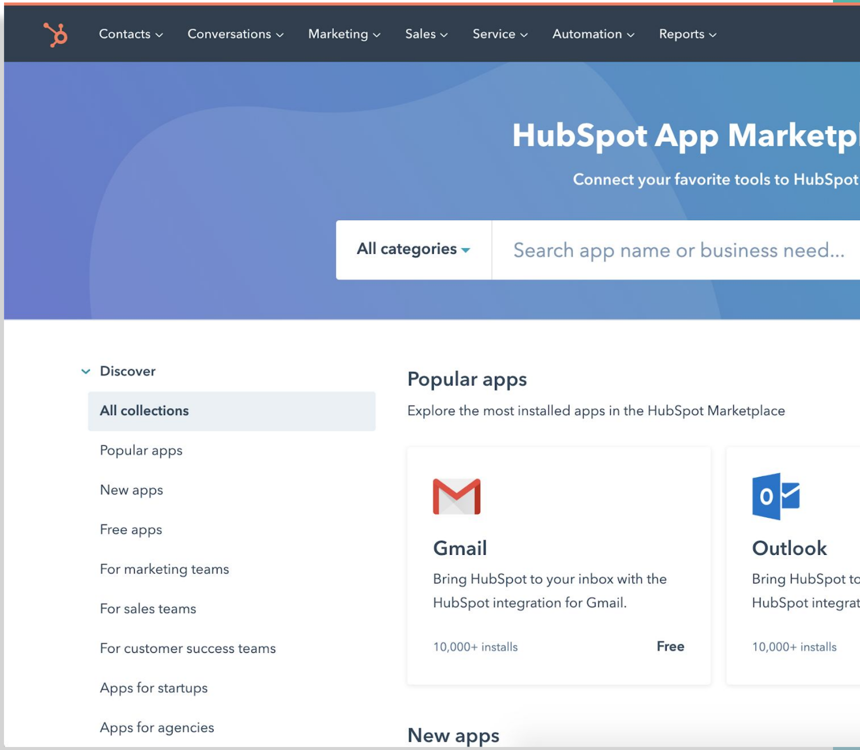
Run and measure cross-network advertising on the only platform that can easily tell you details on who converted from your ads, and the ROI.

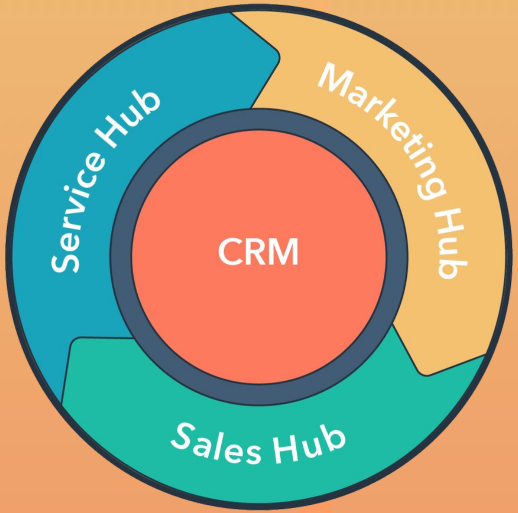


HubSpot CRM:

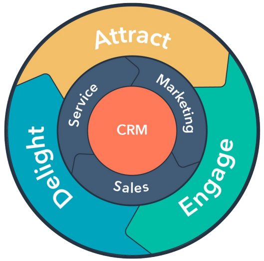
Part of the Growth Platform

HubSpot CRM works in close concert with Marketing Hub, Service Hub, Sales Hub, and hundreds of HubSpot app integrations. Add additional tools easily, whenever it makes sense for your team.





Marketing Hub



Marketing Hub

Marketing Hub helps you attract and engage new customers by creating relevant, personal marketing.

Starter

Conversion Tools

Ads Creation & Management

Basic Analytics

Email Marketing

Professional

Everything in Starter, plus:

Marketing Automation

Attribution Reporting

Personalization

User Roles

A/B testing

Enterprise

Everything in Professional, plus:

Advanced Team Management

Email Send Protection

Predictive Lead Scoring

Advanced Reporting

Custom Event Triggers

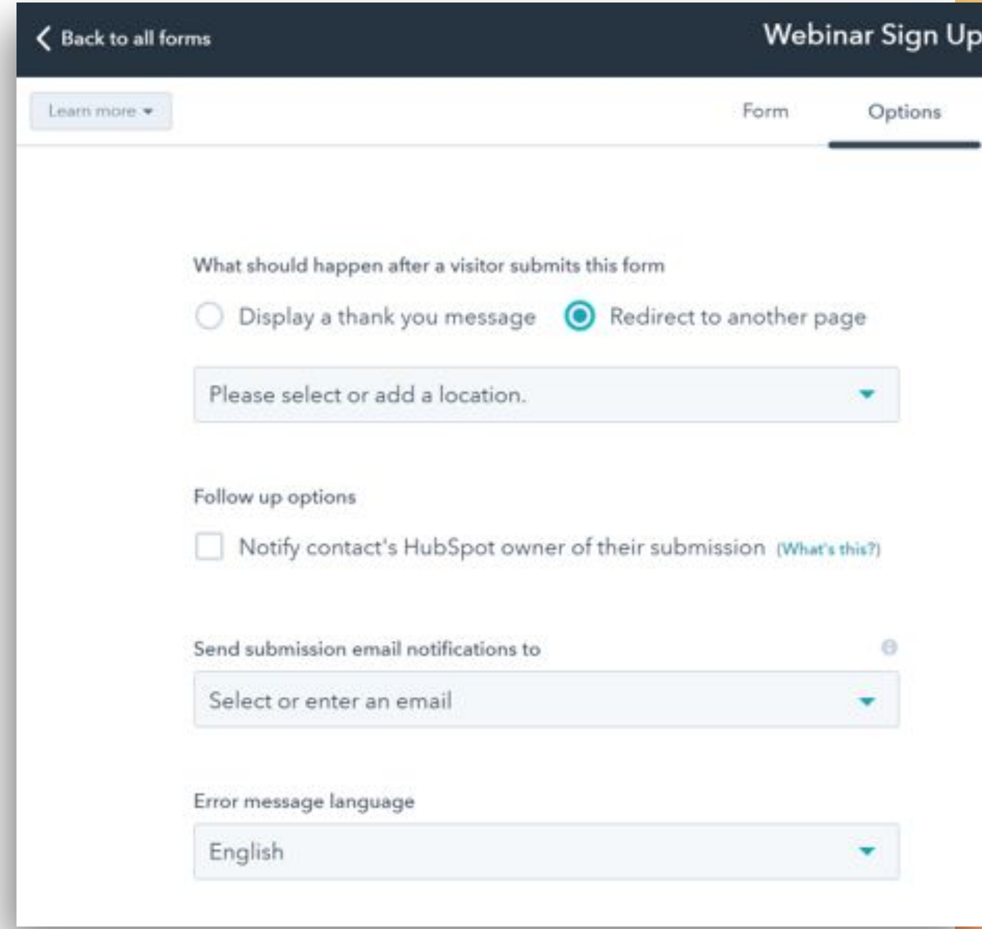
Password Protected Content

Marketing Hub Starter:

Conversion Tools

Capture leads through your website with landing pages that are optimized for your brand, easy to customize and track.

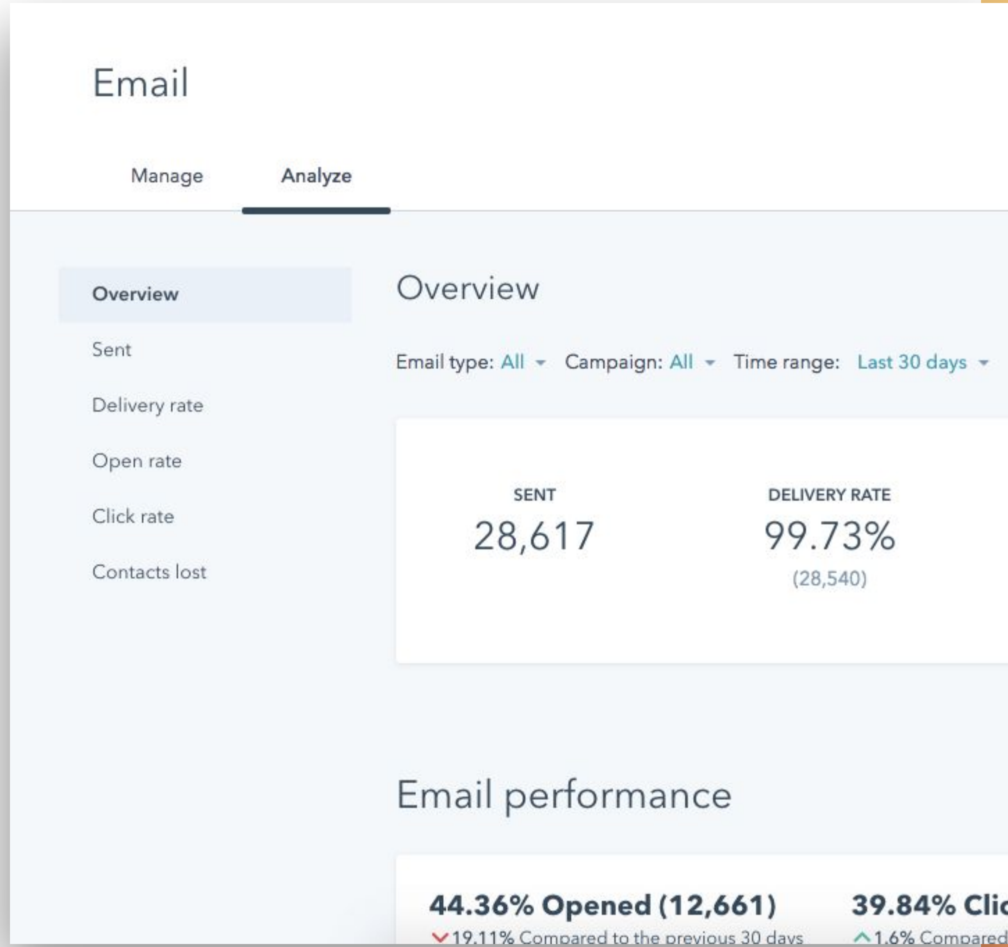
Convert your visitors into leads with professional call-to-action buttons, forms, and optimized pop-ups that you can add to your website in minutes.



Marketing Hub Starter:

Email Marketing

Send beautiful, personalized emails that your prospects will look forward to receiving and measure which messages are most effective. Count on un-matched deliverability and best-in-class email analytics.

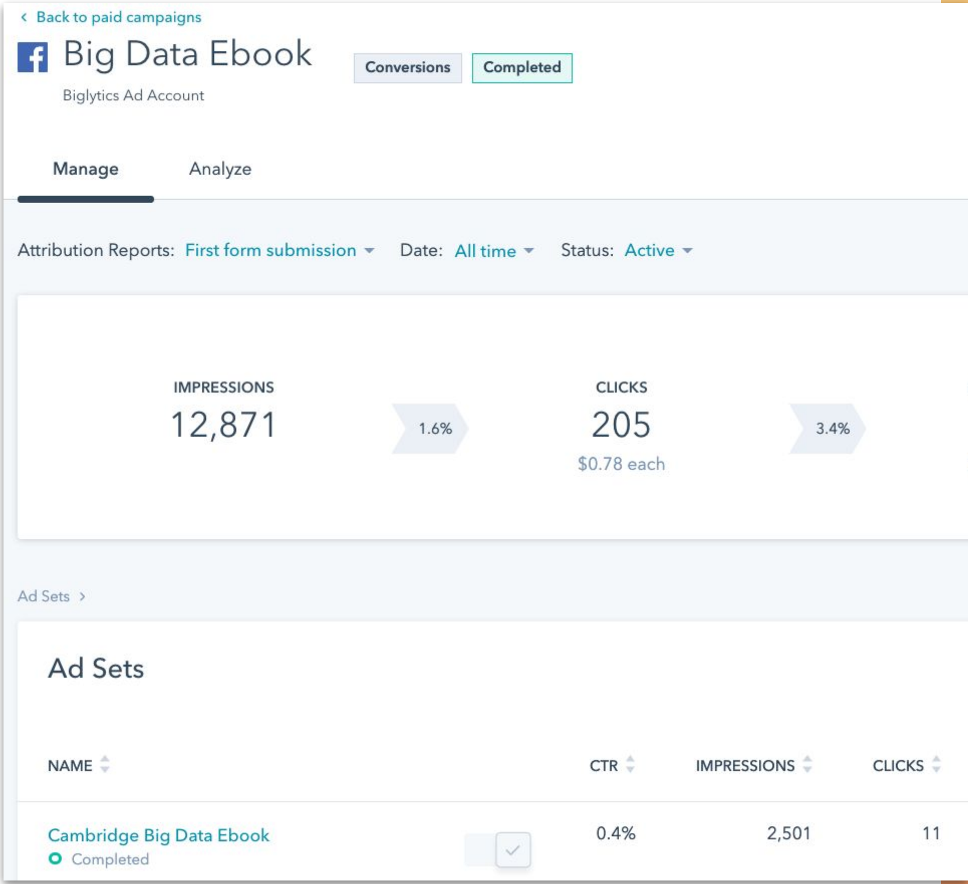


Marketing Hub Starter:

HubSpot Ads

Using Google Ads, or advertising on Facebook or LinkedIn? HubSpot Ads lets you seamlessly sync all your leads and audiences between HubSpot and the networks.

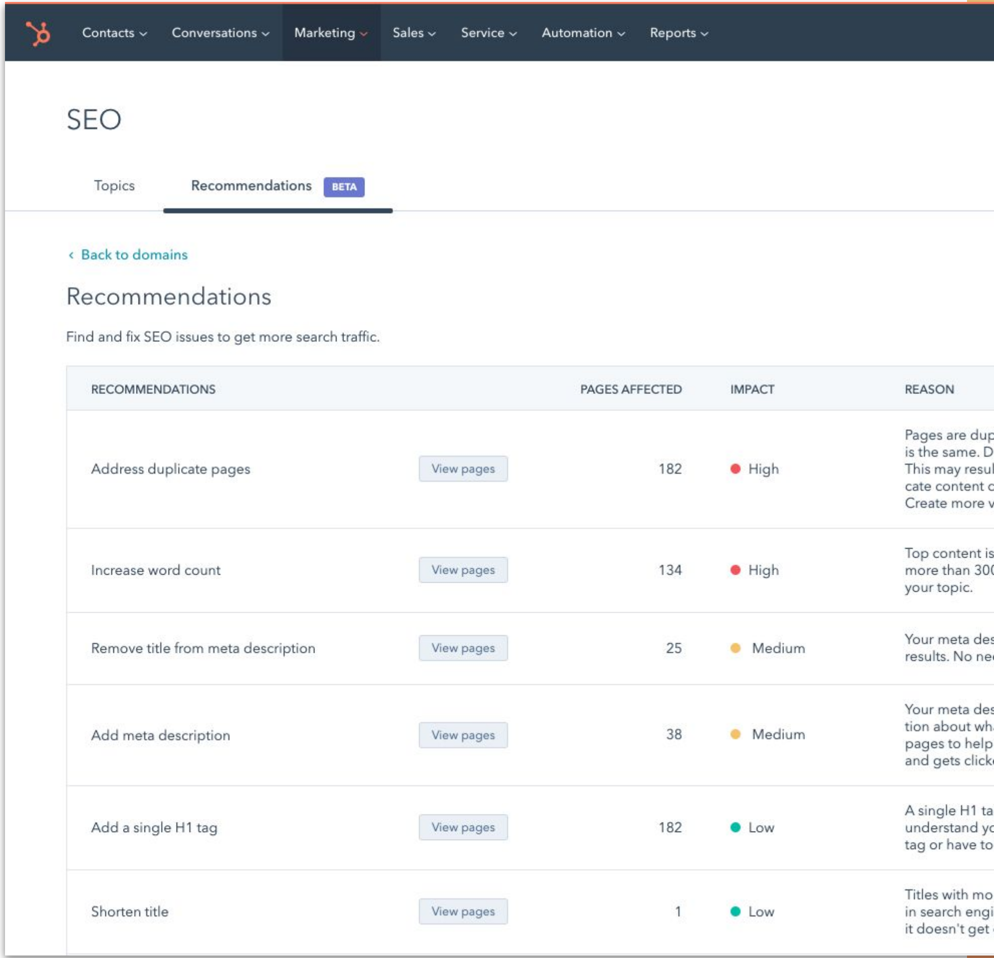
With Marketing Hub Professional, get more spend and report on the real advertising ROI with complete precision by going a layer deeper. See how many leads, contacts, and customers your ads are generating.



Marketing Hub Professional:

SEO

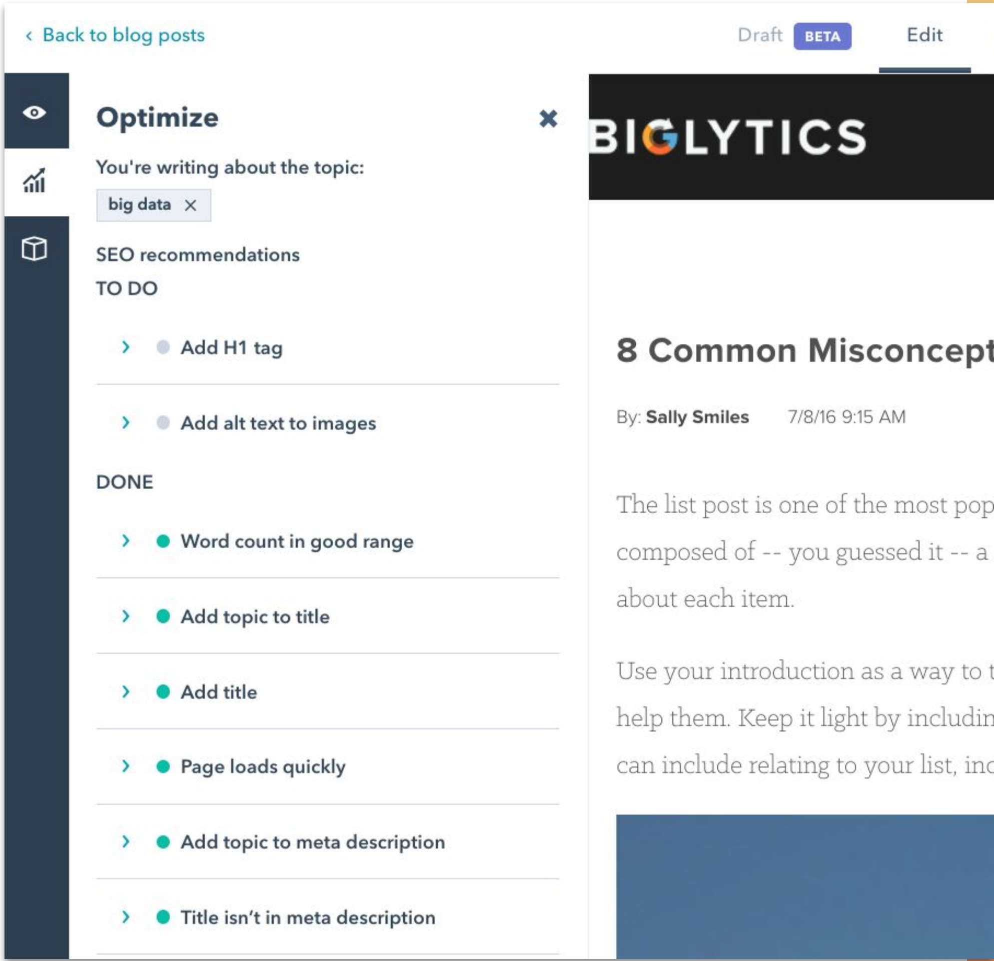
SEO has changed. Build your authority in search with tools that help you plan your SEO strategy, optimize your content, and measure real return on investment.



