



Fall Spotlight & HubSpot's Q4 Campaign

Overview for Solutions Partners

Plus a Fall Spotlight Promo Kit

Strict embargo until September 18, 10:30AM ET



Purpose of This Deck

To give partners **insight into HubSpot's go to market & campaign plans** for the **second half of 2024**, so you can **align your content, campaigns, and sales motions**.

Plus, providing you with promotional materials to prepare for Fall Spotlight



Confidential

For Internal Use by
Solutions Partners Only

Confidential Disclaimer:

Remember, all Fall Spotlight **announcements and promotions are under strict embargo until September 18, 10:30AM ET.**

DO NOT post anything until after that date/time.

What's Included

- **HubSpot's 2024 Campaign Calendar**
- **INBOUND Fall Spotlight Campaign**
 - Overview and main focus
 - Artwork
 - English Social Copy
 - French Social Copy
 - German Social Copy
 - Spanish Social Copy
 - Portuguese Social Copy
 - Japanese Social Copy
 - Product screenshots
 - Content Topic Suggestions
- **Q4 "HubSpot for Marketers" campaign**
 - Overview and main focus
 - Content & Campaign Ideas

Sept - Dec | Global Campaign Calendar

We'll have two campaigns: Fall Spotlight and HubSpot for Marketers

	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Product Focus	IN24 Releases	Marketing Hub Content Hub		
Campaign Focus	Fall Spotlight	Full Brand Marketing Campaign “HubSpot for Marketers”		
Selling Focus	Drive Demand for New Products	Drive Marketing Hub Demand Attach Content Hub to Marketing Hub Deals		
HubSpot's Key Promotion Channels	• Fall Spotlight Keynote • hubspot.com/new • Press Release • Media Relations • Social Media • Rep Outreach • Marketing Hub Software Certification (updates) • Content Hub for Marketers Certification (updates) • Large-scale Brand Campaign ◦ Billboards / Out of Home Placements ◦ Digital ads ◦ YouTube videos and ads ◦ Podcast ads • Email campaigns • Paid Social Media • New webinars • New content offers • Rep Outreach • Sales Collateral			

Campaign #1

FALL '24

Spotlight

Fall 2024

Campaign Overview
Narrative & Messaging
Objectives
Promo Kit

Embargo: Sept 18, 10:30AM ET

How to Use This Guide:

The campaign document captures **how we talk about the products featured in the Fall Spotlight at INBOUND24.**

At the highest level, this means centering all messaging on the aligning principle that HubSpot helps businesses reinvent growth with tools that are easy, fast, and unified.

This messaging is complementary to the easy, fast, unified narrative for marketers specifically (details in the following slides)

Use this document as a guide for how to bring messaging about our featured products back to the core value propositions of easy, fast, and unified, so you can create content and promotions after the INBOUND Fall Spotlight announcements are made.

Fall Spotlight Overview

Embargo: Sept 18, 10:30AM ET

Campaign Duration	September 18 - October 1
Objectives	1. Launch new products and features at INBOUND 2. Generate demand for new releases 3. Showcase how HubSpot gives businesses tools that are easy to use, fast to adopt and unified on a platform
Target Audience	GTM teams (marketing, sales, and CX)
Topline Message	Reinventing growth with solutions that are Easy to use, Fast to adopt, and Unified with data. Today, GTM teams are held back by challenging market conditions—from shrinking budgets to a shifting customer journey—and front office tools that are complex, slow to deliver value, and disconnected from their data and teams. And it's slowing business growth. Businesses need to reinvent their growth strategies across GTM teams; they can only do it with solutions that are easy to use, fast to adopt, and unified with the right data. In the Fall '24 Spotlight, HubSpot is giving growth-minded leaders and their teams innovative tools that are easy to use, fast to deliver results, and unified by a single customer platform. Allowing them to meet the challenging market head on. Read the full brief here.
Supporting Messages	• It's hard for marketers to generate leads, they're using too many tools and they lack the data to deliver personalized experiences at scale. • Lead quality is down and it's harder to sell than ever. And reps are using too many tools • Customer expectations are higher than ever, but with disconnected data it's impossible to meet their expectations.
Core Channels	• Fall Spotlight Keynote at INBOUND 24' along with on-site activations at the conference (ie. Demo Center) • PR, Social, Blog, YouTube and sales prospecting • Partner promotion through their own campaigns, aligned to Spotlight

What are the main Fall 2024 Spotlight Products?

Marketing Hub & Content Hub

What does it do?

