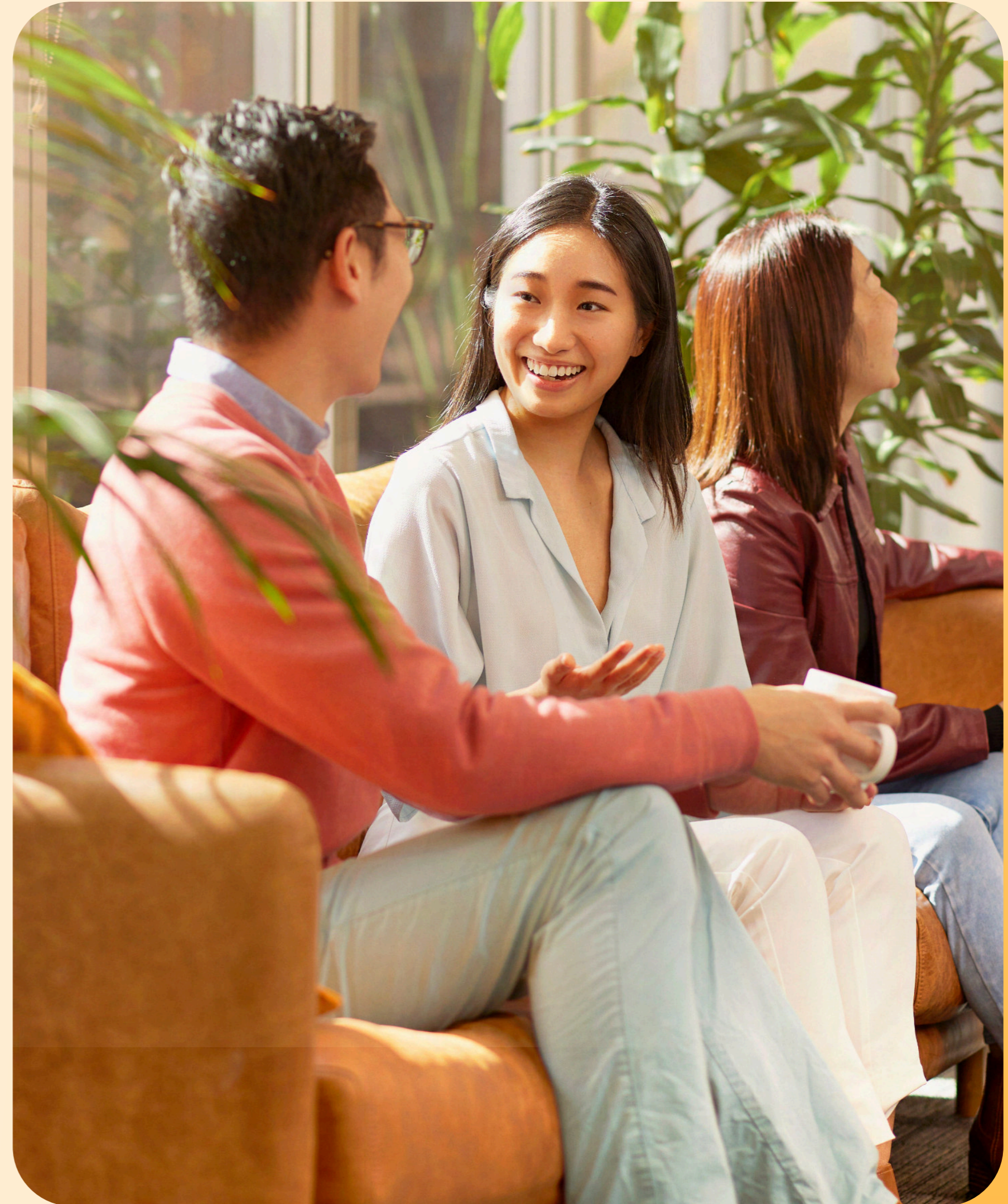




Marketing

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 [our prep pack here](#) to understand how your tool ties into HubSpot’s offerings, and the value the integration adds to HubSpot users.

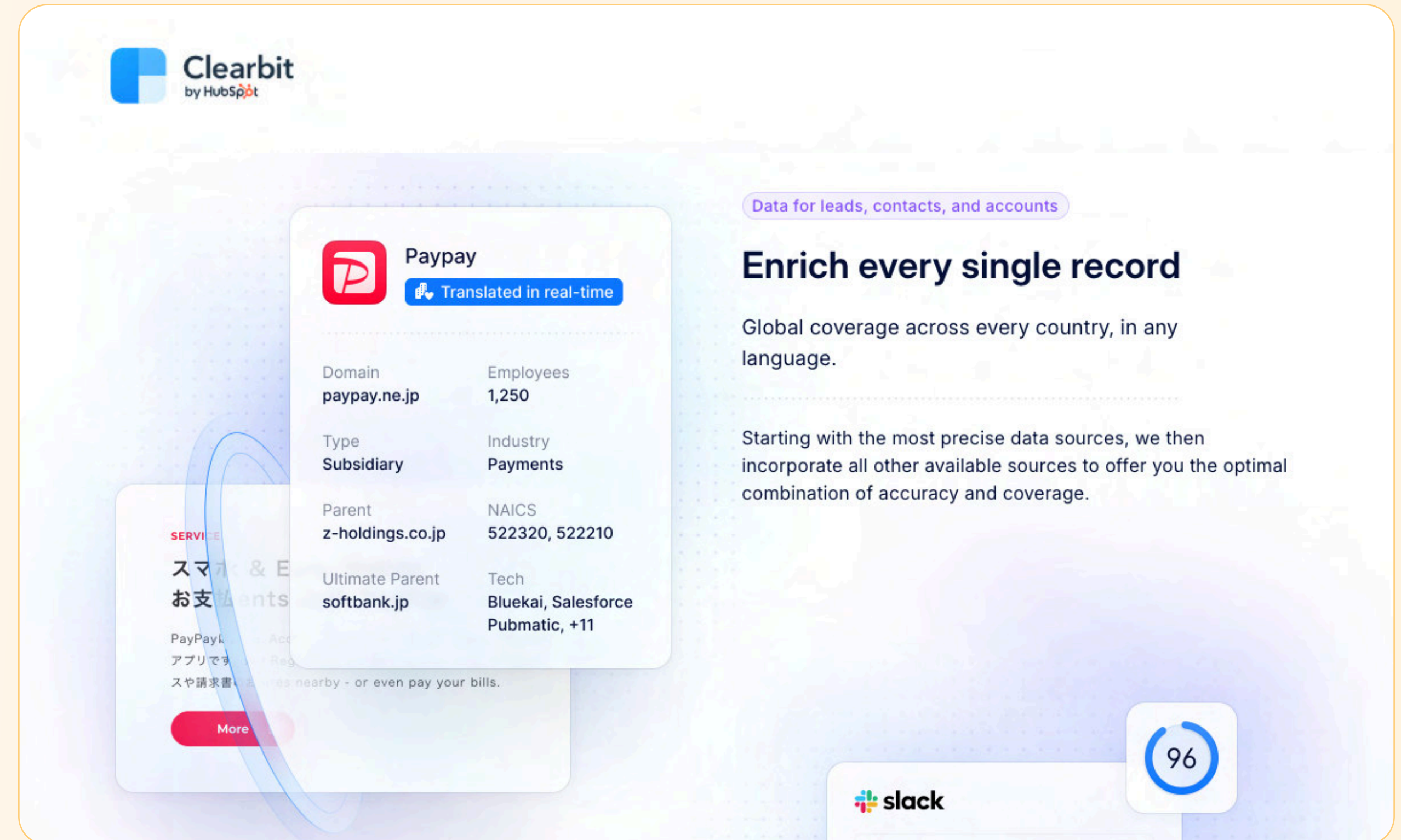
This “**Better Together**” story should be the foundation for the marketing, sales enablement, and customer success stories you share with prospects, leads, and existing customers.



