

Messaging Template

HubSpot Technology Partner
“Better Together” ICP and JVP.



HubSpot
Technology Partner
Program

Intro

Use this template to define your ideal customer profile (ICP) for your HubSpot integration and translate it into clear, consistent “Better Together” messaging.

Most partners complete Sections 1–9 in ~60–90 minutes.



By the end of completing this template, you should have:

- ✓ A focused definition of who this integration is for (and who it's not).
- ✓ A concise Better Together story grounded in real customer problems and outcomes.
- ✓ Messaging inputs you can reuse across Marketplace copy, sales talk tracks, enablement, and joint GTM.

How to use this template:

- ✓ Work through each section in order.
- ✓ Early section define your ICP and positioning inputs; later sections Validate and refine them with real data.
- ✓ Messaging inputs you can reuse across Marketplace copy, sales talk tracks, enablement, and joint GTM.

1. ICP Company Profile Analysis

Purpose:

Define the basic company profile for your ICP (the customer types that get the most consistent value from HubSpot + your app).

How to understand your ICP

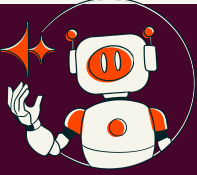
Analyze the customers that have installed your HubSpot app. If you have access to HubSpot accounts via Crossbeam, you can also analyze all joint customers.

You should also review the segment of joint customers that are driving the most revenue for your app.

Common characteristics observed [for all and high revenue segment]

Company size:	Industry/vertical:	Company revenue:	Geography
XXX	XXX	XXX	XXX

Notes / patterns:



AI Assist

Prompt:
“Analyze the following customer data and summarize the most common characteristics of our highest-revenue HubSpot integration customers. Highlight patterns that should influence our ICP.”

Primary vertical	
Secondary vertical	
Employee range	Pick one ▾
Revenue range	Pick one ▾

2. HubSpot Product Alignment

Purpose:

Identify which HubSpot product your app adds value to.

HubSpot Hub integrated

Marketing Hub

Service Hub

Commerce Hub

Sales Hub

Content Hub

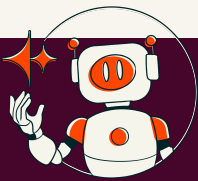
Data Hub

What the integration enables:

Example: Syncs customer data, triggers workflows, powers reporting

Why it matters to the customer:

(Repeat this section for each relevant Hub.)



AI Assist

Prompt:

“Based on our product capabilities and how customers use our HubSpot integration, identify which HubSpot Hub(s) our app most strongly aligns with (Marketing, Sales, Service, Content, Commerce, Data).”

For each relevant Hub, explain:

Relevant Hub

What the integration enables or enhances inside that Hub

...

The specific customer problem this solves

...

Why this matters to the customer's day-to-day work or business outcomes

...

Focus on where HubSpot is the system of record and our app extends or enhances its value. Avoid listing technical features; prioritize customer impact, scale, or complexity.

3. HubSpot Product Alignment

Purpose:

Clearly articulate how this integration helps users meet essential business objectives.

Core pain points solved

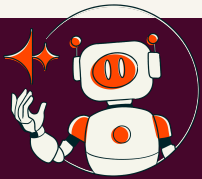
(Problems customers face before using HubSpot + your app).

Examples: Manual data sync, siloed marketing and sales teams, poor landing page conversion rate, inaccurate quoting process

Shared workflows

(Workflows powered by both HubSpot and your app and their business outcomes).

Example: HubSpot landing page Lead capture → app intent data enrichment → routing to seller → seller follow up = more deals opened with less seller work, higher close rate



AI Assist

Prompt:

”Describe the core use cases and workflows where a HubSpot integration with [our app] is essential. Focus on problems that solve important business needs. For each workflow, identify the business outcome for the customer.”

4. User and Buyer Definition

Purpose:

Identify who within the company ICP uses, buys, and champions the purchase of your app to be used with HubSpot.

Primary job roles using the joint solution

(Who is the primary person using the apps together day-to-day?)

Examples: RevOps Manager, Demand Gen Manager, Email Marketing Manager, Support Ops

Buyer(s)

Who approves or owns the purchase?

Examples: VP of Marketing, CRO, Director of Demand Generation, Head of Support

Influencers / internal champions

Who pushes adoption or drives evaluation?

Examples: Head of RevOps, AEs, Email Marketing Manager

5. Business Impact

Purpose:

Define what success looks like for your ICP when using your app with HubSpot.

Primary outcomes

Identify the top 2-3 outcomes delivered.

Examples: seamless customer quoting experience leading to fewer disputes and more closed deals, more productive AEs who close more deals, increased closed rates through highly targeted and personalized marketing.

6. Better Together Story Framework

Purpose:

Put together the narrative on why HubSpot and your app can transform results for your ICP.

Hero [your ICP]

Example: VP of Marketing at MM SaaS Company

Broken world [pain point]

Example: Not enough leads due to declining search volume and rising PPC costs

Tool [the joint solution]

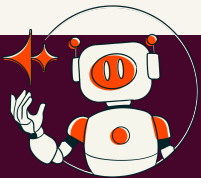
Example: HubSpot and live event software

Mended World [outcome the ICP reaches with your tool]

Example: Using HubSpot Marketing Hub and an integrated live event software, the VP of Marketing was able to increase the number of high quality leads by 300%.

Elevator Pitch [put together all the elements of the story]

Example: VPs of Marketing at SaaS companies are under pressure and struggling with a lack of leads due to diving organic search and more expensive paid ads. Using HubSpot Marketing Hub and the integrated live event software, VPs of Marketing are able to put on world-class events that prospects love, filling the funnel with high quality leads.



AI Assist

Prompt:

“Create a concise ‘better together’ story for HubSpot and [Company Name], structured as: the hero of the story [joint ICP] is in a broken world [pain point they are facing]; with the power of HubSpot and [Company Name] [joint solution description], they are able to move to a mended world [new world where they use the tool to drive better business outcomes].”

7. Competitive Differentiation

Purpose:

Clarify why this ICP chooses the HubSpot + partner integration over alternatives.

Competitor breakdown

(Repeat as needed for each top competitor).

[Key competitors and substitute solutions]

High level differentiation

(Top 1-2 reasons, generally)

Why your app + HubSpot wins:

...

8. ICP Updates and Change Log

Purpose:

Keep your ICP definition and Better Together messaging aligned with real customer behavior over time. Create a record that your team can reference to understand how and why your messaging has evolved over time.

By the end of completing this template, you should have:

- ✓ Quarterly as part of regular review.
- ✓ After major changes, such as new product launches, new HubSpot hub integrations, shifts in GTM motion, or meaningful changes in customer behavior.

Date of review:

What changed in the ICP or messaging:

Example: Target company size, primary use case, buyer role, positioning

Why it changed:

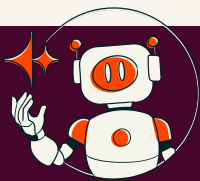
Example: New customer data, churn patterns, Marketplace insights, sales feedback

What stayed the same:

(Core assumptions that continue to hold true)

What this means for go-to-market focus:

Example: Marketplace copy updates, sales enablement changes, campaign targeting



AI Assist

Prompt:

“Compare this updated ICP against the previous version. Summarize what changed, why it changed, and what this means for go-to-market focus.”