Marketing Hub Professional:

Blogging Tools

HubSpot's blog makes it easy to create and optimize content with recommendations and measure which articles are having an impact.



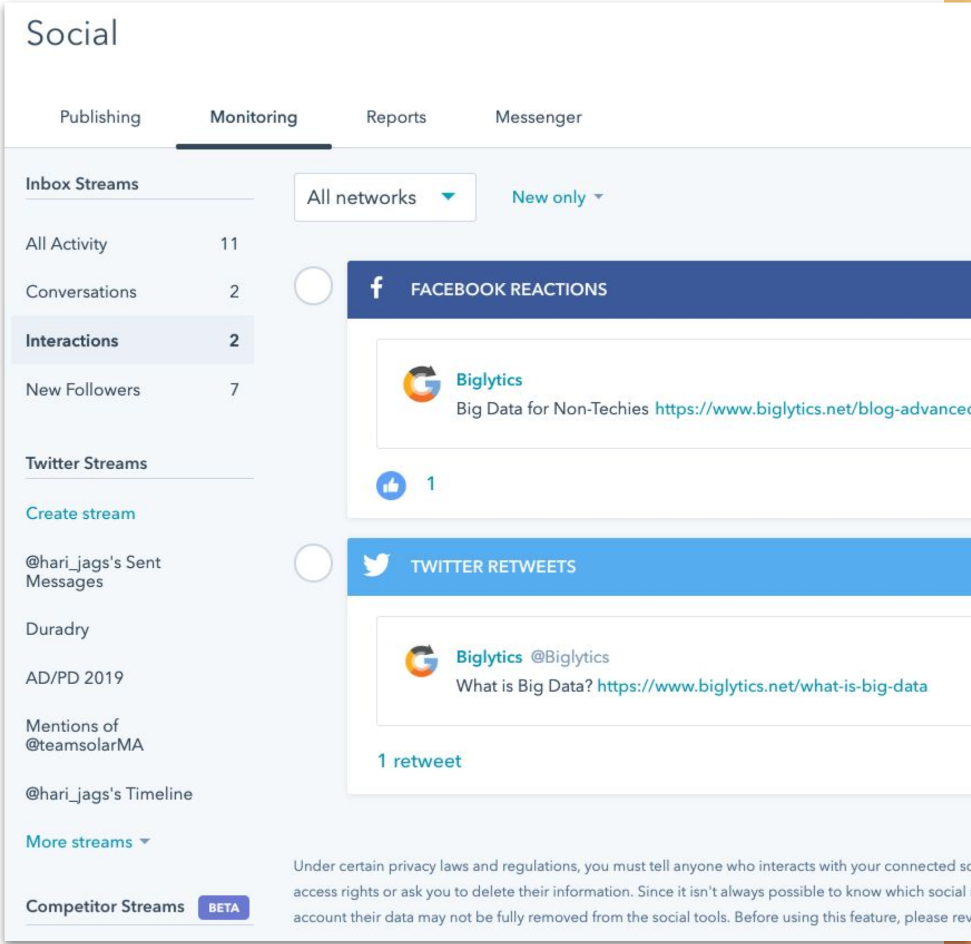
Marketing Hub Professional:

Social Tools

Link social interactions to real people in your database, so you can see deep context and prioritize conversations.

See every interaction with your messages, create custom keyword monitoring streams for everyone on your team, and measure social performance across every major channel in one place.

Never miss an opportunity to engage with followers or delight your customers.

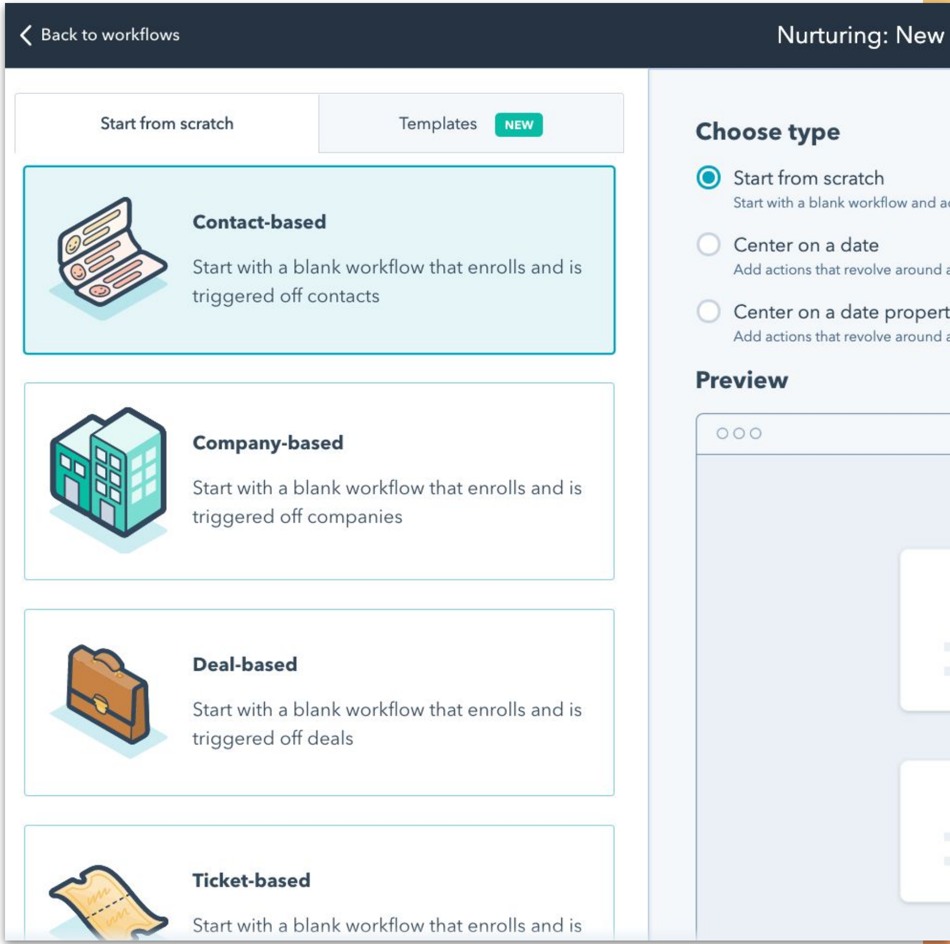


Marketing Hub Professional:

Marketing Automation

Automate your marketing beyond just email. Setup nurturing based on contact, or run Account-Based Marketing (ABM) campaigns with company workflows.

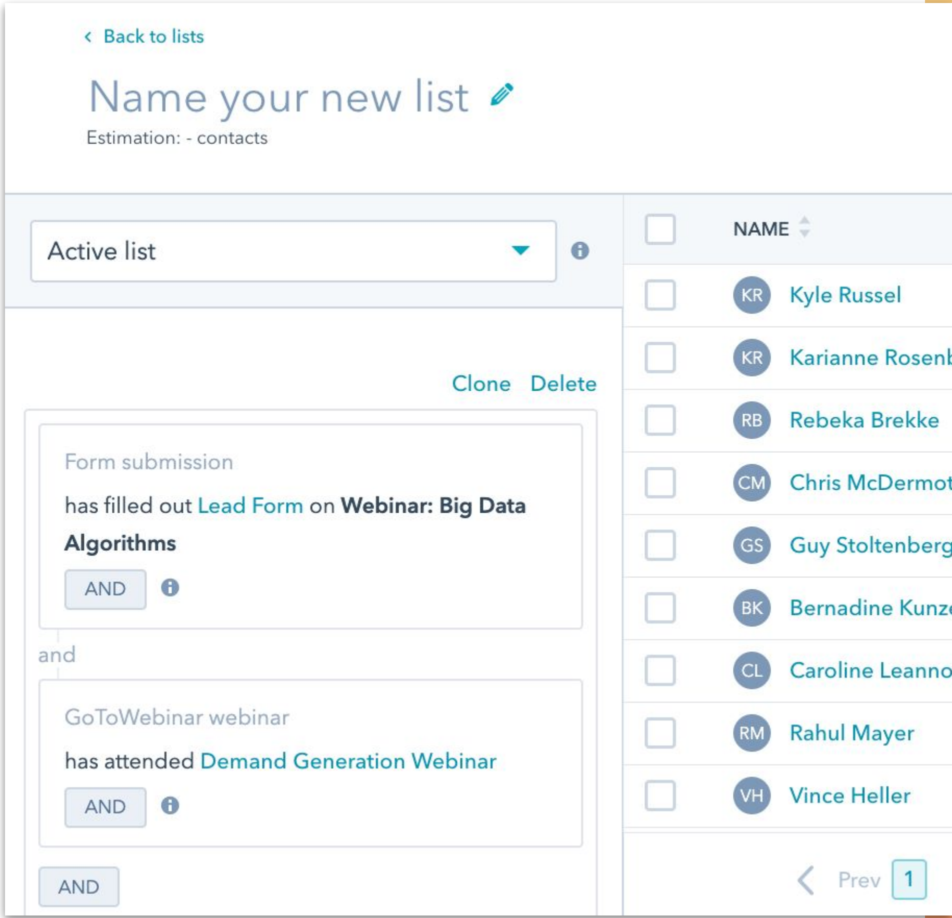
Build your nurturing from scratch from HubSpot's powerful segmentation, or get started with a predefined template.



Marketing Hub Professional:

Granular Segmentation

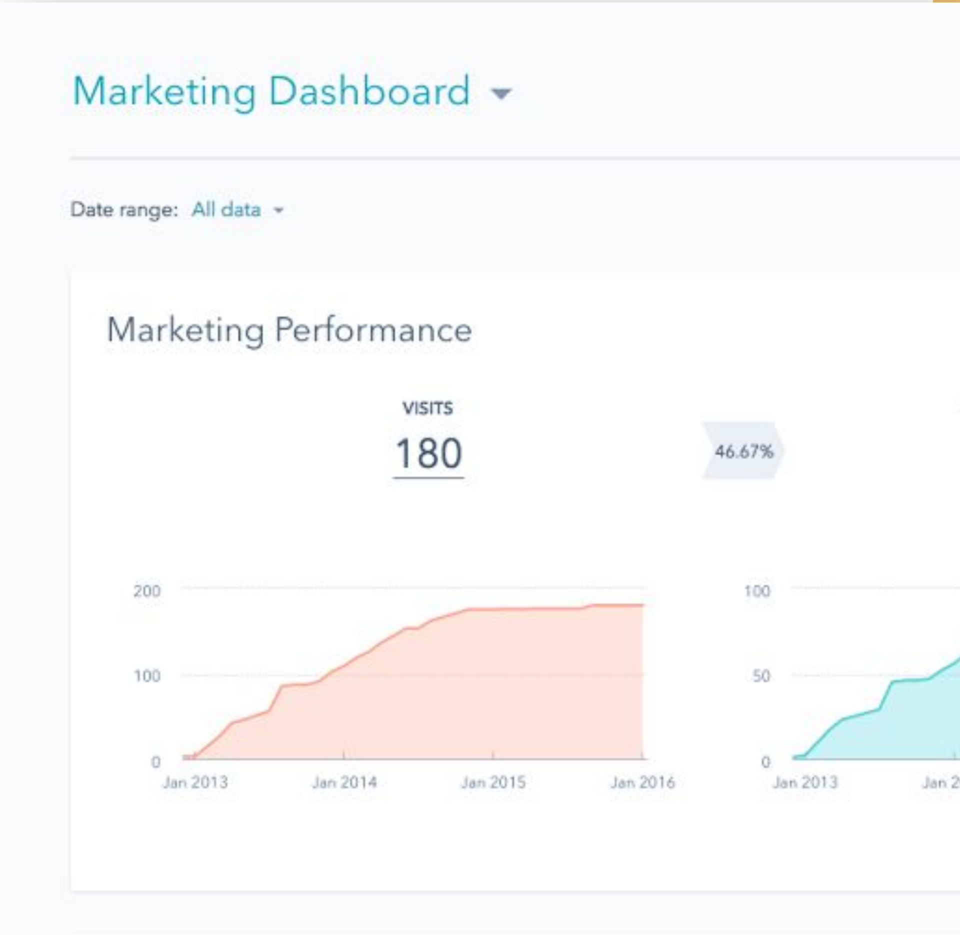
Segment contacts based on their behavior and company information. Use these hyper-targeted lists to send emails, personalize website content, and power marketing automation.



Marketing Hub Professional:

Dashboards & Reporting

Create beautiful, custom reports to export on virtually any metric from HubSpot Marketing, any record from HubSpot CRM, or data from any integrated apps. Use closed-loop reporting to determine the ROI of your work.

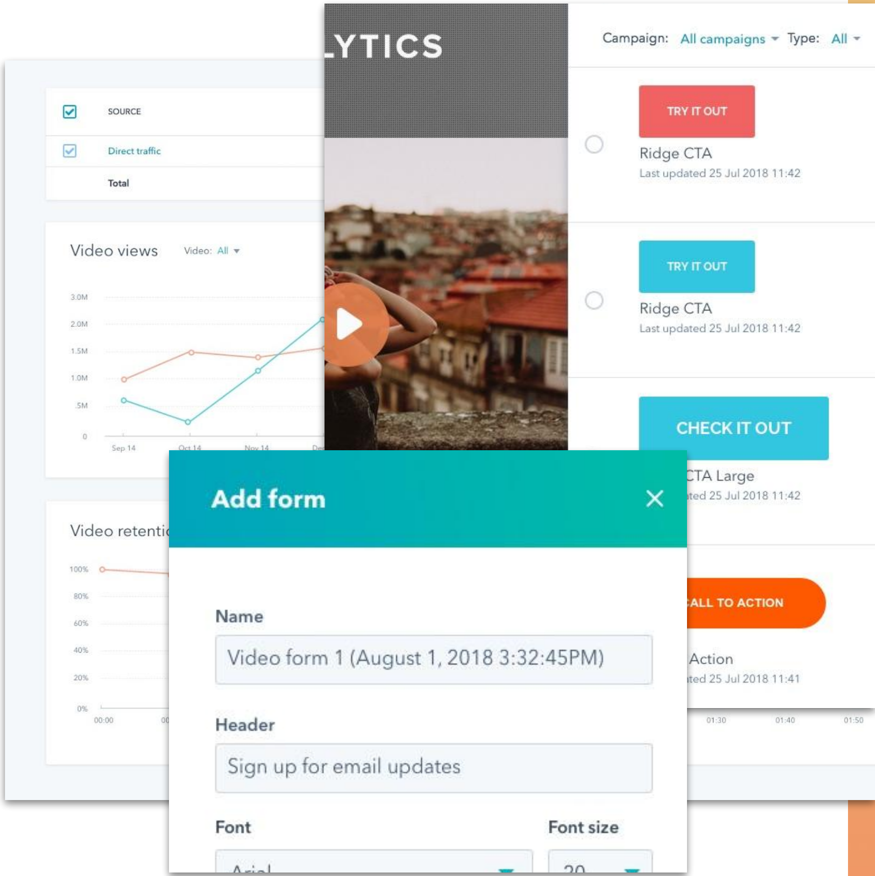


Marketing Hub Professional:

Video Marketing Features

Marketers can now host and manage video files inside of HubSpot for free. Users can embed those videos into website pages, and blog posts with just one click, and add in-video CTAs and forms to make videos interactive.

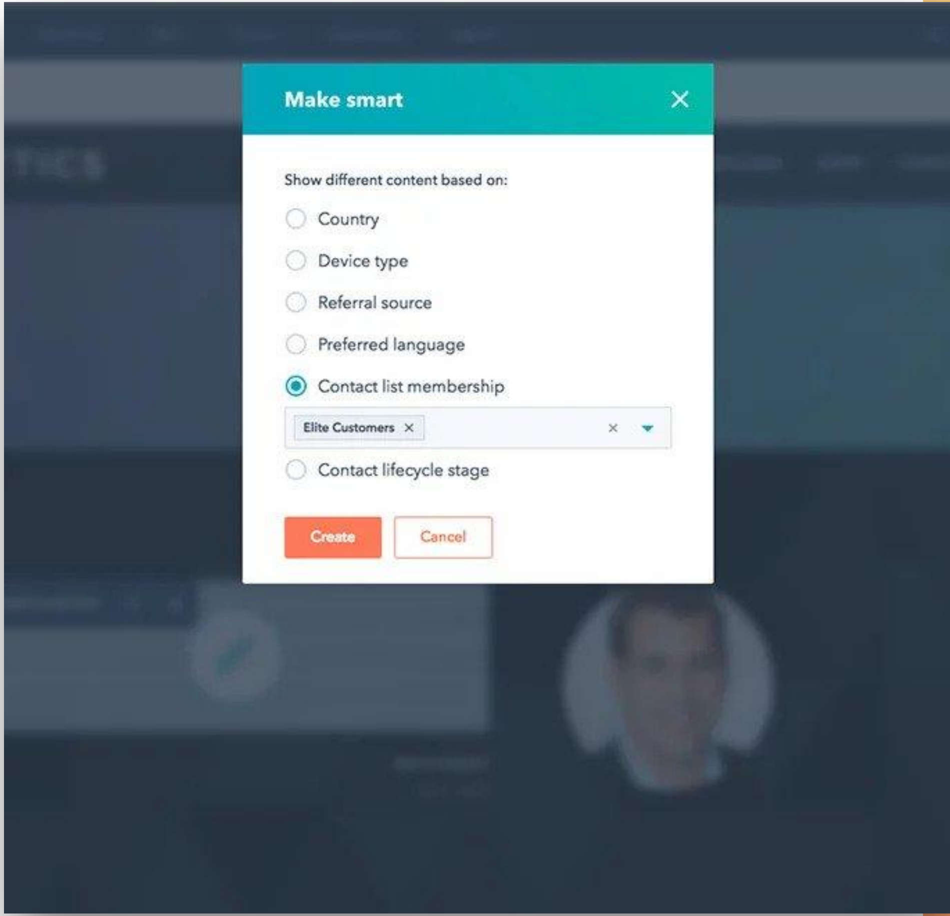
New video landing page and blog post performance analytics help maximize the impact of video marketing campaigns.