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

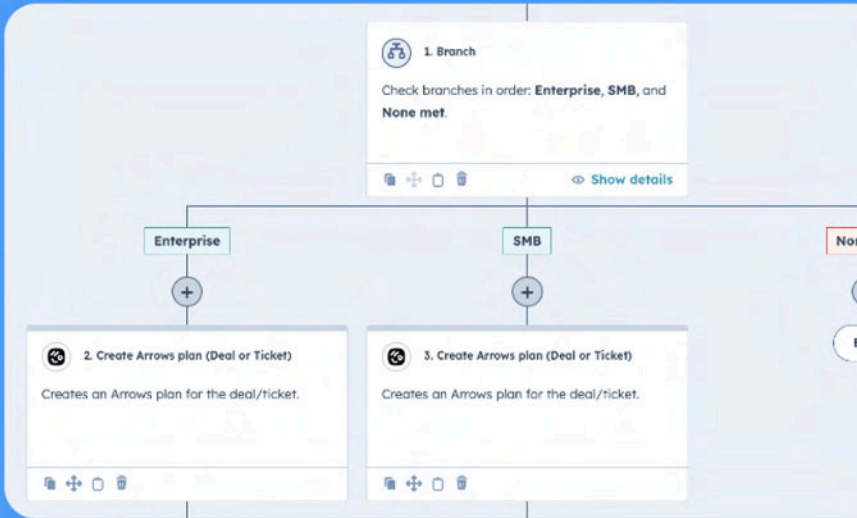
Use Case Content

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

The Vault 🗝️

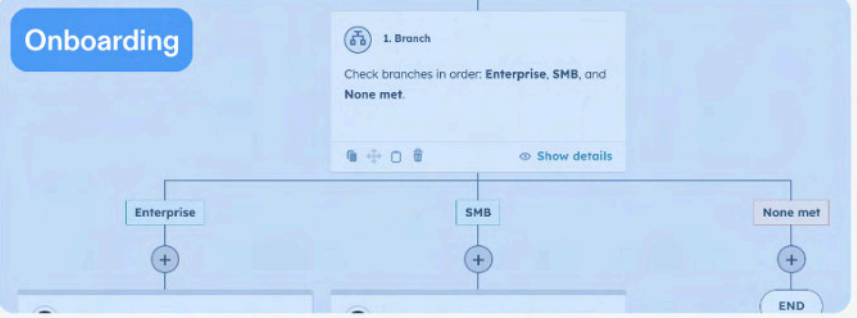
Create the right Arrows plan for each customer segment

Steal this HubSpot workflow to automatically segment your customers and create an Arrows plan based on that data