Marketing Hub and Content Hub is the complete solution that marketers need. And now, we've added powerful new tools to help build audiences, create new content formats, and plan and measure it all with ease.

Breeze Intelligence

What does it do?

Breeze Intelligence identifies your target market, gauges intent of your website visitors, and enriches contact and company data directly in HubSpot, giving you all the info you need on your contacts.

Breeze Copilot

What does it do?

Breeze Copilot is an AI-powered companion that assists you with tasks everywhere you work across HubSpot. It lives within your HubSpot portal and uses information from the Smart CRM to assist with tasks in HubSpot (e.g., prepping for sales call, generating content, and summarizing conversations).

Breeze Agents

What does it do?

Breeze Agents are AI-powered experts designed to accomplish higher level goals by performing a number of tasks, from strategy to execution. And this fall, we're launching Breeze Social Media Agent, Content Agent, Prospecting Agent, and Customer Agent.

Fall Spotlight
SOCIAL TOOLKIT
(ENGLISH)



**PLEASE DO NOT POST
ANY CONTENT UNTIL
9.18 / 10:30 AM ET**



Partners: In-Feed Carousel

Embargo: Sept 18, 10:30AM ET (do not post, publish or promote anything related to this until this time)

[Download](#) [Artwork](#)

Our friends at
HubSpot made

150+

🌟 New updates 🌟

Spotlight

Swipe through to
find your fave

**WANT
A SNEAK
PEEK?** 👁️👉

**HubSpot for
Marketers**

More leads made simple with
our revamped **Marketing
Hub + Content Hub.**

**HubSpot for
Marketers**

Better Content
Improved Lead Generation
More Powerful Analytics

Breeze

Built-in,
time-saving **AI.**

Breeze

Powerful AI
More Efficiency
More Productivity

Breeze
Intelligence

Powerful data
at your fingertips.

Breeze
Intelligence

Enriched Data
High Quality Leads
Shorter Forms

**OR LET US
HELP YOU
FIND YOUR
FAV**

hubspot.com/spotlight



Partners: LinkedIn Cover Photo

Embargo: Sept 18, 10:30AM ET (do not post, publish or promote anything related to this until this time)

LinkedIn



[Download Artwork](#)

(note: do not update your linkedin until after Sept 18)



Partners: LinkedIn Lazy Copy

Embargo: Sept 18, 10:30AM ET (do not post, publish or promote anything related to this until this time)

Option A

Not to flex, but we're pretty psyched about this 🙌

Our good friends over at HubSpot really outdid themselves with 180+ customer platform updates for their Fall Spotlight — including (just to start):

♥ Game-changing AI from their sweet new Breeze Copilot and Breeze Agents

♥ Some super powerful data with their all-new AI-supported Breeze Intelligence

♥ Tweaks to the Content and Marketing Hubs that your teams will be obsessed with

Check it all out here: <https://bit.ly/4cPt2uA>

Option B

Did you see the latest from HubSpot's Fall Spotlight? 🙄🙄🙄🙄

They just dropped a huge batch of updates to their customer platform (like, a LOT)

AI-boosted content writing, easier-than-ever data pulling, and improvements to all their products you already know and love are all on the table.

But, we won't spoil things for you. Check it out for yourself: <https://bit.ly/4cPt2uA>

Option C

Did you see the latest from Hubspot? They just dropped a huge batch of updates (like a lot) for their Fall Spotlight.

Our favorites?

[space for partner to fill in favorite product updates]

Check everything out: <https://bit.ly/4cPt2uA>

 **NOTE:** Please do not change the link in the copy, this is a custom link to track partner's referral traffic



Partners: Instagram/Facebook Supporting Copy

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Partners: Twitter/X Supporting Copy

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Product Screenshot Images & Product Icons

Embargo: Sept 18, 10:30AM ET (do not post, publish or promote anything related to this until this time)

Use [these approved product images and icons](#) to use within
your content and campaigns to promote Spotlight



Breeze Intelligence Copy Bank

Embargo: Sept 18, 10:30AM ET (do not post, publish or promote anything related to this until this time)

In this document you'll find approved positioning, messaging
and copy that you can use in creating content and promotions
for Breeze Intelligence



FRENCH

Parlez-en autour de vous

Relayez les nouveautés et les mises à jour présentées à l'occasion de Spotlight le **18 septembre** :

- **Republiez** le contenu officiel publié sur les canaux @HubSpot.
- **Utilisez les textes et images suggérés** sur vos profils personnels ou les profils d'entreprises partenaires.
- **Ajoutez votre touche personnelle** en créant vos propres publications auxquelles vous pouvez inclure les points clés à communiquer.

