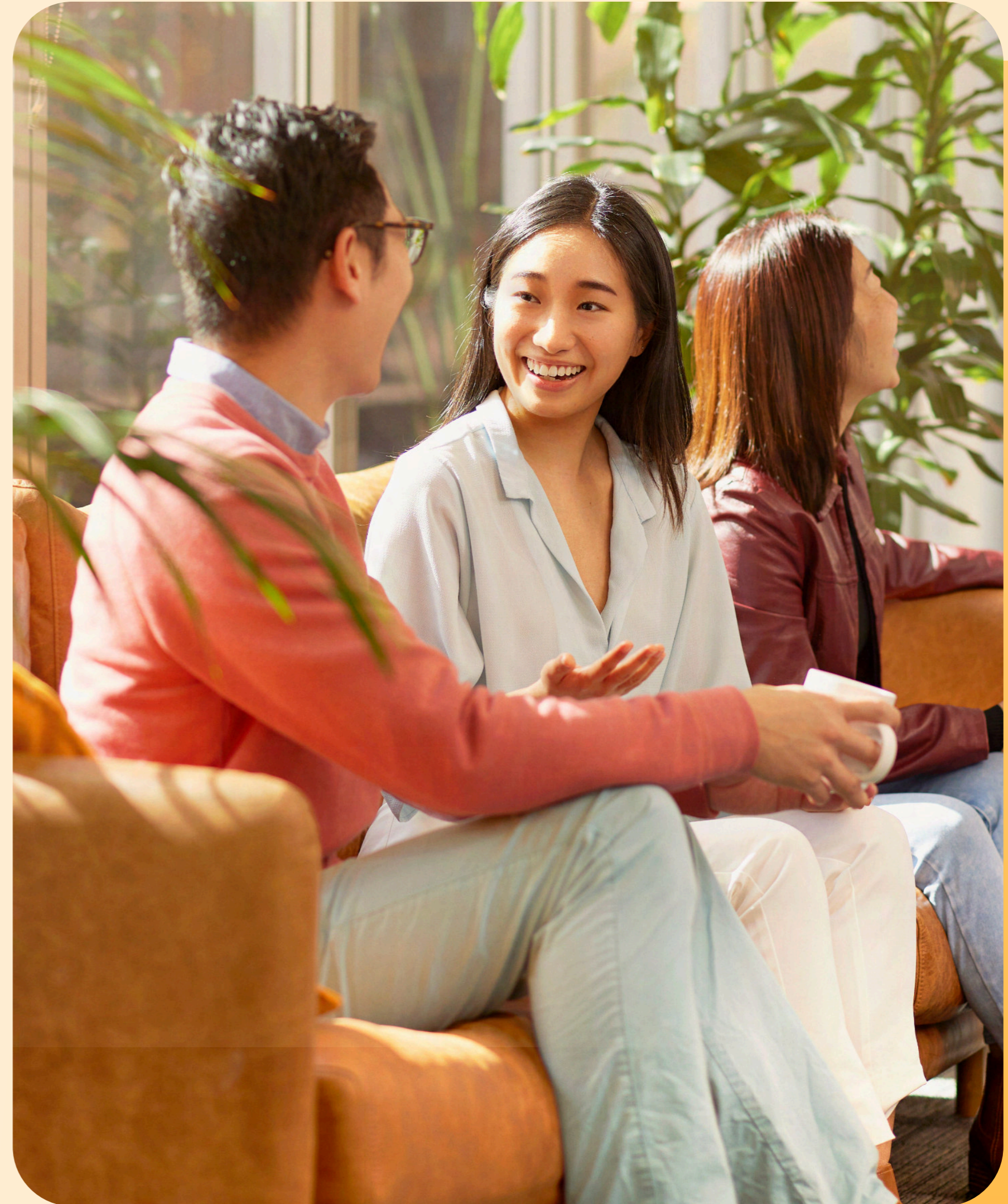**HubSpot**

Marketing

HubSpot App Marketplace:
GTM Strategy Best Practices

Congrats! You've Listed {Or Updated}
Your App on HubSpot's App Marketplace.

Now What?

↓

What Do You Get

When Your Marketing
Team Goes To Market
Around Your App
Partnership With HubSpot?

When you go-to-market with your
app partnership with HubSpot,
your marketing efforts get a
significant boost:

Targeted Lead Generation

You'll attract businesses already committed to an inbound methodology, leading to higher quality leads and more efficient marketing spend.

"Better Together" Storytelling

Clearly articulate how your app enhances HubSpot's capabilities, creating a more compelling value proposition and directly addressing customer pain points within their existing workflows.

Massive Audience Access

Your app gains a dedicated, high-visibility listing on the HubSpot App Marketplace. This puts your solution directly in front of HubSpot's 248,000+ customers who are actively seeking complementary tools.

Enhanced Credibility

Being a "HubSpot Certified App" or listed on the Marketplace signals trust and quality to potential customers. HubSpot's endorsement reduces perceived risk and builds confidence in your solution.

Share the news with the world about your new HubSpot integration through **Marketing.**

1 **Create a series of tailored email campaigns focusing on the benefits of HubSpot integration. You can segment these based on opportunities, prospects, etc.**

- Email free users of your products about the HubSpot integration to drive sales meetings and pipeline generation.

- Email prospects of your products about the HubSpot integration to drive sales meetings and pipeline generation.

2 **Develop in-app notification campaigns to reach HubSpot users directly in your product.**

3 **Display ads to drive users to install the integration.**

- Display ads to drive sales meetings and pipeline generation with HubSpot users.

4 **Design onboarding emails specific to known HubSpot customers who have installed the integration.**

- Leverage this endpoint to learn who's installed/using your app and use UTM codes to see whos clicked your OAuth link.

5 **Account Based Marketing Campaigns to HubSpot users.**

Craft Your Joint Value Proposition with HubSpot to tell the **"Better Together"** story

Review <u>our prep pack here</u> to understand how your tool ties into HubSpot's offerings, and the value the integration adds to HubSpot users.

This **"Better Together"** story should be the foundation for the marketing, sales enablement, and customer success stories you share with prospects, leads, and existing customers.

Identify Who In Your Database Uses HubSpot to **Drive Adoption** With Our Shared Customers

Leverage technographic tools like **ClearBit, Apollo, ZoomInfo, Breeze AI, etc.** to identify which of your customers use HubSpot.

