



Content Hub

Product Overview for Partners

What you'll find in this deck

This deck provides a 'product overview' of Content Hub. It's a great starting place to get an introduction with resources that will **help you understand the product before you begin selling it.**

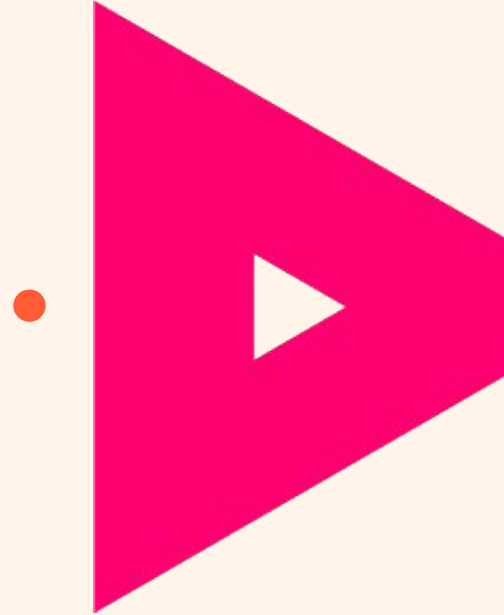
This deck includes:

- [Positioning](#) (how we want the market to think and feel about the product, supported by benefits and proof points)
- [Buyer personas](#)
- [Features](#)
- [Marketing+ Bundle](#)
- [Key product resources](#)

What you won't find in this deck are selling resources, collateral, and implementation or support resources. For additional resources on how to sell or sales collateral, refer to the partner resource page.

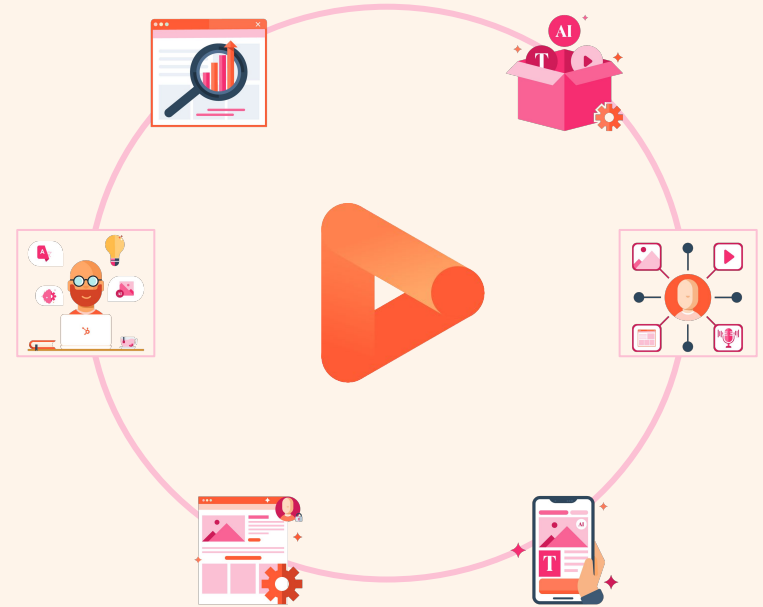
Positioning

To ensure consistency and clarity in our messaging, please use the Content Hub positioning as an input in Content Hub marketing materials and campaigns.



Positioning Statement

An all-in-one, AI-powered Content Marketing software that helps marketers **create + manage content** that fuels the entire customer journey.



Positioning

PRODUCT NAME	Content Hub
PRODUCT TIERS	Content Hub Free, Content Hub Starter, Content Hub Professional, and Content Hub Enterprise.
TARGET MARKETS	Marketing teams (2 - 2,000+)
ENEMY	A rapidly changing content landscape where content demands are growing for marketers to create unique, valuable, high quality content in multiple formats for multiple channels, while managing it at scale.
KEY BENEFIT	Drive revenue with tools that help you create personalized content experiences across the customer journey. Save time and increase team efficiency with content management and operations all in one place.



CMS Hub

Content Hub

Website Solution



Complete Content Marketing Solution

Blog Content



All Content types: podcasts, case studies, videos and more.

Content must be hosted on HubSpot



Content hosted on any platform can integrate.

CMS Category



CMP & DXP Categories

AI Assistants



AI infused content creation tools

Content Hub Positioning Ladder

Core Message

Content Hub is an all-in-one, AI-powered **Content Marketing software** that helps marketers **create and manage** content **that fuels the entire customer journey.**

Use Cases

Create Content

Easily create personalized content experiences that drive engagement across your entire customer journey.

Manage Content

Manage content assets at scale from a single source of truth.

Benefits

1. **Drive revenue** with tools that help you create personalized content experiences across the customer journey.
2. **Increase ROI** with AI tools that seamlessly scale and repurpose content across channels.
3. **Save time and increase team efficiency** with content management and operations all in one place.

Key Features

- AI Content (Blog, Images, Content Assistant)
 - Lead Conversion tools (Landing pages, CTAs, Forms)
 - AI Content Remix
 - AI Website Builder (Site pages, themes, website analytics)
 - Smart Content (Personalization)
 - Brand Voice
 - Content translations
- Headless Content Blocks
 - Content Operations (approvals, permissions)
 - Memberships (gated blogs, gated library, custom portals)
 - Content Optimization and Reporting (Audiences, SEO, A/B and Adaptive, custom reporting, contact attribution)
 - Multisites
 - Video Management
 - Multilanguage management
 - Fast, safe, secure hosting

Content Hub Pricing



Starter

\$25

per-seat

- AI Content
Topics, Blog, Images
- Lead Conversion tools
Landing Pages, CTA, Forms
- AI website builder
Site pages, themes, hosting,
website analytics



Professional

\$500

3 Core Seats

- Content Remix
- Content Embeds
Including Smart Content
- Content Optimization and Reporting
Brand voice, Audiences, SEO,
A/B testing, custom reporting
- Memberships
Gated library, gated blogs,
custom portals