FALL '24
Spotlight

LES
✨ NOUVEAUTÉS ✨
HUBSPOT

indispensables

Partenaires : carrousel dans le fil

HubSpot a apporté
PLUS DE 200
✦ nouveautés ✦
à ses produits

Faites défiler pour trouver votre préférée

Spotlight

VOUS VOULEZ UN PETIT APERÇU ?

👀 👉

Plus de fonctionnalités pour les marketeurs



Plus de leads, plus facilement, avec les nouvelles versions du **Marketing Hub** et du **Content Hub**.

Plus de fonctionnalités pour les marketeurs

Contenu de meilleure qualité
Génération de leads améliorée
Analytics plus puissantes

✦ Breeze™



IA intégrée pour accélérer vos activités.

✦ Breeze™

IA puissante
Plus d'efficacité
Plus de productivité

✦ Breeze Intelligence



Des données puissantes à portée de main

✦ Breeze Intelligence

Données enrichies
Leads ultra qualifiés
Formulaires raccourcis

OU LAISSEZ-NOUS VOUS GUIDER

www.hubspot.fr/spotlight

Partenaires : image de couverture LinkedIn

 [Télécharger l'images](#)

LinkedIn



Partenaires : texte pour LinkedIn

Option A :

Incroyable !

Cet automne, HubSpot s'est vraiment surpassé en annonçant plus de 200 nouveautés et mises à jour apportées à sa plateforme client à l'occasion de son événement Spotlight. En voici quelques-unes que nous avons particulièrement hâte de voir en action :

♥ Des fonctionnalités d'IA révolutionnaires avec les nouveaux outils Breeze Copilot et Breeze Agents

♥ Des données toujours plus riches grâce au tout nouveau Breeze Intelligence, optimisé par l'IA

♥ Des améliorations apportées au Content Hub et au Marketing Hub qui ne manqueront pas d'optimiser le travail de vos équipes

Découvrez toutes les nouveautés sur <https://bit.ly/3XgwKru>.

Option B :

Avez-vous vu les dernières annonces de l'événement Spotlight de HubSpot ? 🙄🙄🙄🙄

La plateforme client de l'entreprise vient de s'enrichir d'un nombre incroyable de nouveautés et de mises à jour, de la création de contenu assistée par l'IA à l'accès encore simplifié à des données enrichies, en passant par des améliorations à tous les produits que vous utilisez et appréciez déjà.

Allez les découvrir par vous-même : <https://bit.ly/3XgwKru>

Option C :

Avez-vous vu l'actualité de HubSpot ? La plateforme client de l'entreprise vient de s'enrichir d'un nombre incroyable de nouveautés et de mises à jour à l'occasion de son événement Spotlight.

Nos préférées ?

[espace réservé au partenaire pour l'ajout des nouveautés produits préférées]

Découvrez-les toutes sur <https://bit.ly/3XgwKru>.

Partenaires : texte d'accompagnement Instagram/Facebook

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Partenaires : texte d'accompagnement Twitter/X

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Cet automne, HubSpot s'est vraiment surpassé en annonçant plus de 200 nouveautés et mises à jour à l'occasion de Spotlight.

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Option B :

Avez-vous vu les dernières annonces de HubSpot pour Spotlight ? 🤖🤖🤖🤖

La plateforme client de l'entreprise vient de s'enrichir d'un nombre incroyable de nouveautés. Allez les découvrir par vous-même : <https://bit.ly/3XgwKru>.

Option C :

Vous avez vu ? La plateforme client de HubSpot vient de s'enrichir de nombreuses nouveautés à l'occasion de Spotlight.

Nos préférées ? **[espace réservé au partenaire pour l'ajout des nouveautés produits préférées]**

Découvrez-les toutes sur <https://bit.ly/3XgwKru>.

GERMAN

Rühren wir die Werbetrommel:

Helfen Sie uns, am **18. September** die
Werbetrommel für das Spotlight zu rühren:

- **Retweeten oder reposten** Sie offizielle Inhalte aus den @HubSpot-Kanälen.
- **Nutzen Sie die von uns vorgeschlagenen Texte und Ressourcen** für Ihre persönlichen Profile oder die Profile Ihrer Partnerunternehmen.
- **Verleihen Sie Ihren Posts eine persönliche Note**, indem Sie sie selbst verfassen und die wichtigsten Botschaften integrieren.

