



HubSpot Marketing Hub

Overview

Marketing automation software to help you attract the right audience, convert more visitors into customers, and run complete inbound marketing campaigns at scale – all on one powerful, easy-to-use platform.

Attract visitors through blogging, social media, ads, and more. Convert visitors into customers with landing pages, email, marketing automation, ABM, and more. Track ROI with revenue attribution reporting. All powered by the customer data in your CRM to enable personalization at scale.

The Challenge



The job is tough for modern marketers. Either you're juggling various point solutions, or you're stuck with tools that are powerful but impossible to use. This means scattered customer data, lackluster marketing, and too much time spent fussing with software. But it doesn't have to be that way.

The Solution

With Marketing Hub, all your marketing tools and data are on one easy-to-use, powerful platform. You'll save valuable time and get all the context you need to provide a personalized experience that attracts and converts the right customers at scale.

Attract Attention

Create content your prospects crave, and make it impossible to miss.

Convert More Leads

Turn more visitors into leads with a personalized yet scalable strategy.

Report & Customize

Bring your team together by translating data into strategies that move the needle.

Attract and convert more leads with HubSpot's all-in-one marketing software.



HubSpot Marketing Hub

Attract Attention

Blog:

Publish content your audience is looking for, and get discovered in search, social media, and beyond. Add calls-to-action that convert readers into customers.

Social Media

Stop letting important interactions go unnoticed. Monitor and prioritize conversations, and publish to social networks with the same tool you use to create campaigns.

SEO:

Build your search authority and outrank competitors with tools that help you plan your content strategy and optimize your content as you type.

Video:

Enhance the impact of your content through the power of video. Host and manage files right inside HubSpot, and easily embed them in social media, web pages, and blog posts.

Ad Tracking & Management

Stop struggling to justify your ad spend. Manage Facebook, Instagram, LinkedIn, and Google ads right inside HubSpot.

Live Chat

Connect with and convert visitors in real time – when your product is top of mind. Use bots to qualify leads and scale your efforts so you can focus on the conversations that matter most.

Convert More Leads

Landing Page Builder:

Design and launch beautiful landing pages without help from developers or IT. Choose from mobile-optimized templates that are proven to convert, or build pages from the ground up.

Email Marketing

Create mobile-optimized email campaigns that look professionally designed – all by yourself. Personalize content for each recipient, and run A/B tests to improve clickthrough rates.

Form Builder:

Easily build forms using a simple drag-and-drop editor. Add them to your website to convert anonymous visitors into leads that automatically flow into your CRM.

Account-based Marketing

Unite your marketing and sales teams with collaborative, intuitive ABM tools. Build deeper relationships, and turn your highest-value target accounts into customers.

Marketing Automation:

Save time and scale your efforts with workflows. Nurture and score leads, personalize email at scale, automate cross-functional operations, manage data in bulk, and more.

Lead Tracking

Get the full picture for every lead in a single, integrated database. Segment and nurture contacts based on any data you've collected, and automatically score leads for your sales team.



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Report & Customize

Marketing Analytics

Make smarter, data-backed decisions with powerful custom reporting and built-in analytics. Tie your work to deals closed and contacts created with attribution reporting.

Custom Objects

Enjoy the flexibility to store and customize any kind of data in HubSpot. Slice and dice custom object data into reports, and build dashboards to share insights with your team.

Salesforce Integration

Connect HubSpot to Salesforce for a fast, reliable, bi-directional sync – no technical work required. Send lead intelligence to your sales team so they have better context to close deals.

Pricing

<p>Free</p> <p>100% free. No credit card required.</p> <p>Popular features +</p>	<p>Starter</p> <p>Starting at \$50/month</p> <p>Popular features +</p>	<p>Professional</p> <p>Starting at \$890/month</p> <p>Popular features +</p>	<p>Enterprise</p> <p>Starting at \$3,200/month</p> <p>Popular features +</p>
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HubSpot Marketing Hub

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