MARKETING HUB

ALL YOUR MARKETING TOOLS AND
DATA - ALL UNDER ONE ROOF

PRODUCT DESCRIPTION

HELP YOU ATTRACT THE RIGHT AUDIENCE, CONVERT MORE VISITORS INTO CUSTOMERS, AND RUN COMPLETE INBOUND MARKETING CAMPAIGNS AT SCALE — ALL ON ONE POWERFUL, EASY-TO-USE PLATFORM.

WHERE ALL YOUR MARKETING COMES TOGETHER

01 ATTRACT ATTENTION

Create content your prospects crave and make it impossible to miss.

POPULAR FEATURES (ATTRACT ATTENTION)

BLOG

Publish content your audience is looking for, and get discovered in the search, social media, and beyond

SEO

Help you plan your content strategy and optimize your content as you type

AD TRACKING & MANAGEMENT

Manage Facebook, Instagram, LinkedIn, and Google ads right inside HubSpot, and track which ads are turning prospects into customers

POPULAR FEATURES (ATTRACT ATTENTION)

SOCIAL MEDIA MANAGEMENT

Monitor and prioritize conversations, and publish to social networks with the same tool you use to create campaigns

VIDEO

Host and manage files right inside HubSpot, and easily embed them in social media, web pages, and blog posts

LIVE CHAT

Use bots to qualify leads and scale your efforts so you can focus on the conversations that matter most

WHERE ALL YOUR MARKETING COMES TOGETHER

02 CONVERT MORE LEADS

Turn more visitors into leads with personalized yet scalable strategy

POPULAR FEATURES (CONVERT MORE LEADS)

LANDING PAGE BUILDER

Choose from mobile-optimized templates that are proven to convert, or build pages from the ground up

FORM BUILDER

Convert anonymous visitors into leads that automatically flow into your CRM

MARKETING AUTOMATION

Nurture and score leads, personalize email at scale, automate cross-functional operations, manage data in bulk, and more

POPULAR FEATURES
(CONVERT MORE LEADS)

EMAIL MARKETING

Personalize content for each recipient, and run A/B tests to improve clickthrough rates

ACCOUNT-BASED MARKETING

Unite your marketing and sales teams with collaborative, intuitive ABM tools

LEAD TRACKING & MANAGEMENT

Segment and nurture contacts based on any data you've collected, and automatically score leads for your sales team
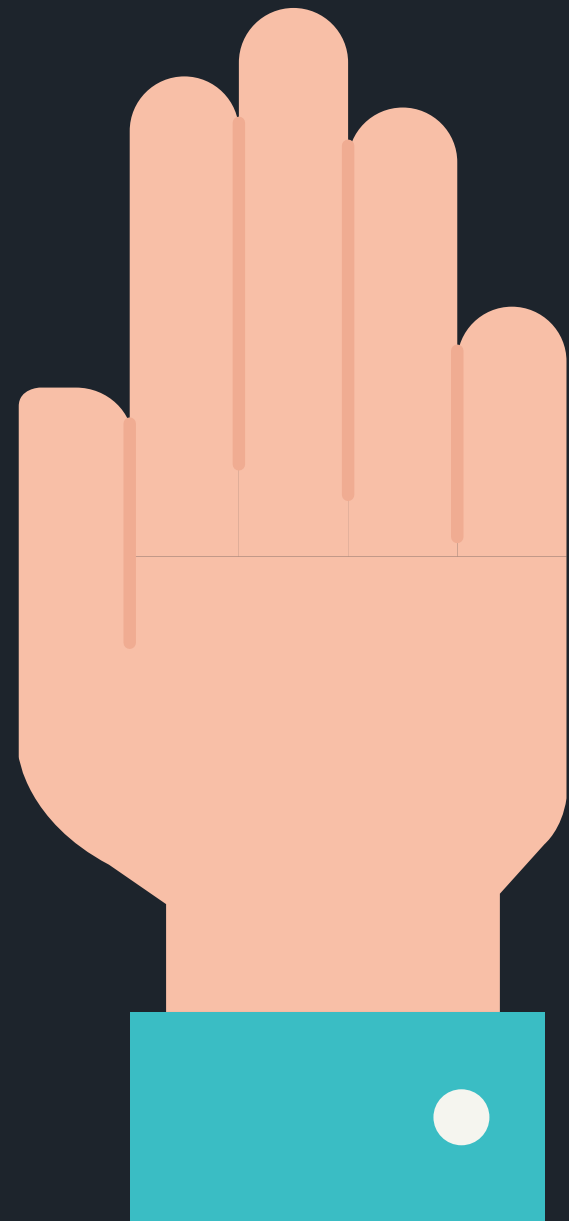
WHERE ALL YOUR MARKETING COMES TOGETHER

03 REPORT & CUSTOMIZE

Bring your team together by translating

data into strategies that move the needle.

POPULAR FEATURES
(REPORT & CUSTOMIZE)

SALESFORCE INTEGRATION
Connect HubSpot to Salesforce for a
fast, reliable, bi-directional sync —
no technical work required

CUSTOM OBJECTS
Slice and dice custom object data
into reports, and build dashboards to
share insights with your team

MARKETING ANALYTICS
Tie your work to deals closed and
contacts created with attribution
reporting