



# Content Hub FAQs for Solutions Partners

## **Does HubSpot still offer CMS? What will happen to it?**

Yes, CMS will still be supported by HubSpot and exist, but it'll be included alongside a broader set of features, all packaged as Content Hub. This means it'll no longer be a standalone 'hub' but rather a part of Content Hub. We will continue to support and expand the CMS up and down market while moving quickly to support content creation and management for any content type, powered by GenAI.

## **Are partners eligible for commission & sold credit for selling Content Hub?**

Yes.

## **What is the Marketing+ Bundle?**

It's a bundled SKU that includes both Marketing Hub and Content Hub at a discounted price. It's available at Professional and Enterprise.

## **Are partners eligible for commission & sold credit for selling the Marketing+ Bundle?**


Yes.

## **If I originally sold CMS Hub to a customer who now wants the Content Hub features, what do they do?**

In this scenario, they'd essentially 'upgrade' to Content Hub.

## **If I originally sold CMS Hub to a customer and they're now opting to upgrade to Content Hub, will I still be eligible for commission & sold credit?**

Yes. Since you were the original partner to sell CMS Hub, you've secured the sold relationship for Content Hub, since this is an evolution of CMS Hub. Once the customer moves to the new Content Hub SKU, your commissions & sold credit



would reflect the new pricing of that product. The sold association remains the same, just with an updated SKU.

**If I sell the Marketing+ bundle to a customer, am I eligible for future upsell on both Marketing Hub and Content Hub?**

Yes. As long as the customer was not sold either product line by another partner or direct rep, you will be eligible.

**What happens to existing CMS Hub customers?**

Nothing will change for existing CMS Hub customers. If they wish to stay on CMS Hub, they can continue renewing on CMS Hub. However, these customers will not have the new Content Hub features by default. If they wish to have the new Content Hub functionality, they'll need to move over to the new Content Hub SKU by upgrading. If you originally sold CMS Hub to them and they move to Content Hub, you'll retain the sold relationship.

**Will HubSpot continue investing in the CMS features?**


Yes. Our website building features are now within Content Hub and will continue to be a focus for our product team.

**I have an active quote for Marketing Hub where I've mentioned blog and landing pages are included and/or an active quote for CMS Hub. Will I still be able to close the deal on the legacy Marketing Hub (with blog and landing pages) and CMS Hub SKUs after Content Hub launches on April 3?**

Any open quotes that are created before the April 3rd launch will have the legacy CMS Hub or Marketing Hub SKUs with the pre-April 3 packaging and pricing.

We will give a 90 day grace period for those open quotes to close before recalling the quotes in the second week of July (date TBD). Once recalled, prospects will need to be re-quoted with the new SKUs. Please work with your PDM and HubSpot rep to plan accordingly.

**Why are you relaunching as Content Hub?**



HubSpot was founded on the concept of inbound and content marketing. In the early days, content marketing hinged on the ‘more is more’ principle: to be found online and generate leads, you had to create a lot of content for one main channel -- your blog. But times have changed. Marketers are no longer answering to simple algorithms that take in keywords and spit out rankings as their main source of lead gen. Lead gen requires a sophisticated, omnichannel approach that spans the entire customer journey, and content marketing plays a role across every part of that, in various formats. However, this creates challenges for marketers to keep up with creating and managing valuable content across channels. With Content Hub, marketers will have an all-on-one solution that helps them navigate the current and future needs in content marketing, inclusive of your website.


### **Why are you moving Blogs and Landing Pages into Content Hub out of Marketing Hub?**

Content Hub is an all-on-one solution for creating and managing content across the buyer’s journey. Blogs and landing pages are two formats of content marketers create and manage, so it was natural to bring these into Content Hub, while Marketing Hub is focused on lead generation and marketing automation. This helps us more clearly define what a customer gets, aligned to each hub’s value props. With the introduction of the Marketing+ Bundle, customers will be able to buy both Marketing Hub and Content Hub at a discounted, competitive price point, if they’re seeking a solution that unites the power of content marketing with world-class lead generation and automation tools.

### **If my customer/client is evaluating Marketing Hub and wanted blogs or landing pages, what is the guidance?**

If you previously had a quote opened with this customer prior to April 3, then you’re eligible to close the deal for Marketing Hub (inclusive of pre-April 3 packaging, which includes blog/landing pages). If there was not a quote opened prior to April 3, then your best bet is to position the Marketing+ Bundle, which comes with both Marketing Hub and Content Hub. Content Hub will give them access to blog and landing pages as part of that bundle.

### **Are there any other feature packaging changes?**



Yes. There are some minor changes to features which are moving into different editions/tiers. Adaptive Testing is moving to Content Hub Professional, along with Memberships (with one access group). And Content Hub Starter will have a limit of 30 total pages between landing pages and web pages. For a full list of features by tier, review this one pager.

## **What will happen to existing Marketing Hub customers? Will they retain Blogs and Landing Pages?**

Yes.

## **What will happen to existing CMS Hub customers? Will they get any new features?**

Existing CMS Hub customers will retain access to all their current features. In addition, existing CMS Hub customers will be given the following new features: Gated Content Library, Gated Blogs, Basic Blog Post Generator, AI Website Builder, AI Image Generation, and Blog Post Narration. They will not get access to: Content Remix, Brand Voice, Podcasts, Content Embeds, AI Content Translation, and Custom Blog Post Generator. This is to incentivize more customers to move to Content Hub, while allowing existing CMS Hub customers to stay where they are if they wish.