FALL '24
Spotlight

✦ ✦ **NEUE** ✦ ✦
HUBSPOT-
UPDATES,
die Sie nicht verpassen dürfen

Partner: In-Feed-Karussell

Bei HubSpot gibt es
ÜBER 200
🌟 neue Updates 🌟

Spotlight

Finden Sie Ihren Favoriten

**VORSCHAU
GEFÄLLIG?**

👁️👉

**Mehr Features
für
Marketingteams**



Mehr Leads
leichteransprechen dank
Marketing Hub + Content Hub

**Mehr Features
für
Marketingteams**

Besserer Content
Optimierte Leadgenerierung
Leistungsstärkere Analytics

🌟 **Breeze™**



Integrierte,
zeit sparende KI

🌟 **Breeze™**

Leistungsstarke KI
Mehr Effizienz
Mehr Produktivität

🌟 **Breeze™
Intelligence**



Leistungsstarke Daten
auf Knopfdruck

🌟 **Breeze™
Intelligence**

Angereicherte Daten
Hochwertigere Leads
Verkürzte Formulare

**UNSER TEAM
BERÄT SIE
GERNE.**

hubspot.de/spotlight

Partner: LinkedIn-Titelbild

LinkedIn



Partner: LinkedIn-Lazy Copy

Option A

Wir wollen ja nicht übertreiben, aber wir sind schon ziemlich beeindruckt 🍊

HubSpot hat sich mit über 200 Produktupdates für ihr Fall Spotlight wirklich selbst übertroffen – mit dabei (um nur einige zu nennen):

💛 bahnbrechende, neue KI-Funktionen mit Breeze Copilot und Breeze Agents

💛 leistungsstarke KI-gestützte Daten dank Breeze Intelligence

💛 spannende Verbesserungen an Content Hub und Marketing Hub, die Ihre Teams begeistern werden

Alle Details finden Sie unter: <https://bit.ly/3AZgrrJ>

Option B

Haben Sie schon die Neuheiten von HubSpot zum Fall Spotlight gehört?



Es gibt eine Vielzahl an Updates für die Plattform.

KI-gestütztes Verfassen von Inhalten, einfachere Datenabfrage als je zuvor und Verbesserungen für alle Produkte, die Sie bereits kennen und mögen, sind dabei.

Aber wir wollen Ihnen nicht zu viel verraten. Überzeugen Sie sich selbst: <https://bit.ly/3AZgrrJ>

Option C

Haben Sie schon die Neuheiten von HubSpot zum Fall Spotlight gehört? Sie haben eine Vielzahl an Updates zum Fall Spotlight veröffentlicht.

Unsere Favoriten?

[Platz für den Partner zum Eintragen der jeweiligen Produktaktualisierungen]

Hier finden Sie alle Details: <https://bit.ly/3AZgrrJ>

Partner: Instagram/Facebook – unterstützende Texte

Option A

Wir wollen ja nicht übertreiben, aber wir sind schon ziemlich beeindruckt 🍌

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Unsere Favoriten?

[Platz für den Partner zum Eintragen der jeweiligen Produktaktualisierungen]

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Partner: Twitter/X – unterstützende Texte

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HubSpot hat sich mit über 200 Produktupdates für ihr Fall Spotlight wirklich selbst übertroffen.

Alle Einzelheiten finden Sie unter <https://bit.ly/3AZgrrJ>.

Option B

Haben Sie schon die Neuheiten von HubSpot zum Fall Spotlight gehört? 🗣️🗣️🗣️🗣️

Sie haben eine Vielzahl an Updates der Plattform zum Fall Spotlight veröffentlicht. Aber wir wollen Ihnen nicht zu viel verraten.

Überzeugen Sie sich selbst: <https://bit.ly/3AZgrrJ>

Option C

Haben Sie schon die Neuheiten von HubSpot zum Fall Spotlight gehört? Sie haben eine Vielzahl an Updates zum Fall Spotlight veröffentlicht.

Unsere Favoriten?

[Platz für den Partner zum Eintragen der jeweiligen Produktaktualisierungen]

Hier finden Sie alle Details: <https://bit.ly/3AZgrrJ>



SPANISH

Corre la voz

Ayúdanos a que corra la voz sobre Spotlight el **18 de septiembre** haciendo lo siguiente:

- **Retuiteando o volviendo a publicar** contenido oficial de los canales de @HubSpot
- **Utilizando nuestros textos y recursos sugeridos** en tus perfiles personales o en los perfiles de empresas asociadas
- **Añadiendo un toque personal** con tu propio contenido e integrando los puntos clave de los mensajes

FALL '24
Spotlight

NOVEDADES
DE
HUBSPOT
IMPRESINDIBLES

en tu día a día.