Send them targeted emails to drive adoption of the integration, making your tools stickier in their workflow and driving more value, usage, and retention.
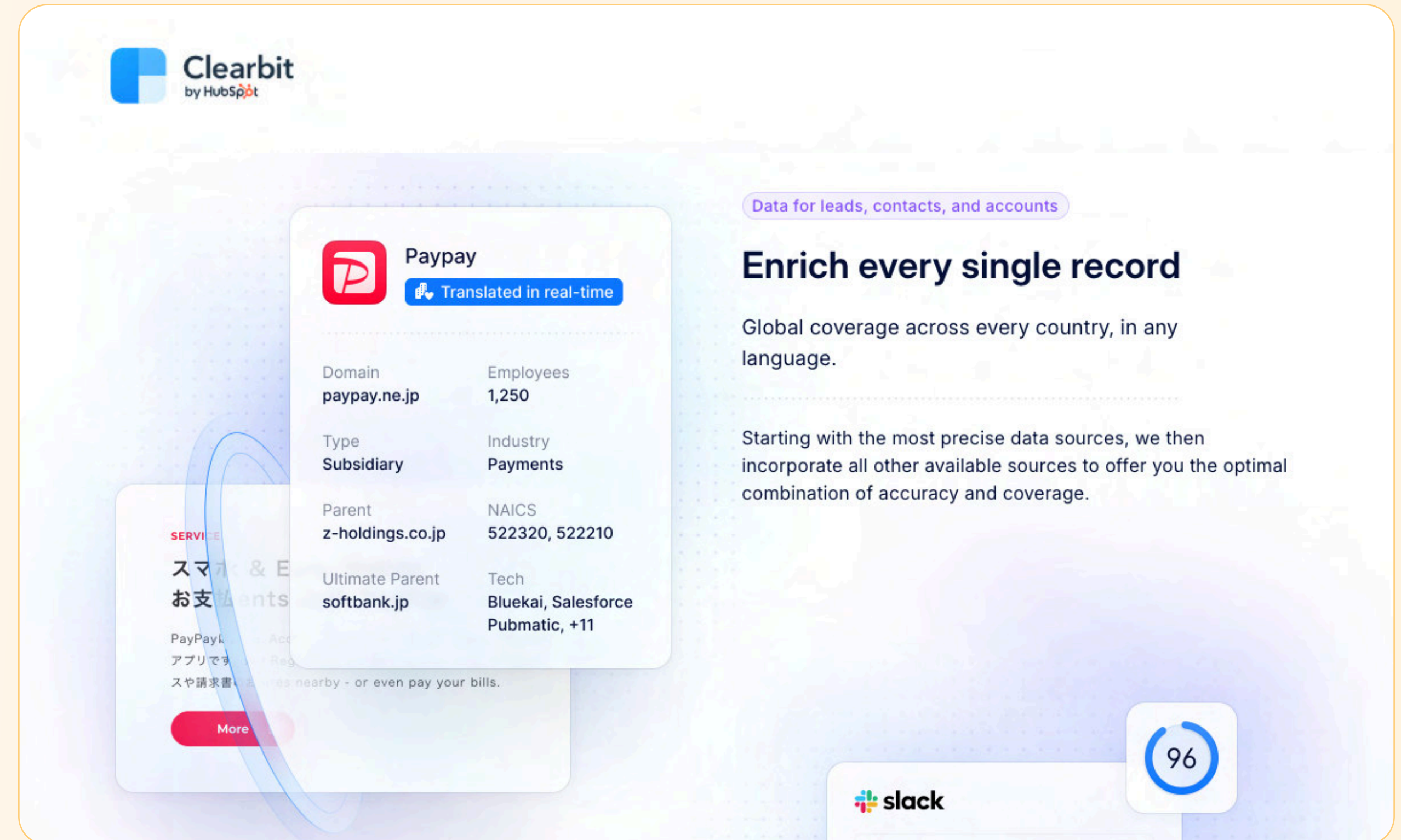
Find Out Who's Installed Your App
To Send Them A Post-Install Email Series

Inspect your OAuth Tokens to see everyone who's installed your app.

This will help you find the right contacts to send your Post-Install Email Series to, ensuring quick time to value and preventing churn.

Inspecting HubSpot OAuth Tokens

When an app is installed in a Hubspot customer's account the integrator can inspect the OAuth access and refresh tokens generated during the OAuth install flow for additional HubSpot account and user details using the following Managing tokens endpoints:

GET /oauth/v1/access-tokens/{token}
GET /oauth/v1/refresh-tokens/{token}

The endpoints return the following information about the tokens:

- **user_id** - HubSpot user who installed the app
- **hub_id** - HubSpot account Id the app is installed in
- **user** - Email address of the user who installed the app
- **scopes** - Approved scopes/permissions associated with the account/token
- **hub_domain** - Domain associated with the connected HubSpot account
- **client_id** - From the app that generated the OAuth token for the account
- **token_type** - Identifying if the token is a refresh or an access token
- **expires_in** - Tokens lifetime in seconds
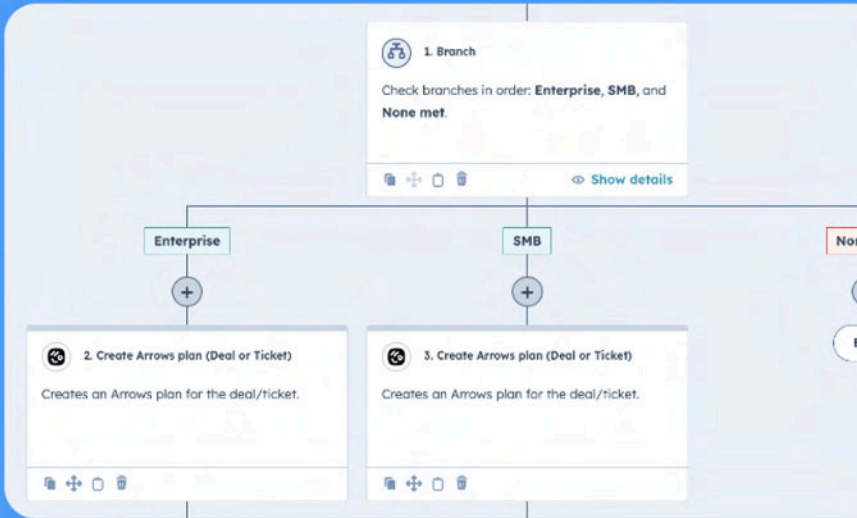
Use Case Content

