What You'll Find in This Deck

This deck provides a 'product overview' of Marketing Hub. It's a great starting place to get an introduction to Marketing Hub, 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)
- Mission and opportunity that Marketing Hub presents
- Buyer personas and use cases
- Competitive landscape
- Proof and reasons to believe in the product
- Features included in Marketing Hub
- Key product resources to go further in learning Marketing Hub

What you won't find in this deck are selling resources, collateral, and implementation or support resources. We have a Marketing Hub selling kit and Marketing Hub servicing kit.

Marketing Hub™

Positioning

Current Positioning and Messaging

Core Message

All-on-one marketing automation software that marketers adopt easily, use powerfully, & love deeply.

Elevator Pitch

Marketing Hub helps you drive revenue, save time and resources, and optimize your investments.

Key Differentiator

Marketing Hub is powerful and easy-to-use: it's customizable without being complicated, empowering instead of overpowering. No matter how intricate your tactics, organization, or data, Marketing Hub makes it possible to power deep customer connections with ease.

Core Capability 1	Core Capability 2	Core Capability 3
Drive revenue with high-quality leads.	Save time and resources with efficiencies that scale.	Measure and optimize marketing investments with strategic reporting.

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Current Positioning and Messaging

Core Capability 1

Drive revenue with high-quality leads.

Core Capability 2

Save time and resources with efficiencies that scale.

Core Capability 3

Measure and optimize marketing investments with strategic reporting.

Proof

33% increase in deals closed-won after 1 year [source]

2.8x higher deal close rate when using workflows [source]

9x more inbound leads and deals closed when using marketing reporting [source, source]

Current Positioning and Messaging

LOW MATURATION

Core Capability 1	Core Capability 2	Core Capability 3
Drive revenue with high-quality leads.	Save time and resources with efficiencies that scale.	Measure and optimize marketing investments with strategic reporting.

Use Cases

Generate new leads with **landing pages**, **forms**, and **ads**.

Meet customers at the right place and time with **segmentation**.

Save time by staying organized with **contact management**.

Nurture leads without manual maintenance using **simple automation**.

See the results of your efforts and easily prove you're meeting your goals with **reporting dashboards**.

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Current Positioning and Messaging

MEDIUM MATURATION

Core Capability 1	Core Capability 2	Core Capability 3
Drive revenue with high-quality leads.	Save time and resources with efficiencies that scale.	Measure and optimize marketing investments with strategic reporting.

Use Cases

Drive targeted messaging at the right place and time with **dynamic content**, **WhatsApp**, and **social tools**.

Use **campaign management** as your control center for creating multi-channel customer experiences.

Easily engage across multiple customer touchpoints with **custom automation**.

Make strategic decisions that optimize your marketing with **web traffic analytics** and **campaign reporting**.

Current Positioning and Messaging

HIGH MATURATION

Core Capability 1

Drive revenue with high-quality leads.

Core Capability 2

Save time and resources with efficiencies that scale.

Core Capability 3

Measure and optimize marketing investments with strategic reporting.

Use Cases

Better understand and nurture your customers with deep contextual data through **custom behavioral events** and **custom objects**.

Align your operations and stay in control at scale with **business units**.

Use **multi-touch revenue attribution** to connect every customer interaction to revenue and make strategic decisions rooted in business value.

Leverage **customer journey analytics** to identify marketing gaps and determine how effectively marketing actions or assets are performing.

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Mission, Opportunity & Fit

Opportunity

Total Addressable Market

$22.7B

'23 Total TAM for Marketing Hub

Core Addressable Market*

$11.8B

'23 "Good Fit" Core TAM for Marketing Hub

* Core TAM is a subset of the Total TAM that only looks at addressable markets where we have a strong fit today: <1,000 EE's.