## **What's the difference between Content Hub and Marketing Hub?**


**Content Hub** is all-on-one, AI-powered content marketing software that helps marketers create and manage content.

**Marketing Hub** is an all-on-one marketing automation software that helps marketers generate leads and automate marketing that drives growth.

## **Can I use Content Hub with my existing Wordpress website?**

Yes - Content Hub makes a great complement to your existing website CMS through subdomains or integrations. There are three ways to layer Content Hub onto your existing website to grow better.

- Easily create, manage, and grow landing pages, blogs, podcasts, and microsites without needing to work through a developer.
- Leverage AI-powered content creation tools like Content Remix to create content to use on your existing website or marketing tools.

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- Personalize the experience of your existing website by adding Content Embeds powered by Smart Content and CRM data.

### **Will there be HubSpot Onboarding for Content Hub?**

HubSpot will evolve CMS Hub Onboarding into Website Onboarding on April 1, 2024. There will not be a dedicated Content Hub Onboarding service offered at launch, but any customer who purchases the Marketing+ Bundle can take Marketing Hub Onboarding, which will cover a majority of their needs.

### **I'm skeptical about GenAI content; especially images and audio. How will HubSpot ensure the content is high quality?**

HubSpot strives to be transparent with our customers and partners about how we develop and deploy AI across our organization. HubSpot's AI ethics principles provide us with a framework to guide our AI product development, and ensure we approach AI ethically and responsibly. Learn more [here](#).

### **What does this change mean for the marketplace, such as templates and themes?**


There won't be any changes or impact to our marketplace or the providers of the themes and assets within the marketplace. HubSpot still offers customers the product and features needed to build a website and our marketplace will continue to be valuable for customers seeking themes and assets.

### **Can I build a microsite or custom portal on Content Hub?**

Yes - Customers can use Content Hub to build, manage, and grow a microsite and custom portal in the same place as their CRM data and marketing automation.

Leverage the Website Builder at Content Hub Starter to build a dedicated microsite for events, campaigns, industry podcasts, partner programs, etc. If you have a need for multiple microsites, Content Hub Enterprise will come with 10 right out of the box with the ability to purchase up to 250 for an additional \$100/m per root domain.

Leverage the Membership feature at Content Hub Professional to build custom portals for customers, membership sites, distributors, partner programs, etc.



Either build a simple custom portal on your own or work with a developer to build complex custom portals with CRM data, personalized dashboards, web apps, and more.

Microsites and custom portals can be hosted on their own root domain or on a subdomain of your main corporate website (ex: portal.company.com).

## **Do I need to update my website and content to reflect that CMS Hub is no longer a product line and change it to Content Hub?**

We recommend removing the word “hub” anywhere you mention CMS Hub. However, CMS is still an industry standard for referring to website platforms, so you can sparingly use the term ‘CMS’ without the ‘hub’ but if you’re referring to the broader set of features offered in Content Hub, you should use Content Hub.

### **AI Related FAQs:**

#### **Do your AI tools follow GDPR guidelines?**

See more info here: <https://www.hubspot.com/ai-ethics> While the use of the HubSpot products and tools can enable GDPR compliance efforts, the use of the HubSpot product and tools alone doesn’t make a company GDPR compliant.

#### **What AI technology are you using?**

Open-AI is our primary generative AI vendor, however we use many AI vendors to develop our features, including our own AI technology.

#### **How do you recommend marketers use AI?**

We recommend marketers use AI to become more efficient with their work and to help improve quality. We believe that AI should be used as an assistant to their process and not a replacement and that all content created using AI should always be reviewed by a human.

#### **Does OpenAI have an EU data center?**

OpenAI processes and stores data in the US. Please see [OpenAI’s API Data Usage Policies](#) for more information.

#### **Is our data being shared or used to improve your models?**

See more info here, <https://legal.hubspot.com/pst-ai-faq>



## **I read that Google is penalizing AI generated blogs. Is this a problem?**

The short answer is that this isn't an issue, as long as you focus on quality. Quality content generated by AI won't be penalized, but poor quality content that lacks accuracy will be penalized. Read more [here](#).

### **Brand Voice Related FAQs:**

#### **Can you have multiple Brand Voices?**

For Content Hub at launch, you can have only a single brand voice. In future, we plan to support multiple brand voices for each content type. For example, Sales emails can have a different brand voice than a social post.

#### **Where can Brand Voice be used?**

Brand Voice is currently supported in blogs, email, SMS, and Pages.

#### **Will you be expanding the apps Brand Voice can be used in?**

Yes, we will be supporting brand voices across different hubs in the future.

### **Content Remix Related FAQs:**

#### **What content types can you use to start from?**

Content Remix can start from your blog posts, website pages, landing pages, or text that you provide.

#### **What content types can you output to?**

Content can be remixed into:

- Images
- Blog Posts
- Social Posts
- Ad Assets
- SMS Copy
- Marketing Emails
- Landing Pages

### **Content Embed Related FAQs:**



### **Do you support CMSs other than Wordpress?**

We currently only support the Gutenberg editor in WordPress.

### **Can I use Content Embeds on HubSpot?**

Yes! Content Embeds can be used in HubSpot and in WordPress. The power of using a Content Embed in HubSpot is that they can be used across themes. Content Embeds can be accessed in the Sections tab of the page editors.

### **How many WordPress websites can I use Content Embeds to?**

You can link your Content Embeds to multiple WordPress accounts. There is no upper limit to the number of WordPress websites that you can use Content Embeds on.

### **Is a Content Embed an iFrame?**

No, a Content Embed is not an iFrame. HTML code is embedded in your primary website page's HTML. Popular SEO crawlers (Google, Bing, etc.) that execute JavaScript on page load will be able to index your content.