Create quick time-to-value with educational content around how customers can use the integration right away. Educate them on best practices and examples on how to get started
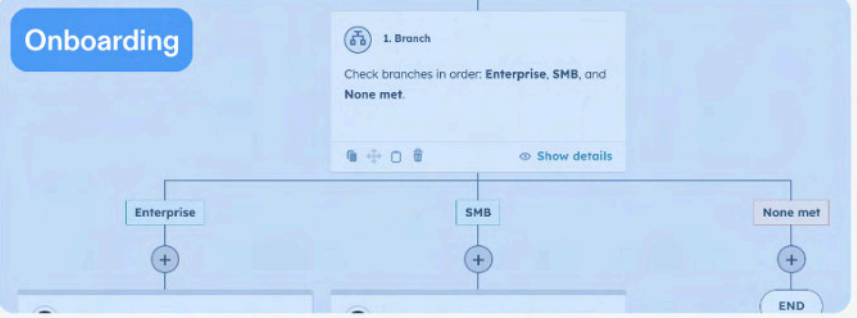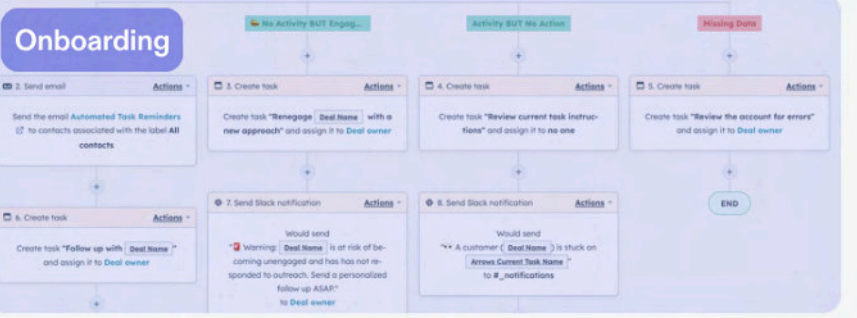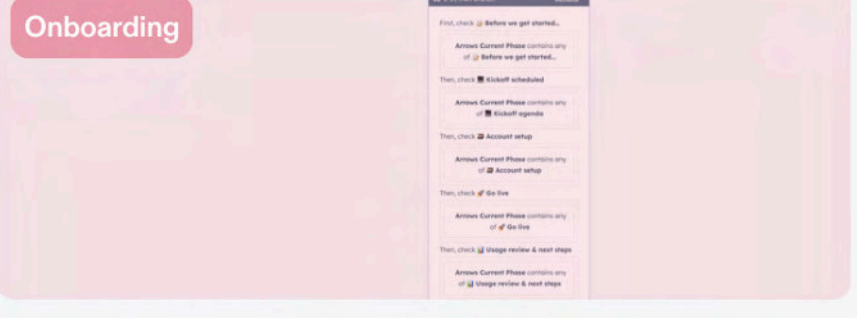
Arrows Vault [Example](#)
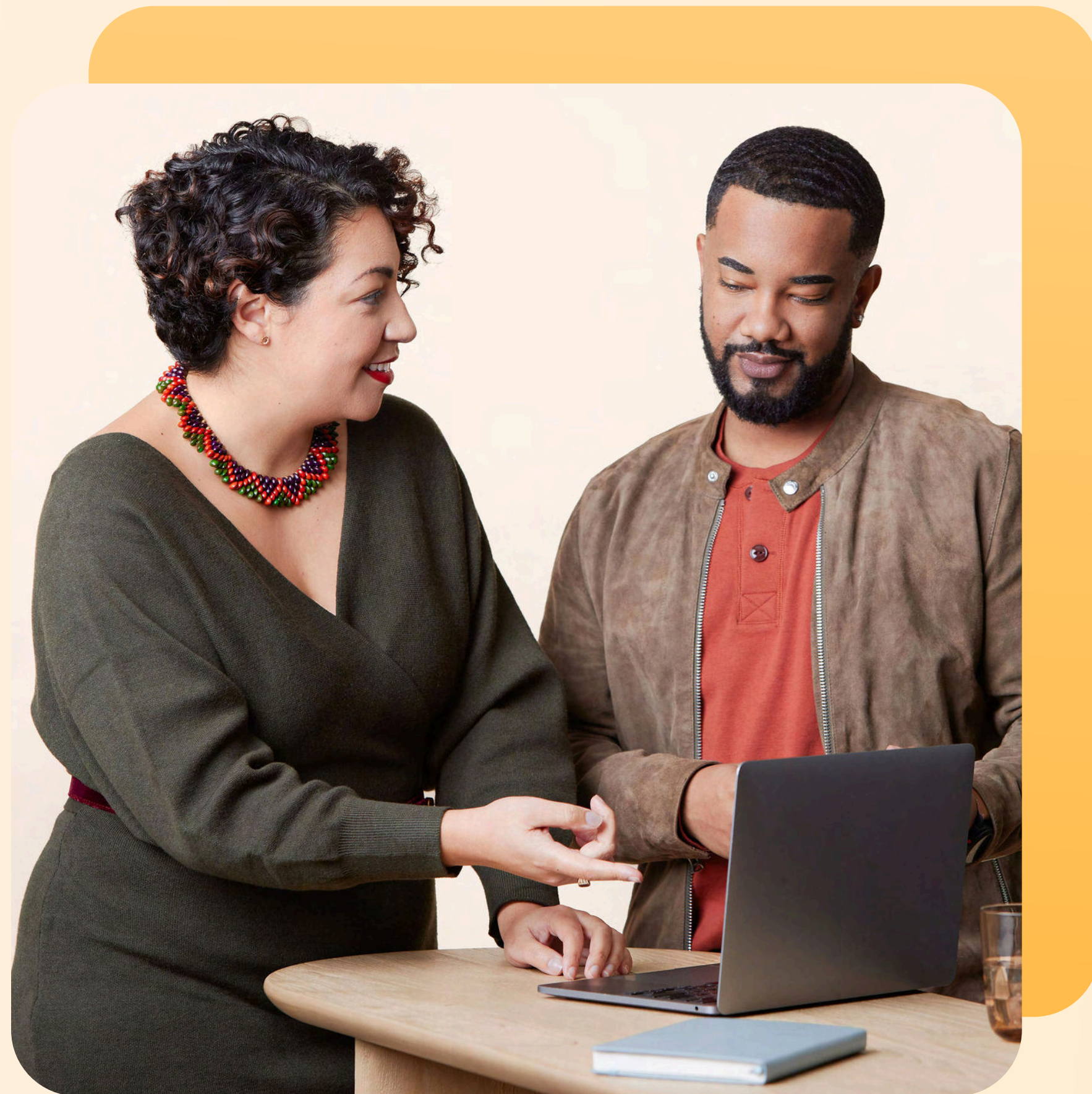
Here are our **marketing best practices** for app partners.