Partners: carrusel in-feed

En HubSpot,
tenemos

**MÁS DE
200**

🌟novedades🌟

Spotlight

Desliza las imágenes para
encontrar tu favorita

¿QUIERES
ECHAR UN
VISTAZO?

👁️👉

Más funciones
para marketers



Mejoramos **Marketing Hub y
Content Hub** para
conseguir más leads con
menos esfuerzo.

Más funciones
para marketers

Contenido optimizado

Captación de leads mejorada

Analíticas más precisas

🌟 Breeze™



IA integrada
para **ahorrar tiempo.**

🌟 Breeze™

IA más potente

Mayor eficiencia

Mayor productividad

🌟 Breeze™
Intelligence



Los **datos** más útiles
al alcance de la mano.

🌟 Breeze™
Intelligence

Datos enriquecidos

Leads de gran calidad

Formularios simplificados

**O DEJA QUE
TE AYUDEMOS
A ENCONTRAR
TU NOVEDAD
FAVORITA**

hubspot.es/spotlight

Spotlight FALL '24

Partners: imagen de portada para LinkedIn

LinkedIn



Partners: texto rápido para LinkedIn

Opción A

No es por presumir, pero esto es algo realmente excepcional 🍷

En Spotlight, el equipo de HubSpot se ha superado a sí mismo y ha implementado más de 200 novedades en su plataforma de clientes. Estos son algunos ejemplos:

♥ Breeze Copilot y Breeze Agents, dos soluciones de IA totalmente revolucionarias.

♥ Datos superútiles generados con la IA de Breeze Intelligence

♥ Ajustes en Marketing Hub y Content Hub, perfectos para tus equipos

No te las pierdas: <https://bit.ly/3Bd3Sc7>

Opción B

Spotlight¿Has visto lo último del Spotlight de HubSpot? 🍷🍷🍷🍷

Acaban de lanzar una gran cantidad de novedades en su plataforma de clientes.

Incluyen una solución de redacción de contenidos con IA, herramientas simplificadas de extracción de datos y mejoras en todos los productos que ya conoces y que te encanta usar.

Compruébalo personalmente en <https://bit.ly/3Bd3Sc7>

Opción C

¿Has visto lo último de HubSpot? Acaban de lanzar una gran cantidad de novedades para su próxima edición de Spotlight.

Estas son algunas de nuestras favoritas:

[espacio para que los partners incluyan sus novedades favoritas sobre los productos]

Descúbrelas todas en <https://bit.ly/3Bd3Sc7>

Partners: texto para Instagram/Facebook

Opción A

No es por presumir, pero esto es algo realmente excepcional 🍷

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💖 Datos superútiles generados con la IA de Breeze Intelligence

💖 Ajustes en Marketing Hub y Content Hub, perfectos para tus equipos

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Opción B

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Opción C

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[espacio para que los partners incluyan sus novedades favoritas sobre los productos]

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Partners: texto para Twitter/X

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Descúbrelas todas en <https://bit.ly/3Bd3Sc7>

Opción B

¿Has visto la última edición de Spotlight? 🙄🙄🙄🙄🙄

Acaban de lanzar una gran cantidad de novedades para su plataforma de clientes. Compruébalo personalmente en <https://bit.ly/3Bd3Sc7>

Opción C

¿Has visto lo último de HubSpot? Acaban de lanzar una gran cantidad de novedades para su próxima edición de Spotlight.

Estas son algunas de nuestras favoritas:

[espacio para que los partners incluyan sus novedades favoritas sobre los productos]

Descúbrelas todas en <https://bit.ly/3Bd3Sc7>



PORTUGUESE

Espalhe a notícia

Junte-se a nós para divulgar o Spotlight em
18 de setembro:

- **Retweet ou republique** conteúdo oficial dos canais @HubSpot
- **Utilize nossa cópia e documentos sugeridos** em seus perfis pessoais ou perfis de empresas parceiras
- **Adicione um toque pessoal** criando suas próprias postagens e incorporando os principais pontos da mensagem

HubSpot
FALL '24
Spotlight

✨ NOVIDADE ✨
ATUALIZAÇÕES DA
HUBSPOT
que você esperava.