Enterprise

\$1,500

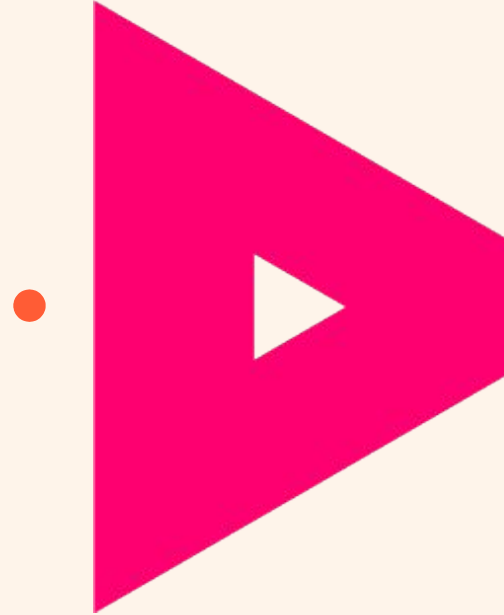
5 Core Seats

- Omnichannel Content
Multisites, multi-memberships
- Content Operations
Approvals, partitioning



Buyer Personas

We'll be releasing new buyer personas soon, but in the meantime you can start with the below persona.



The Marketing Groundbreaker



WHO THEY ARE

Marketing leaders at mid- to corp- sized businesses who embrace change and are on the cutting edge of marketing strategies.

COMMON TITLES

VP, Director, Head of, Manager of...

- Marketing
- Growth Marketing
- Demand
- Digital

GOALS

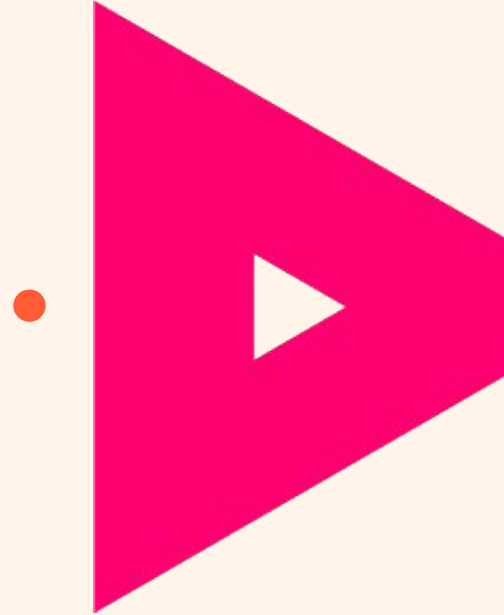
- Create & manage content at scale
- Increase brand awareness
- Increase sales/profits

CONCERNS

- Meeting goals with less resources
- Scaling and optimizing marketing efforts
- Creating cohesive campaigns across channels

Features

The following slides highlight the main features in Content Hub. You can also visit the [product & services catalog](#) for a full list or check out this feature one pager.



Create content

Easily create personalized content experiences that drive engagement across your entire customer journey





Website Builder

1

Easily create a new website or microsite using the Website Builder

2

Easily build and modify pages through drag and drop page editing and flexible, pre-built or custom themes

3

Easily edit and publish content with no-code tools and content staging abilities while still providing developers with local dev environments

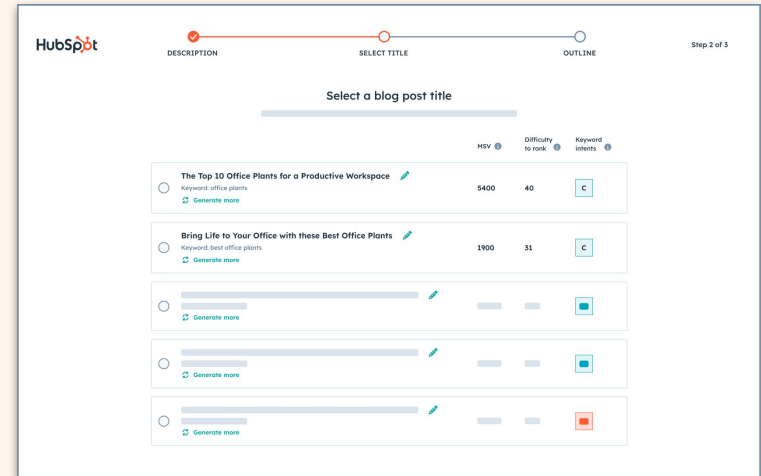


99% increase in inbound leads after 6 months



AI Blog Post Generator

- 1 Take your blog from researched to finished in less time
- 2 Eliminate writer's block by generating topics, titles, targeted keywords, and more with a simple prompt
- 3 Refine and iterate on a blog outline before receiving the final output

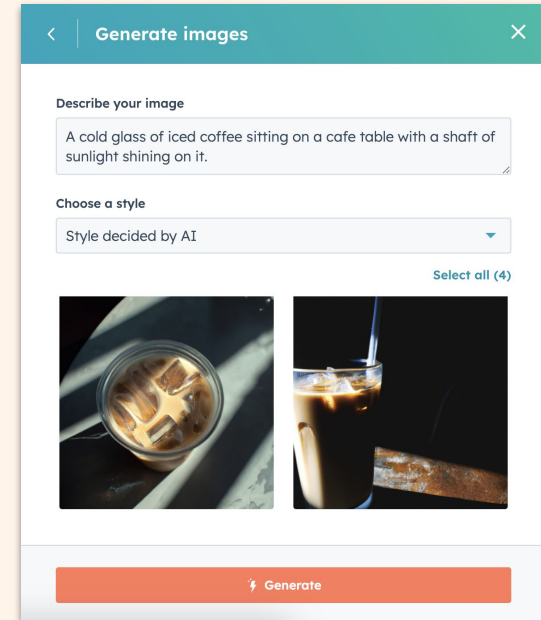


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AI Image Generator

- 1 Generate images for blog posts, landing pages, marketing emails, and social posts
- 2 Create royalty-free images that perfectly match your content
- 3 Easily crop and edit images to fit the right ratios for different channels