Publishing a **press release**

1. Review HubSpot's Branding Guidelines <u>here</u>.

2. Utilize HubSpot's <u>Press Release Template</u> for App Partners.

3. When complete, share the content with your App Partner Manager and submit your Press Release to <u>partnercommsreview@hubspot.com</u> for approval.

4. **Publish and tag HubSpot!**

Posting the news on
social channels

Post the news of your launch on LinkedIn, Twitter, Facebook and other social channels and **tag HubSpot.**

ClickUp [Example](link)
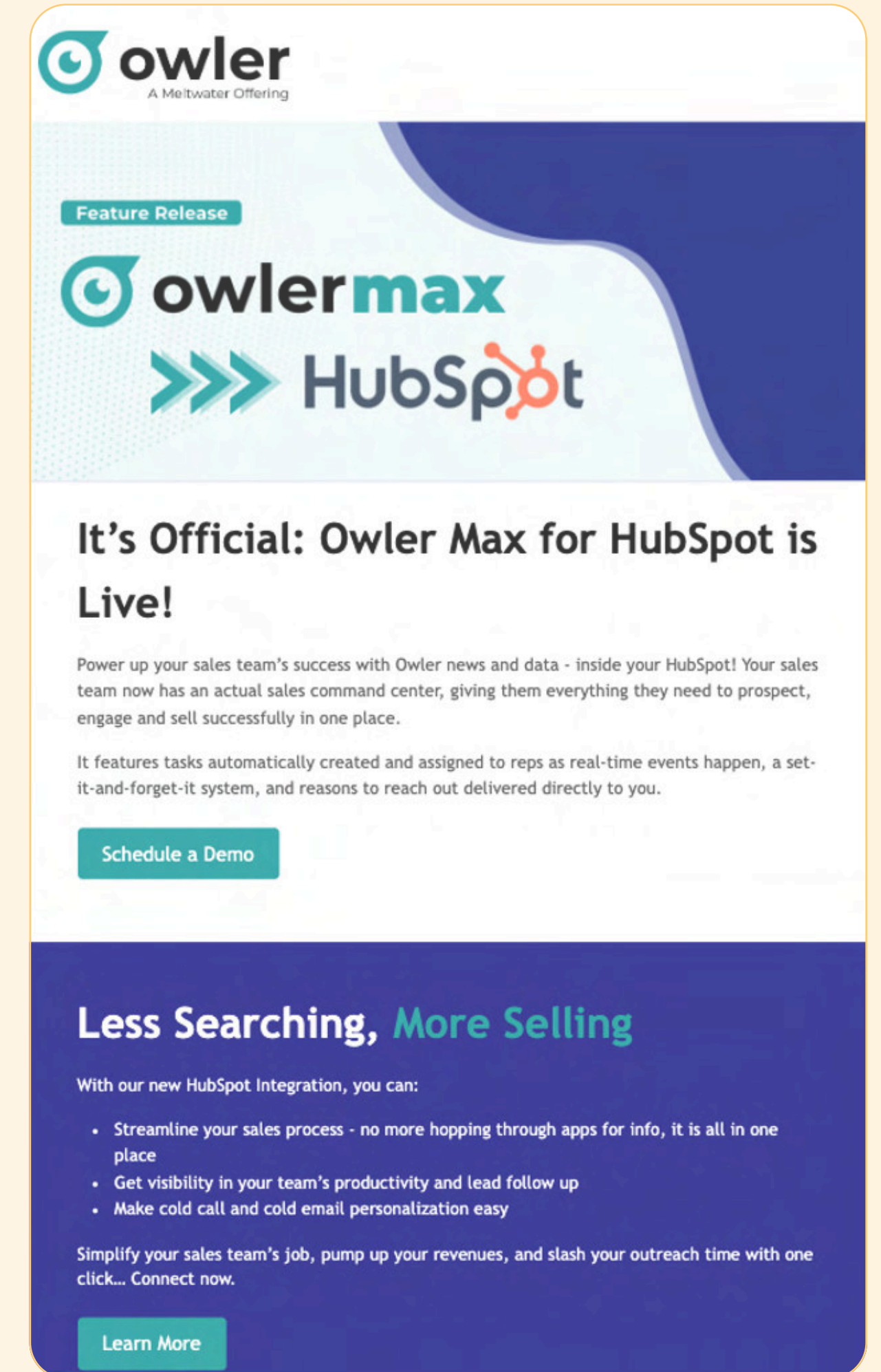
Sending an internal & external **product notification**

Utilize HubSpot's **"How to"** on pushing a successful internal product notification here.

Send an external product launch email to customers, include new app in upcoming newsletter or do an in app notification. .
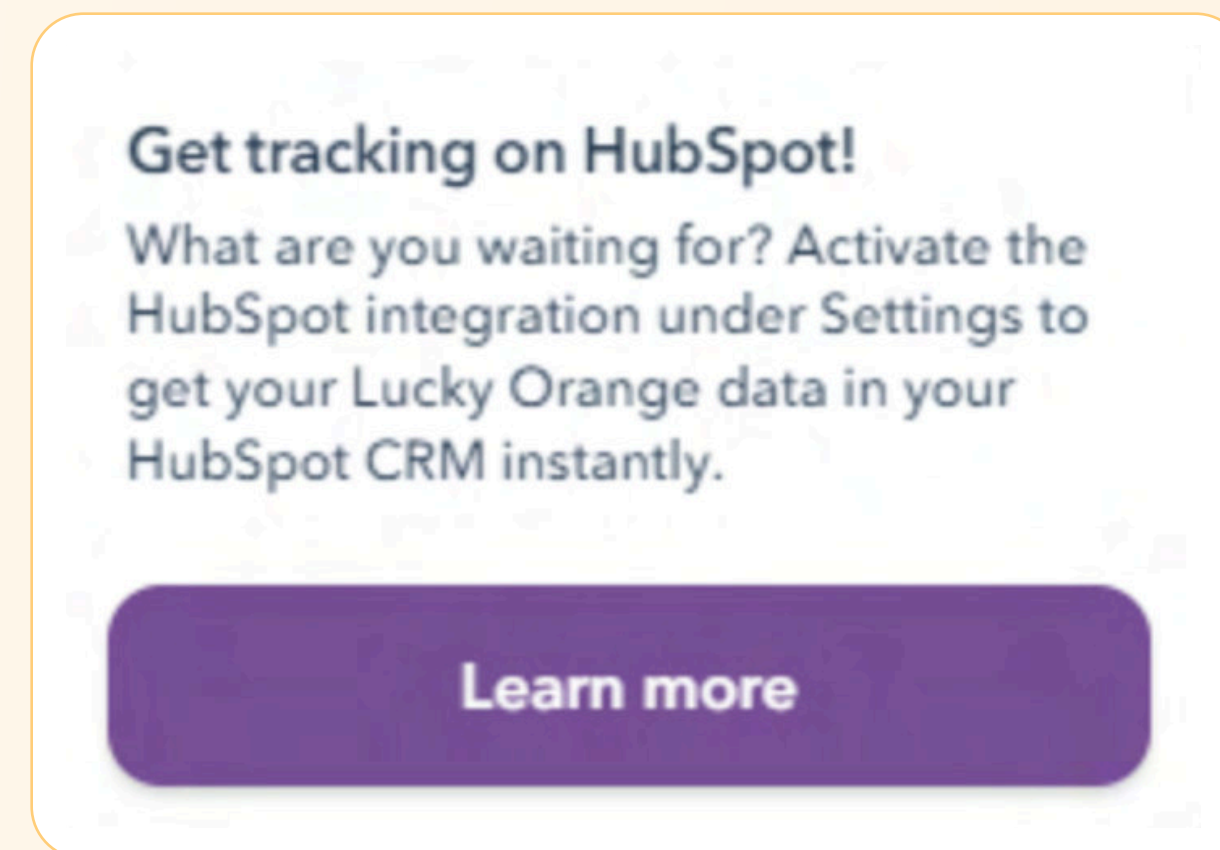
Lucky Orange In App Notification