Marketing Hub Professional:

Personalization

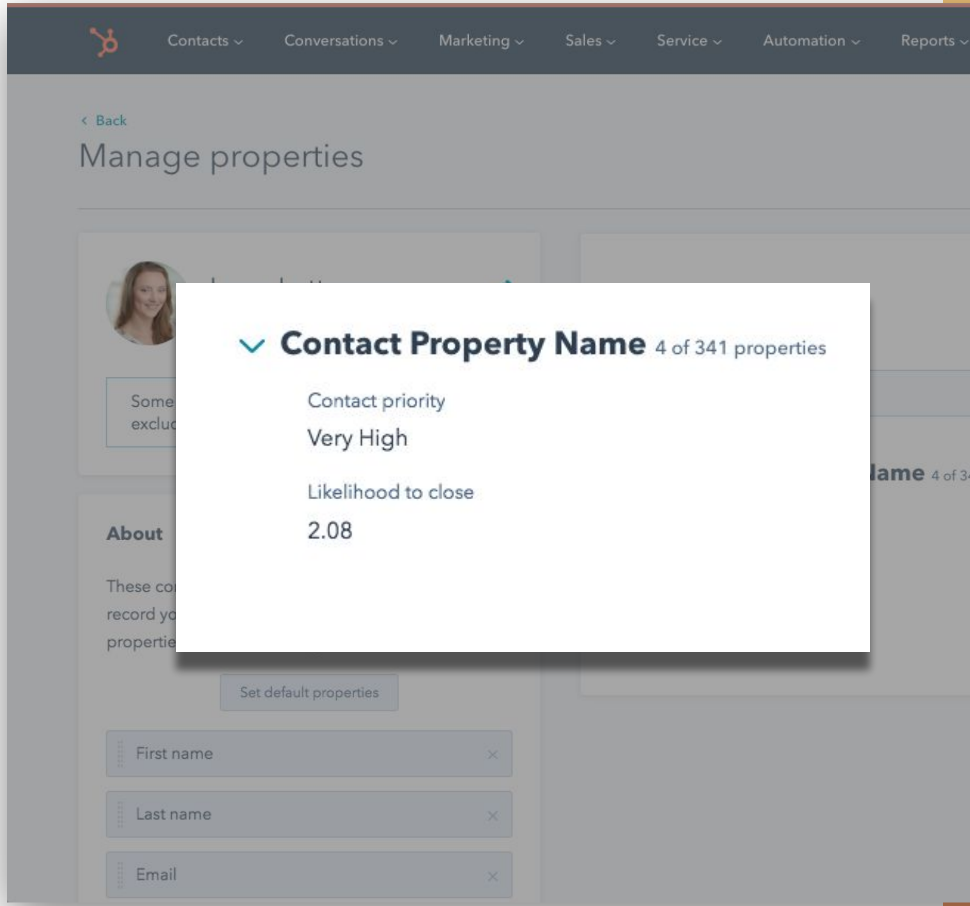
Easily personalize everything from your emails to your website content and calls-to-action. Mention specific details about a contact and their company, or swap out entire blocks of content & conversion paths to make their experience more personal.



Marketing Hub Enterprise:

Predictive Lead Scoring

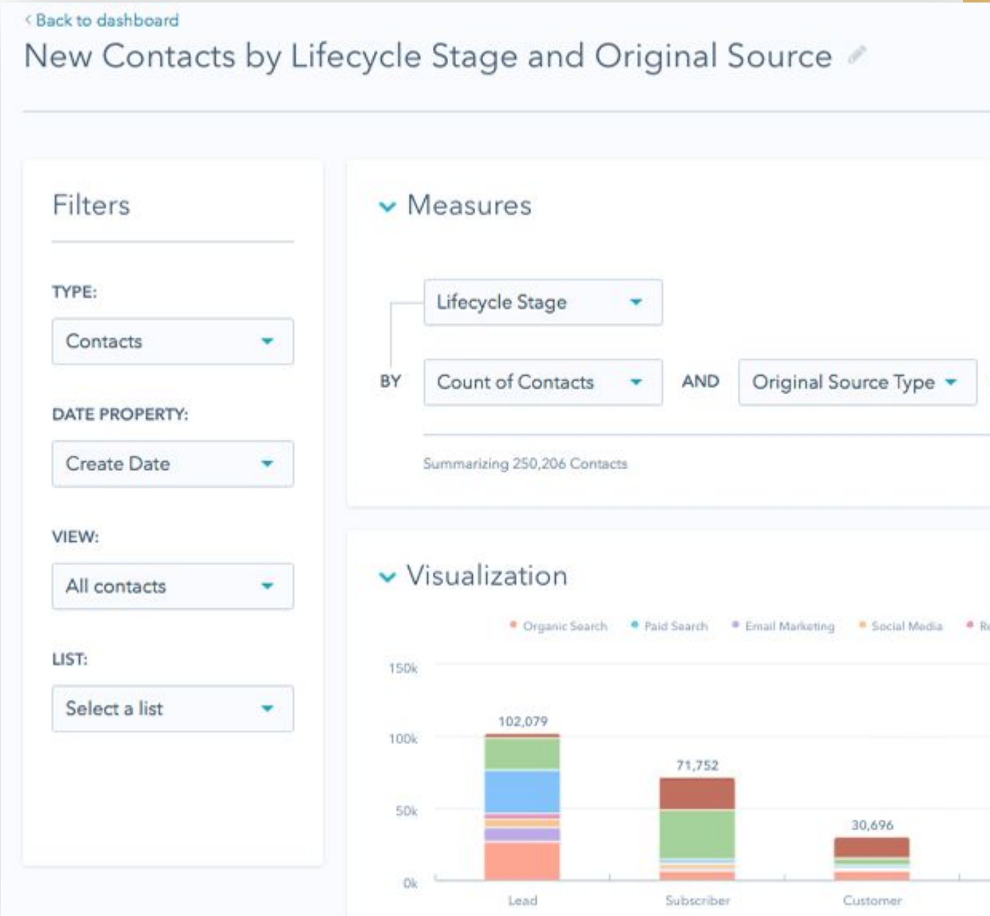
Predictive Lead Scoring takes hundreds of demographic and behavioral factors into account to automatically score contacts based on their likelihood to buy.



Marketing Hub Enterprise:

Advanced Reporting

Create detailed reports that tie granular marketing efforts to the deals and revenue they assisted or closed. Build custom dashboards based on virtually any data stored in your CRM system.

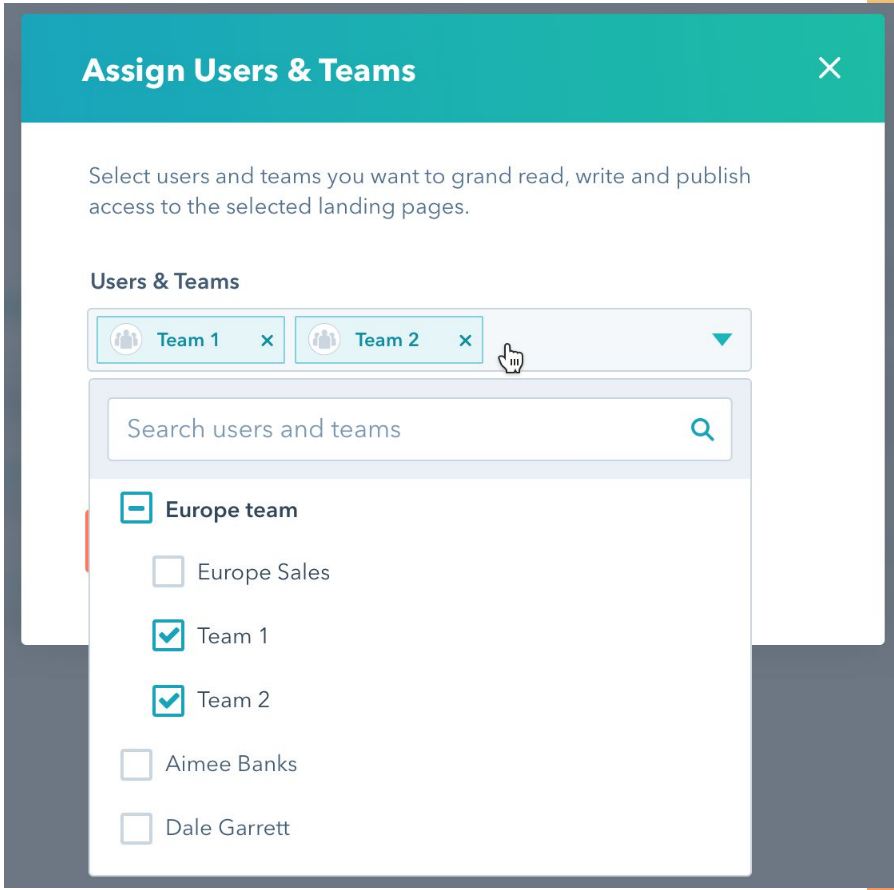


Marketing Hub Enterprise:

Content Partitioning

Use Teams to segment assets in HubSpot, giving the right users easy and uncluttered access to the right content.

Useful for international marketing teams, teams segmented across divisions, product lines, brands, or other dimensions.

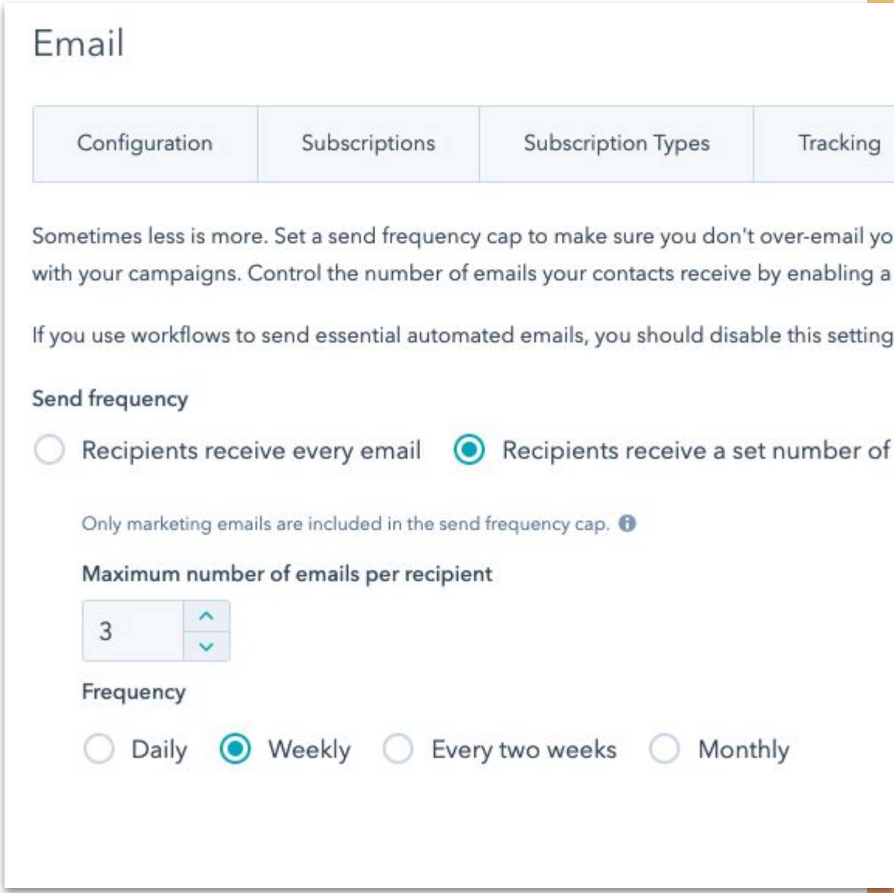


Marketing Hub Enterprise:

Email Send Protection

As you grow, more teams and people want to talk with customers - from support, service, marketing, product, and management.

Email send protection in HubSpot let's you set the maximum number of times a contact should receive an email, so you can delight your customers with just the right number of emails.

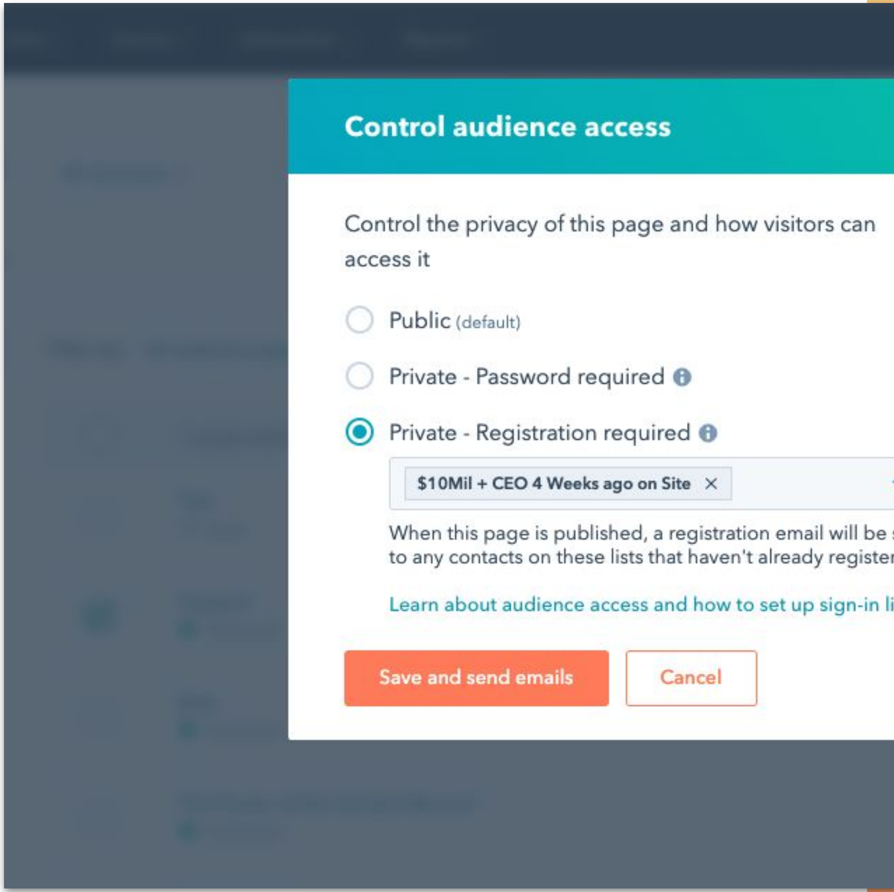


Marketing Hub Enterprise:

Password Protected Content

Do you have content you want restricted to specific customers, investors, or another group of individuals?

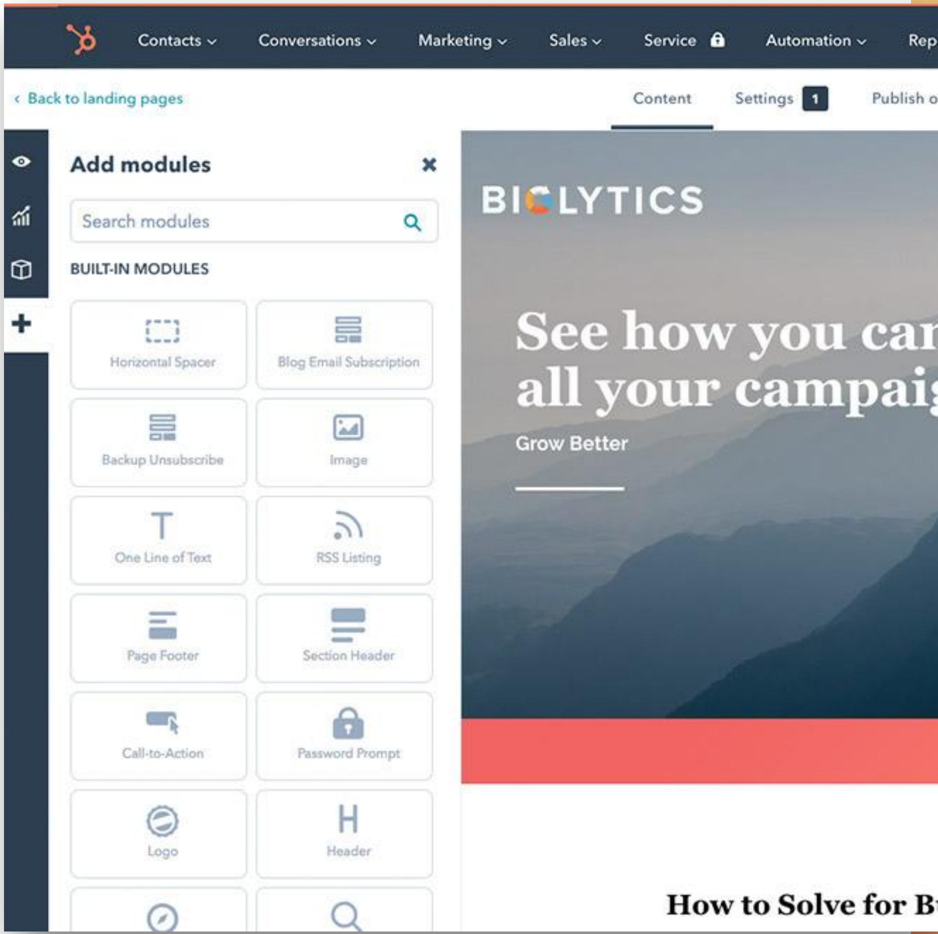
If so, with Marketing Hub Enterprise you can password-protect website content, landing pages, and a blog to only be accessible by the contacts you choose.



Add-On or Standalone:

HubSpot CMS

Build and host your entire site with HubSpot's drag and drop website builder. Personalize content for every visitor, and publish mobile-optimized content all from within a single interface.

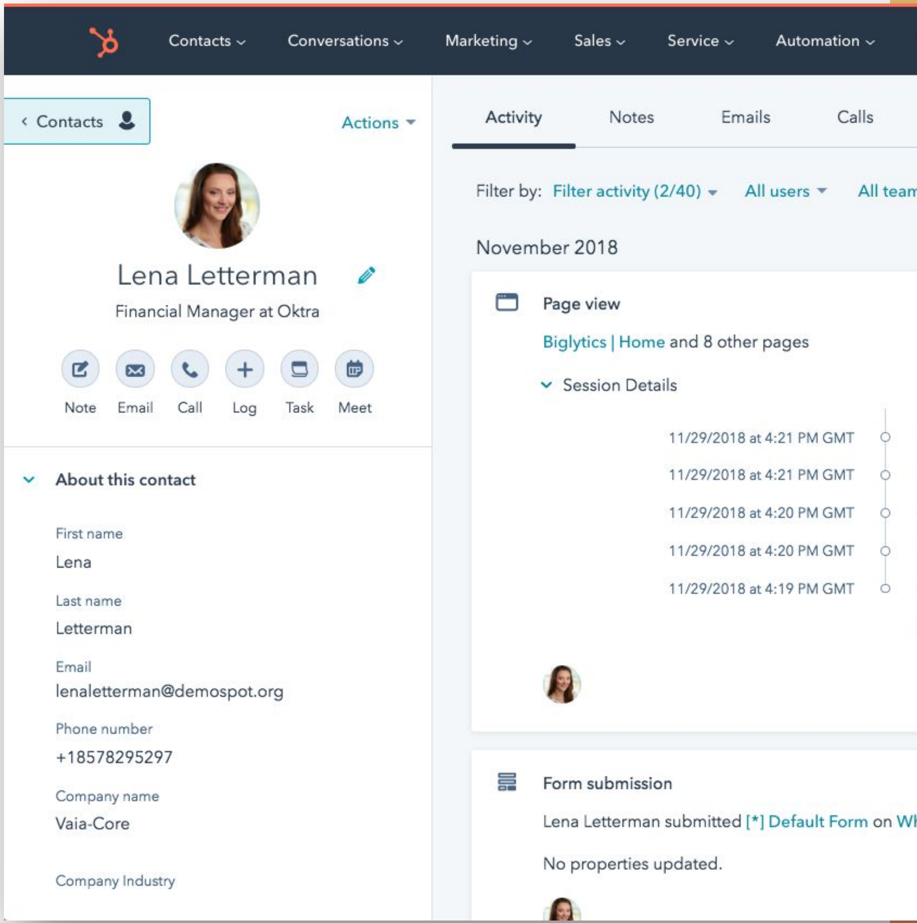


Marketing Hub:

Closely connected to CRM

Right out of the box, Marketing Hub is deeply connected to HubSpot CRM. Track contacts, companies, deals, tasks, tickets and more inside the #1 CRM for SMBs.