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Post Narration

- 1 Create audio versions of blog posts to better support content preferences
- 2 Customize the tone and human voice of audio content
- 3 Maximize your reach by easily formatting content for different channels

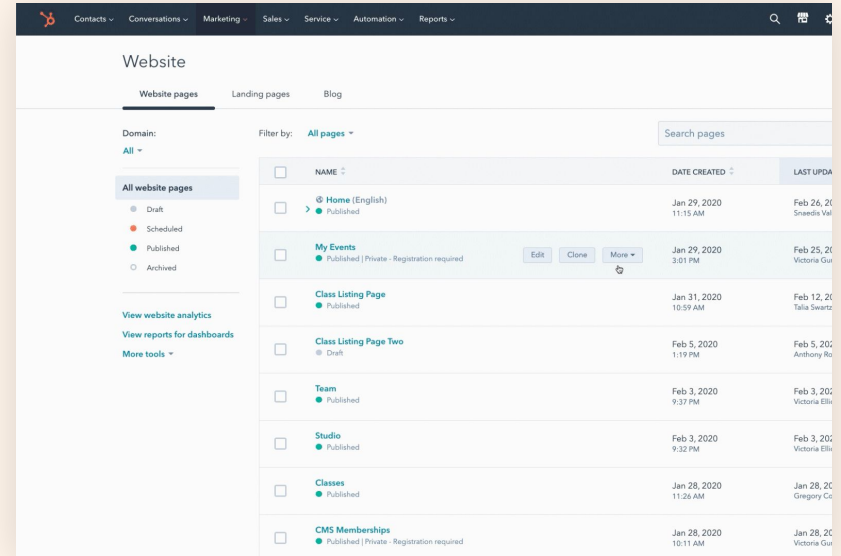
The screenshot shows a web browser window displaying a blog post titled "Wildflower blooms in California" by Arjav Badjatiya, dated Nov 1, 2023. The article text describes wildflowers in California as a surreal spectacle. Below the text is a photograph of purple wildflowers. An "Audio narration utility" panel is overlaid on the right side of the browser window. This panel includes a "Review the AI generated audio narration" section, an "Audio preview" section with a play button, a progress bar showing 0:00 / 3:02, and a volume icon set to 1x. Below the preview is an "Audio narration transcript" section containing the text of the article. At the bottom of the utility panel are two buttons: "Add to blog post" and "Generate again".

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AI Translations

- 1 Confidently translate pages and blog posts into multiple languages in one simple click
- 2 Reach new markets by translating your web content into multiple languages
- 3 Automatically associate in-language variants together for easy management

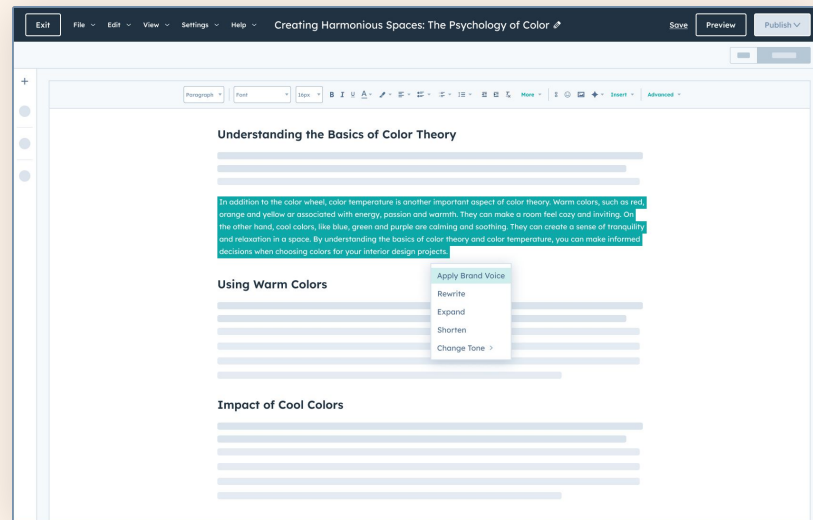


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Brand Voice

- 1 Easily define your brand voice by using past writing samples to identify it for you
- 2 Create new, AI-generated blog, email, SMS, and social content using your unique brand voice
- 3 Build recognition and trust with customers by using a consistent brand voice



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Content Remix

1

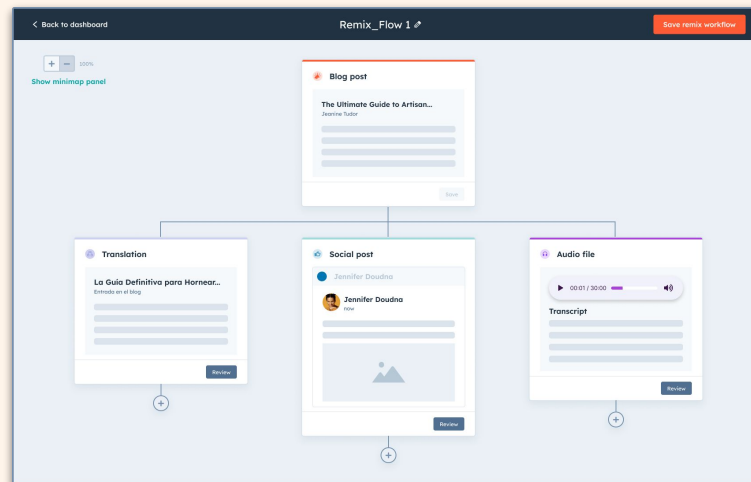
Repurpose your content for multiple channels and formats in just a few clicks