Owler Newsletter

Publishing **content** or **media**

Create educational content or video about the integration to publish in your learning tools, blog or post on youtube.
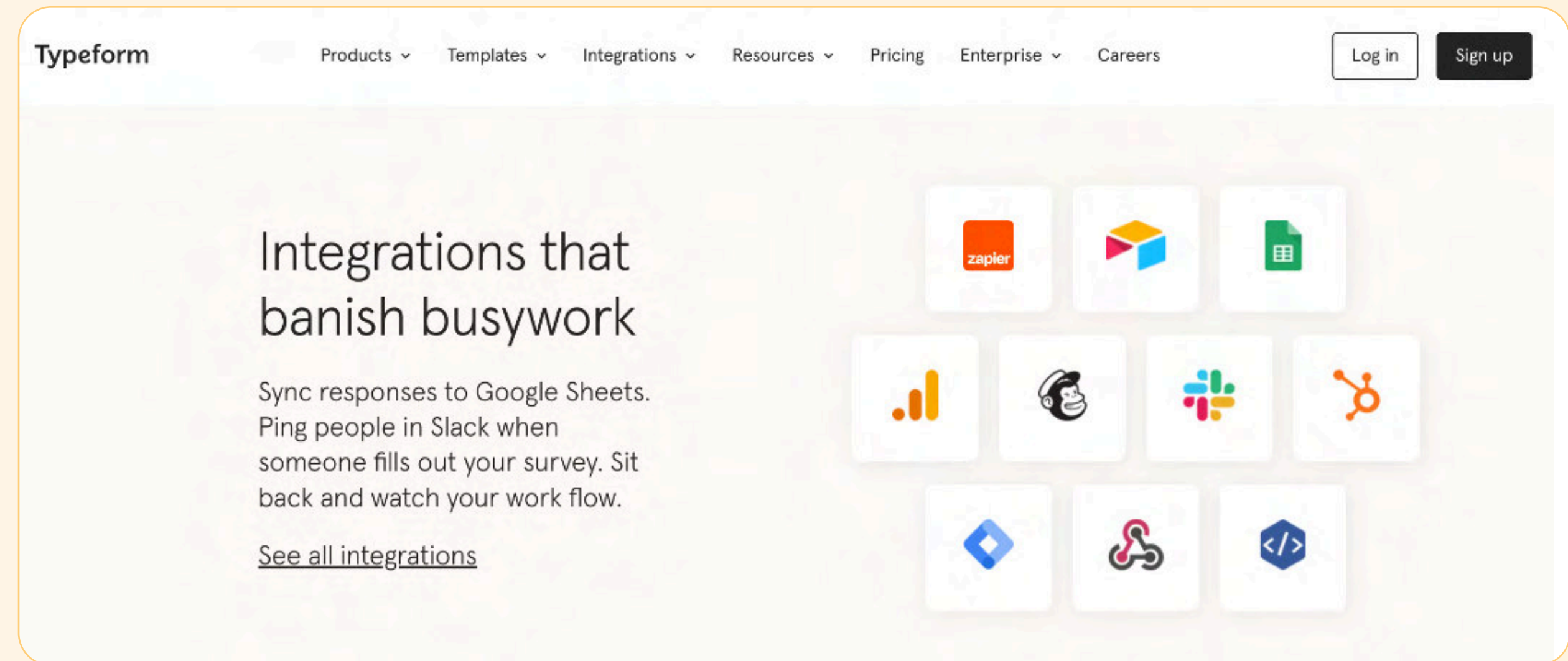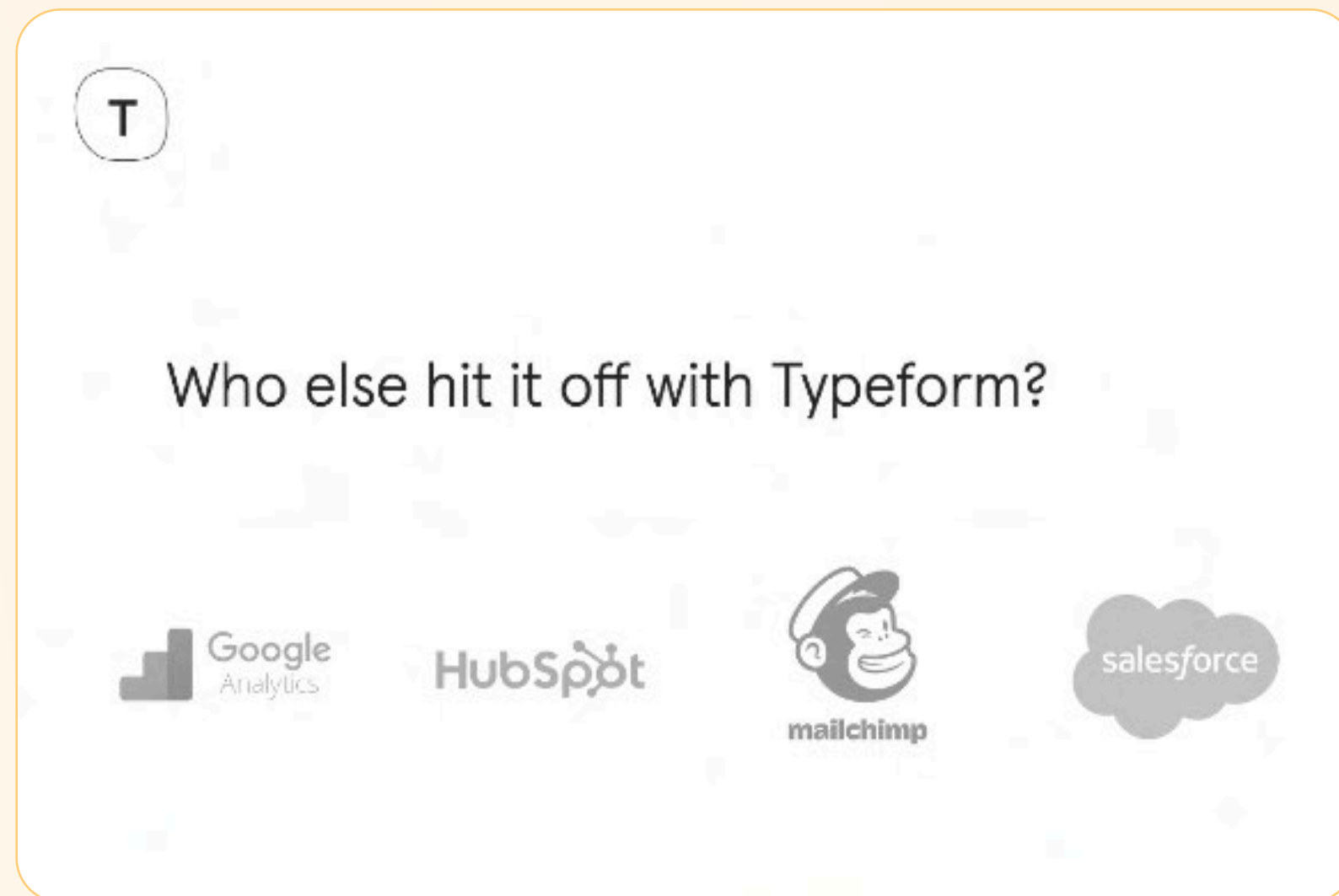