Use this template in Arrows

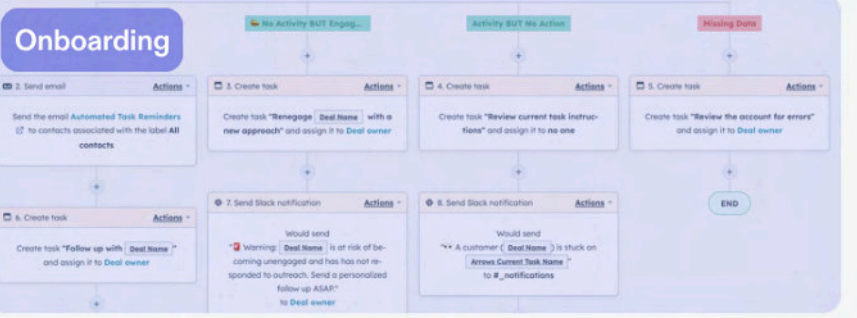
Onboarding




Create the right Arrows plan for each customer segment

Made by  Arrows

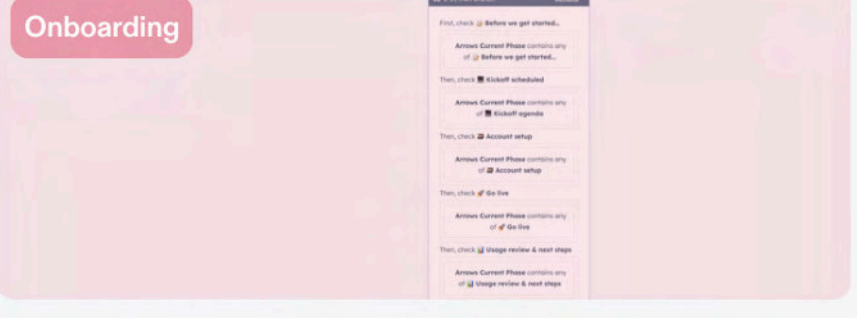
Onboarding




Identify and support customers stuck in onboarding

Made by  Arrows

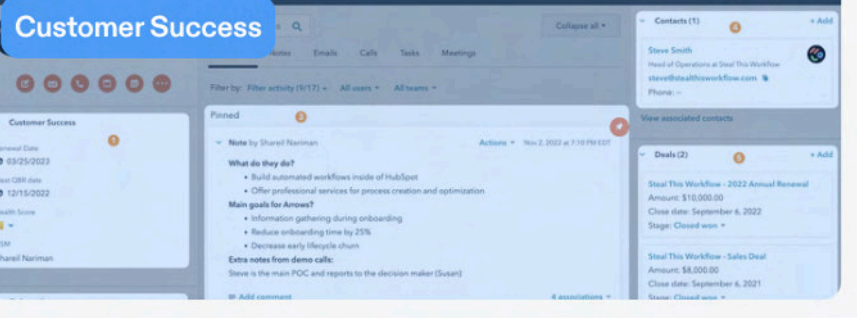
Onboarding




Automatically move customers through your onboarding pipeline in HubSpot

Made by  Arrows

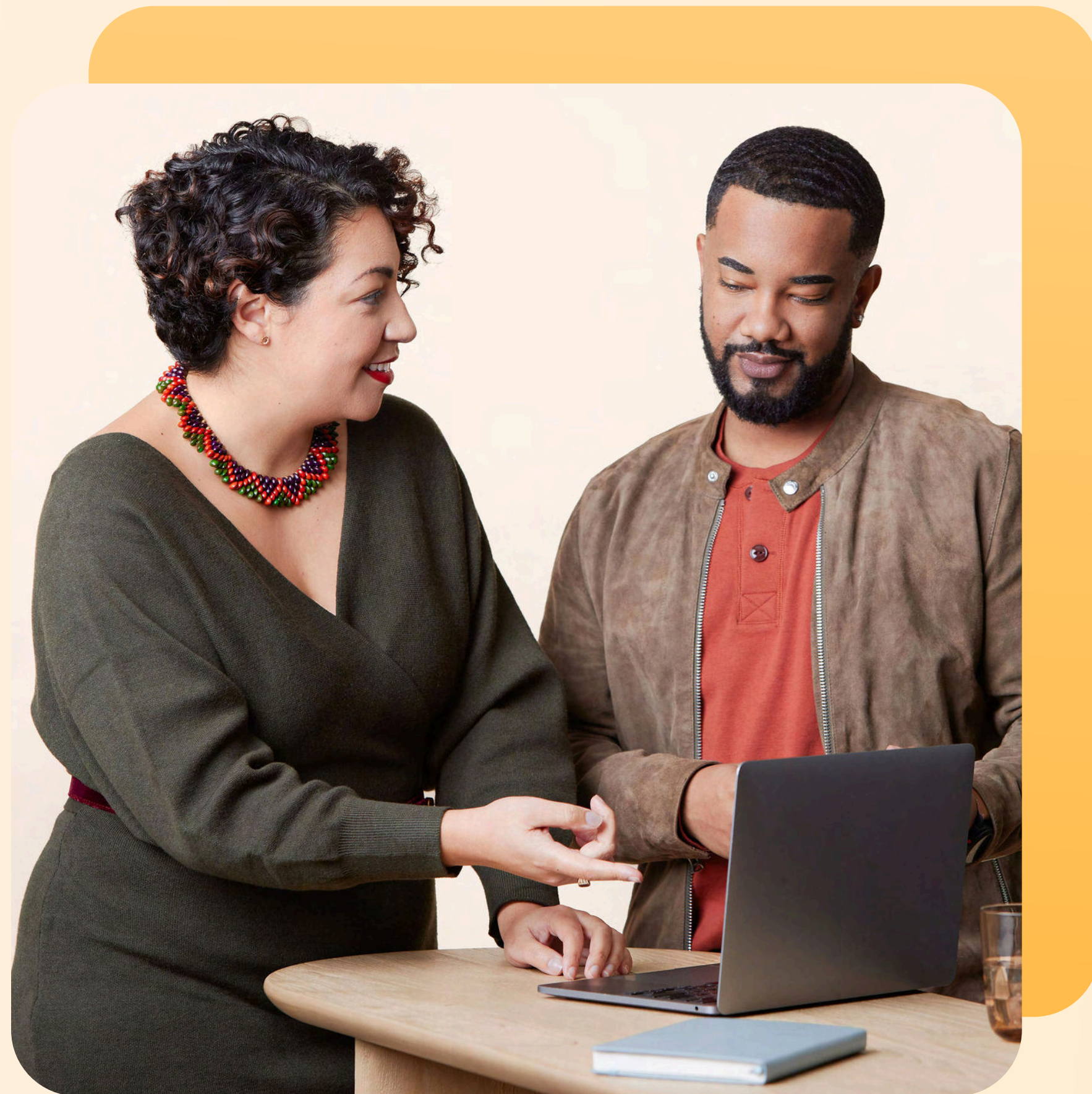
Customer Success



Configure HubSpot company records for customer success

Made by  Arrows

Arrows Vault [Example](#)



Here are our **marketing best practices** for app partners.

Publishing a **press release**

- 1 Review HubSpot's Branding Guidelines [here](#).
- 2 Utilize HubSpot's [Press Release Template](#) for App Partners.
- 3 When complete, share the content with your App Partner Manager and submit your Press Release to partnercommsreview@hubspot.com for approval.
- 4 **Publish and tag HubSpot!**



LearnUpon Joins the HubSpot App Marketplace to Help Companies Better Scale Customer and Prospect Learning Capabilities

Share      

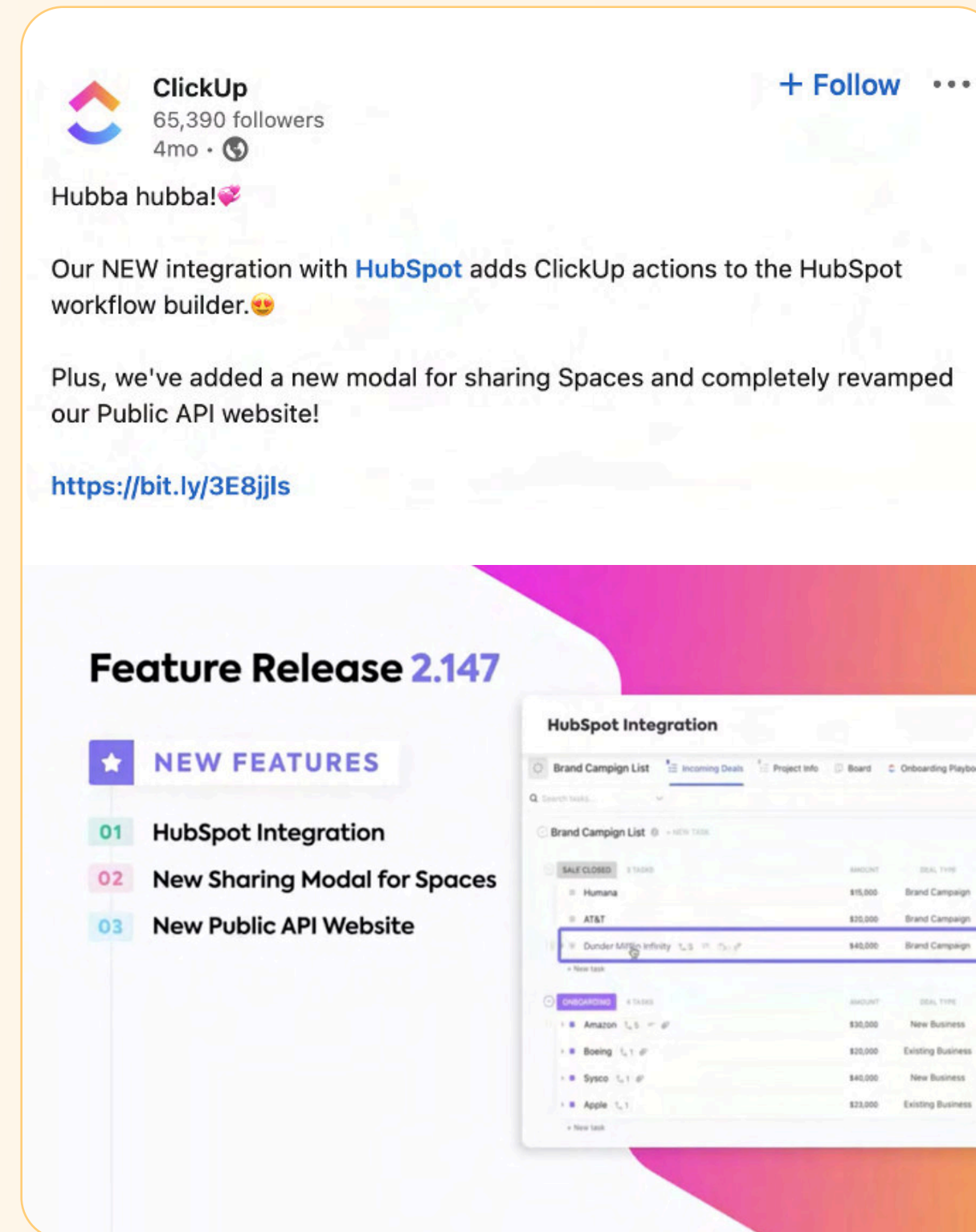
PHILADELPHIA--(BUSINESS WIRE)--LearnUpon, a powerful, yet easy-to-use LMS championing learner-centric experiences and results-focused support, today announced its LMS is now listed in the HubSpot App Marketplace. As a HubSpot app partner, LearnUpon will go further in helping companies educate and engage customers at scale through learning.