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Good Fit Indicators

Employee Size

Size	Fit
1-10	🟠
10-500	🔴
500-1k	🔴
1k-2k	🟠
2k+	⚫

Marketing Contacts

Contacts	Fit
100-500k	🔴
500k-5M	🟠
5M+	⚫

Industry

Industry	Fit
Prof.l Services	🔴
Media	🔴
Telecom	🔴
IT/Software	🔴
Manufacturing	🟠
eComm/Retail	🟠
Education	🟠
Government	🟠
Insurance	⚫
Healthcare	⚫
Financials	⚫
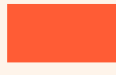
Use Case Fit

Use cases that indicate good fit

Selling into a few local markets; first CRM implementation; homegrown CRM; replacing a collection of point solutions

Use cases that indicate situational fit

Selling into a few intl markets; migrating from an upmarket CRM; integrating with an ERP system; using software as a single "point solution"

Use cases that indicate a less likely fit

Selling into several intl markets; using for inventory management, shopping cart, HIPAA, PII compliance, ecommerce marketing with a high volume of SKUs

⚡ Marketing Hub™

Ideal Customer Profiles

Starter	Pro	Enterprise
Individual "do it all" marketer	→ Marketing teams	→ Multiple teams
Tactics	→ Campaigns	→ Multi-market, multi-product, multi brand campaigns
Single channel marketing	→ Omnichannel marketing *(multi-channel marketing centered around the customer)*	→ Specialized business data *(custom data to help engage outside typical channels - i.e. pricing calculator)*
One-off reporting	→ Custom reporting	→ Specialized and advanced reporting

Buyer Personas

Marketing Hub Decision Makers

A note on persona types:

Administrator

The person undergoing the day-to-day marketing tasks

- Responsible for implementing marketing strategies

- Focused on knowing the ins and outs of features that are going to keep their programs cutting edge.

- Want to invest in more channels, personalize their content, enable sales, and make data-backed marketing decisions.

How you'll interact with them

- CS: Day-to-day questions
- CS: Platform setup and optimization
- CS: Strategic planning
- Sales: Early evaluation

Typical titles

- Marketing Specialist
- Automation Specialist
- Communications Specialist
- Marketing Manager

Decision Maker

The budget-focused leader looking for impactful tech

- Owns the budget and strategy for the department

- Want a solution that will help their employees be more efficient, reach more prospects/customers, and gather the data they need to see if their initiatives are effective

- Need to align with other Ops leaders to make sure system data works across the company

How you'll interact with them

- CS: Renewals
- CS/Sales: Growth opportunities
- CS/Sales: Value demonstration
- Sales: Pitching/selling

Typical marketing* titles

- CEO
- CMO
- Marketing Director
- Marketing Manager
- Head of Digital
- Head of Marketing

*Technical and financial titles are becoming more prevalent in "board decision making".

Launch & Accelerate
GTM Onboarding

Marketing Hub™

The Juggler

WHO THEY ARE

Executives at VSB or SMB companies who are spread thin across multiple functions and are looking for quick and easy ways to get their business up, running, and growing.

COMMON TITLES

CEO, Chiefs or Heads of...

- Marketing (CMO)
- Operations (COO)
- Revenue (CRO)
- Sales
- Customer Experience

GOALS

- Grow revenue
- Increase sales/profits
- Improve CX

CONCERNS

- Creating efficiencies to get time back in their day
- Growing revenue despite being under-resourced
- Executing strategies that will help them meet their goals

Particularly prevalent in United States and Canada.

Marketing Hub™

The Bloomer

WHO THEY ARE

Marketing leaders at VSB or SMB companies that specialize in one or two specific areas of the business to continue momentum as it grows.

COMMON TITLES

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

- Marketing
- Growth Marketing
- Demand
- Digital

GOALS

- Increase sales/profits
- Grow revenue
- Improve CX

CONCERNS

- Increasing efficiencies and automating processes to free up time for meaningful work

- Increasing leads despite not having enough resources

- Hiring and retaining staff

Marketing Hub™

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.

GOALS

- Improve marketing performance
- Increase brand awareness
- Increase sales/profits

COMMON TITLES

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

- Marketing
- Growth Marketing
- Demand
- Digital

CONCERNS

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

Particularly prevalent in the United States.

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The Tech Optimizer

WHO THEY ARE

Tech leaders at mid- to corp-sized businesses who are trying to create efficiency and optimize various aspects of the business.