2

Quickly generate landing pages, ads, social posts, audio, images, and more to reach customers where they are

3

Break into podcasting and emerging social channels by making content creation easy and manageable

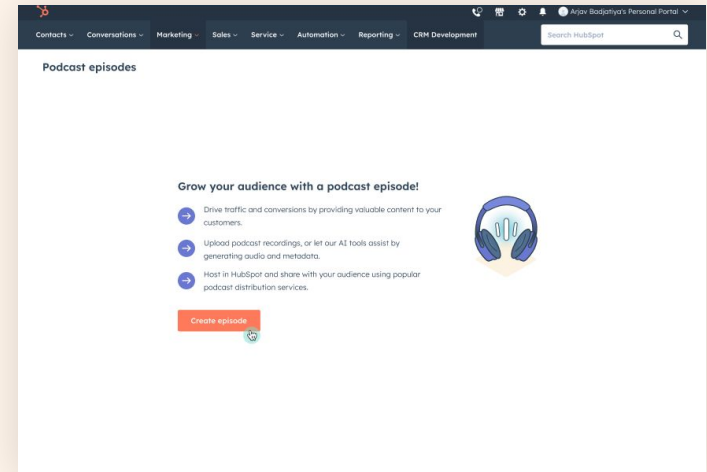


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Podcasts

- 1 Effortlessly repurpose written content into engaging podcasts
- 2 Reduce the time and effort required to produce audio content with AI-tools
- 3 Extend your reach by catering to audiences with audio content preferences

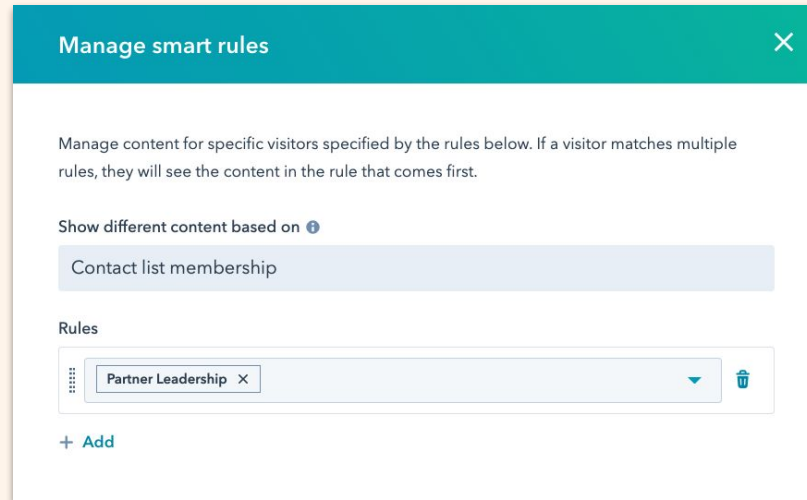


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Smart Content

- 1 Tailor your customer's site experience based on CRM data—all without the help of a developer
- 2 Personalize the imagery and content on your website by verticals or other segments
- 3 Create a highly targeted experience for specific accounts without impacting the experience for the rest of your customers

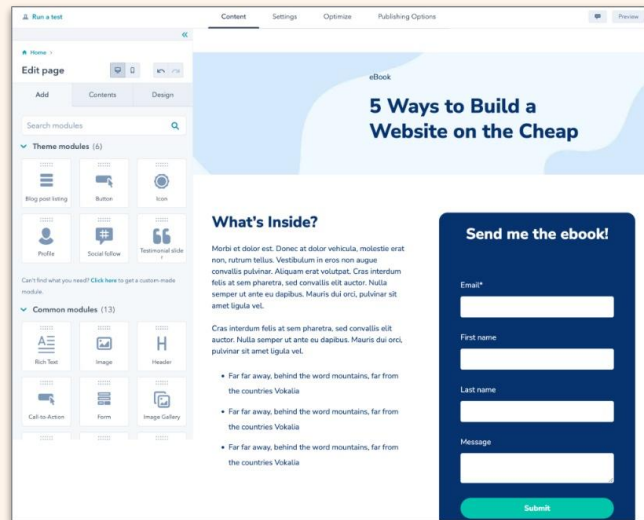


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Landing Pages & Forms

- 1 Create landing pages and forms with easy drag-and-drop editors
- 2 Gather important data about your visitors and contacts—and keep it clean
- 3 Engage your audience and convert visitors into leads

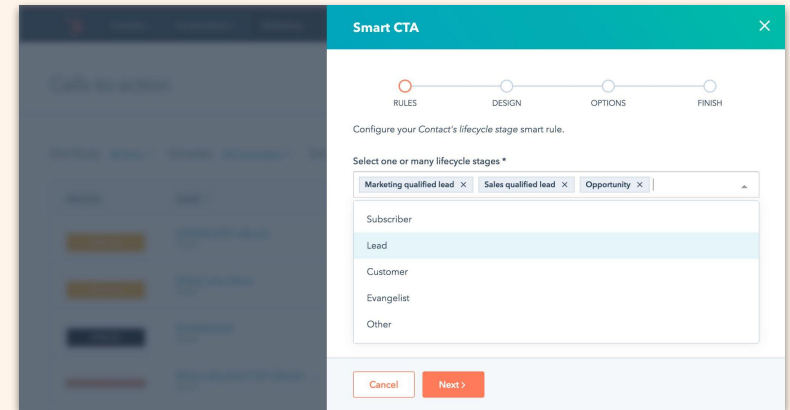


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CTAs

- 1 Create CTAs that convert without the help of a designer
- 2 Display the most relevant and effective CTAs based on your CRM data
- 3 Test what's working to optimize your CTAs for repeat success