With this new integration, HubSpot customers can connect their CRM with LearnUpon's LMS, enabling them to manage and deliver onboarding and product training to prospects and customers in an automated, customer-friendly way. The integration also equips businesses with data to better understand the impact of their training and illustrate the ROI of engaging with their learners at scale.

"Offering great customer experience is core to how we operate here at LearnUpon," said Brendan Noud, CEO of LearnUpon. "We're thrilled to be a partner of HubSpot's ecosystem, who values customer experience just the same, and we value our ability to partner together to help companies build and strengthen long-term customer relationships that fuel growth through learning."

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

Oneflow
14,461 followers
1mo · 🌐

Still creating and sending contracts manually?

If you're spending time drafting contracts, copy-pasting details, and chasing signatures, it's time to rethink the process.

With Oneflow in **HubSpot** Workflows, you can automate the entire flow:

- Automated proposal sending – When a deal reaches the “Proposal” stage, a contract can be generated, pre-filled with deal details, and sent for signing—without extra steps.
- Contract renewals – Expiring contracts can be identified, renewal agreements can be sent automatically, and account managers can be notified if follow-up is needed.
- No-touch sales – When a customer fills out a form, a quote can be generated and sent, and follow-ups like DPAs can go out automatically.
- Orders can be contract-ready instantly – Automatically create orders based on form submission on your website.

With automation, teams can reduce administrative tasks and keep deals moving forward smoothly.

Check out the slideshow for a closer look or read the article: <https://lnkd.in/d3kQ6Gv7>

