

CMS Membership



What is CMS Membership?

Have you ever wanted to create content protected behind a user login? CMS Membership, a new capability in Marketing Hub Enterprise, allows you to do just that.

With CMS Membership you can turn your content into revenue and restrict various content to your customers, or audience overall.

CMS Membership can be applied to Landing Pages, and Website Pages (with CMS Add-on).

CMS Membership Use Cases

CMS Membership can be used in a number of different ways to fit your business. Depending on the type of your business, here are just a few ways you could use this:

- ★ **Software Companies**
 - If you are a software company or startup there's likely information you want to share with investors and your board of directors without sharing to the broad public. You can use CMS Memberships to ensure that your board of directors logs-in to various pages to see specific content.
- ★ **Manufacturing / Physical Goods**
 - If you have a product or material list that is proprietary and you want customers to view, but don't want competitors to see, CMS Membership can help lock this content behind a username and password.
- ★ **Agency Partner / Services**
 - Want to host your client contracts, draft documents for review, and other client-specific content in one-place? Use CMS Membership to ensure content is safe and protected behind a login.
- ★ **News / Media / Content Companies**
 - Content is your business. So, you can use CMS Membership to restrict specific content to paying subscribers or members and grow your revenue.

Why Use CMS Membership in HubSpot?

There are various plugins you can use to get this functionality, such as MemberPress with Wordpress. But implementing plugins and creating membership functionality with plugins typically requires a lot of setup, and a developer, meaning less time to do actual marketing.

With HubSpot, it's as easy as defining the pages and people who have access.

Pricing

CMS Membership is included in Marketing Hub Enterprise

\$3,200/mo

Applying this to Website Pages requires the CMS Add-on (\$300/mo)