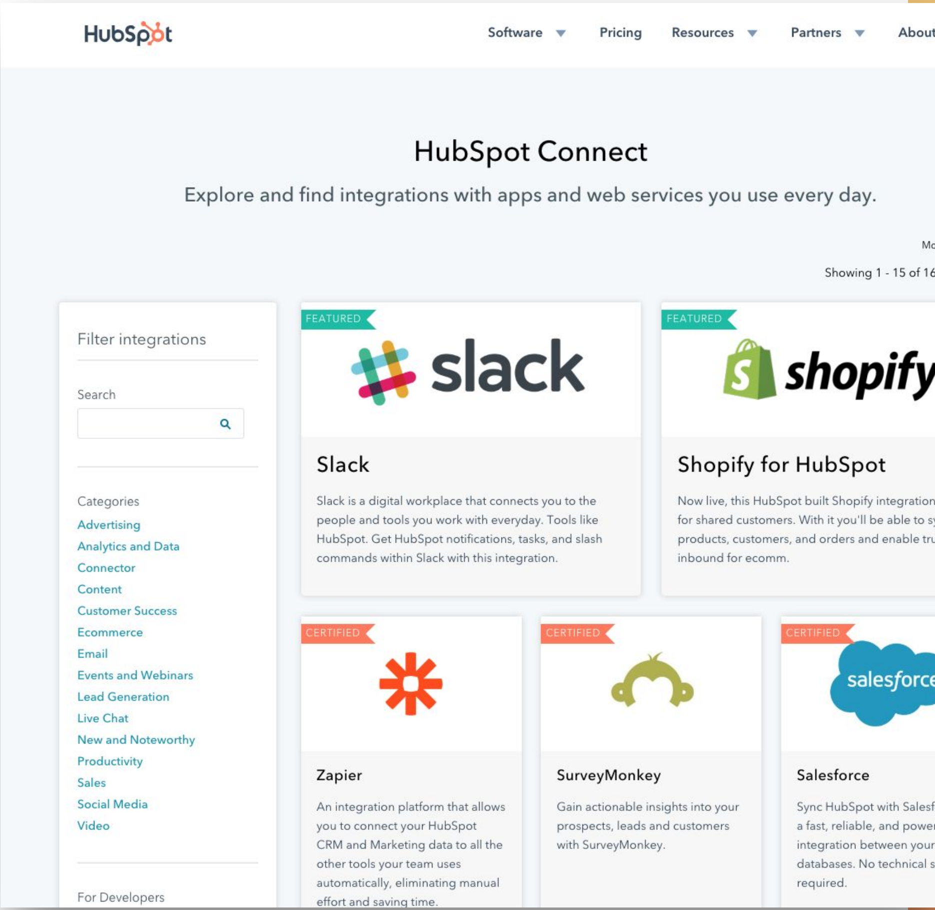
Already use a CRM system that you love like Salesforce? HubSpot has a fully supported native integration that is easy to set up and use (Professional and above.)



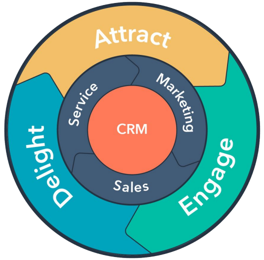
Marketing Hub:

Part of the HubSpot Platform

Marketing Hub works in close concert with Sales Hub, Service Hub, and hundreds of HubSpot app integrations. Add additional tools easily, whenever it makes sense for your team.



Sales Hub



Sales Hub

Sales Hub helps you build an efficient process to engage your prospects and turn them into customers.

Starter

Live Chat

Templates & Sequences

Documents

Calling

Notifications

Meetings

Professional

Everything in Starter, plus:

Teams

Multiple Deal Pipelines

Automation

HubSpot Video

Products & Quotes

Recommendations

Enterprise

Everything in Professional, plus:

eSignature

Playbooks

Advanced Team Goals

Predictive Lead Scoring

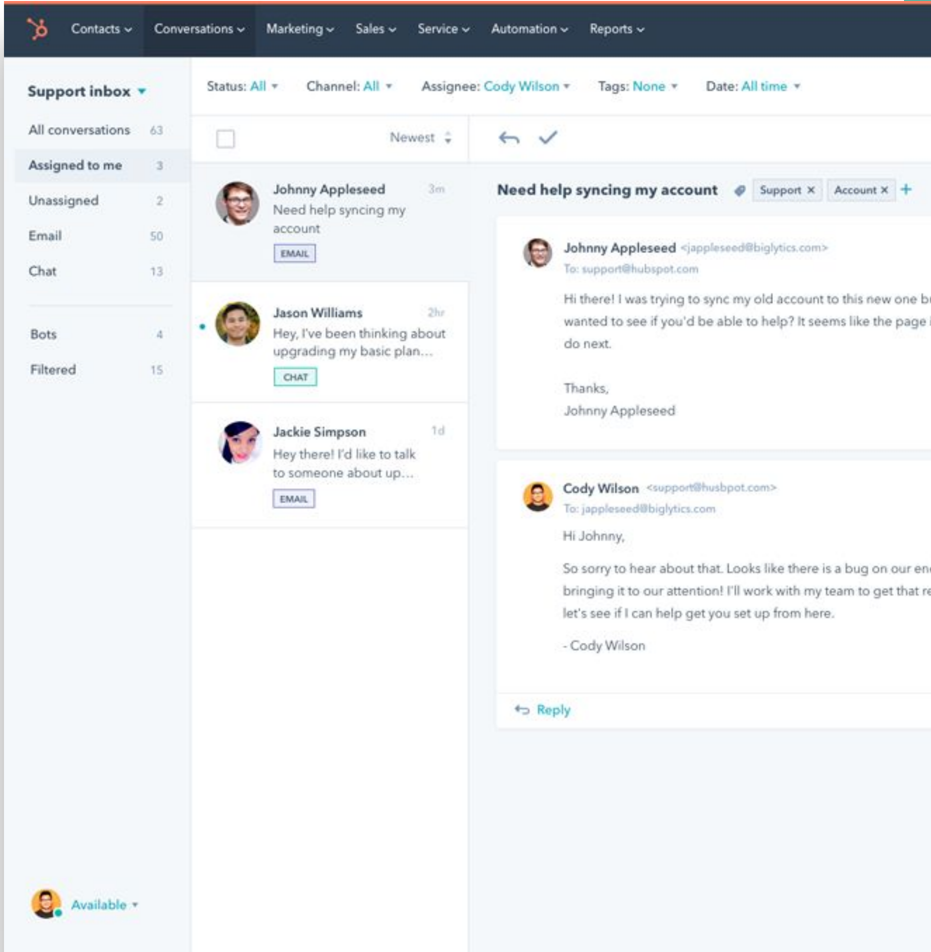
Call Transcription

Advanced Reporting

Sales Hub Starter:

Conversations + Live Chat

Conversations is a universal, collaborative inbox that brings together messages from live chat, team email, and Facebook Messenger so you can view, manage, and reply to conversations from prospects and customers in one central place.



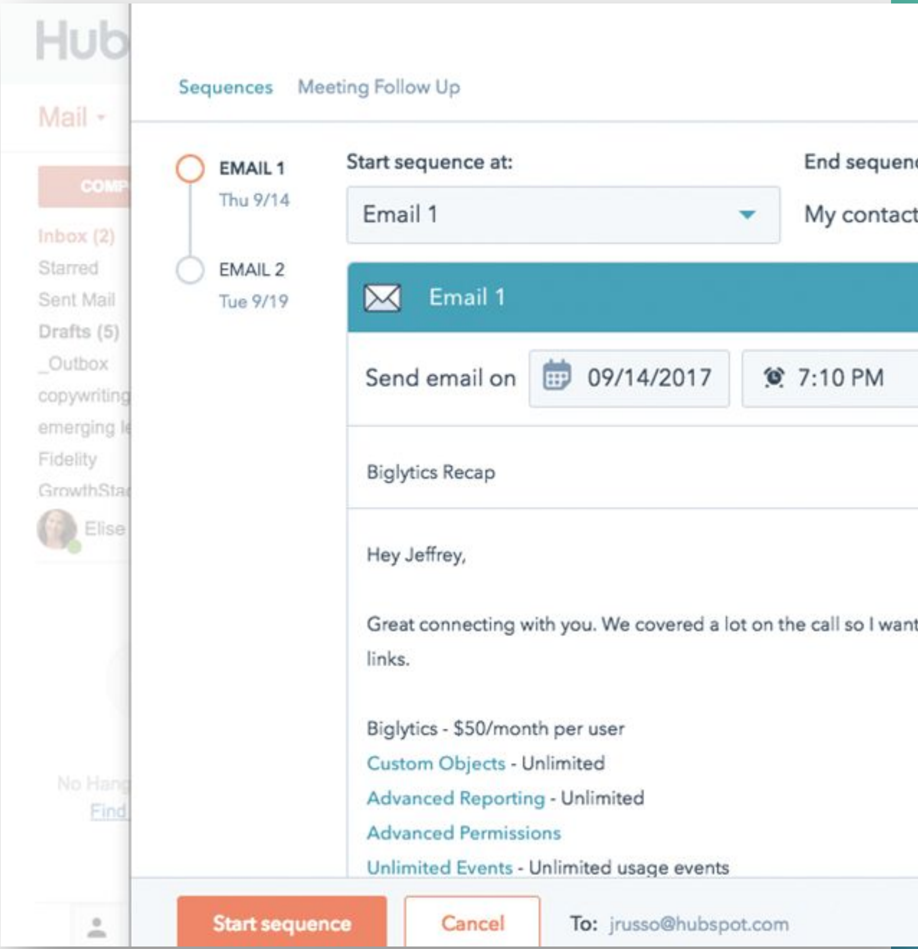
Sales Hub Starter:

Templates, Sequences & Snippets

Craft personalized templates for every stage of the sales process, and share them across your team.

Tee up a timed series of email messages based off your templates with Sequences.

Save time by saving short “snippets” of text you can easily drop into your emails using keyboard shortcuts.

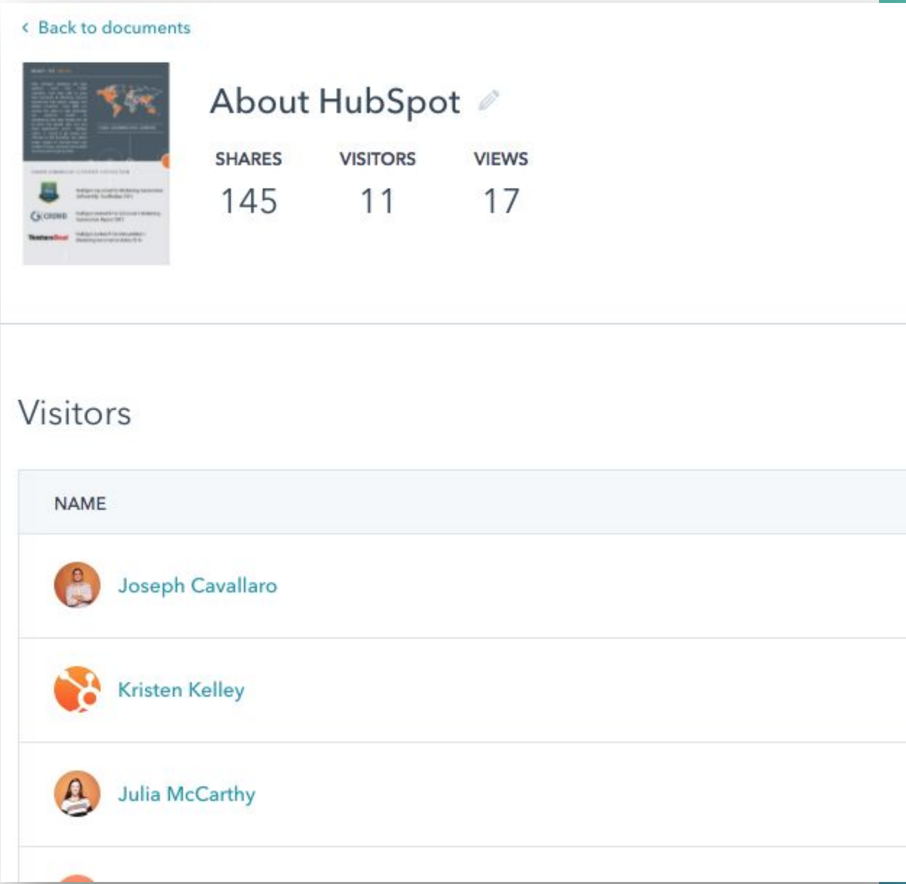


Sales Hub Starter:

Documents

Build a library of helpful sales content for your entire team, share documents right from your Gmail or Outlook inbox, and see which content closes deals.

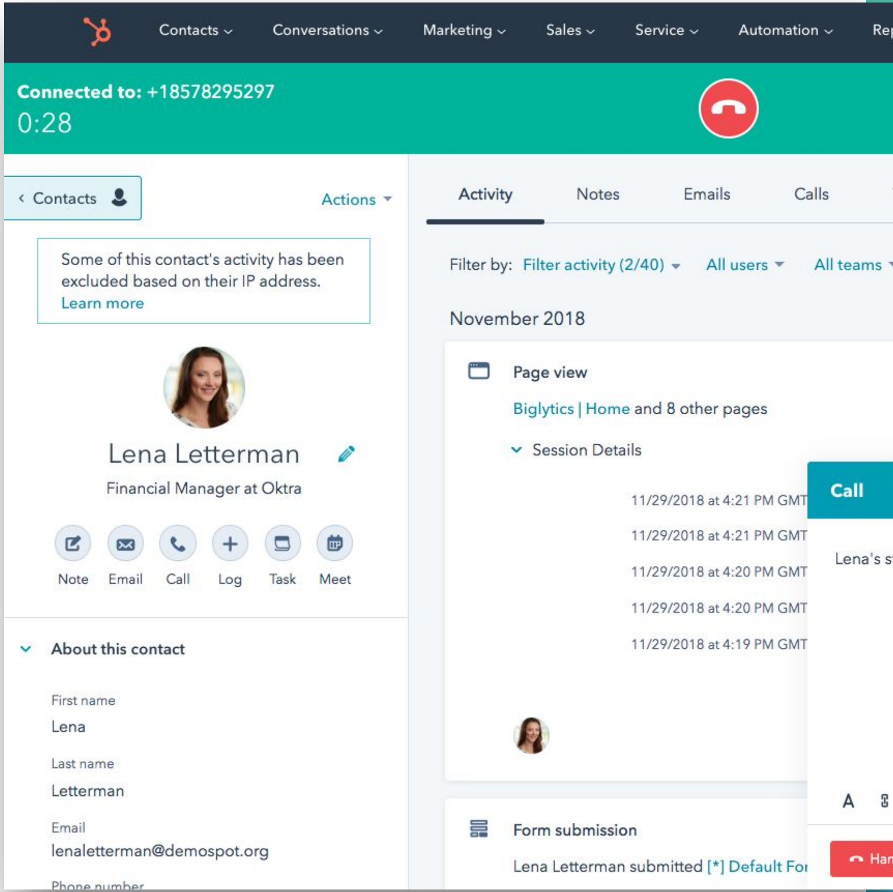
When a lead clicks an email link to open your document, or shares it with a colleague, we'll notify you instantly on your desktop. Get aggregate data about how your sales content is helping to move your sales process forward.



Sales Hub Starter:

Calling

Use data from your HubSpot CRM to prioritize your best calls, and set up a daily calling queue. Just one click connects you to a prospect through Voice Over IP or your desk phone.

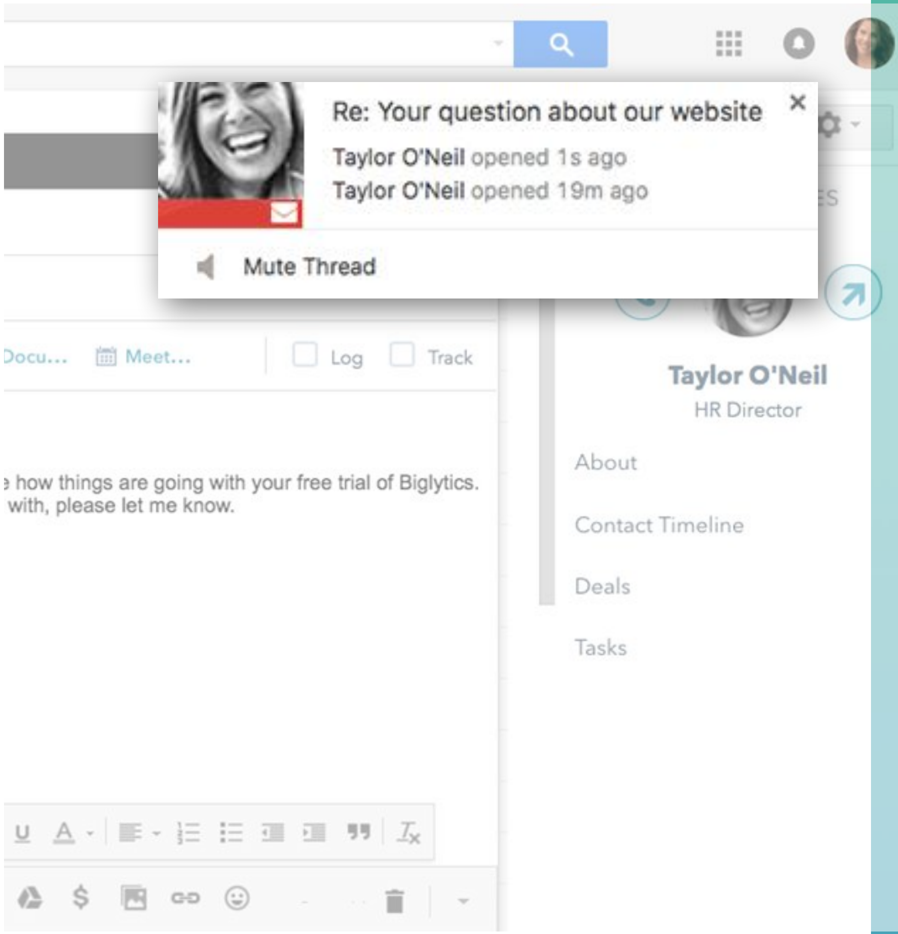


Sales Hub Starter:

Notifications

Use notifications to follow up seconds after a lead opens an email, clicks a link, or downloads an important document. Our built-in activity stream automatically logs each lead's email actions inside your browser or in Sales Hub.