RollWorks Blog Example

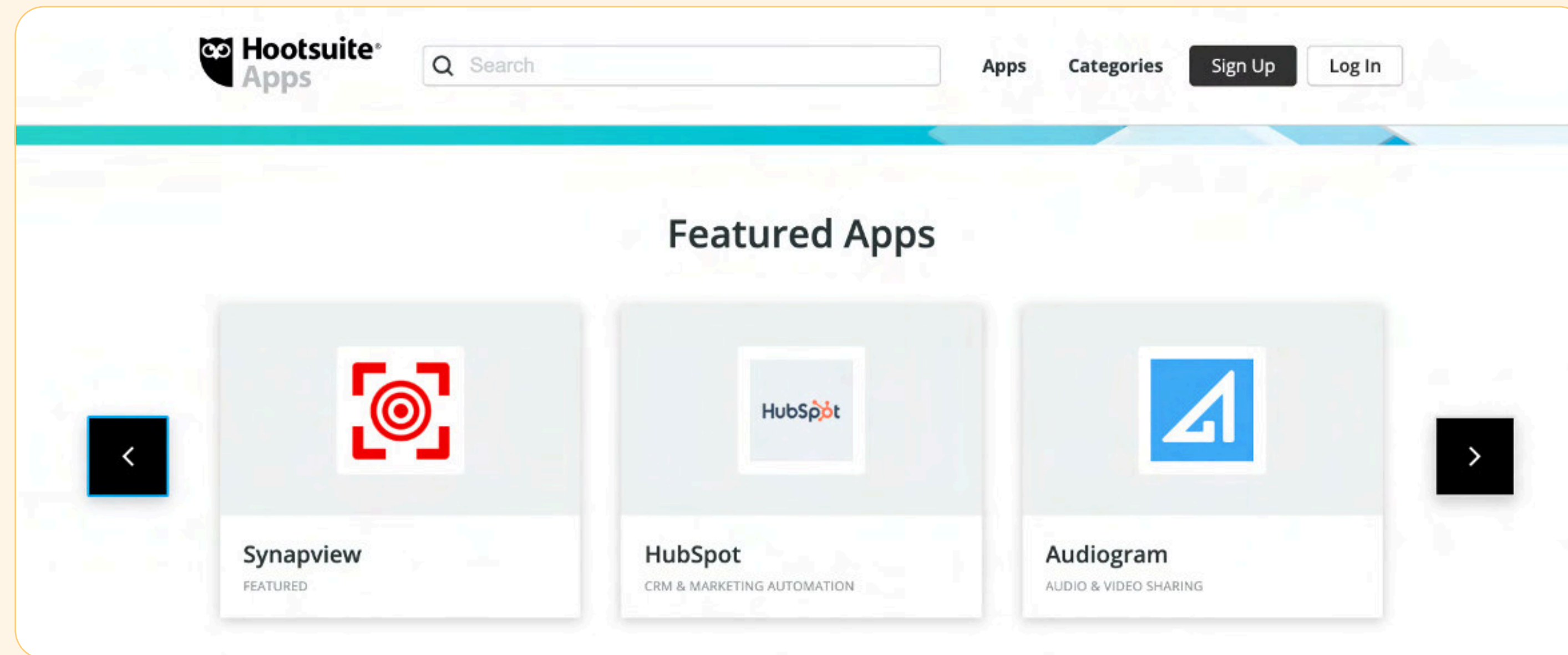Lucky Orange Video Example

Your homepage and partner pages

Include HubSpot's Logo on homepage and audit website for areas mentioning partners to add HubSpot

App Partner Example: Typeform

Your App Directory or Marketplace

Highlight your app with HubSpot and grow adoption via your integrations partner page.