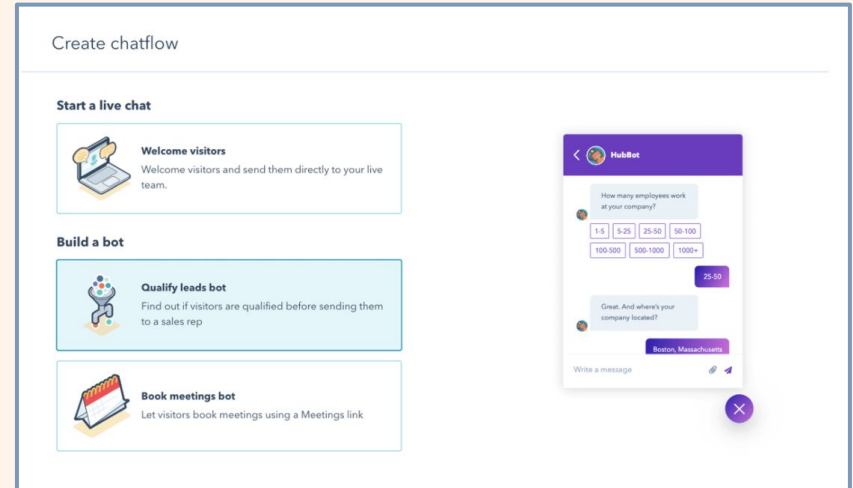


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Chatbots & Live Chat

- 1 Automate helping prospects or customers with questions and capture leads effectively
- 2 Welcome visitors to your site, qualify them as leads, and book meetings
- 3 Enhance visitor experience by never missing an opportunity to engage

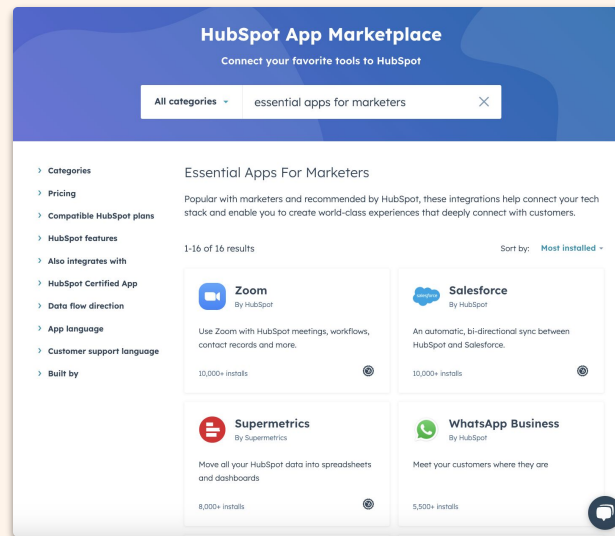


99% increase in inbound leads after 6 months



HubSpot's App Marketplace

- 1 Host engaging video content with Zoom, On24, and HotJar
- 2 Deliver engaging web experiences by connecting HubSpot with content management systems, like Wordpress and Webflow
- 3 Create compelling design assets directly within HubSpot using the Canva app



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Manage content

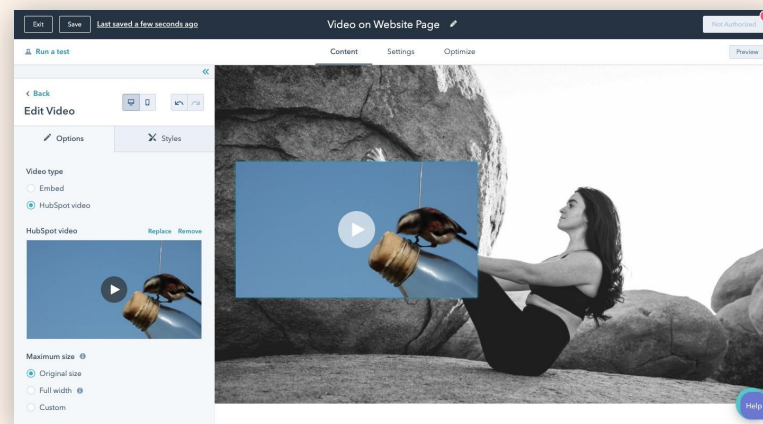
Manage content assets at scale from a single source of truth





Video Management

- 1 Manage videos in the same place your web content lives
- 2 Seamlessly embed videos into content, with the addition of Forms and CTAs directly from the module
- 3 Access detailed reporting on video views per contact to analyze what is resonating most

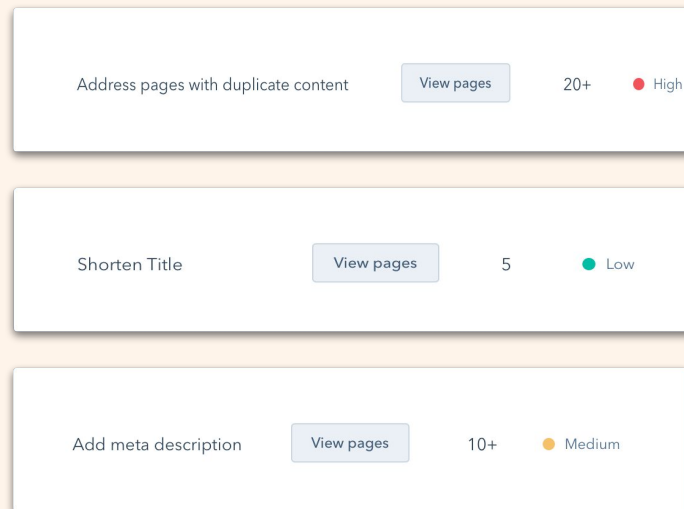


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SEO Recommendations

- 1 Optimize your website for search to improve discoverability
- 2 Identify content issues and receive actionable steps for resolving them effectively
- 3 Conduct website scans or access tactical SEO optimizations within page editors to boost performance