Oneflow x Hubspot · 6 pages

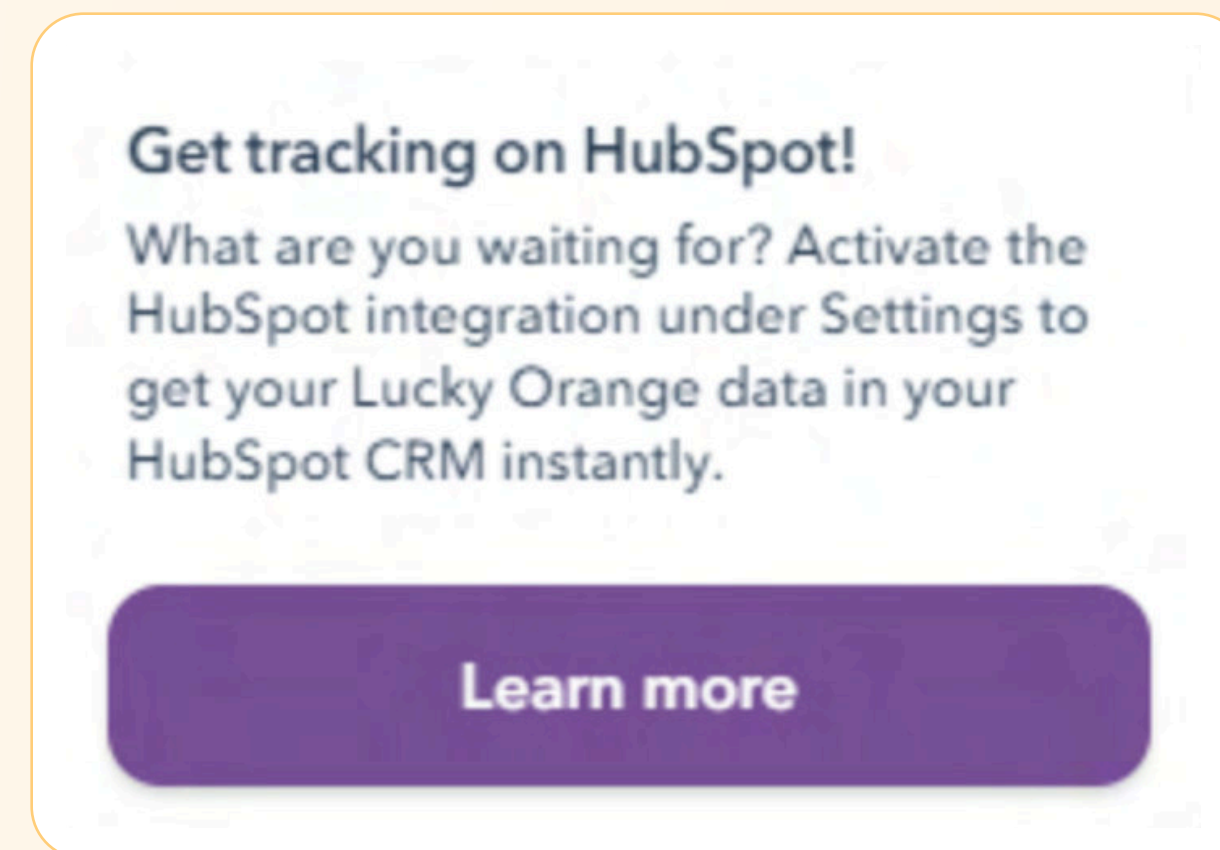
Integrations

Use cases for HubSpot Workflows with Oneflow

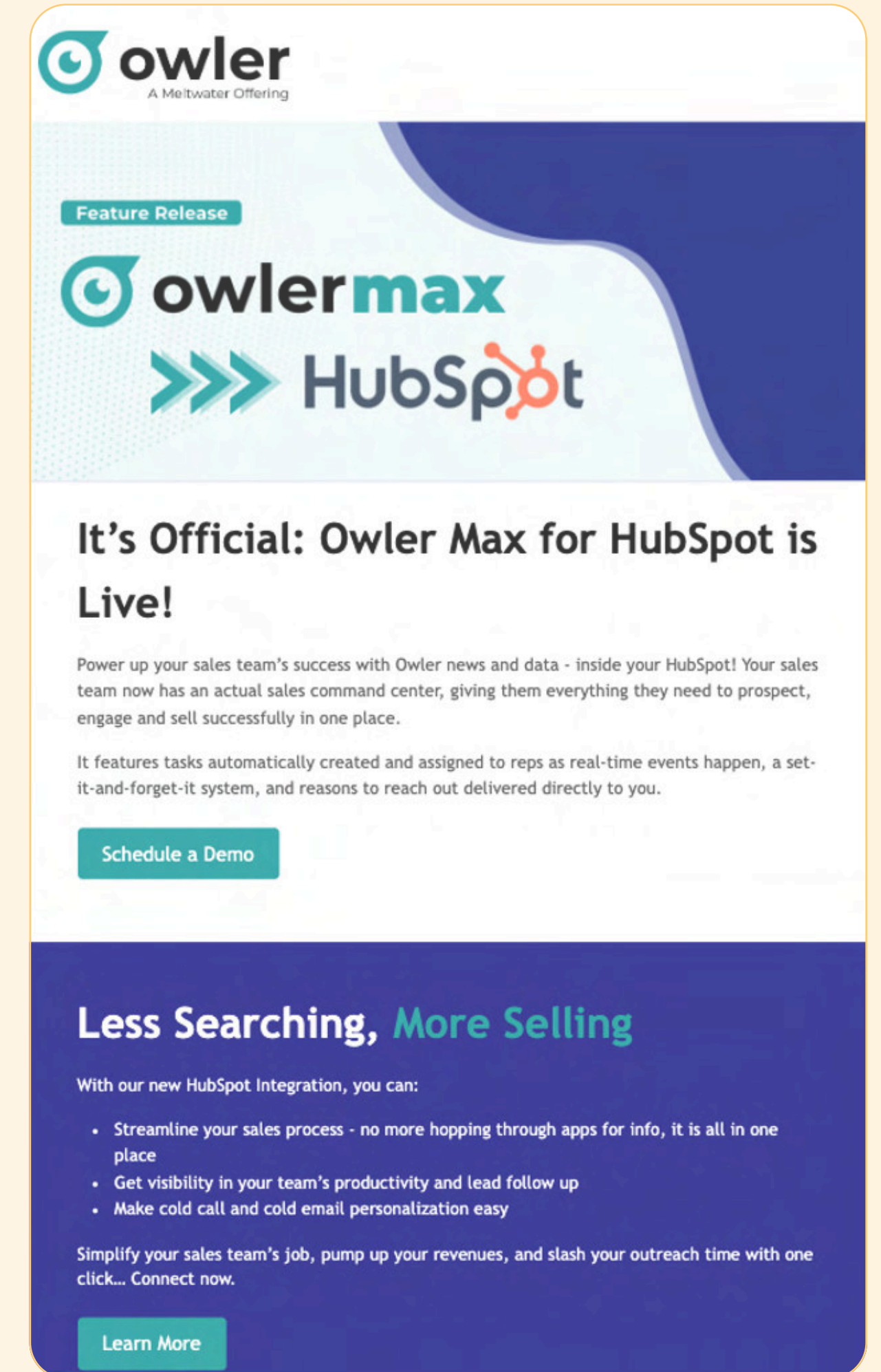
Sending an internal & external **product notification**

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.



