

Feature	Tier	Pain	How it solves the pain	Discovery Questions
<b>Brand Voice</b>	Pro+	We struggle to maintain a consistent brand voice across our blog and website.  We don't like using generative AI because it sounds robotic and doesn't create content in our brands unique voice and tone.	Maintain content consistency by using Brand Voice to generate content in your brand's unique voice and tone.  Easily define your brand voice by using past writing samples then use our AI Content Assistant and AI Blog Generator to create new blog, social, SMS and email content using your Brand voice.	Are you able to maintain a consistent brand voice across your website? Do you use generative AI to create content? Does it create content that sounds like your company's brand?
<b>Content Remix</b>	Pro+	Creating content takes a long time, especially with all the channels and formats that exist today. As a marketer, it's difficult to keep up and produce quality content.	Content Remix takes an existing blog post and generate new content from it like landing pages, ads, social posts, audio, translations, images, additional blog posts, and more. You will be able to reach new audiences, more channels and create entire campaigns in just a few clicks.	Are you able to create content for all the channels and formats you would like to? How much time are spending repurposing content into other formats and channels? Do you feel like your leveraging the full value of your content?
<b>AI Blog &amp; AI Blog Post Generator</b>	Free+	It's difficult to attract the right traffic to my website. I'm not getting enough quality website traffic. It's difficult to think of impactful ideas to write about and even when you do have great ideas it takes a lot of time.	With HubSpot's blog tool and AI Blog Generator, you can effortlessly create high-quality, SEO-optimized blog content that drives traffic, converts readers into customers, and transforms your blog writing process from research to done in no time.  Don't know what to write about? Don't want to spend endless hours researching keywords? AI Blog Generator will create blog post suggestions, research and recommend targeted keywords, create a catchy title, outline your blog, generate the full blog post in your brand's unique voice, and add AI-generated images to it.  Use the drag-and-drop editor to add videos, galleries, call-to-actions, and other powerful modules to create a high-quality finish.  Analyze the performance of your blog and see which blogs are producing leads and customers.	Do you do any blogging? Do you ever have trouble thinking of ideas to write about? Does blogging take up too much of your time? Are you able to blog as often as you would like to? Are you happy with the depth of expertise in your blog posts? Are you able to easily add galleries, videos, call to actions, booking links and other rich modules to your blog?
<b>AI Image Generator</b>	Free+	Finding the right images to match your copy takes a of lot time. You have to search across multiple sources and ensure complying with licensing requirements.	No more endless searches, describe your image to AI Image Generator and it will generate royalty-free images perfectly tailored to your content.  Generate images for blog posts, landing pages, marketing emails, and social posts then easily crop and edit to get just the right size and aspect ratio.	How do you find images for your content? Does finding images for your content take up more time than you would like it to? Do you have trouble finding images that are right for your content? Are you happy with quality fo images in your content?
<b>Post Narration</b>	Pro+	Creating content takes a long time, especially with all the channels and formats that exist today. As a marketer, it's difficult to keep up and produce quality content.	Blog Audio Narration helps you maximize your content's reach and creates deeper engagement by creating an audio version of your blog posts.  Simply select the generate narration option on a blog and with a few simple clicks Blog Audio Narration will create an audio version of your blog with your selected human voice and tone.	Do you do any podcasting or produce any audio content? Do you produce as much as you would like to? What's preventing you? Does it take up too much of your time? Are you producing as much thought leadership content as you would like?
<b>Member Blog</b>	Pro+	I am not generating enough leads. I can't create private blog content	Member's blog allows you to offer exclusive blog content to your users.  Attract more interest and generate high-quality leads for your blog by offering previews of your blog posts to encourage subscription, while also focusing on converting anonymous website visitors into identified users to enable personalized experiences in a cookieless digital world.	Are you generating enough leads? Have you considered members-only content to generate leads or for clients? Do you have visibility into who is visiting your website?
<b>AI Translations &amp; Multilingual Management</b>	Pro+	Our audience speaks many different languages but creating content for all of them is very time-consuming. Our conversion rates and reach could be improved with content created in more languages.  Manage content in multiple languages is very difficult and time-consuming	Easily create, manage, and optimize multi-language pages as you continue to grow.  Automatically associate each page's languages together, making your content easy to manage as you scale.  AI Translations translates your pages and blog posts into all the languages you need in one click and automatically associates in-language variants together for easy management  Once published, run tests on each multi-language variation to understand what is performing.	Do you publish your content in multiple languages? Is it difficult to manage multiple the languages on your website? Does translating content take up too much of your time or resources? Are there markets you missing out on by not supporting additional languages for your content?
<b>Podcast</b>	Pro+	Creating content takes a long time, especially with all the channels and formats that exist today. As a marketer, it's difficult to keep up and produce quality content.	Podcast hosting helps you save time and extend your reach by repurposing written content into engaging podcasts.  Provide a written copy of the show transcript and Podcast Hosting will create an audio podcast, host the file and syndicate it for use with all popular podcast providers.	Do you do any podcasting or produce any audio content? Do you produce as much as you would like to? What's preventing you? Does it take up too much of your time? Are you producing as much thought leadership content as you would like?