Parceiros: Carrossel In-Feed

O pessoal da HubSpot fez

+200

✨ novas atualizações ✨

➡

Deslize para encontrar a sua favorita

Spotlight

QUER DAR UMA ESPIADA?

👀👉

Mais recursos para profissionais de marketing



Mais leads com os novos Marketing Hub + Content Hub.

Mais recursos para profissionais de marketing

- Melhor conteúdo
- Melhor geração de leads
- Análises mais poderosas

✦ Breeze™



IA integrada e rápida.

✦ Breeze™

- IA poderosa
- Mais eficiência
- Mais produtividade

✦ Breeze Intelligence



Dados poderosos na ponta dos seus dedos.

✦ Breeze Intelligence

- Dados enriquecidos
- Leads de alta qualidade
- Formulários mais curtos

OU PODEMOS AJUDAR VOCÊ

br.hubspot.com/spotlight

Parceiros: Foto de capa do LinkedIn

LinkedIn



Parceiros: Cópia para o LinkedIn

Opção A

Não queremos parecer exagerados, mas estamos muito animados 🥳

O pessoal da HubSpot se superou com mais de 200 atualizações na Plataforma de Clientes no Fall Spotlight, incluindo (só para começar):

♥️ IA revolucionária do seu novo e simpático Breeze Copilot e Breeze Agents

♥️ Alguns dados superpoderosos com o novo Breeze Intelligence com IA

♥️ Ajustes no Content Hub e no Marketing Hub pelos quais suas equipes ficarão obcecadas

Confira tudo aqui: <https://bit.ly/4e01S5B>

Opção B

Você viu as últimas novidades do Fall Spotlight da HubSpot? 🙄🙄🙄🙄🙄

Eles acabaram de lançar muitas atualizações na Plataforma de Clientes (tipo, MUITAS)

Escrita de conteúdo impulsionada por IA, extração de dados mais fácil do que nunca e melhorias em todos os produtos que você já conhece e ama.

Mas não vamos estragar a surpresa. Confira você mesmo: <https://bit.ly/4e01S5B>

Opção C

Você viu as últimas novidades da Hubspot? Eles acabaram de lançar muitas atualizações (muitas mesmo) no Fall Spotlight.

Nossos favoritos?

[espaço para o parceiro preencher com suas atualizações de produtos favoritas]

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Parceiros: Cópia para Instagram/Facebook

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Parceiros: Cópia do Twitter/X

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JAPANESE

SNSで情報を広めましょう

以下の方法を通じて、9月18日公開のSpotlightの情報を拡散してください。

- @HubSpotチャンネルの公式コンテンツをリポストする
- 個人プロフィールやパートナー企業のプロフィールに**推奨のコピー文**を載せたり**各種アセット**を利用したりする
- 個人の投稿にSpotlightに関する重要なメッセージを**自分流にアレンジ**して盛り込む

FALL '24
Spotlight

✨ 新しい ✨
HUBSPOTの
アップデート

必要な全ての機能がここに

パートナーさま: インフィードのカルーセル

HubSpotが提供する

200以上の

✨新しいアップデート✨

Spotlight

→
スワイプしてお気に入りの機能を見つけましょう

最新情報を
先取りしませんか

👁️👉

より多くの機能を
マーケティング担当者に



新しくなった
Marketing HubとContent Hubで
より多くのリードを簡単に創出

より多くの機能を
マーケティング担当者に

コンテンツの最適化
リードジェネレーションの強化
分析力の向上

✦ Breeze



組み込みのAIで
作業を効率化

✦ Breeze

高度なAIで
効率アップ
生産性アップ

✦ Breeze
Intelligence



強力なデータを
簡単に活用

✦ Breeze
Intelligence

拡充されたデータ
有望なリード
入力項目が少ないフォーム

お気に入りの機能
を見つけましょう

hubspot.jp/spotlight

パートナーさま: LinkedInのカバー写真

 画像をダウンロードする

LinkedIn



パートナーさま: LinkedInのカジュアルな説明文

オプションA

ワクワクが止まりません 🤖

HubSpotから、カスタマープラットフォームにわたる
200以上のアップデート情報が届きました。Fall Spotlightのアップデートの豊富なラインアップの中で、特に注目したいのはこちらです。