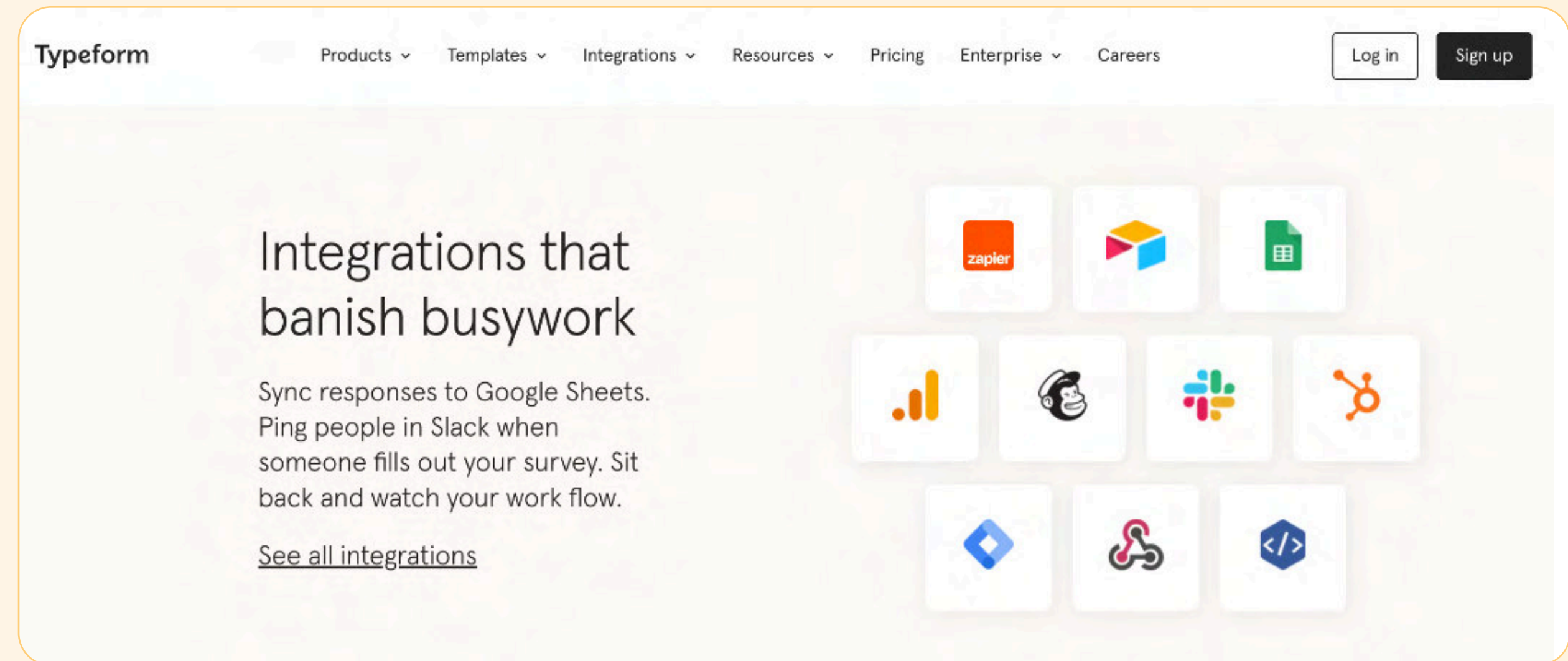
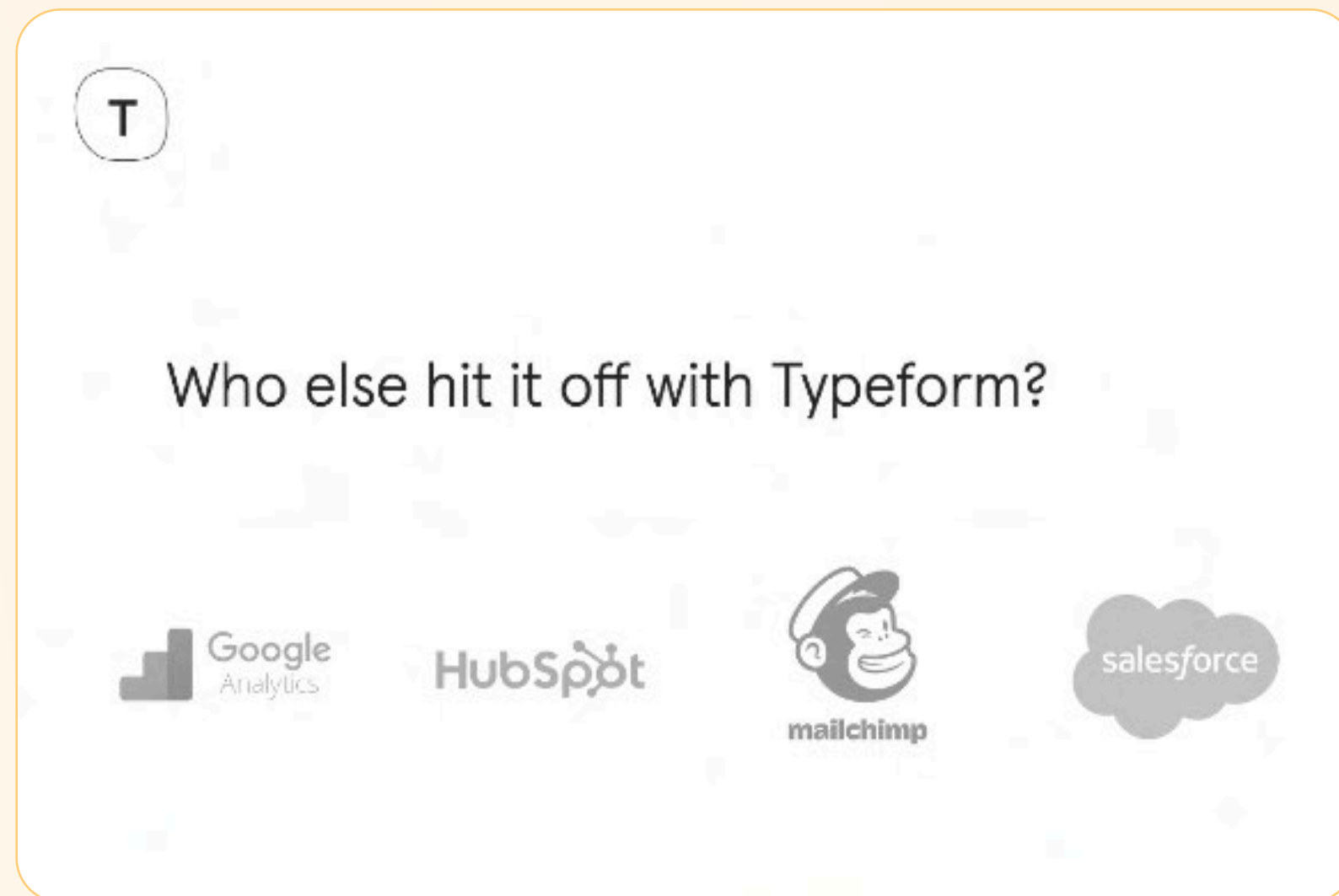
RollWorks Blog [Example](#)



Lucky Orange Video [Example](#)

Your homepage and partner pages

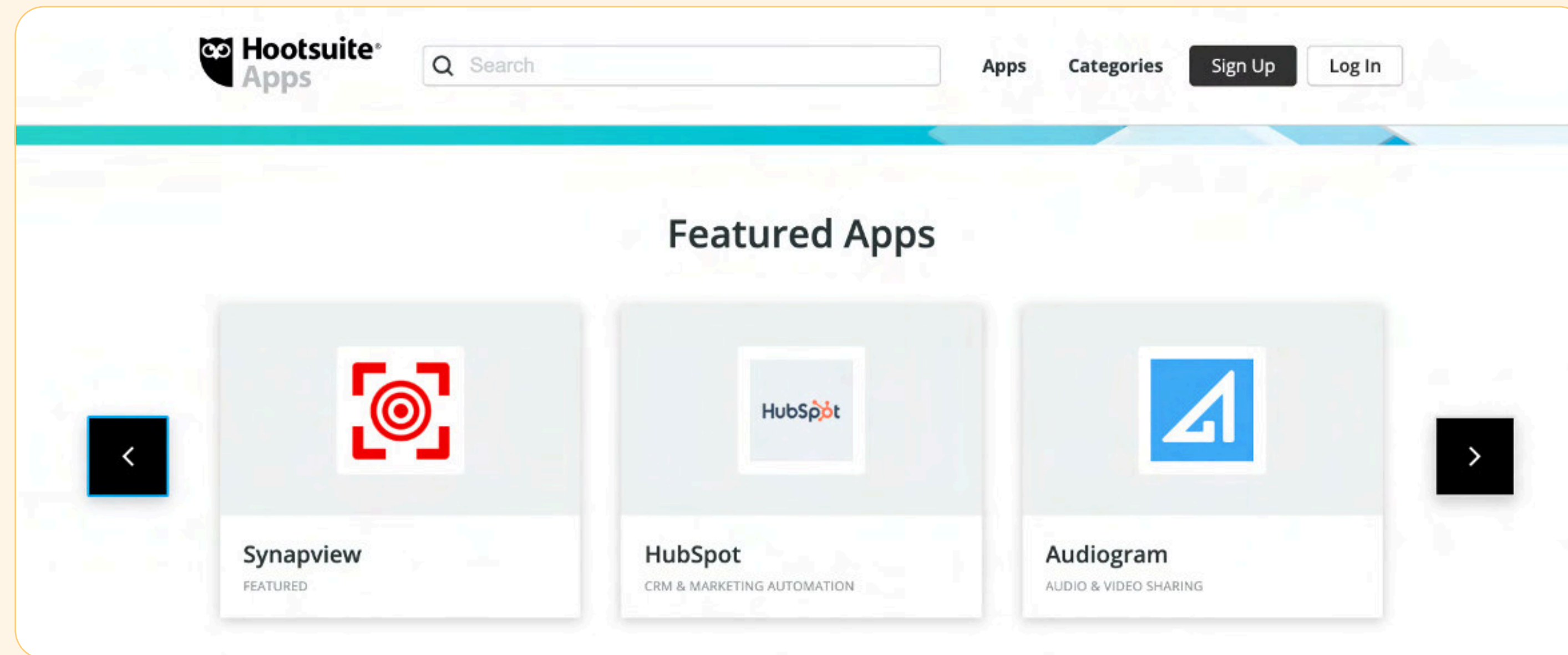
Include HubSpot's Logo on homepage and audit website for areas mentioning partners to add HubSpot



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: [Hootsuite](#)

A Specific Partner Page

Create a **HubSpot Page** on your website to link your app listing and highlight the value proposition of the integration.



