



HubSpot Marketing Hub

The Challenge

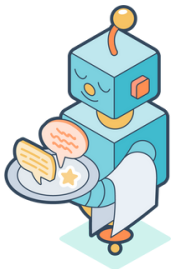
Campaigns are a key growth accelerator for businesses when done well. Good marketers know the ingredients to running a great campaign are alignment across teams, engagement throughout the customer journey and reporting that drives decisions.

So why are campaigns so hard to get right?

- Marketers need to switch between multiple tools so alignment on goals and execution is impossible
- Customer data is broken up between different apps so marketers have no unified customer view
- Marketers have to wait in line for opps to pull reporting and customer data they need from different tools
- The buyer journey is becoming more complex, and without a single customer view, marketers don't know who to target, with what, or when.

Switching between systems means marketers are jumping through cognitive hoops on a daily basis, searching for the data and tools they need, and losing productivity in the process.

The Solution



Marketing Hub Pro is built differently. It is the only Marketing Automation platform built on top of a CRM, so all the tools you need and all your customer data is at your fingertips.

Marketing Hub Professional provides:

- Alignment on seamless campaign execution with Campaign Orchestration tools
- Engagement via multiple customer touch points with Omni-channel Automation
- Insights that drive decision making with Powerful Reporting

Omni-channel Automation

True personalization means reaching customers with the right message at the right time.

Marketing automation saves you time, but most platforms rarely provide the power to build a great customer experience at any level of scale. The systems that do are generally painful to use.

Omni-channel automation in Marketing Hub gives you the tools to architect highly personalized campaigns across many channels and work seamlessly across internal teams. You'll deliver a truly personalized customer experience, through any channel, at scale.

Omni-channel Automation

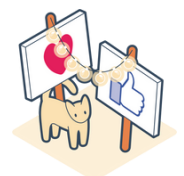
Workflows: Visual, No-Code Automation Builder



Build personalized automated campaigns in minutes with workflows: HubSpot's custom powerful no-code automation engine.

The workflows editor makes it easy to architect complex automations in real time, whether you're building simple follow-up campaigns or complex multi-stage journeys. Plus, you can easily export an image of your workflows to share with colleagues and clients who don't have access to HubSpot.

Ads, Social, Content, and Form Automation



Design omni-channel campaigns to reach your audience wherever they are most likely to engage with your brand - from your website to social channels. HubSpot workflows encompass:

- Ad sequencing
- Ad event syncing for optimization
- Blog -> social auto-publish
- Social send time automation & optimization
- Social post scheduling
- Form follow-up emails

Plus, you can browse our workflow extensions library to integrate new channels into your campaigns like SMS, Facebook Messenger, and more.

Campaign Collaboration & Orchestration

Today work happens online, and increasingly across buildings, homes, time zones, and countries. This is a big shift, and to do great work, frictionless collaboration has never been more important.

The Campaign collaboration tools are a set of connected productivity tools that make it easy for marketers to plan, execute and collaborate on related work in the form of campaigns. Improve campaign management by bringing more consolidation to the way your team works.

Campaign Collaboration & Orchestration

Marketing Home



Marketing Home aims to create a space where all your important signals come together on one screen, giving you a 30,000 ft view of what's happening across your campaigns. From here you can dive straight into what work needs the most attention.

Marketing Tasks, Calendar and Commenting

The work of a marketer is different from any other team. Tasks give marketers more clarity on the work that they need to do, more context to help them execute that work and more collaboration with team mates.



One of the core tools in a marketers arsenal is the humble calendar. The new calendar is more inclusive of campaign information - users will have full visibility of all marketing assets and which dates they're scheduled for. And since we know campaign information is always changing and evolving, all these assets will be directly actionable from the calendar.

Comments are a way for you to collaborate with your team without ever having to leave HubSpot or break the flow of your work. You can @mention other teammates, format your comments, and view your conversations in an integrated comment panel right inside HubSpot.

Powerful Reporting

Good marketers have a strong gut sense for what will work. Good marketers leverage data to make better choices. Great marketers can do both.

Marketing Hub Pro reporting gives you access to all of your data in one place via clear, easy to set-up, beautiful reporting. This makes it easy to visualize and share your most important business metrics and align stakeholders to make data-backed decisions.

Key Reporting Features:

- Custom Report Builder
- Flexible Dashboards
- Increased reporting limits
- Performance reporting
- Campaign reporting

Other Noteworthy Features Included:

- Multi-language content
- Smart content
- Company scoring
- Blogging
- SEO recommendations
- Social media
- ABM Tools
- A/B Testing
- Ad Optimization
- Video hosting
- Web traffic analytics
- Salesforce integration
- Calculated Properties

Pricing:

- Starting at \$800/month (annual) or \$890/month (monthly)
- Includes 2,000 marketing contacts

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