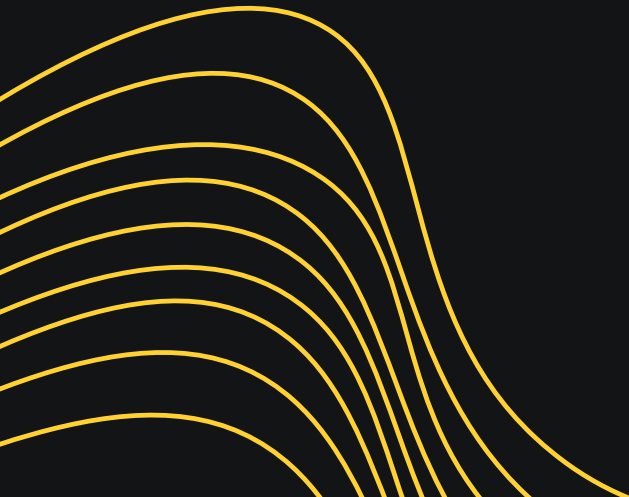




HubSpot CMS Hub: More Than A Website Builder



Introduction

Content management systems (CMS) have always been an important tool in a marketer's toolbox solely used to build and manage the marketing website. But today, what we need out of a CMS spans far beyond a marketing site and marketing team.

The demand for web-hosted content no longer stops with the marketer; websites like customer portals, company intranets, membership-based content, and paywalled premium gated content are increasing in demand every day. These problems aren't anything new, but have traditionally been solved by leveraging several expensive tools, tons of training, and even more frustration. That's where HubSpot CMS Hub comes in.

HubSpot CMS Hub is the first ever CRM-powered CMS built with developers AND content editors top of mind. If you can dream up a web-hosted solution, it can be built with CMS Hub. And at Aptitude 8, we love dreaming. That's why we gathered 10 different ways CMS Hub can be leveraged to develop a world-class solution—all while integrating sales, marketing, and service teams seamlessly.

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Why CMS Hub?

Until recently, creating a website was a daunting task for marketing teams. From coding and design, to maintenance and optimizations – adding a website to your marketing mix meant you needed a lot of time, money, and resources on your side. Thankfully, that's not the case anymore. In 2021, it's never been simpler to create a functional, mobile-friendly site that is sure to dazzle your visitors without breaking the bank.

With simple drag & drop page builders, advanced personalization features and in-depth reporting & analytics, HubSpot's CMS empowers marketers to take control of their website and get the results they need. Plus, with CMS Hub you can manage your website, blog, landing pages, forms and more in one place, and a seamless integration into Hubspot's CRM means marketers can be more flexible than ever – unlocking the ability to optimize on the fly and create impressive, personalized website experiences.



Secure Website Management

Your commitment to digital safety and reliability is backed by a dedicated 24/7 security team and out-of-the-box features like enterprise-class web application firewall, SSL, globally hosted CDN, SSO memberships, and more.



Simplify Your Tech Stack

House your website, blog, landing pages, forms and more under one roof to reduce time and frustration – plus, CMS Hub boasts a seamless integration with Google Search Console and provides access to expanded SEO tools which means you have more control over your business's digital footprint than ever before.



Reduce Development Time

No code knowledge? No worries. Access a pre-built theme library that allows you to make large scale changes without development help or CSS mastery. Plus, an intuitive drag & drop page editor makes creating new digital content a breeze.



Maximize Conversions with Strategic Adaptive Testing

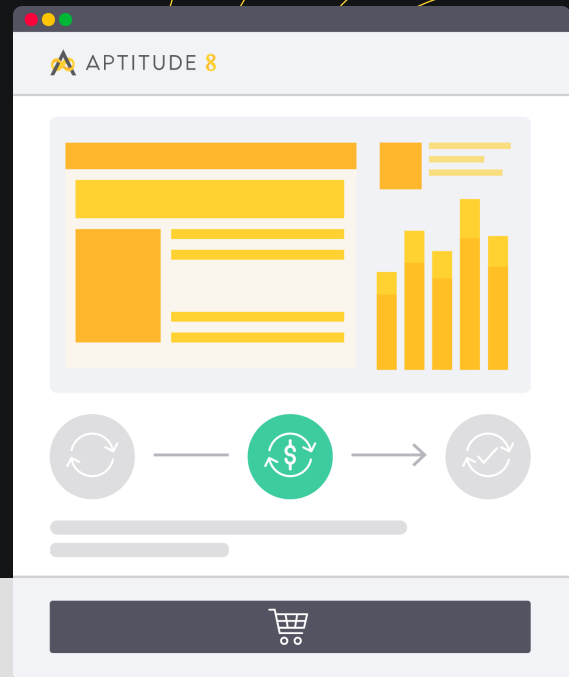
Unlock advanced A/B testing options with up to 5 different variations using HubSpot AI to monitor performance and direct visitors to top versions for maximum impact.