GRAVITY FORMS

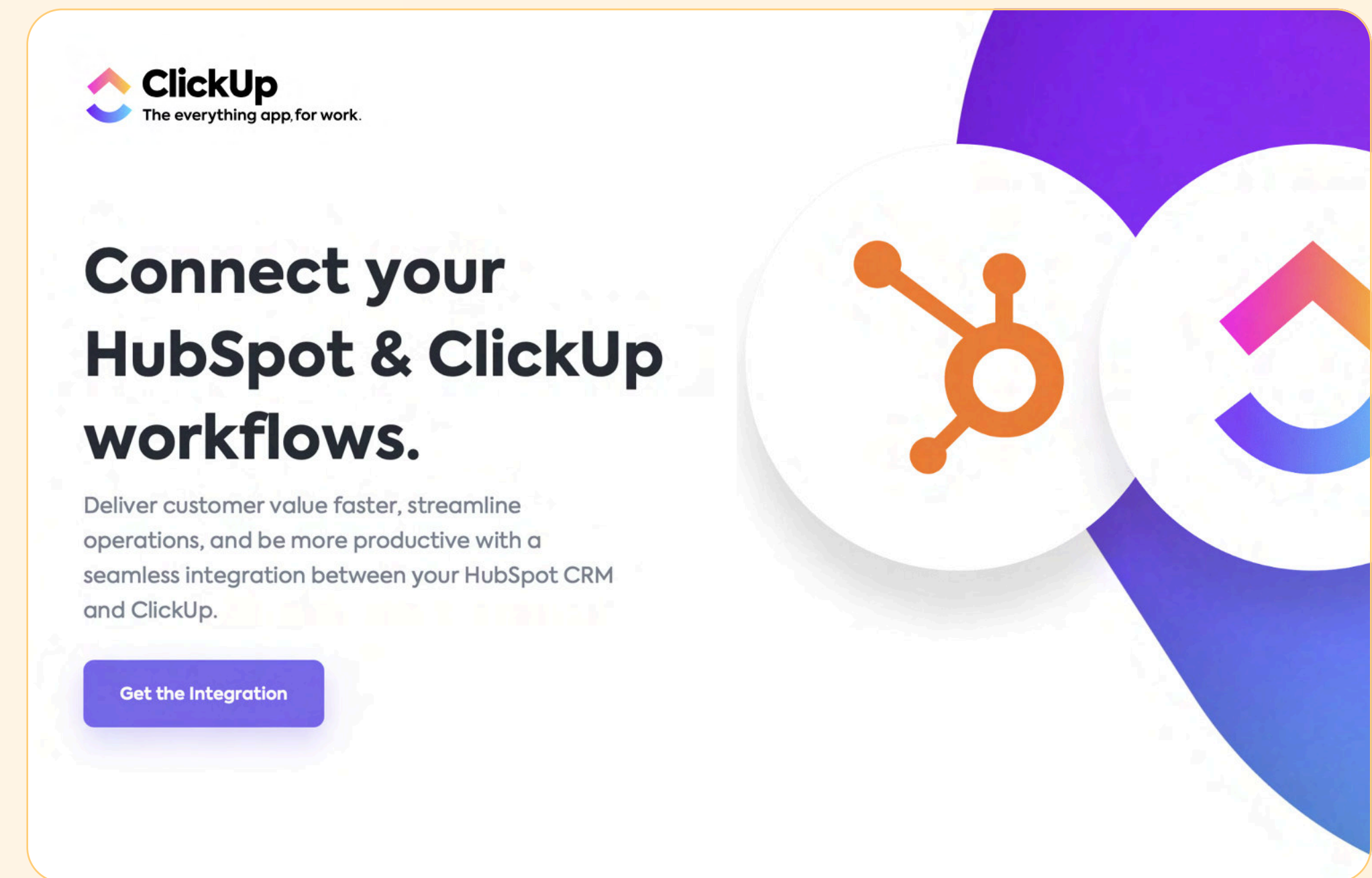
Manage leads with Gravity Forms and HubSpot

Take advantage of HubSpot's powerful CRM and marketing platform to help grow your email list and support your marketing, sales, and customer service activities.

[Sign up with HubSpot](#)

The image shows a person in an orange shirt looking at a tablet. The background is dark blue with white gears and icons for Gravity Forms and HubSpot. The Gravity Forms logo is a white 'G' inside an orange square, and the HubSpot logo is a white person icon inside an orange square.

App Partner Examples: [Gravity Forms](#)



ClickUp
The everything app for work.

Connect your HubSpot & ClickUp workflows.

Deliver customer value faster, streamline operations, and be more productive with a seamless integration between your HubSpot CRM and ClickUp.