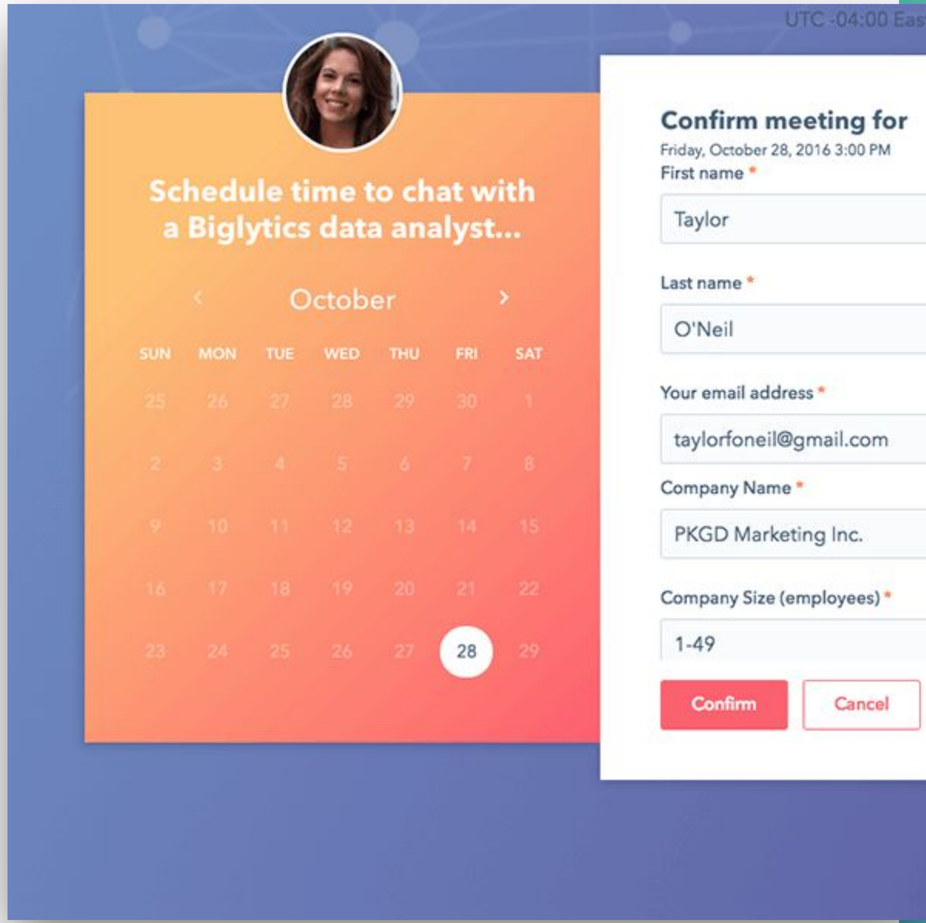
Open, click, and reply data helps you hone in on which email templates and sequences are most effective.



Sales Hub Starter:

Meetings

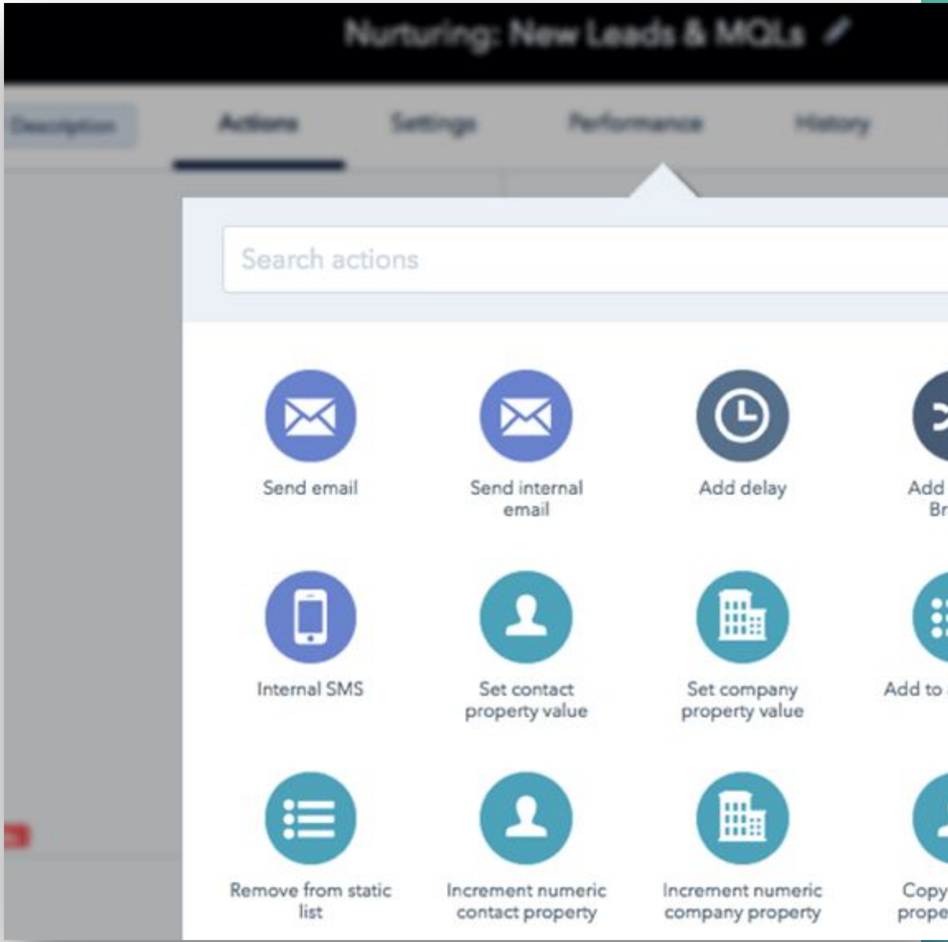
Put the power to book meetings in the hands of your prospects. Meetings sync to your Google or Office 365 calendar, so your schedule is always up-to-date. As prospects book meetings, automatically create new records and log the activity in your CRM.



Sales Hub Professional:

Automation

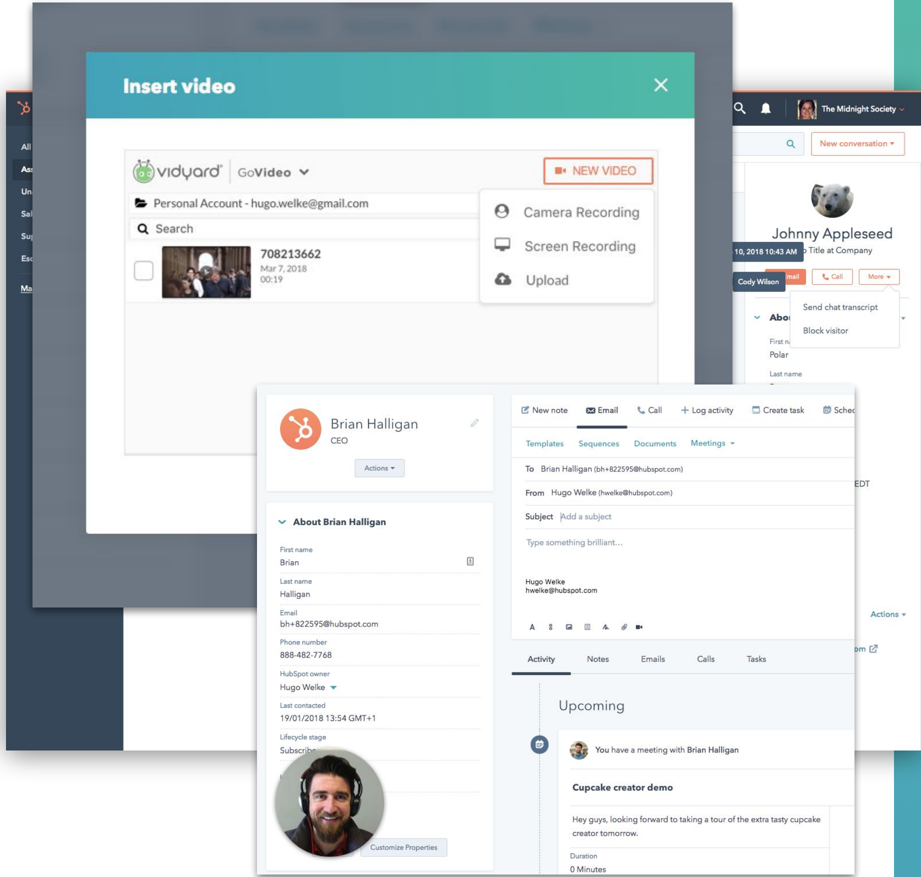
Automate common management tasks like assigning leads, alerting reps when contacts take specific actions, creating tasks, and more.



Sales Hub Professional:

Selling with Video

Salespeople can build stronger relationships with prospects by creating, sharing, and tracking personalized videos right from HubSpot CRM.

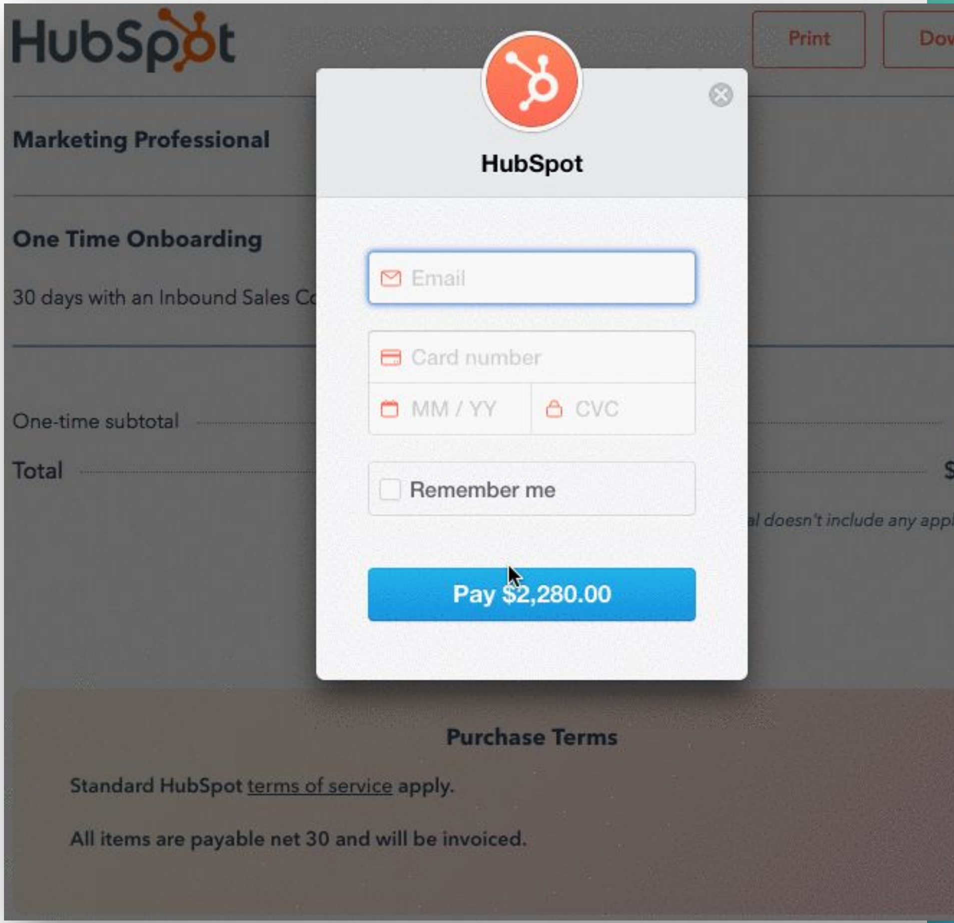


Sales Hub Professional:

Products & Quotes

Products makes it easy to build a library of products that your sales team can easily add to deals inside HubSpot.

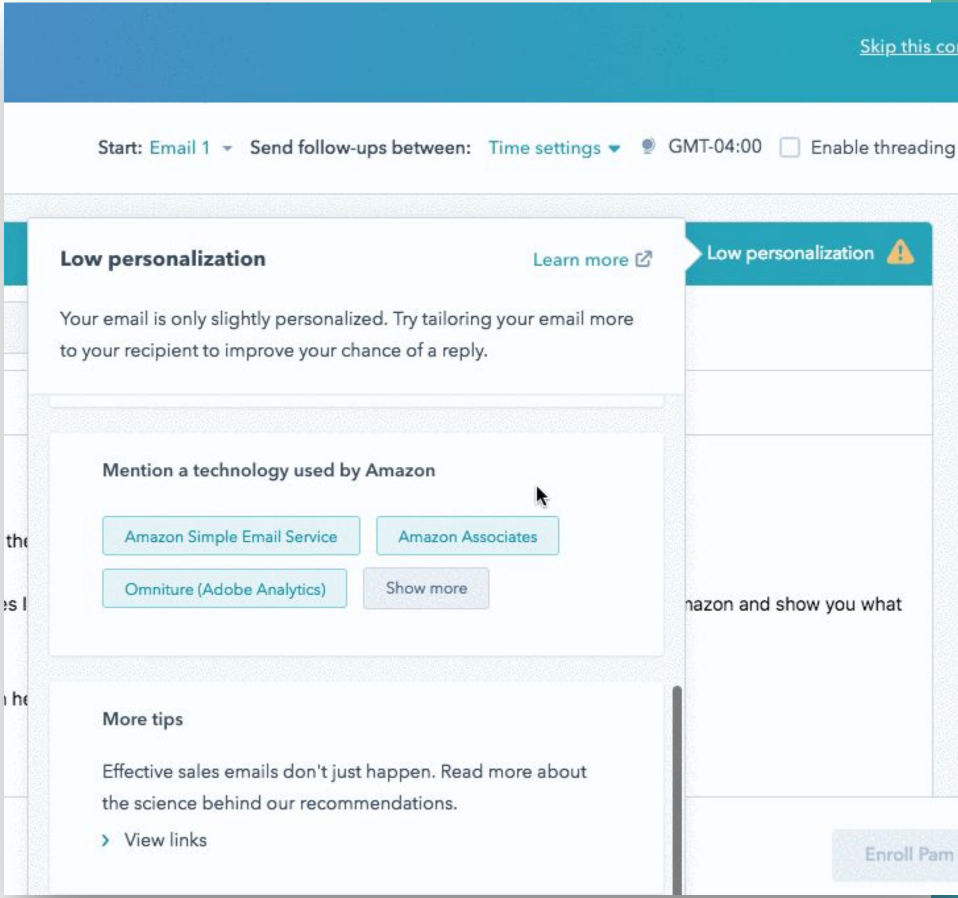
Quotes allows your sales reps to quickly configure a quote right inside HubSpot using your contact, company, and product data. Send a shareable link to your quote, and even allow your prospect to pay using a credit card or EFT via Stripe.



Sales Hub Professional:

Recommendations

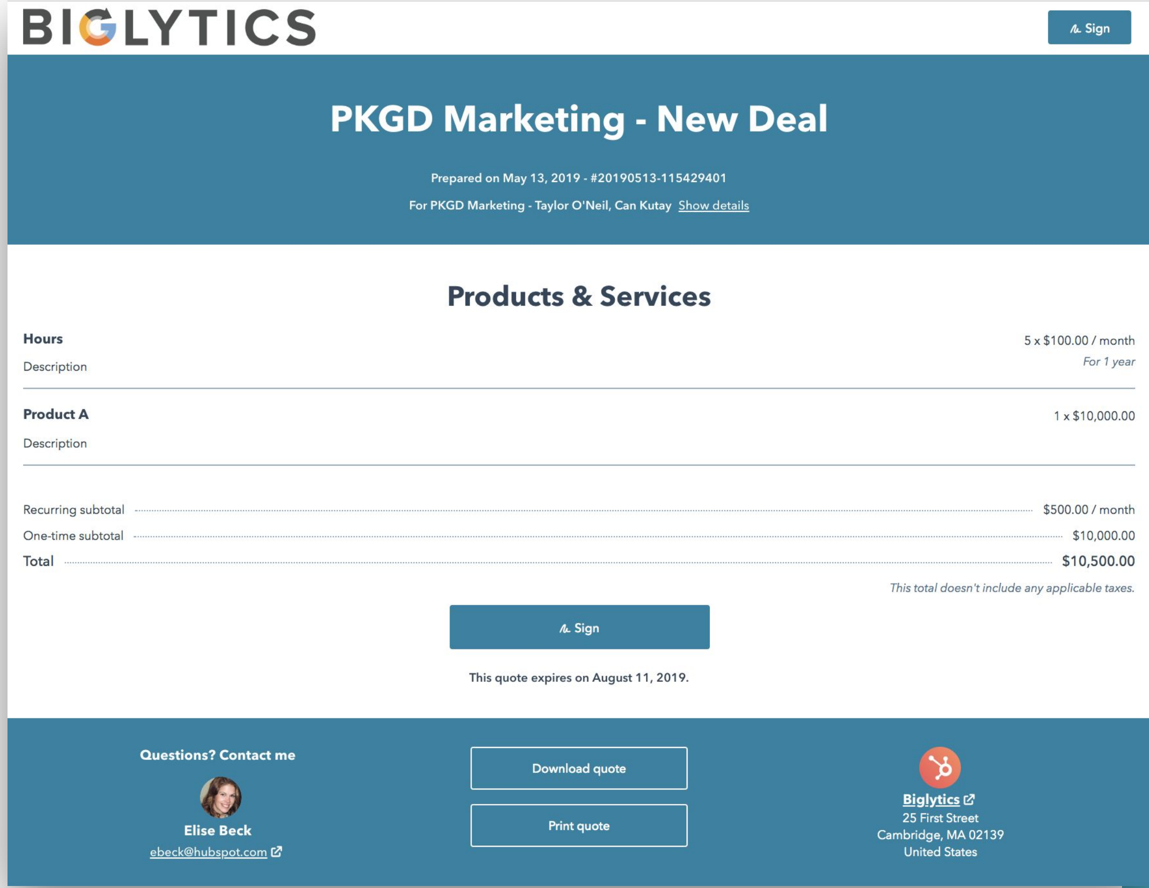
Recommendations scores your email templates in real time as a sales rep uses them, offering useful suggestions on how to make messages feel relevant and personal to your prospects.



Sales Hub Enterprise:

eSignature

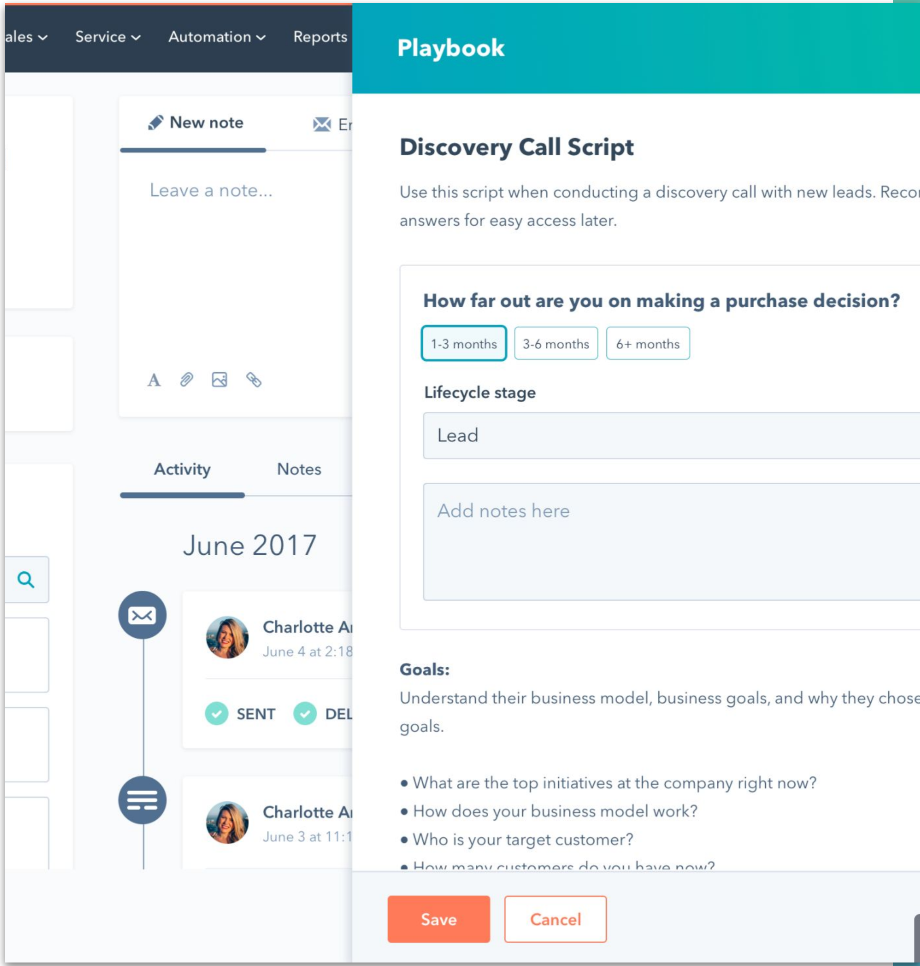
Collect signatures on quotes and other documents right inside of HubSpot.