♥️ 革新的なAIを搭載した、新しい高度なBreeze CopilotとBreeze Agents

♥️ データ拡充を支援する、AIを活用した最先端のBreeze Intelligence

♥️ Content HubとMarketing Hubの注目の強化機能

Fall Spotlightの全貌は、<https://bit.ly/47tGa7B>をチェックしてください。

オプションB

HubSpotの今が分かるFall Spotlightの最新情報はチェック済みですか？



カスタマープラットフォームへの大規模なアップデートがリリースされています(すごい数です)。

高度なAIによるコンテンツ作成や大幅に簡素化されたデータ抽出のほか、ご活用いただいている各種製品の機能が強化されています。

ネタバレは、ここまでにしましょう。この先は、<https://bit.ly/47tGa7B>でチェックしてみてください。

オプションC

Hubspotの最新情報はチェック済みですか？Fall Spotlightに向けて大規模なアップデートがリリースされています(すごい数です)。

中でも皆さまにおすすめなのが、

[パートナーさまのお気に入りの製品アップデートを記入]です。

詳細は、<https://bit.ly/47tGa7B>をご覧ください。

パートナーさま: Instagram/Facebookの補足説明文

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パートナーさま:X(旧Twitter)の補足説明文

オプションA

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Confidential

For Internal Use by
Solutions Partners Only

Fall Spotlight Content Topic Suggestions

Below are some high level topics you can consider creating content for that would be relevant to this campaign. We also recommend brainstorming your own unique topics:

- 2024 market challenges forcing front office teams to reinvent their strategies and tactics
- How AI is forcing teams to reinvent how they work, market and sell
- Why data matters more than ever for front office teams
- How HubSpot is easy to use, fast to adopt and unified with a customer platform and data
- Introducing Breeze Copilot and Breeze Agents
- Introducing Breeze Intelligence
- What's new in Marketing Hub and Content Hub
- How HubSpot's latest releases help marketing and sales teams reach their audiences and drive growth even in a disrupted landscape

Campaign #2

HubSpot for Marketers

Overview of HubSpot's Q4 - Q1 Integrated Campaign
in support of Marketing Hub & Content Hub

Q4 - Q1

Campaign Overview
Narrative & Messaging
Objectives
Promo Kit



Confidential

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Solutions Partners Only

Reminder

The “HubSpot for Marketers” campaign doesn’t kick off until October. **Do not promote this campaign until October.**

For now, focus on the IN24 Fall Spotlight campaign.

How to Use This Guide



At INBOUND and Fall Spotlight we'll show the market that HubSpot is easy to use, fast to see results, and unified with data with all of our latest product launches across the customer platform.

We will continue that momentum into our next big marketing campaign post-INBOUND called "HubSpot for Marketers," **where we are reimagining how businesses achieve growth and engage customers** in this new era of marketing **with the updates to Marketing Hub and Content Hub.**

This guide provides partners with a campaign overview, our core messaging we'll be going to market with, and how you can get involved to support this campaign to grow your business alongside HubSpot.



Campaign Overview

Campaign Name	HubSpot for Marketers
Campaign Duration	October 2024 - January 2025
Objectives	1. Generate net new demand for Marketing Hub and Content Hub 2. Attach Content Hub to Marketing Hub deals 3. Cross-sell Content Hub and Marketing Hub 4. Raise awareness of HubSpot Breeze and how it helps marketers
Target Audience	Marketers and Heads of Marketing
Topline Message	2024 was the most challenging year yet for marketers. AI is disrupting traditional inbound tactics and the customer journey is more fragmented and difficult to measure than ever. For marketers to win in this new era, they need to evolve the marketing playbook beyond just inbound alone. This is a moment of challenge and change for marketers, with AI serving as both the catalyst and the solution. We believe there is a ton of opportunity for marketers who lean into these evolutions quickly to make some gains and HubSpot and our partners are well positioned to make it possible.
Supporting Messages	The new playbook means evolving in three key areas: 1. How marketers attract an audience with breakthrough content. 2. How marketers generate leads with AI-powered campaigns to unlock productivity 3. How marketers convert customers with deeper personalization based in quality data
Core Channels	• HubSpot brand campaign across paid ads, out of home advertising, YouTube, podcasts and more • HubSpot demand generation through webinars, content offers and more • HubSpot Solutions Partner campaigns that increase awareness and drive demand

Why 'HubSpot for Marketers' as the Campaign?



2024 has been the most challenging year yet for marketers.

1. It's more competitive than ever to reach an audience.
2. Marketer's roles are changing with the help of AI.
3. The customer journey is becoming more and more fragmented, making it hard to measure.