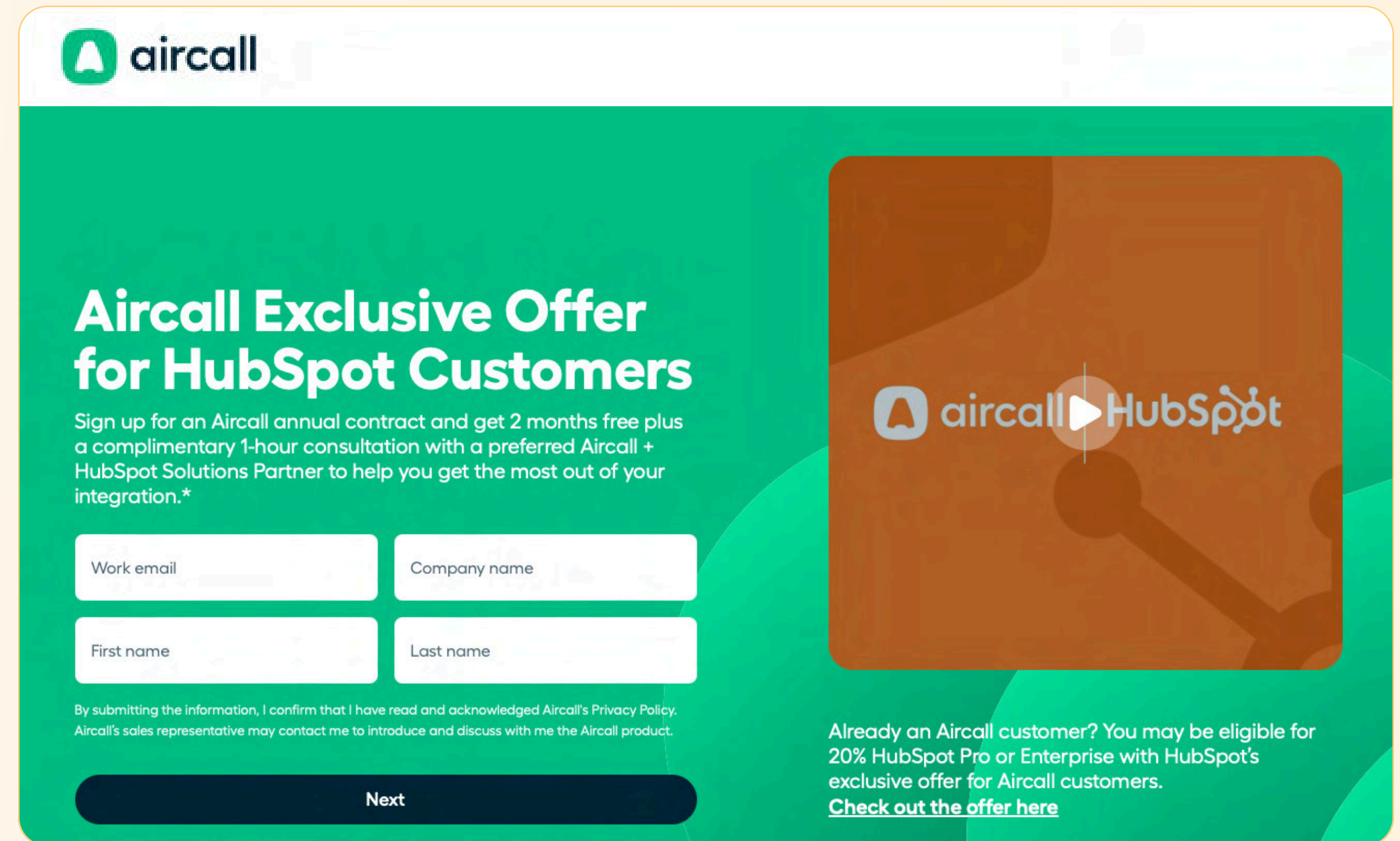
[Get the Integration](#)

The image features two large circular icons: one with an orange HubSpot logo and another with a purple and blue ClickUp logo. The background is white with purple and blue abstract shapes.

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.

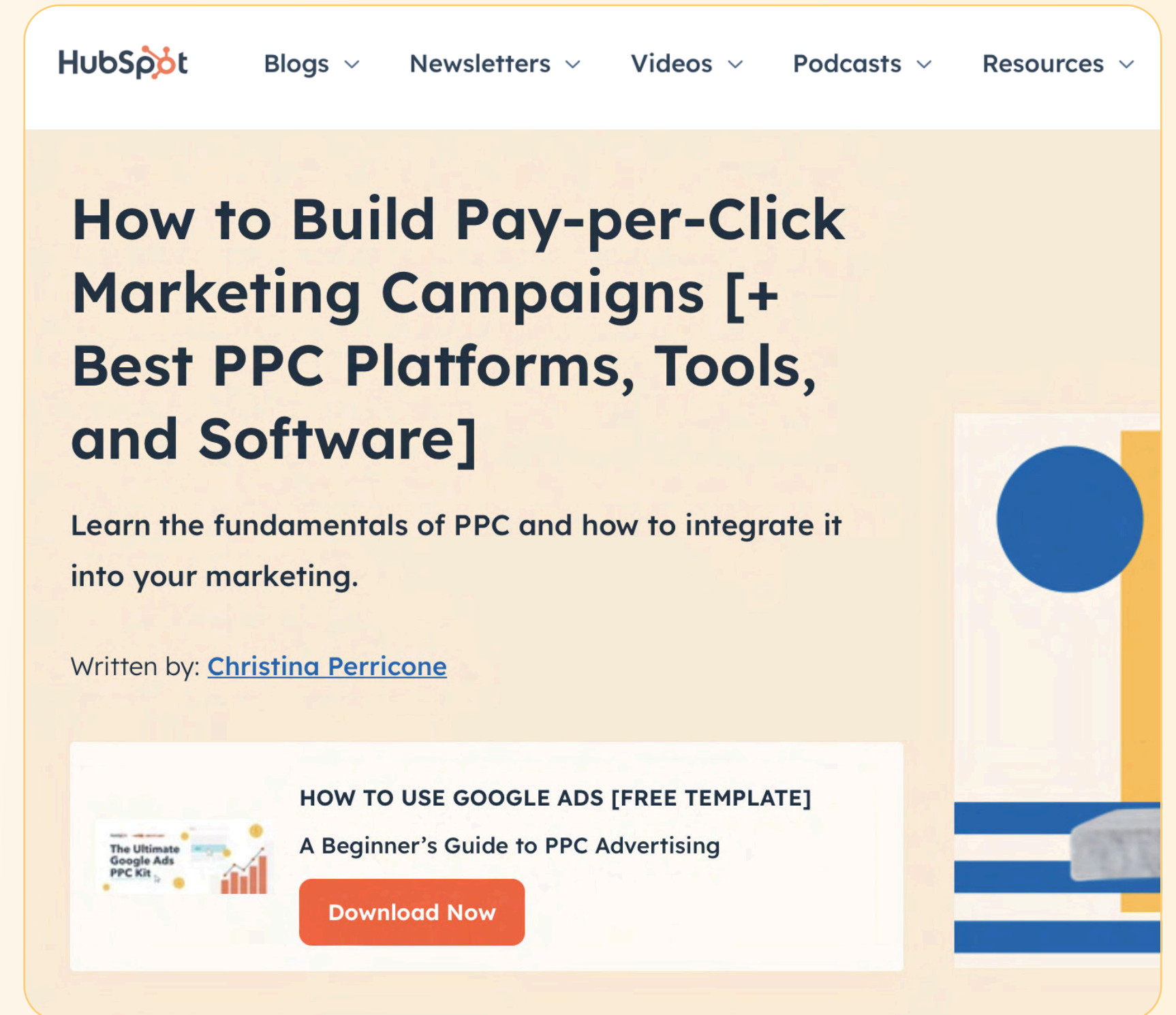


App Partner Examples: [Aircall](#)

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 apply to certify your app.

- 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.



OTHER WAYS TO GROW ADOPTION

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, INBOUND.
- 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](#)