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Content Embed

1

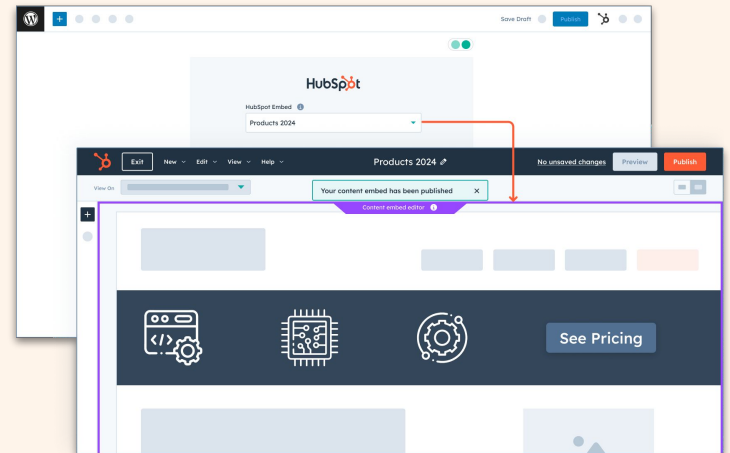
Easily create content blocks for your WordPress website inside HubSpot, and then add them directly from the WordPress editor

2

Make updates in one place and have them automatically reflected across all impacted content

3

Target your audiences with personalized content—informed by HubSpot's SmartCRM—on your WordPress site

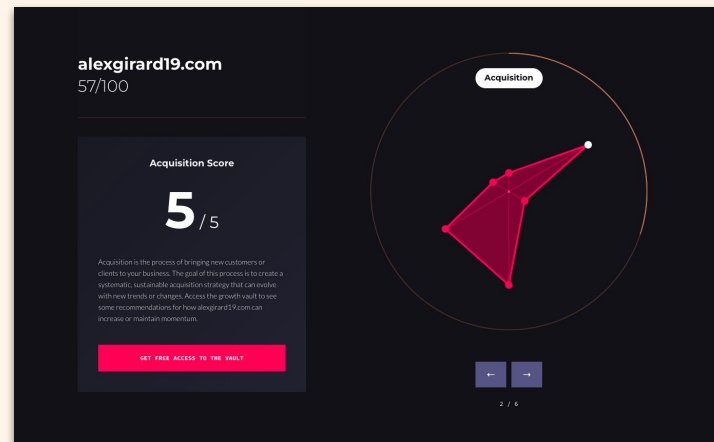


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Dynamic Content

- 1 Save time by using CRM objects or HubDB to create pages with ease
- 2 Build dynamic elements such as product listings, real estate catalogs, employee directories, and more to facilitate content management
- 3 Make updates in one place and have them automatically reflected across all impacted content



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Memberships & Gated Content

1

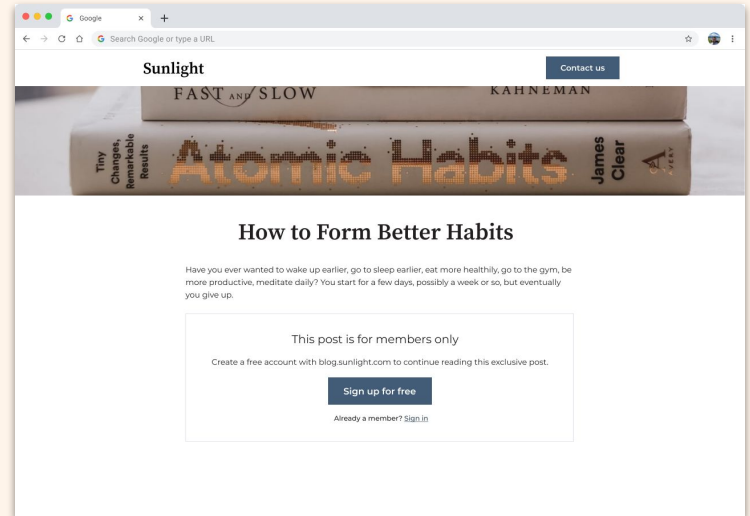
Use Members Blog to generate higher quality leads through exclusive blogs and protect premium content from AI scrapers

2

Make unknown visitors known so you can personalize experiences for individual visitors

3

Generate specialized access through custom portals, event platforms, and other tailored experiences



99% increase in inbound leads after 6 months



Content Library

- 1 Streamline prospect and customer access to your content with a centralized repository
- 2 Drive engagement with existing customers by offering private access to additional content
- 3 Require a login to view exclusive digital assets, such as audio files, video files, PDFs, and more



99% increase in inbound leads after 6 months



Content Approvals & Partitioning

- 1 Establish content governance for web pages, blog posts, and landing pages with the right approvals and permissions in place
- 2 Easily collaborate with your team by requesting changes and granting approval directly in HubSpot
- 3 Keep irrelevant assets out of view so teams stay focused and efficient

Request approval BETA ×

Request an approval on "Drag+and+Drop".

Approvers * ⓘ
The asset will need to be approved by all users you add here

Victoria Neuman ×

Add a message to be included in the notification.

Are we ready to go on this?

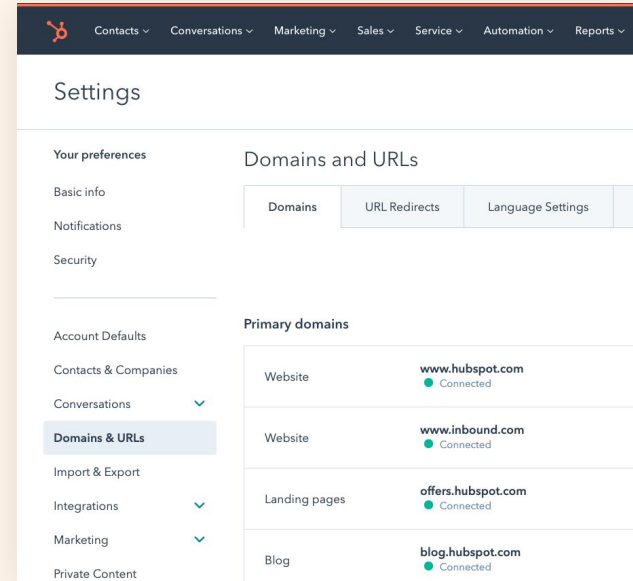
Request approval **Cancel**

99% increase in inbound leads after 6 months



Multisites

- 1 Host multiple websites within the same HubSpot account to manage your brand at scale
- 2 Give customers the right experiences across your brands with different websites that support them
- 3 Monitor and analyze the performance of multiple websites