Just like we helped marketers navigate the Inbound Marketing movement, **we believe we can help evolve the marketing playbook again.**

Evolve the Marketing Playbook

We'll support marketers through this evolution by helping them evolve across 3 key areas:

How marketers attract an audience.

With breakthrough content that helps them connect with customers across more channels.

How marketers generate leads.

With AI-powered campaigns that unlock more productivity for marketing teams to keep up with demand.

How marketers convert customers.

With deep personalization -- not just having data, but using it better to convert the right audiences at the right time.



Examples on how marketing is evolving

Engagement

The Old Way	The New Way
• Email Marketing with generic content and limited segmentation & personalization. • Relied mostly on 3rd party data. • Traditional PR	• Email Marketing with accurate segmentation and highly personalized content based on intent signals and AI-driven insights. • First Party Data, data enrichment and 3rd party intent • Influencer & community engagement • Engage audiences across all social channels with individual strategies • AI Agents across your website that have context • AI Reporting insights that provide recommendations

Content

The Old Way	The New Way
• Publish Blog Posts based on top search queries and drive traffic via Google Search. • Basic websites	• Leverage AI to generate outlines, while humans curate, edit and add-value • Multimedia blogs • Publish, TikToks, Reels, YouTube videos, Case Studies, and Podcasts • Post on Reddit • Create content that matches each social networks unique algorithms • Interactive and dynamic websites with multimedia content

Examples on how marketing is evolving

Reinventing;	Because;	The Old Way	The New Way	HubSpot Tools That Help
How marketers attract and build an audience	Google AI overviews are disrupting search traffic Social sites reward native content and bias against links Video is outpacing all content formats	• Publish helpful content at scale to answer search queries and capture and convert traffic • Amplify reach by sharing on social • Occasionally publish a video	• Publish breakthrough content that AI can't replicate • Rank on social by publishing native videos & content specific to each platform • Video first marketing	• Video Publishing • Video Remix & HeyGen • AI social Insights • Breeze Social Agent • Brand Voice • Breeze Content Agent • Case Studies • Podcasts • Landing pages
How marketers generate leads	AI is making it possible for marketing teams to do more with less AI tools can now perform core marketing tasks	• Small stressed team - output limited by people resources • Marketers create all campaign assets from start to finish • Marketers manually pull campaign reports together	• Orchestrate more campaigns with same tools and resources • AI Generates, Marketers Curate: AI creates basic assets and marketers add differentiation • Marketers adopt AI reporting insights and recommendations to gain efficiencies	• Marketing Home • AI Campaign Builder (BETA) • Content Remix • AI powered workflows • Lead Scoring • AI powered lists • AI Messaging Insights
How marketers convert customers	Personalization experiences are more competitive than ever Expanding customer touchpoints are disrupting attribution Uncertain environment surrounding third party cookies means marketers should diversify their strategies with 1st party data	• Segmented Personalization • Measure linear conversion pathways • Humans + Data • Leveraging 3rd party data	• AI powered 1:1 Personalization • Measure fragmented conversion pathways, holistically and easily • AI + Humans + data • Move to capturing 1st party data or Zero Party data	• Marketing Analytics Suite • Campaign Impact Analytics • Personalized subscriptions • Dynamic Forms • Form Shortening • Google Enhanced Conversions • Breeze Intelligence

And we want Partners to help us evolve the playbook and help marketers learn it.

Call to Actions:

1. Join HubSpot by marketing alongside us through the end of the year through your own campaign efforts, so you can educate prospects and grow your business.
2. Leverage our core messaging from this deck and put your own unique take on it by sharing your best strategies, tactics and tools marketers need to evolve their marketing.



Content Topic Suggestion



Below are some high level topics you can consider creating content for that would be relevant to this campaign. We also recommend brainstorming your own unique topics:

- The newest features in Marketing Hub and Content Hub and how they help marketers succeed in a changed landscape of AI and changed buyer preferences and behaviors
- How Marketing Hub and Content Hub help you attract an audience with breakthrough content across more channels
- How Marketing Hub and Content Hub help marketers generate more leads with AI-powered tools that unlock productivity for marketing teams
- How Marketing Hub and Content Hub convert customers with actionable data and insights
- Use cases for Marketing Hub and Content Hub alongside Breeze Intelligence (data enrichment and buyer intent)
- New strategies and tactics marketers need in order to adapt
- Marketing Hub vs Marketo, Dynamics and ActiveCampaign

Resources

- Content Hub icons and illustrations
- Marketing Hub icons and illustrations
- Marketing+ bundle illustrations
- [Gartner MQ Promo Kit](#)