Sales Hub Enterprise:

Playbooks

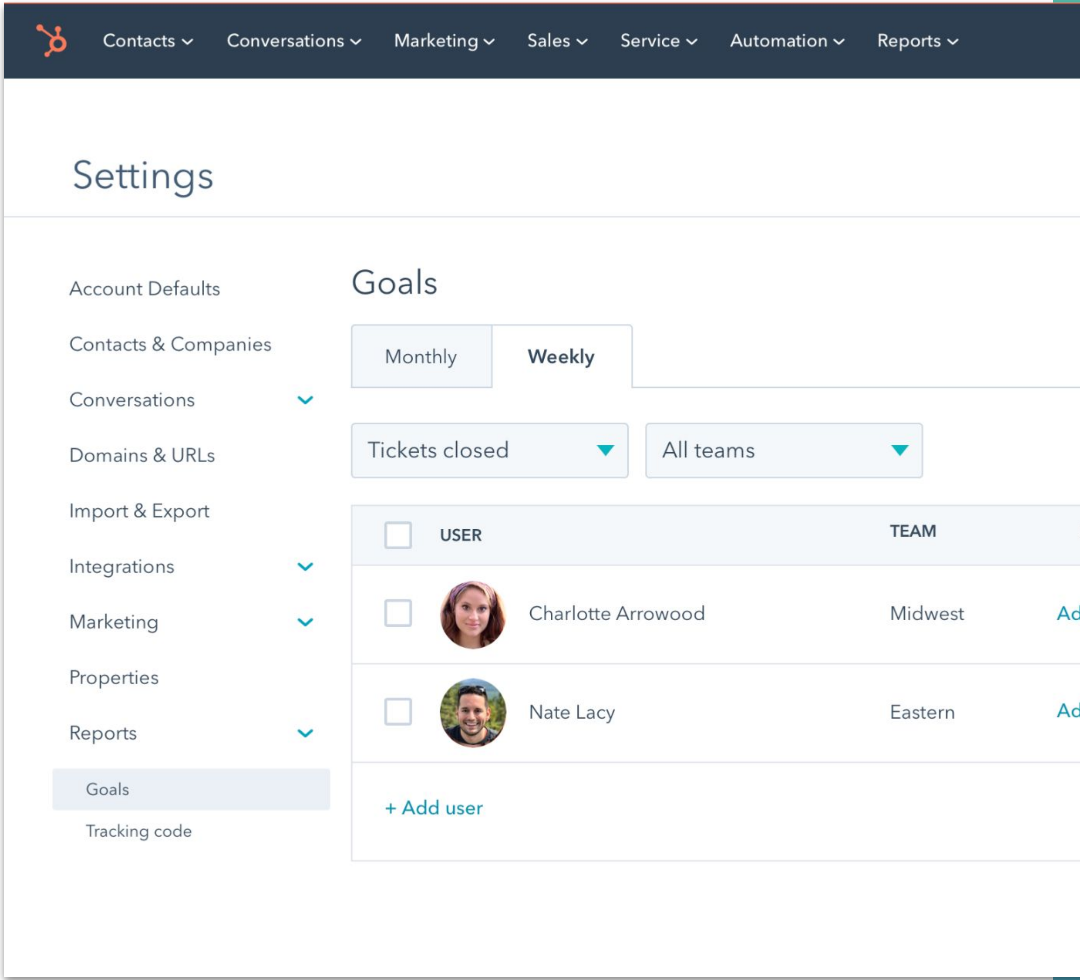
Build a library of sales best practices and resources. Use rules-based automation to surface recommended content to your sales team, right inside of HubSpot.



Sales Hub Enterprise:

Advanced Goals

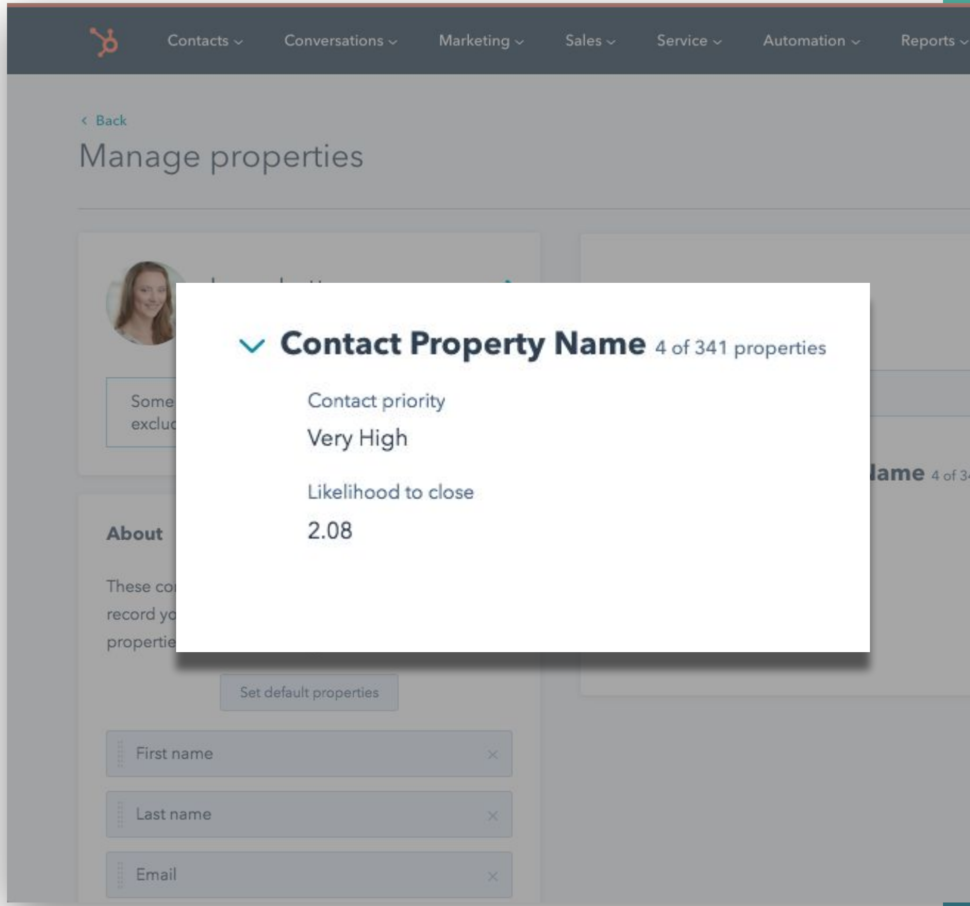
Give individual sales reps and teams the ability to report on metrics related to specific goals, like calls logged, meetings booked, revenue generated, or deals created.



Sales Hub Enterprise:

Predictive Lead Scoring

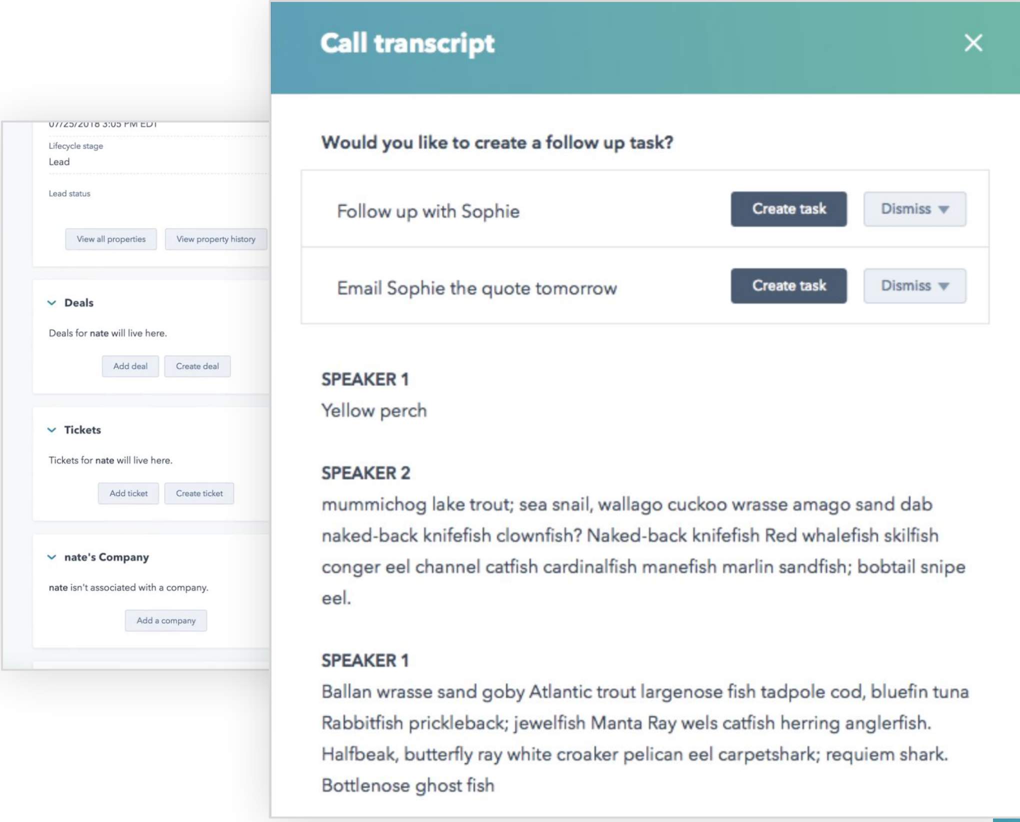
Predictive Lead Scoring takes hundreds of demographic and behavioral factors into account to automatically score contacts based on their likelihood to buy.



Sales Hub Enterprise:

Call Transcription

Let HubSpot conveniently transcribe any recorded call right inside your CRM.



Sales Hub:

Closely connected to CRM

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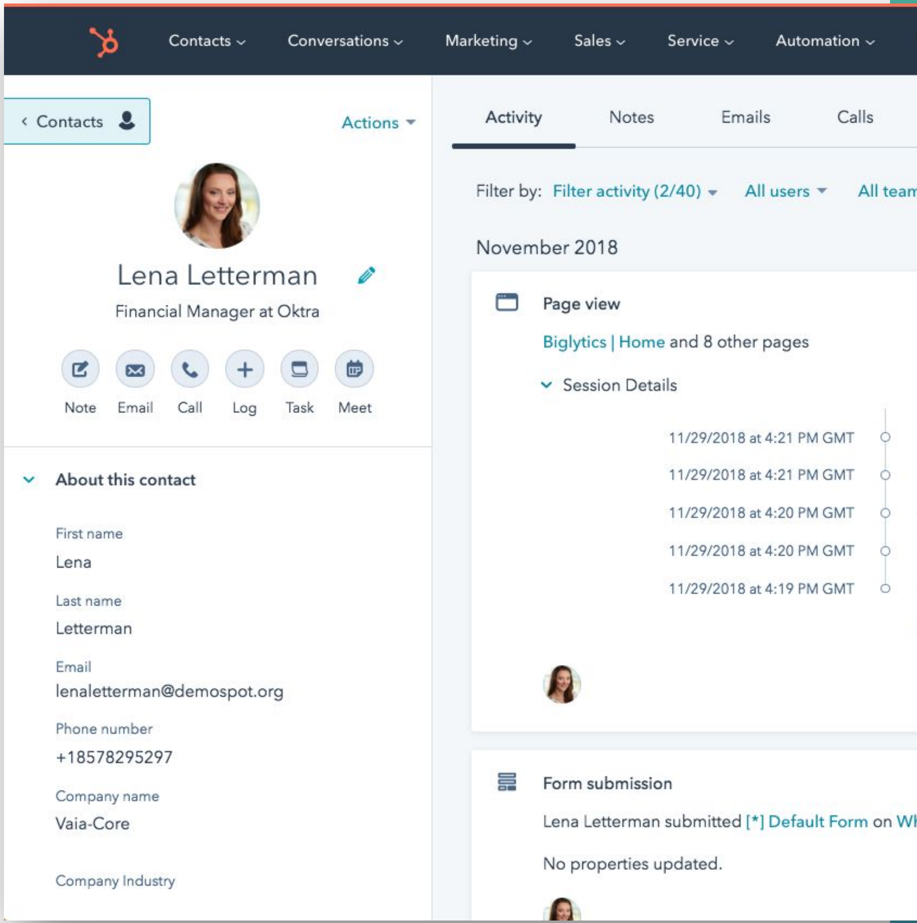
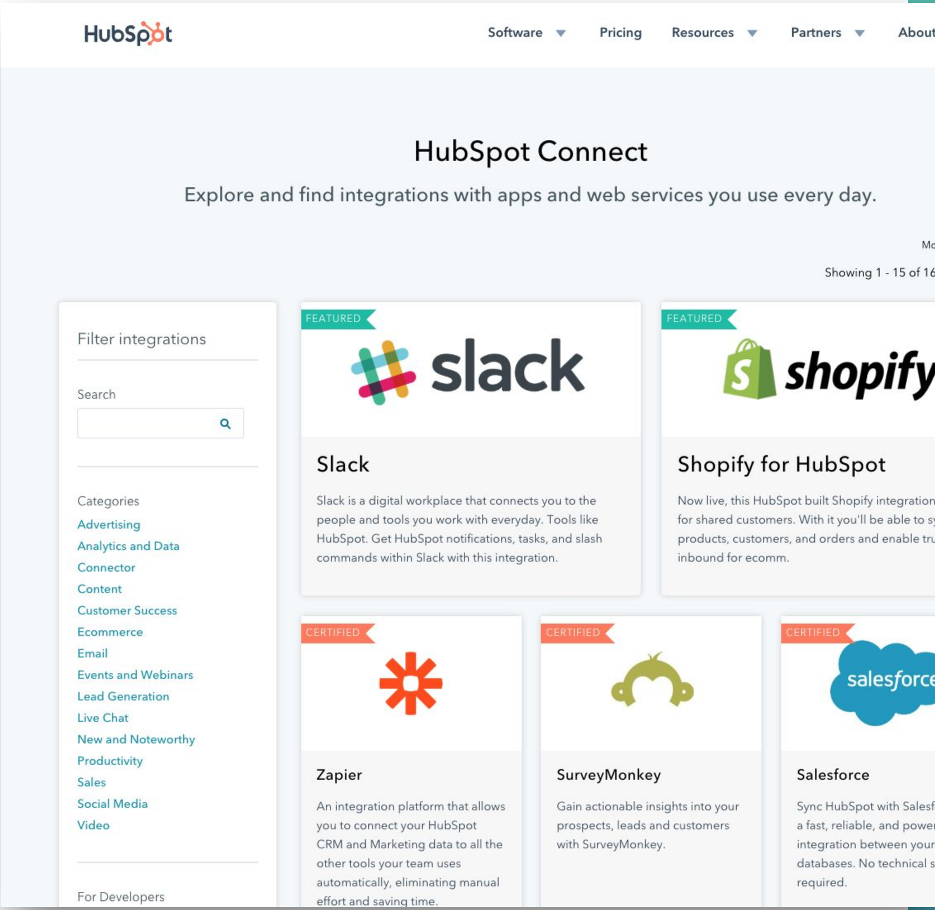
Already use a CRM system that you love like Salesforce? HubSpot has a fully supported native integration that is easy to set up and use (Professional and above.)

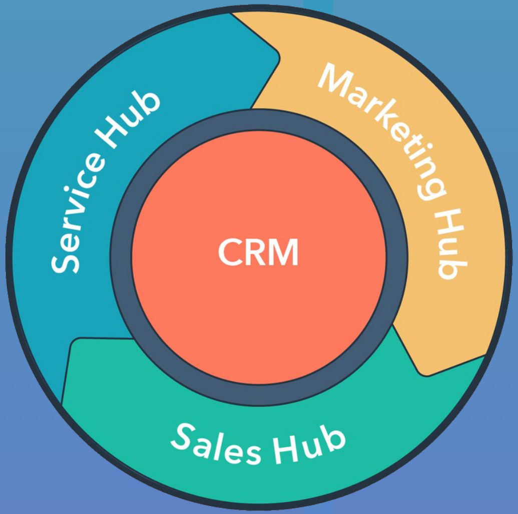


Sales Hub:

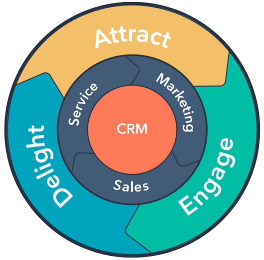
Part of the HubSpot Platform

Sales Hub works in close concert with Marketing Hub, Service Hub, and hundreds of HubSpot app integrations. Add additional tools easily, whenever it makes sense for your team.





Service Hub



Service Hub

Service Hub helps you create a better customer experience, self service solutions, and growth through happier customers.

Starter

Conversations

Live Chat

Shared inbox

Tickets & Help Desk

Templates & Snippets

Documents

Calling

Meetings

Professional

Everything in Starter, plus:

Help Desk Automation

Knowledge base

Customer feedback

1:1 video creation & hosting

Support Bot / Custom Bot Builder

Required Ticket Fields

Custom Reporting

Enterprise

Everything in Professional, plus:

Goals

Playbooks

Calculated Properties

Single sign-on

Advanced Team Management

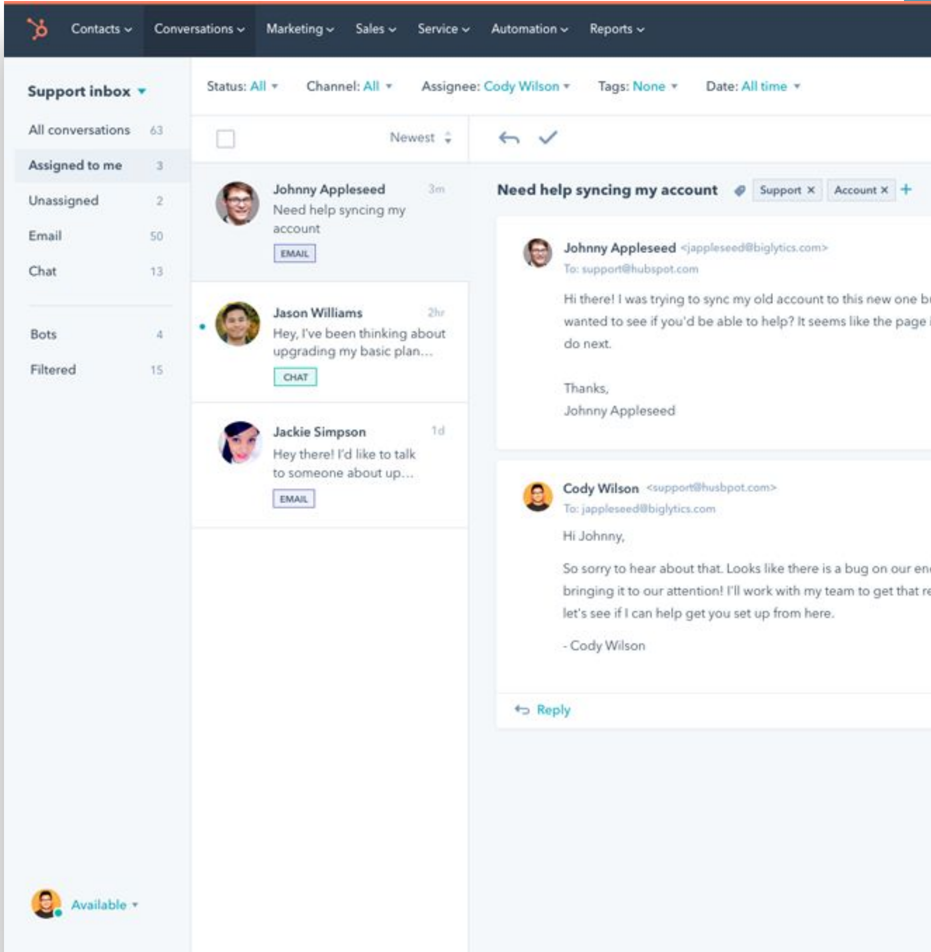
Advanced Reporting

Available at Service Hub starter

Conversations + Live Chat

Conversations helps you manage and master customer communication. You'll leverage live chat, a shared universal inbox, an easy-to-use chatbot builder, built in tickets, and collaboration and productivity tools to deliver an exceptional customer experience.