GOALS

- Grow revenue
- Improve CX
- Create efficiencies and cut costs through integrating systems
- Minimize IT support needed

COMMON TITLES

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

- IT
- Technology

CONCERNS

- Optimizing systems to help manage growing teams
- Staying cutting edge
- Protecting data
- Total costs (of maintenance, complete rip-outs)

Marketing Hub™

The Empowering Exec

WHO THEY ARE

Executives at mid- to corp- sized businesses who are knowledgeable about marketing automation software and are seeking to empower their teams with a strong tool.

GOALS

- Improve marketing performance
- Increase brand awareness
- Increase sales/profits

COMMON TITLES

- Chief Marketing Officer (CMO)
- Chief Executive Officer (CEO)
- Chief Revenue Officer (CRO)

CONCERNS

- Creating long-term efficiencies and support for their growing teams
- Creating cohesive campaigns across channels to improve CX
- Improving the ROI of marketing

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Summary: Marketing Hub Buyer Personas

Category	Company Size	Persona	Primary pain points?	How Marketing Hub helps?
Executive	*Small Business*	*The Juggler*	• Creating efficiencies to get time back in their day • Growing revenue despite being under-resourced • Executing strategies that will help them meet their goals	• Simple automation • Targeted messaging • Free access to Academy
Marketing Leader	*Small Business*	*The Bloomer*	• Increasing efficiencies and automating processes to free up time for meaningful work • Increasing leads despite not having enough resources • Hiring and retaining staff	• Simple to custom automation • Targeted messaging and campaigns • Ease-of-use
Marketing Leader	*Mid to Corp*	*The Marketing Groundbreaker*	• Meeting goals with less • Scaling and optimizing efforts • Creating cohesive campaigns across channels	• Advanced targeting • Campaign reporting • Campaign orchestration
Tech Leader	*Mid to Corp*	*The Tech Optimizer*	• Optimizing systems to cut costs and help manage growing teams • Staying cutting edge • Protecting data	• Custom automation • Advanced marketing reporting • Advanced governance
Executive	*Mid to Corp*	*The Empowering Exec*	• Creating long-term efficiencies and support for their teams • Creating cohesive campaigns across channels to improve CX • Improving the ROI of marketing	• Custom automation, advanced governance, 24/7 support • Campaign orchestration • Advanced marketing reporting

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Competitive Landscape

Competitive Landscape

Note: this visual is aspirational and based on opinion of HubSpot.

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Where We Play

	HubSpot	Salesforce	Adobe	Microsoft	ActiveCampaign	Mailchimp
Product	Marketing Hub	Marketing Cloud	Pardot	Marketo	Dynamics 365	Marketing	Marketing
Plan	Enterprise	Corporate	Advanced	Prime	Dynamics 365 Marketing	Enterprise	Marketing
Monthly Price *For 10 users/ 10k contacts*	$3,600/month	$3,700/month	$4,000/month	~$5,000/month	$1,500/month	~$300+/month	$350/month
Lead Generation	Custom behavioral events, Custom objects, Dynamic content, WhatsApp, Social tools	Custom behavioral events, Custom objects, Dynamic content, WhatsApp	Custom objects, Dynamic content	Custom behavioral events, Custom objects, Dynamic content	Custom objects, Dynamic content, Social tools	Custom behavioral events through API, Custom objects, Dynamic content, Basic social tools	Dynamic content, Social tools
Save Time & Resources	Business Units, Customized automation, Campaign management	✅	Business Units, Limited automation and campaign management tools	✅	Business Units, Customized automation	Customized automation, Email campaigns management only	Customized automation, Campaign management
Measure & Optimize Investments	Multi-touch revenue attribution reporting, Customer Journey Analytics, Web traffic analytics, Campaign Reporting	Web traffic analytics	Basic multi-touch revenue attribution reporting, Web traffic analytics, Campaign reporting	Basic multi-touch revenue attribution reporting, Web traffic analytics, Campaign reporting	Web traffic analytics	Customer Journey Analytics, Web traffic analytics, Email campaign reporting only	Web traffic analytics, Email Campaign Reporting only
Market Presence	★★★★	★★★☆	★★★☆	★★★☆	★★☆☆	★★★☆	★★★☆