<b>Landing Pages &amp; Forms</b>	Free+	I am not generating enough leads.  I need to rely on my developer to create landing pages.  My landing pages aren't performing as well as we would like.	Create and test beautiful landing pages that generate leads and look great on any device — no designers or IT help required.  Use our Landing Page tool to effortlessly build beautiful, personalized landing pages that convert website visitors into leads. Optimize your landing pages with A/B and multivariate testing, conversion analytics and SEO suggestions.	Do you use landing pages on your website to generate leads? How are they performing? Do you have insight into how they are performing? Are you able to personalize your landing pages to create targeted messaging for different users? Do you test your landing pages to ensure you are maximizing your lead potential?

Feature	Tier	Pain	How it solves the pain	Discovery Questions
<b>SEO Recommendations &amp; Analytics</b>	Pro+	I don't know how to find and fix SEO issues with my website. I can't keep on top of all the changes with search engines. I don't know how to prioritize what to fix and who should fix it. I don't know what content is the most engaging to my users.	<p>HubSpot's SEO tools analyze and optimize your content for search engines to find your business online and give you insight into visitor behavior.</p> <p>The tool will find problems with your content and provide prioritized and tactical guidance on how to solve search-related problems with your content.</p> <p>While giving you insight into visitor behavior by analyzing trends and traffic sources, identifying the content that resonates with your audience, and tracking the engagement levels of visitors before they convert into leads.</p>	<p>Are you able to easily identify and fix SEO issues with your website?</p> <p>Do you know what content on your website has the best engagement?</p> <p>Are you able to keep on top of search engine trends and changes?</p>
<b>Personalized Content</b>	Pro+	Customers aren't resonating and engaging with our content like they used to. We don't stand out in a sea of content	<p>Personalize your website without the help of a developer.</p> <p>Personalized websites deliver tailored experiences to individual visitors, enhancing user engagement, increasing conversion rates, and fostering stronger customer relationships.</p> <p>Gain better visibility into your audience, make data-driven decisions, and drive overall business growth.</p>	<p>How is your website performing? Does it have strong user engagement? Does it have high conversion rates?</p> <p>Does your content stick out among your competitors?</p> <p>Does your website personalize the experience to the user who is visiting?</p>
<b>Content Embed</b>	Pro+	My website is on WordPress, with a cobbled mess of solutions. I don't have a way to integrate my CRM data to build rich user experiences.	<p>Embed dynamic and personalized content and data from HubSpot's CRM into your WordPress website.</p> <p>Easily create and manage content inside HubSpot, and then add it directly from the WordPress editor to create rich customer journeys and simplify website management.</p>	<p>Are you able to personalize content to individual users on your Wordpress website?</p> <p>Do you often find yourself having to update the same content in multiple places?</p> <p>Is your website easy to update?</p>
<b>A/B &amp; Adaptive Testing</b>	Pro+	I'm not sure if the content I am creating is providing the best results possible. I don't fully understand my audience and what messages will be most effective.	<p>Maximize your conversion rates, improve user experience, and get actionable insights into your audience's behavior.</p> <p>The A/B and Adaptive Testing tools allow you to test variations (A/B 2, Adaptive up to 5) of pages to determine the most effective design and messaging for your website pages.</p>	<p>Do you do any A/B or multivariate testing on your pages?</p> <p>Are your landing and web page conversion rates as high as you would like?</p>
<b>Video Hosting</b>	Pro+	I'm not able to leverage my videos to generate leads. I don't know how well my videos are performing or if they were worth the investment. Google is getting the SEO credit for our videos.	<p>With HubSpot Video Hosting you can embed videos anywhere on your website, add conversion points to generate leads, and measure video performance with in-depth reporting.</p> <p>Track video views in HubSpot's AI-powered Smart CRM see how video influences lead conversion</p>	<p>Do you create videos for your website or other channels?</p> <p>Do you know how your videos contribute to lead generation?</p> <p>Are you able to convert leads from your videos?</p>
<b>CMS</b>	Free+	I have to rely on my developer for most changes to my website and the ones I can make are difficult to do. We have so many tools and plugins on our website it is hard to manage them all. I want to ensure my content can scale with demand. I am worried my content doesn't load fast enough or about getting hacked and exposing customer data or being a black eye for our brand. I want to create beautiful landing pages and web pages with out always needing to go through a designer or developer	<p>A CMS made for marketers, loved by developers, that drives business results.</p> <p>Create and edit content with ease with a drag-and-drop visual editor. Marketers can easily add rich and personalized features without having to touch any code.</p> <p>Hundreds of modern goal-focused themes and modules are in our template library or have a developer build a custom theme to exemplify your brand with no design limitations.</p> <p>Scale your content to the moon with lightning-fast content hosting across all global regions with a global CDN. Keep your site safe and secure with enterprise-grade hosting and security in every account.</p>	<p>Do you have difficulty editing or managing your website or blog? Do you have to constantly ask your developer for help?</p> <p>Do you need more control of your website or blog?</p> <p>Does your website ever get hacked? Are you worried about losing brand trust from a breach?</p> <p>Can your website handle massive traffic spikes?</p> <p>Does your website load fast on all devices globally?</p>