App Partner Example: Hootesuite

A Specific **Partner Page**

Create a HubSpot Page on your website to link your app listing and highlight the value proposition of the integration.
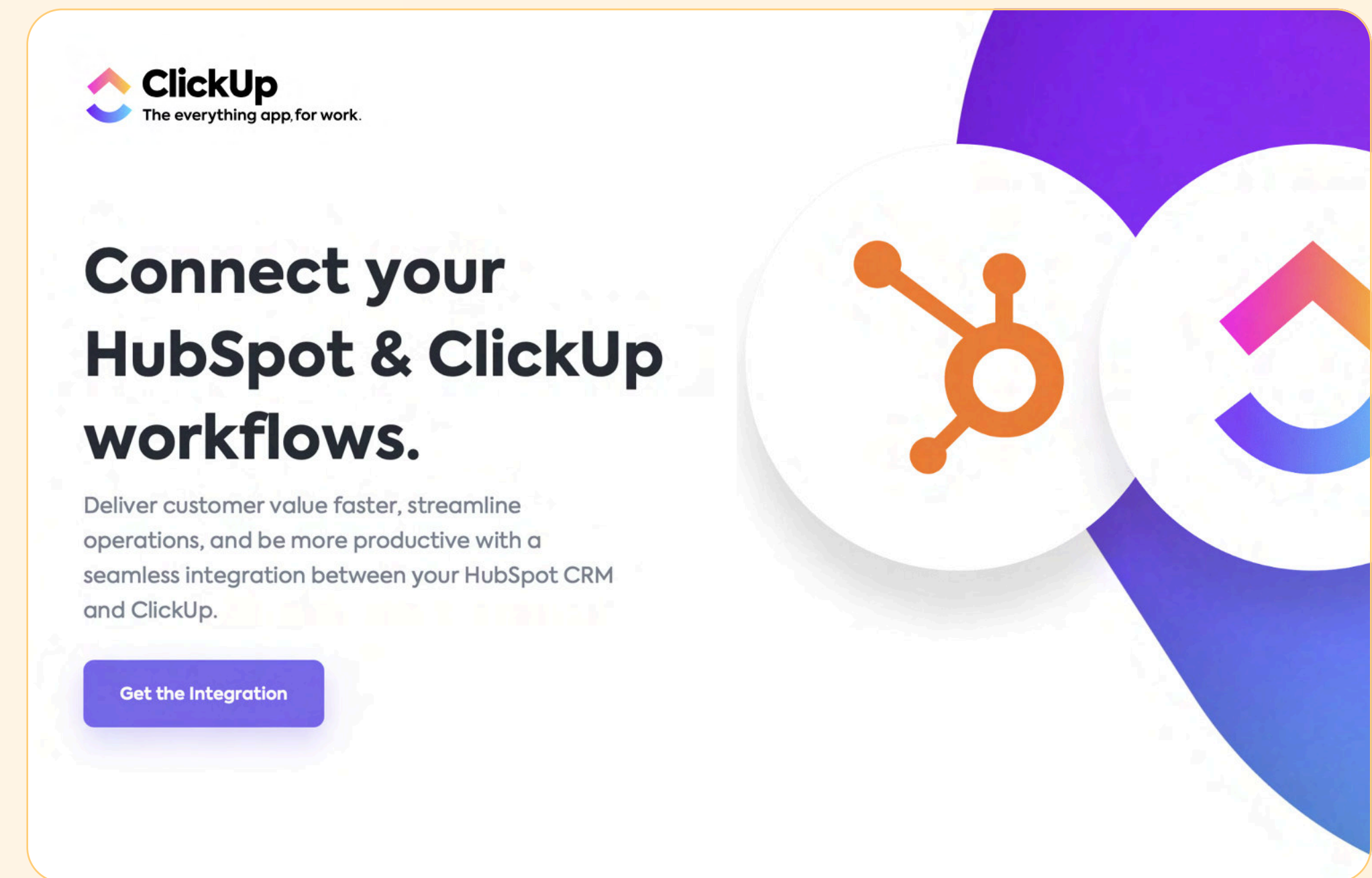
App Partner Examples: Gravity Forms

App Partner Examples: ClickUp

A **Discount** Sign Up Page

Distribute and drive new users to your tools and your HubSpot integration **by offering a discount sign up page to collect leads.**
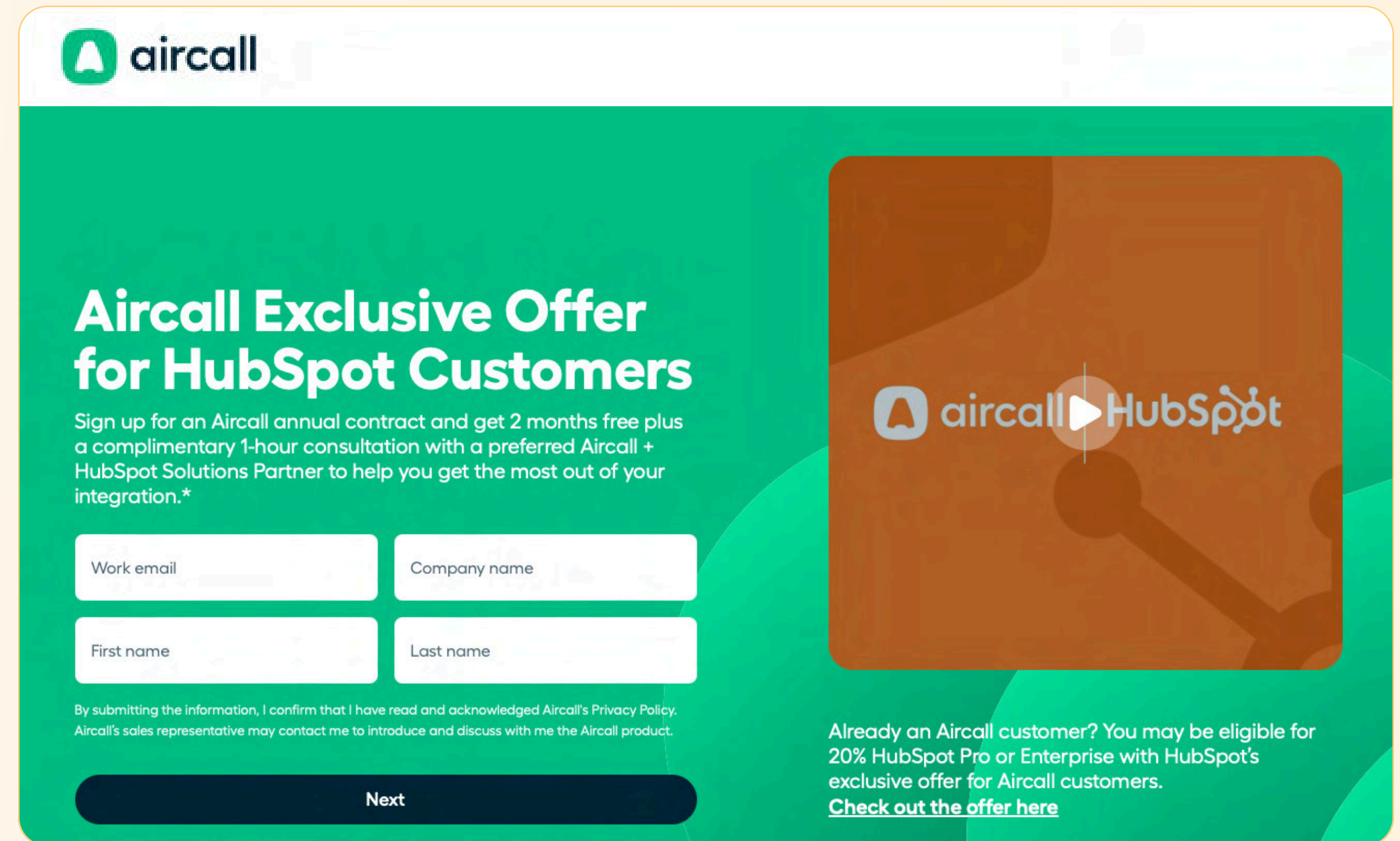
App Partner Examples: Aircall