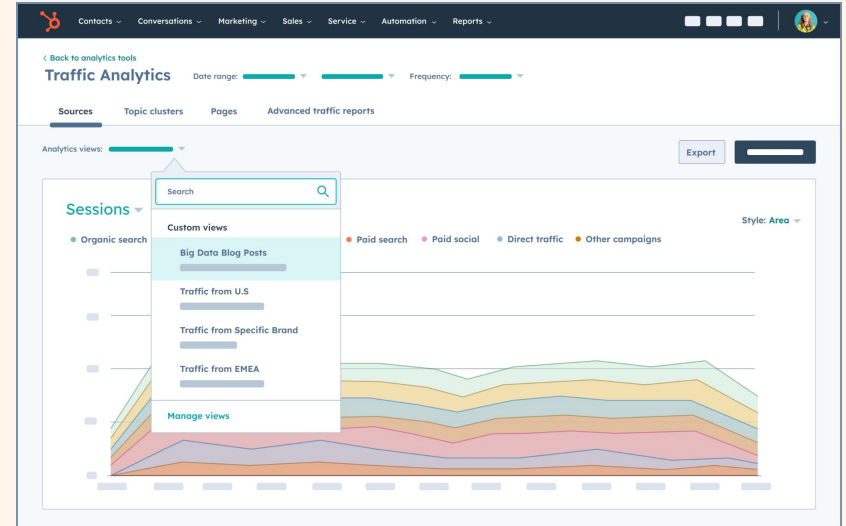


99% increase in inbound leads after 6 months



Analytics & Custom Reporting

- 1 Evaluate the impact of marketing efforts across various channels
- 2 Create contact attribution reports that identify top-performing pages for lead gen
- 3 Make content strategy decisions informed by data

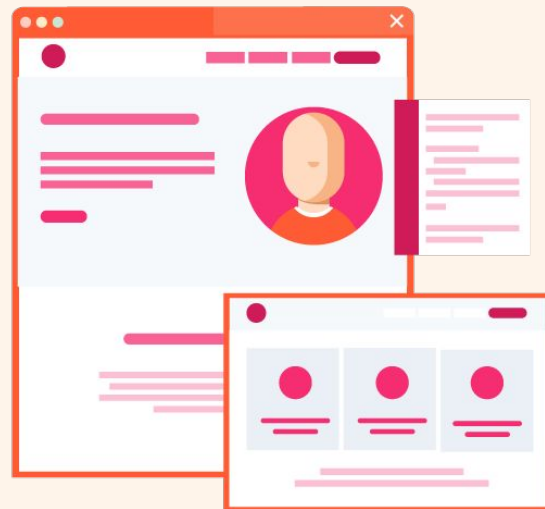


99% increase in inbound leads after 6 months



Cookie Management

- 1 Build trust and show transparency by allowing visitors to control their data preferences
- 2 Tailor cookie consent banners and manage preferences in HubSpot
- 3 Improve user experience by empowering informed decisions about data tracking

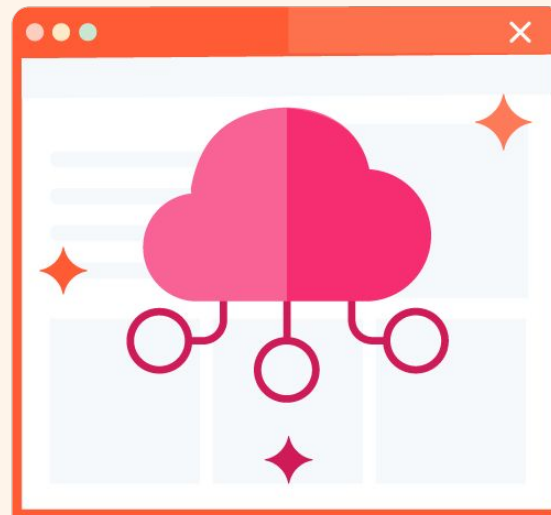


33% increase in deals closed-won



Premium Cloud Hosting

- 1 Confidently scale content while maintaining fast load times and reliability
- 2 Host pages and files on infrastructure that includes SSL, CDN, WAF, and 24/7 threat monitoring
- 3 Protect against threats and vulnerabilities with advanced and regular security updates



99% increase in inbound leads after 6 months



Features IT will love...

- 1 Create interactive web elements that leverage CRM data, serverless functions, and more
- 2 Promote accountability and seamless collaboration across multiple teams using activity logging and SSO
- 3 Leverage reverse proxy configuration to build out content on the HubSpot platform—while serving that content to visitors on a non-HubSpot-hosted domain



99% increase in inbound leads after 6 months

Your business runs on trust, that's why it runs on HubSpot.