<b>Dynamic Pages</b>	Pro+	I need a way to create a lot of pages dynamically from database or CRM data. I need an easy way to build and manage libraries, catalogs, or listings.	<p>Easily build and manage libraries, catalogs, listings, and more with thousands of pages with a single table and page template.</p> <p>Make a change in one place, and see that change reflected wherever that data is used.</p>	<p>Do you have any catalogs, listings or libraries you need to build?</p> <p>Do you have pages you want to build based on CRM Data?</p>
<b>Memberships &amp; Custom Portals</b>	Pro+	I don't have a way to easily create memberships or exclusive content on my website?	<p>Memberships help you create exclusive and personalized pages and blogs for select audiences that are protected by a login or page password.</p> <p>Leverage data from HubDB, Custom Objects or our SMART CRM to create scalable and tailored experiences for each member.</p>	<p>Do you have the need to create members or exclusive content for private content, customer portal, LMS, or internal documents?</p>
<b>Content Staging</b>	Ent	I don't have an easy way to stage new pages or edited pages of my website. I always have to go through my developer and it's a complicated process.	<p>Easily create pages in a safe staging area that allows you preview and establish a publishing workflow flows without the need of a developer.</p> <p>Import existing HubSpot-hosted pages or create new pages from scratch. Any content created and published in content staging is hosted on a sandbox domain, and won't replace your live content until you've reviewed and approved everything.</p>	<p>Do you have difficulty staging and reviewing pages on your website?</p>

Feature	Tier	Pain	How it solves the pain	Discovery Questions
<b>Multisite</b>	Ent	I have multiple brands and websites and it's hard to manage all of them. I have to login to multiple portals, manage multiple tools, and try and keep everything in sync. Our data is siloed across multiple systems and it's very difficult to get them to talk to each other.	Manage all your business' digital experiences within one portal.  Content Hub makes it easy to add a new website experience, partition assets amongst your internal teams, and report out on the success of your individual web properties.	Do you manage multiple brands or websites? Are you able to manage all of them in an efficient way? Is the data across your websites centralized or is siloed across multiple systems?
<b>Content Approvals</b>	Ent	My content is out of control. We don't have good controls over who can publish content on our website.  We don't have tools to manage our publishing process.	Establish content governance by putting publishing and approval workflows in place  Easily collaborate with your team by requesting changes and granting approval directly in HubSpot  Ensure consistency and visibility across web pages, blog posts, and landing pages	Do you have difficulty controlling the content being published on your website? Do you have legal restrictions which require governance over your content? Do you struggle with content workflows? Are you able to keep content consistent across your website?
<b>Content Partitioning</b>	Ent	There so much content to wade through most of which I don't manage. I wish I could only see the content I was responsible for.  We don't have a good way to limit who has access to what content.  We have multiple teams and the are often getting in each others way.	Allow multiple teams focused on different verticals or audiences to create content for your business, without stepping on each other's toes.  Content partitioning means your team only has access to the marketing assets that they care about, so they can quickly and efficiently do their job.	Do you manage a lot of content across several teams?  Are you able to control and limit access across your pages to the right teams and people?
<b>Reporting &amp; Analytics</b>	Free+	I don't know where my leads or traffic come from. I don't have strong visibility into how my content is performing. Our data is scattered and siloed everywhere. You have to be a PHD data analyst to make sense of the analytics and reports we have.	Marketer friendly content analytics and reporting right out the box. Easily pin point where leads are converting, what channels are producing traffic, what pages convert the best and most importantly how much revenue is being attributed to your marketing efforts.  Take things to the next level and build tailored custom reports that show how your marketing team is impacting your bottom line across emails, ads, your website, and any other digital marketing channel.	Are you able to easily see how your marketing efforts are affecting your companies bottom line including revenue, leads and traffic? Is it easy for you see all your analytics in one place? Do you have to piece together data from multiple systems to try and get a view into your marketing effort? Do you spend too much time trying to understand how your content and assets are performing?
<b>AI Website Assistant</b>	Free+	Creating a website is a difficult process that takes a lot of time.	AI Website Assistant helps you create a custom website with a modern theme, copy, images, lead gen tools and more.  Answer a series of prompts about your business to generate a custom website and then use HubSpot's no-code, drag-and-drop editing features to add your finishing touches.	Does your business have a website? Does it produce leads? Is it up to date? Do you have difficulty managing your website?