Running **Paid Ads**

Highlight your integration with HubSpot through an ads network like Google, LinkedIn or others to drive awareness of your new HubSpot app.

- Leverage HubSpot's "The Ultimate Guide to PPC Marketing" to get started and see examples.

- Follow these steps to request trademark approval before running your paid ads campaign.
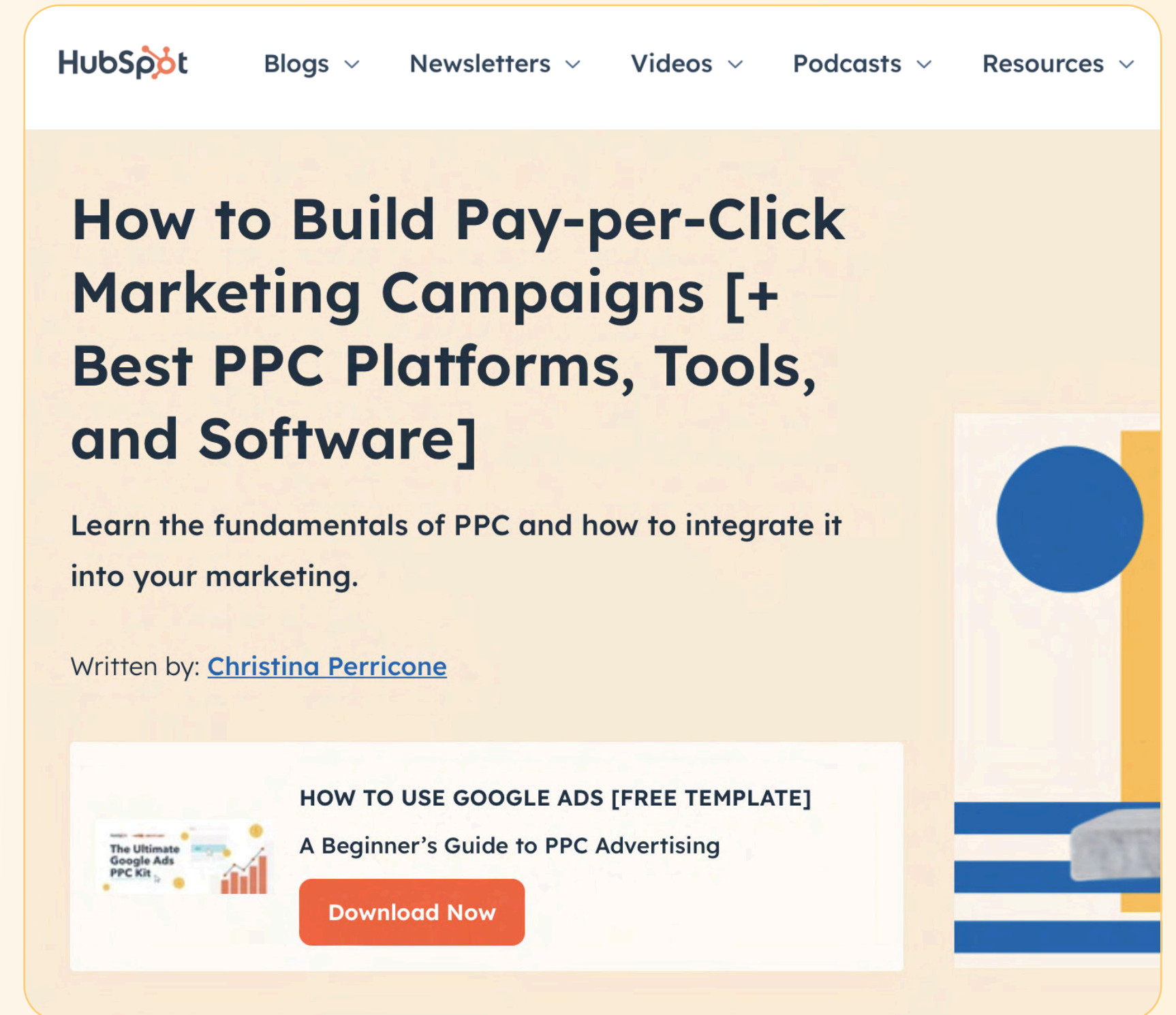
GROW CREDIBILITY BY

Certifying your application

Once you have been in the HubSpot App Marketplace for 6+ months with 60+ active users, you can <u>apply to certify your app</u>.

- This allows our team to do a full quality assurance review of the app, provide feedback on improvements and then mark your app with a "certified" badge once complete.

- Certifying your app helps instill trust from users that the integration has been vetted by both teams.

HUBSPOT CERTIFIED APP

HubSpot reviews every app before listing it in the Marketplace.
To be certified, an app has to pass an extra technical review by HubSpot's team of developers.

Running/Sponsoring an Event

Showcase your integration with HubSpot by leveraging in person and virtual events.

- Run a thought leadership webinar or demo to showcase your integration with HubSpot.

- Sponsor HubSpot's annual event, <u>INBOUND</u>.

- Include HubSpot in your event calendar.

Check out **more resources** here:

- **12 Ways** to Drive Awareness and Adoption of Your HubSpot Integration

- **5 Tips** For Optimizing Listings In HubSpot's App Marketplace

- App Partner **Resource Center**

HubSpot

Thank You