1

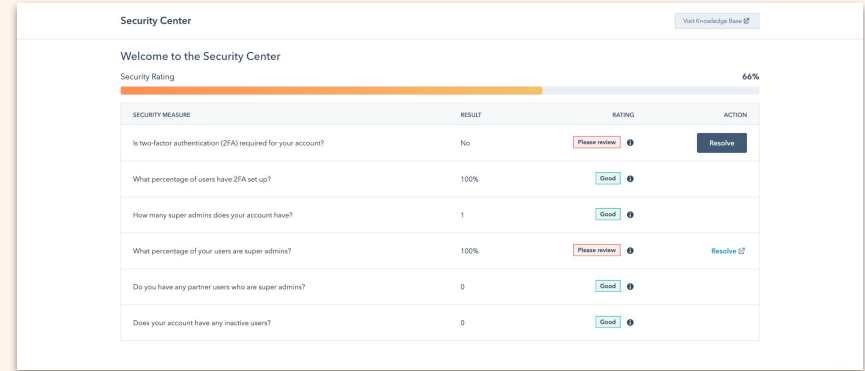
Keep your data safe and protected from bad actors

2

Manage customer data while being mindful of local regulations

3

Control access to your customer data as you scale



Security Center View Knowledge Base (2)

Welcome to the Security Center

Security Rating 66%

SECURITY MEASURE	RESULT	RATING	ACTION
Is two-factor authentication (2FA) required for your account?	No	Please review	Resolve
What percentage of users have 2FA set up?	100%	Good	
How many super admins does your account have?	1	Good	
What percentage of your users are super admins?	100%	Please review	Resolve (2)
Do you have any partner users who are super admins?	0	Good	
Does your account have any inactive users?	0	Good	



SOC 2 Type 2
and SOC 3



GDPR

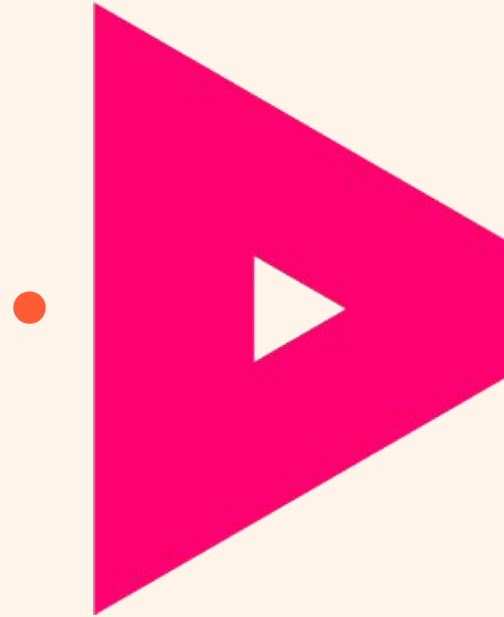
Disaster Recovery | External Security Assessments | Encryption | EU Data Center | 99.9% Uptime | Distributed Denial of Service (DDoS) Protections

Marketing+ Bundle

Marketing+ is the only **complete solution** that unites the power of content marketing with world-class lead generation and marketing automation tools.

 Marketing Hub®

 Content Hub™



Marketing+ Bundle

Core Message

Marketing+ is the only **complete solution** that unites the power of content marketing with world-class lead generation and marketing automation tools.

Use Cases

Create & Manage Content

Generate Leads & Automate Marketing

Benefits

1. Drive revenue with personalized content experiences that attract, convert, and engage high-quality leads.
2. Save time and increase efficiencies with content and campaign management in one place.
3. Optimize the customer experience using AI and insights to deliver greater customer and business value across channels.

Key Features

- AI Content (Blog, Images)
- Landing Pages
- AI Content Remix
- Content Embed
- AI Website Builder (site pages, themes, website analytics)
- Smart Content (Personalization)
- Brand Voice
- AI translations
- Content Operations (approvals, permissions)
- Memberships (gated blogs, gated library, custom portals)
- Content Optimization and Reporting (audiences, SEO, A/B and adaptive testing, custom reporting)
- Multisites
- Video Management
- Multilanguage management
- Fast, safe, secure hosting

- AI Content (email, SMS, social, chat, and bots)
- Ads (search, social)
- Social (publishing, monitoring, reporting)
- Conversational marketing (bots, chats)
- SEO
- Lead Conversion tools (CTAs, forms)
- Marketing Automation (workflows)
- Omnichannel messaging (SMS, WhatsApp, FB messenger, marketing email, transactional email)
- Smart Content (personalization)
- Segmentation and targeting tools
- AMB tools
- Lead scoring
- Marketing campaigns
- Salesforce integration
- Reporting (dashboards, customer journey analytics, multi-touch revenue attribution)



Marketing+ Bundle Pricing

Marketing+ Bundle is discounted:

Marketing+ Pro:

- ~~\$1300~~
- **\$1000**

Marketing+ Enterprise:

- ~~\$5100~~
- **\$3800**



Professional

\$1,000

3 Core Seats

- Targeted content and campaigns
- Custom automation
- Campaign reporting



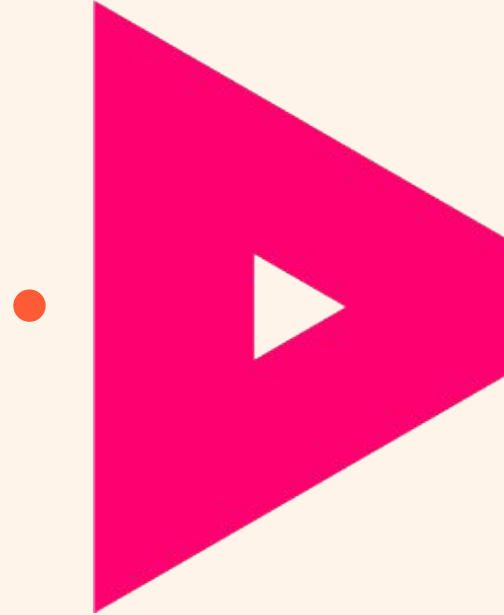
Enterprise

\$3,800

5 Core Seats

- Advanced targeting
- Advanced governance
- Advanced marketing reporting

Key Product Resources



Additional Product Resources

Knowledge Base, Training & Education

[Product page](#)

KB Article - coming soon

[Intro to Content Hub - Partner Academy](#)

[Content Hub FAQs for Partners](#)

[Content Hub vs CMS Hub features](#)

App Marketplace Apps for Sales

Coming soon