Conversations is built on the HubSpot CRM, this means you'll see contextual data about every customer right where you're conversing with them.



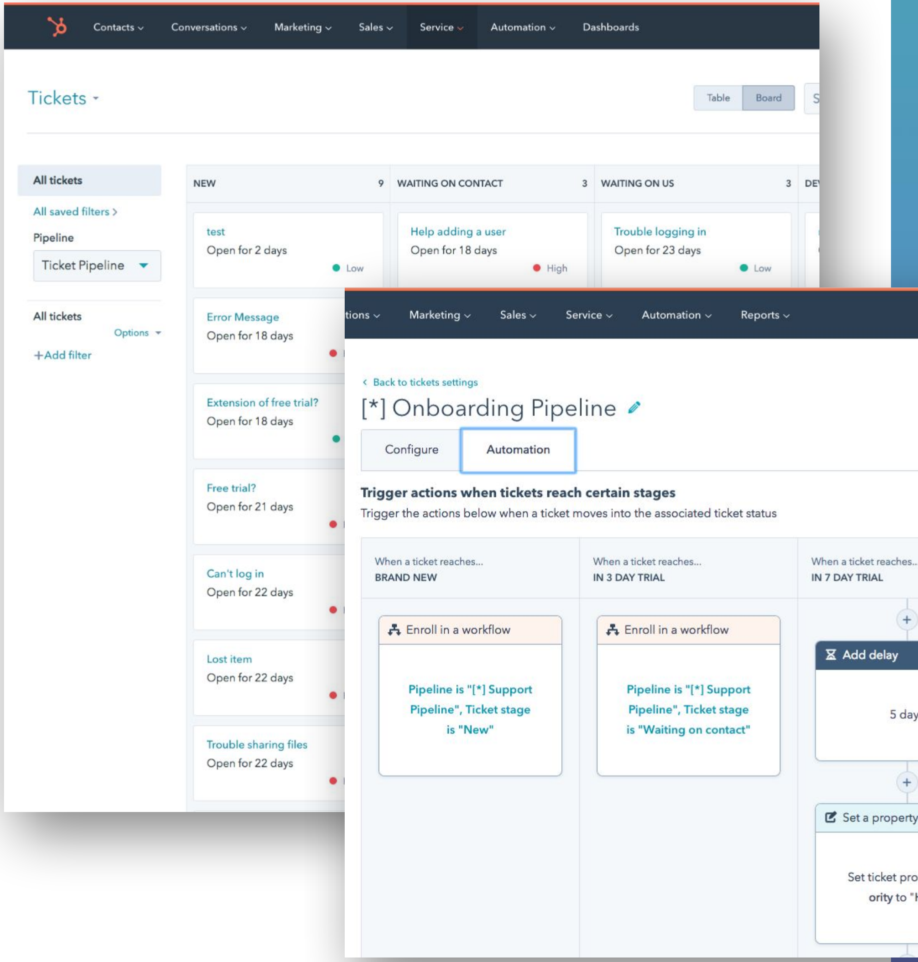
Available at Service Hub starter

Tickets & Help Desk

As customer conversations increase in volume and complexity, tickets is here to help.

Use tickets to collaborate and communicate with customers on issues that come through Conversations. Tickets can be assigned to members of your team, organized, prioritized, and tracked in a central location.

Build a high functioning help desk system by adding HubSpot automation and powerful custom reporting.



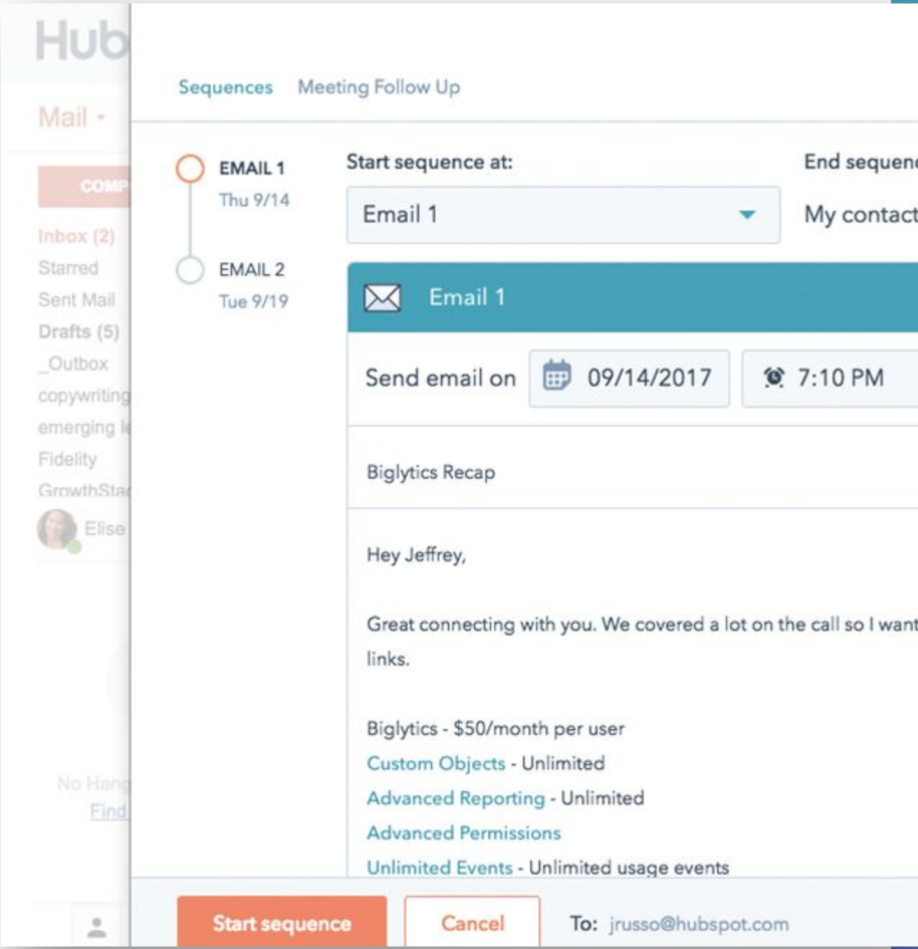
Available at Service Hub starter

Templates, Sequences & Snippets

Craft personalized templates for every stage of the service process, and share them across your team.

Tee up a timed series of email messages based off your templates with Sequences.

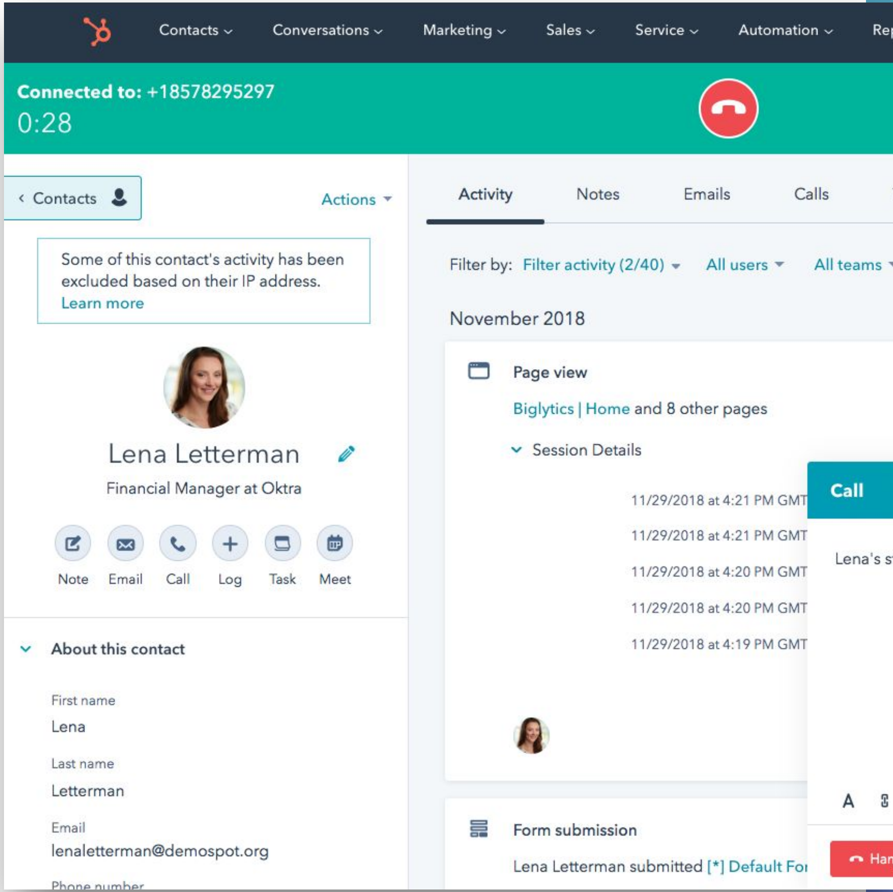
Save time by saving short “snippets” of text you can easily drop into your emails using keyboard shortcuts.



Available at Service Hub starter

Calling

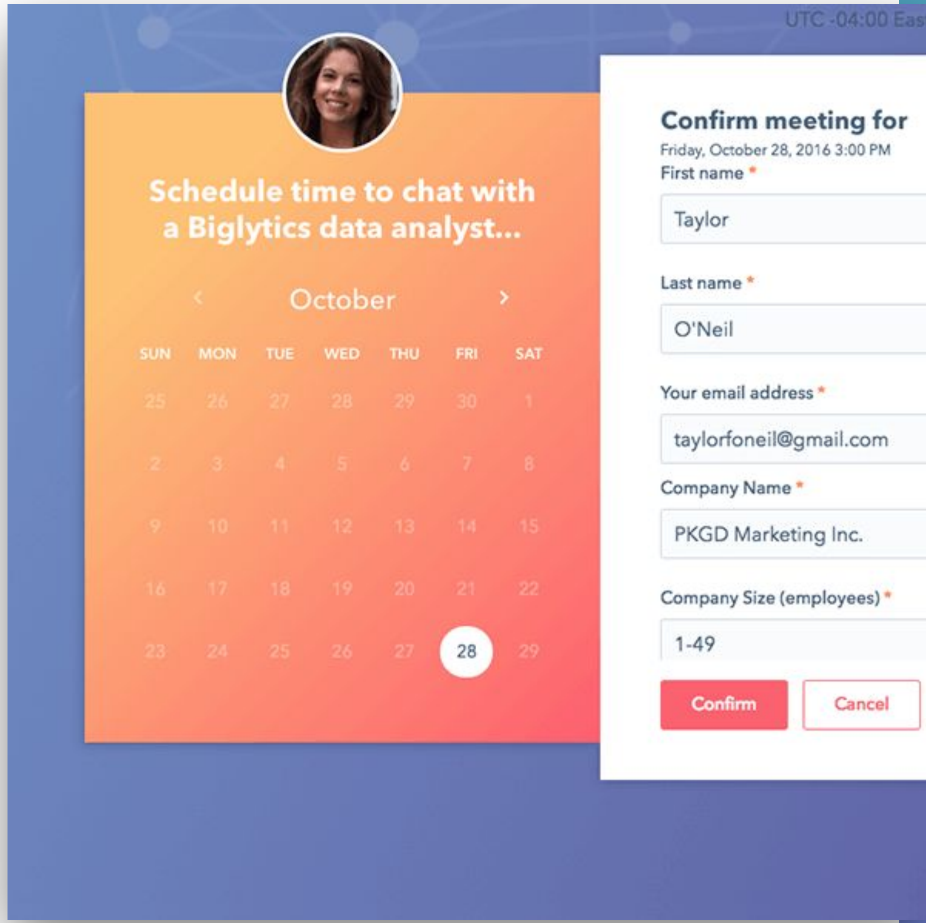
Use data from your HubSpot CRM to prioritize your best calls, and set up a daily calling queue. Just one click connects you to a prospect through Voice Over IP or your desk phone.



Available at Service Hub starter

Meetings

Put the power to book meetings in the hands of your customers. Meetings sync to your Google or Office 365 calendar, so your schedule is always up-to-date. As customers book meetings, automatically create new records or log the activity in your CRM.



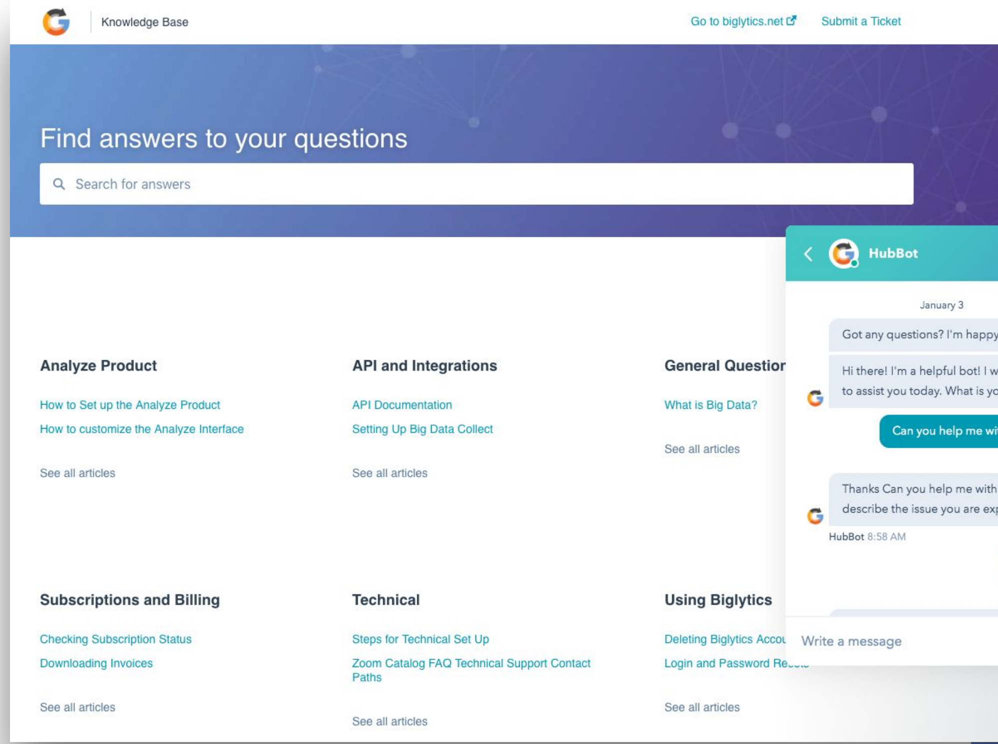
Available at Service Hub Profesional

Knowledge Base

Help customers help themselves by turning your customers' frequently asked questions and tickets into a robust, search optimized knowledge base of help articles, videos, and documentation.

The built in analytics dashboard collects feedback on articles and analyzes search patterns to improve your articles over time.

Build a support bot to help customers find the knowledge articles related to their specific questions.



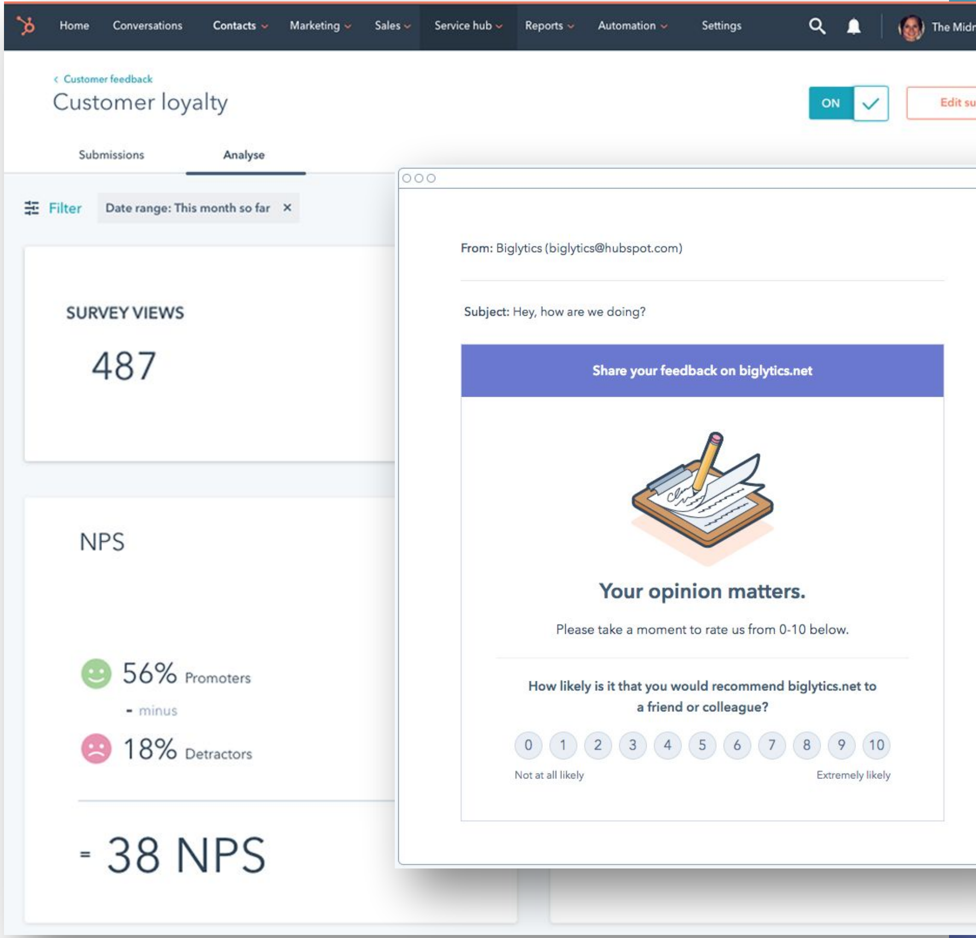
Service Hub Professional:

Customer Feedback

You can't really build your business around your customers unless you're listening to them.

Truly understand how your customers feel with customer feedback. Deploy surveys like Net Promoter Score, and Customer Satisfaction, that give you a quantitative pulse on customer happiness and needs.

The feedback tool will analyze survey results for you and provide actionable data that helps you improve your service & product, identify advocates, and grow through happy customers.