More feature parity						Less feature parity

🔶 **Marketing Hub™**

Reasons to Believe

Marketing Hub is **LOVED** on Customer Review Sites

Leader WINTER 2023

Best Relationship WINTER 2023

Users Most Likely To Recommend Enterprise WINTER 2023

Best Usability WINTER 2023

Momentum Leader WINTER 2023

Best Results WINTER 2023

Top 100 Software Products BEST SOFTWARE AWARDS 2023

Top 50 Marketing Products BEST SOFTWARE AWARDS 2023

TrustRadius ★ TOP RATED 2022

...most loved **PRODUCT!**

HubSpot ranks **#1** on Companies & Products with most #1 rankings and highest G2 scores...

Most #1 Rankings	Number of #1 Rankings
1. HubSpot	318
2. Microsoft	288
3. Google	192
4. monday.com	134
5. Zoom Video Communications	117
6. IBM	117
7. AWS	114
8. Zoho Corporation	89

Top Global Software Companies for 2023

1 — HubSpot
2 — Microsoft
3 — monday.com
4 — Zendesk
5 — Zoom Video Communications
6 — Asana
7 — Smartsheet
8 — Dropbox
9 — Salesforce
10 — Adobe

...and is ranked as G2's **#1 Global Software Company** in 2023!

Marketing Hub™

Marketing Hub has been recognized by Gartner® as a Leader

"

One of the main reasons we ended up choosing the HubSpot software was its **user-friendliness.** My team has a real mix of skills, from people who are comfortable coding an email to those who are new to the world of digital marketing. Marketing Hub Enterprise suits every level of expertise; **it is powerful yet straightforward.** I knew that it would help us get all our activities working together and prove that they were getting results.

Sarah Callaghan
Global Marketing Manager - Insights

Magic Quadrant for B2B Marketing Automation Platforms

CHALLENGERS · LEADERS · NICHE PLAYERS · VISIONARIES

Adobe
Salesforce
Oracle
HubSpot
Creatio
Microsoft
Act-On
Pega
CRMNEXT
SugarCRM
Zoho
Freshworks

ABILITY TO EXECUTE

COMPLETENESS OF VISION   As of August 2022   © Gartner, Inc

Source: Gartner (September 2022)

Marketing Hub™

Marketing Hub customers are seeing the benefits.

Want more ROI stats? See this PDF.

33% increase in **deals closed-won** after 1 year [1]

2.8x higher **deal close rate** when using **workflows** [2]

9x more **inbound leads** when using marketing reporting [3]

[1] HubSpot Customer Research, [2] HubSpot Customer Research, [3] HubSpot Customer Research

Marketing Hub™

Drive revenue with high-quality leads.

33% increase in deals closed-won

> We use [forms and segmentation] to make sure we're **handling each group effectively**, which is **increasing our conversion rate.** There's no way we could have done this with our old spreadsheet system.

IMELDA DHARMAWI
Operations Manager at Spocket

spocket

Drive revenue with high-quality leads.

33% increase in deals closed-won

"

We used to send a lot of general email blasts. Now our marketing is intentional. We're giving people **what they want to receive** rather than what we think they want.

ELISE GABRIELE

Director of Digital Marketing Operations at SANDOW Design Group

Marketing Hub™

Drive revenue with high-quality leads.

33% increase in deals closed-won

"

Now, we can **segment** on essentially **any filled field** within our CRM system. We are pushing out more focused emails to relevant customers on engagement-based timelines—and when you show relevant content to customers, it can turn into sales.

CHRIS GEFVERT

Director of Marketing and eCommerce at
Allied Wire and Cable

Marketing Hub™

Save time and resources with efficiencies that scale.

2.8x higher deal close rate when using workflows

> I am just **one person**, but I'm able to do the work of an **entire marketing team** with no trouble at all!

KRISTEN KOZLOWSKI

Marketing Specialist at Online Computers

Marketing Hub™

Save time and resources with efficiencies that scale.

2.8x higher deal close rate when using workflows

> "I found I could **automate** a lot of the day-to-day mechanics of tracking deals and opportunities. It's helped me **eliminate time-consuming hours** for our sales execs...who would otherwise need to be chased to keep things updated and accurate.

ANDY WAGNER
Executive Director at AAXIS

Marketing Hub™

Save time and resources with efficiencies that scale.

2.8x higher deal close rate when using workflows

"

[Marketing Hub] brought all of our legacy and acquired marketing operations teams into one system, **as one organization**, with the same processes and data flow. It didn't just get us on the same technology page; it got us on the same page, period.

ELIZABETH ARCHER

Senior Manager of Marketing Operations
for Momentive

Measure and optimize marketing investments with strategic reporting.

9x more inbound leads when using Marketing Hub reporting

"

At any given time, [our CEO] can **identify trends**, understand our customers, and share **important metrics**. With that information, she was able to raise another $2 million in funding during the COVID-19 pandemic.

NATASIA MALAIHOLLO

Head of Business Development at PopCom

Marketing Hub™

Measure and optimize marketing investments with strategic reporting.

9x more inbound leads when using Marketing Hub reporting

"

We can see what [customers] are opening, how long they're reading, and what they're clicking on. And we can **cater our emails** to **foster that behavior**."

DON SEGUIN
COO at WyreStorm

Marketing Hub™

Measure and optimize marketing investments with strategic reporting.

9x more inbound leads
when using Marketing Hub reporting

" HubSpot plays a key role in helping us scale, grow, and continue to provide an excellent experience for our customers. The **visibility** we now have into where the **company's revenue** is coming from will help define our marketing strategy for years to come.

PETE COOKE

CMO at Software2

Marketing Hub™

Features

Marketing Hub helps you...

Drive Revenue With High-Quality Leads

- Email Marketing
- Forms
- Live Chat
- Smart CTAs
- Ads
- Segmentation Tools
- Dynamic Content
- Payments (U.S. only)
- WhatsApp
- Social Publishing & Monitoring
- Video
- Predictive Lead Scoring
- Custom Objects & Events
- Salesforce Custom Object Sync

Save Time & Resources

- Permissions
- Contact Management
- List and Data Management
- Campaign Management
- Automation
- Conversational Bots
- Collaboration Tools
- Sandboxes
- Partitioning & User Management
- Single Sign-on
- Business Units (add-on)
- Custom Behavioral Event Triggers

Measure & Optimize Investments

- Reporting Dashboards
- SEO
- Tool-specific Analytics
- Website Traffic Analytics
- Campaign Reporting
- Custom Reporting
- Adaptive Testing Tools
- Multi-touch Revenue Attribution
- Custom Behavioral Event Reporting
- Customer Journey Analytics

Marketing Hub™

Key Product Resources

Marketing Hub - Product Resources

Knowledge Base, Training & Education

Product page

Marketing contacts page

Marketing Hub Enterprise PDF overview

Marketing Hub Professional PDF overview

Marketing Hub feature PDF

KB Article - CRM

KB Article - Marketing tools

Developed Docs - Email

Developed Docs - Custom Behavioral Events

Demo videos

KB Article - ABM

Marketing software certification

Marketing Hub academy learning path

App Marketplace Apps for Sales

Marketing campaign apps

Marketing apps

Apps for marketers

Event apps

Marketing attribution apps

Workflow apps

ABM apps

Marketing Hub™

Marketing Hub - Product Resources

Ready to Sell Marketing Hub?

In our Marketing Hub Selling Kit, you'll find training, resources, collateral and general guidance to help you close Marketing Hub deals.

CONFIDENTIAL - Do Not Distribute
Do not distribute to prospects or customers.

Marketing Hub

Selling Kit Deck
Last Updated: March 2023

Ready to Deliver Marketing Hub?

In our Marketing Hub Service Kit, you'll find training, resources, collateral and general guidance to help you migrate, implement, and support customers.

Coming soon…

Marketing Hub™