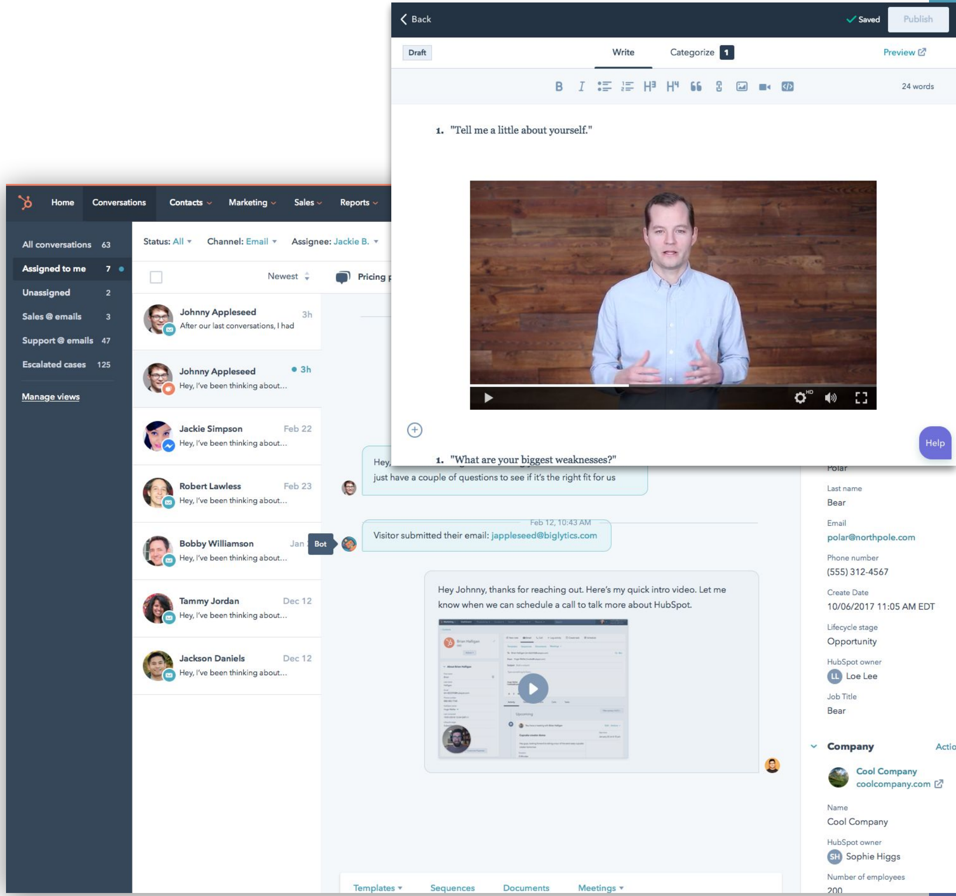


Service Hub Professional:

Video Features

Service teams can help customers faster and more completely with personalized help videos created and shared directly from Service Hub.

Service agents can record their screen right from a ticket and send to customers, improving service and solving issues faster. Service teams can also host and embed videos in their knowledge base.

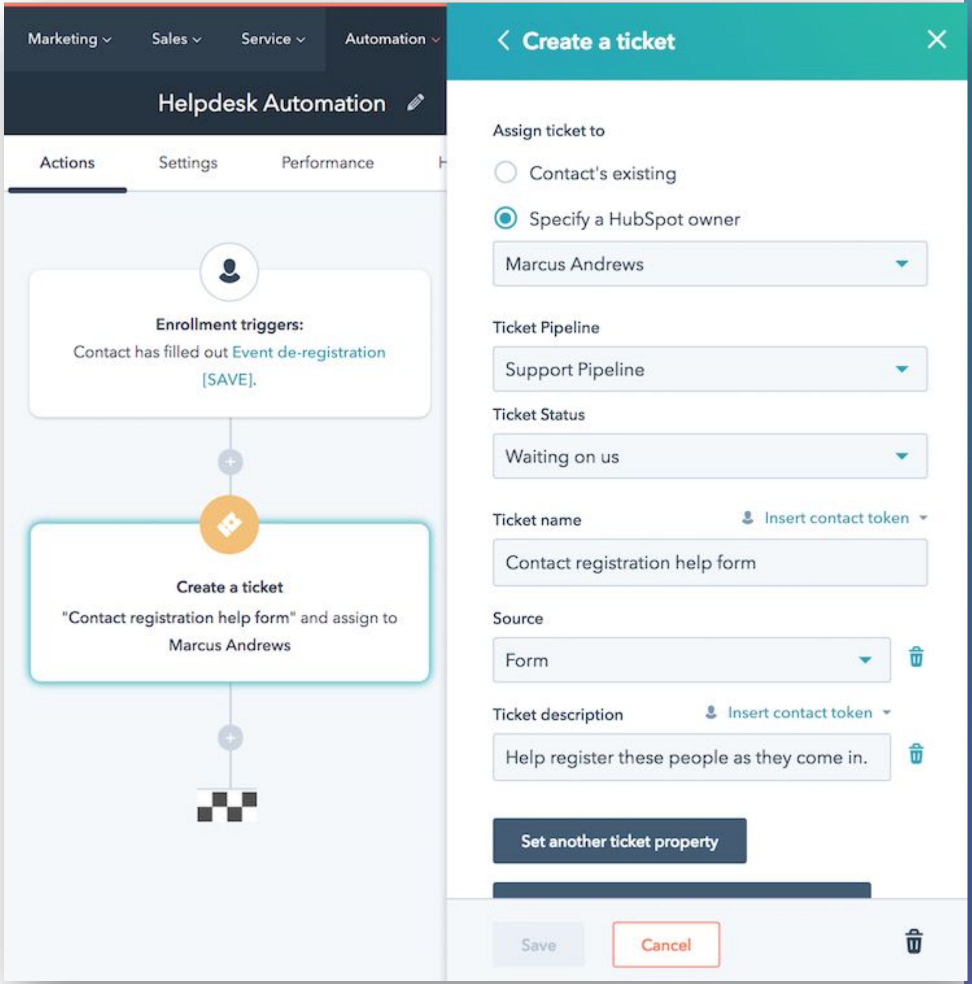


Service Hub Professional:

Bots + Automation

Use bots to improve live chat efficiencies and scale 1-to-1 communications by routing customers to relevant help documentation, the appropriate chat agent, and more.

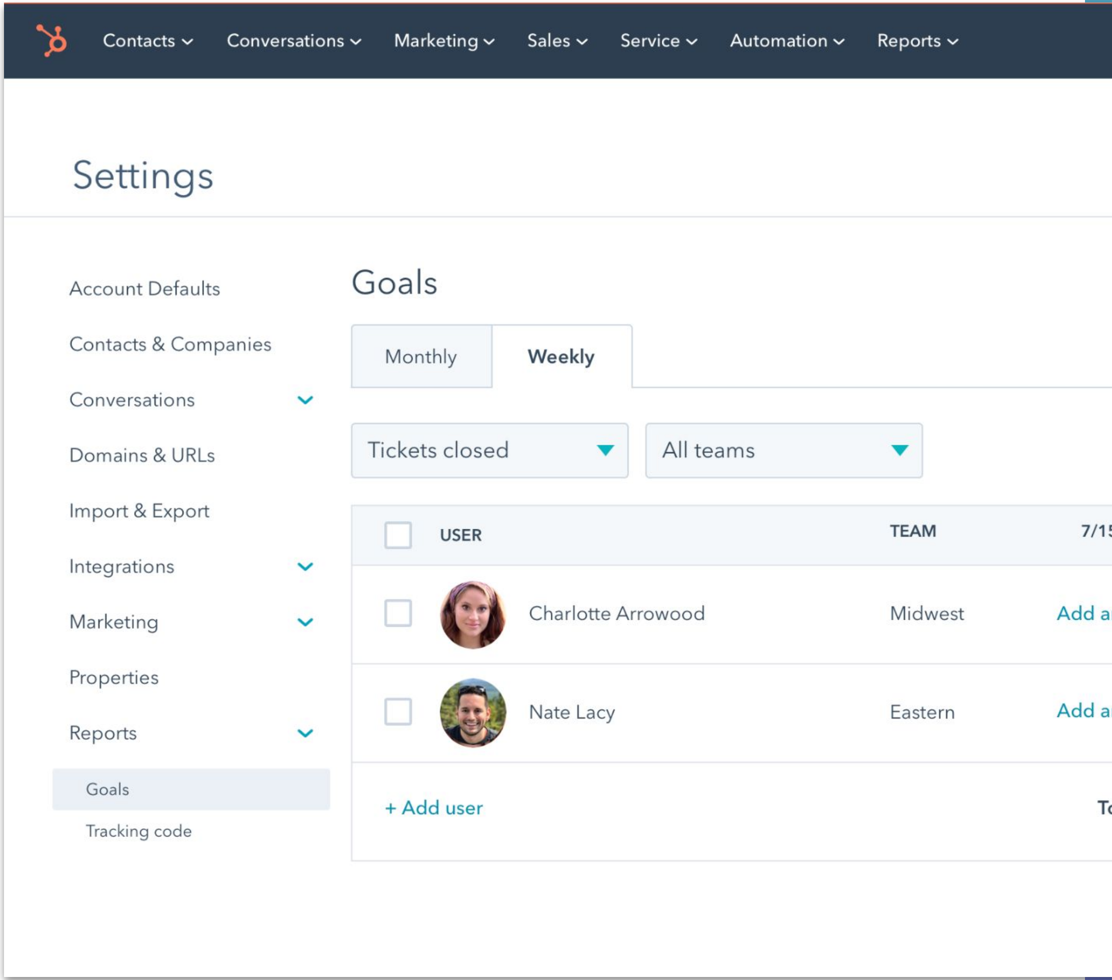
Automate common management tasks like creating tickets and tasks, alerting your team when customers take specific actions, and more.



Service Hub Enterprise:

Advanced Goals

Give individual agents and teams the ability to report on metrics related to a specific customer goal, like response time, ticket volume, resolution time, and customer experience related metrics.

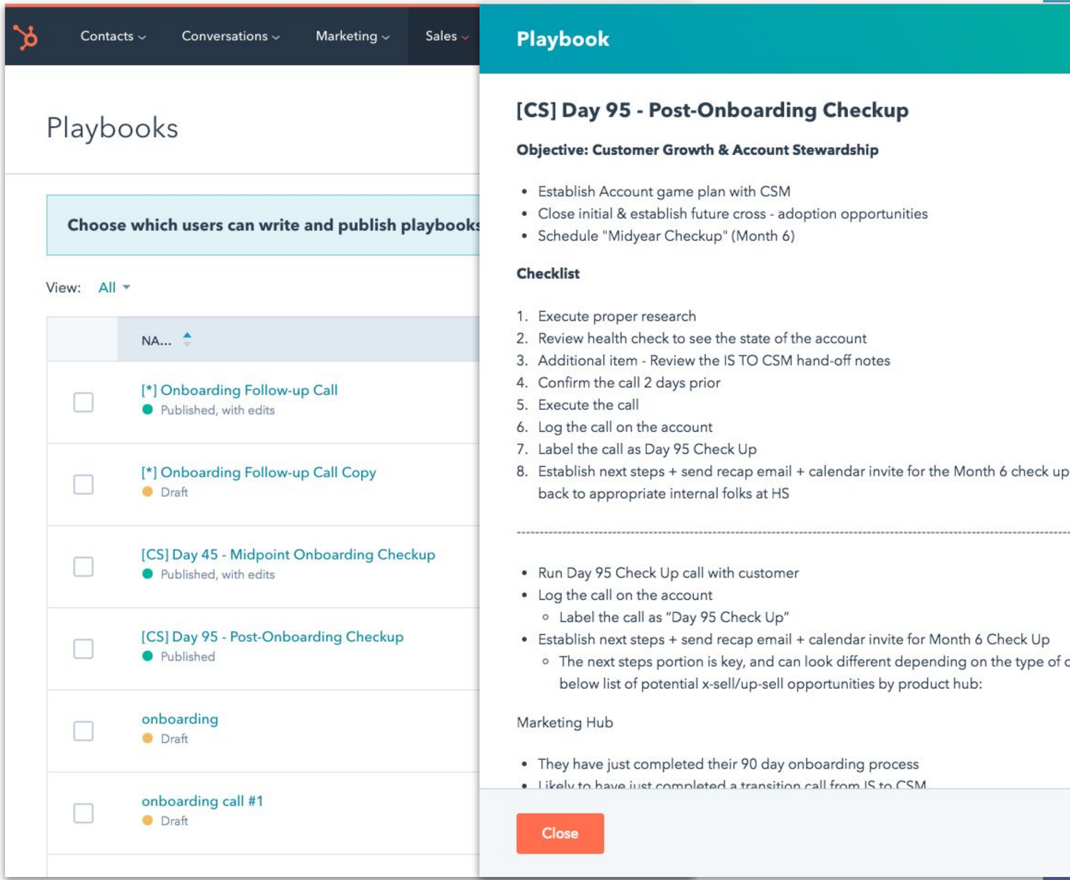


Service Hub Enterprise:

Playbooks

Build a library of best practices and resources like onboarding scripts to help you customer service team consistently delight customers.

Use rules-based automation to surface recommended content
at the right time to managers on the phone having conversations with customers.



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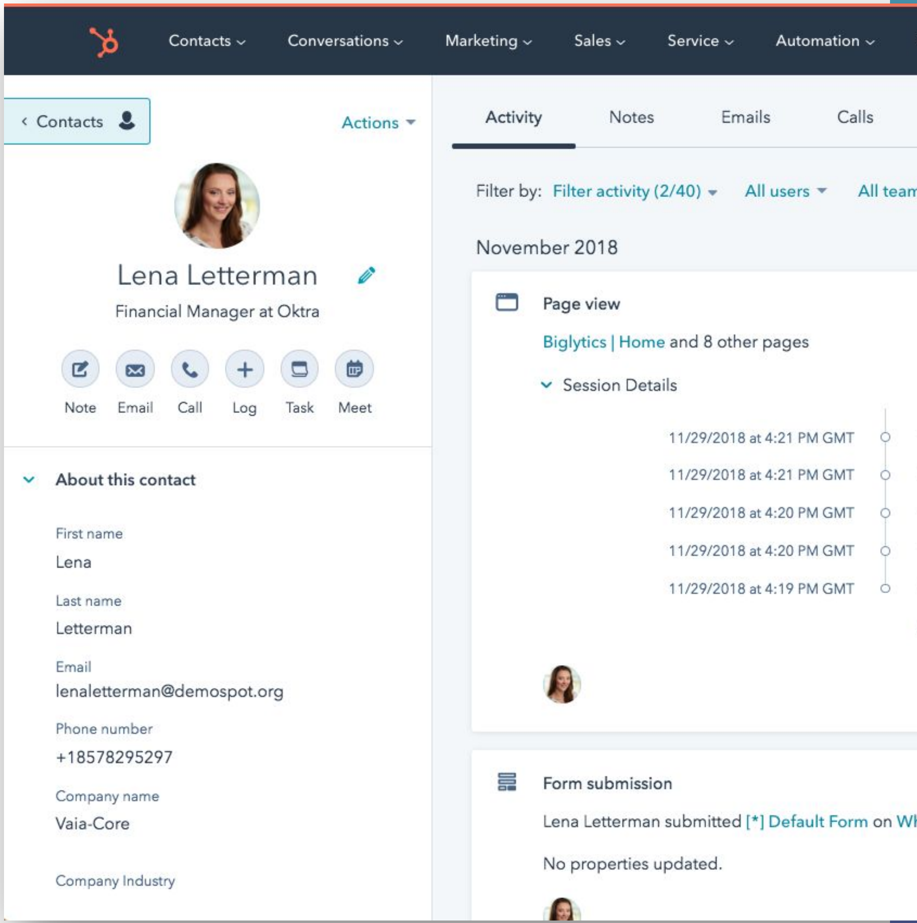

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The HubSpot Platform

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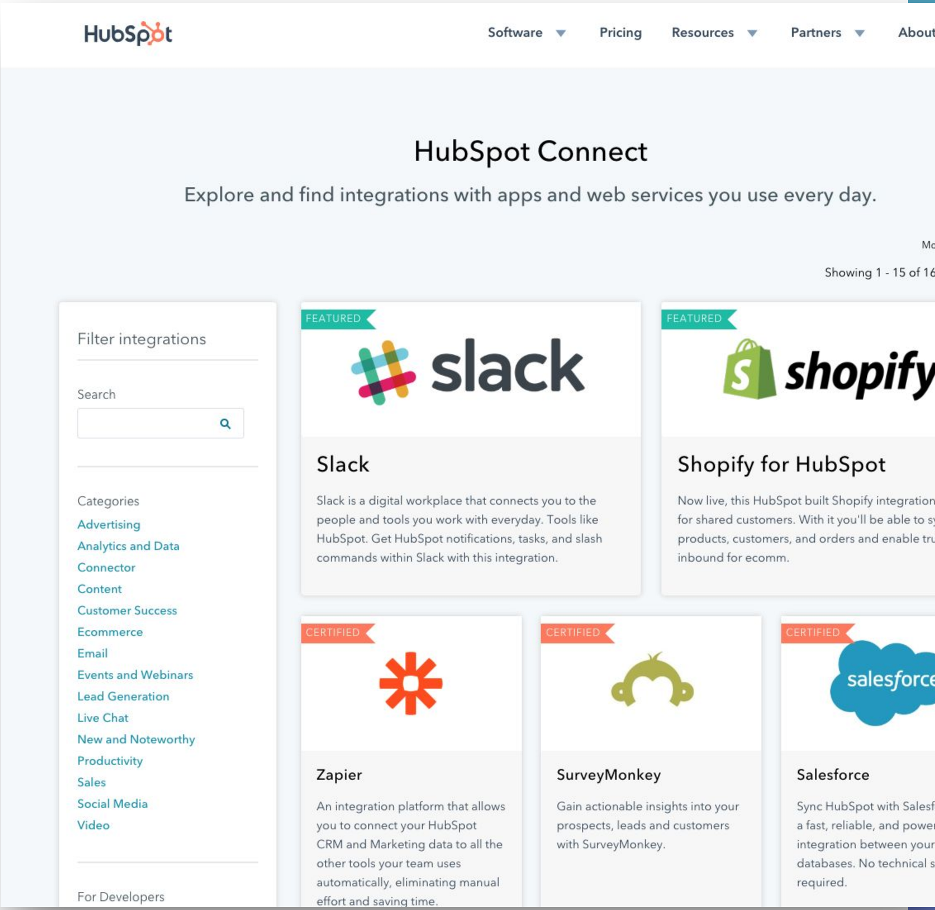

HubSpot is so much more than software.

IMPLEMENTATION SPECIALISTS

Implementation Specialists provide guidance in technical setup and initial execution of the HubSpot platform tool set.

ACADEMY

HubSpot Academy provides free inbound marketing, inbound sales, and HubSpot product training. You'll find certification courses, projects, videos, help articles, and many other types of educational content.

Use Academy to train yourself, your team, and to grow your business.

CUSTOMER SUCCESS

A Customer Success Manager will be your resource to drive value through inbound strategy development.

PROFESSIONAL SERVICES

HubSpot Professional Services offers a full suite of training and consulting options to help you maximize your results with HubSpot. Our offerings include everything from group training to highly personalized 1:1 consulting with an inbound or technical expert.

SUPPORT

HubSpot Support is always available to assist with any questions you and your team have related to using HubSpot. They can be reached via phone, email and directly in-app for all paid customers.

HubSpot is so much more than software.

Unlimited phone and email support for Professional & Enterprise customers, for life

Search the Knowledge Base for user guides and help docs

Connect with other HubSpot users through the HubSpot Forums or User Groups

Log and manage in-app support tickets

*Not applicable for our free or Starter tools