Discover 10 CMS-Powered Solutions

HubSpot's CMS is a perfect platform to build web apps, private portals, campaign pages, and so much more. Let's dive in to 10 ways we're powering businesses with CMS Hub.

Marketing Website

Spotlight your business with a website that provides a seamless, personalized experience while driving brand recognition, generating leads and creating customers for life.



Having a website for a business seems like a no-brainer — not only do they make your company look professional and establish your brand for all the world to see, they also give you the chance to easily showcase what your products and services can do while encouraging visitors to become customers.

With CMS Hub, you get so much more than a website with your contact info. Your website can be a revenue-driving machine, with smart converting features, advanced out-of-the-box analytics, and automatic integration with your other marketing and sales tools.

Build a conversion-driving website with CMS Hub:

- 1. Leverage Advanced Personalization Using Smart Content**
With a direct integration to HubSpot CRM, personalizing website content has never been easier. Track your visitors' engagement with your site, and use that information to create tailored messaging that speaks directly to them.
- 2. Connect with a Larger Audience using Multi-Language Content**
Improve your visitor's experience by providing content in their language. Easily create, manage, and optimize a multi-language site with in-language variant associations to help scale your efforts.
- 3. Set Up Your Company for Future Growth**
Have more than one domain? No worries! Managing multiple websites through one account has never been easier — you'll receive ten brand domains out of the box with the ability to purchase more as needed.
- 4. Grow Traffic Analytics and Reporting**
Monitor page performance, spot traffic trends, and see what content your visitors are interacting with to drive strategy, adapt quickly, and grow your website traffic.
- 5. Increase Conversion Rates with Integrated Lead Generation Features**
Easily add forms, pop-ups, live chat and chatbots to your pages to guide your visitors through the funnel and convert leads.

Your Product Suite



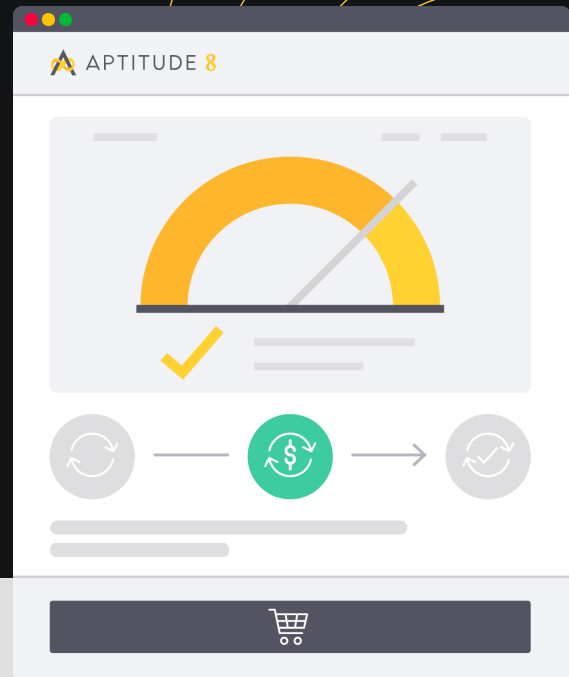
CMS Hub
Enterprise



Marketing
Hub Pro

Dynamic Pages

Share data between your website, emails, and operations, populating web pages in real-time with the newest information.



In the past, marketing, sales, and operations teams were siloed in their own sets of tools and systems. An update to a product or service in one system would rarely be communicated to the marketing team leading website content or the service team who would communicate with customers. That's why the ability to use CRM Objects in CMS Hub to streamline important data, both internally and externally, is so exciting.

Instead of populating web pages with static information modules, your website can now reflect real-time changes to your objects. You can use this to present up-to-date listing information for products, services, and more. Here's how it works.

Your Product Suite



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Populate web pages with object data using dynamic CRM pages:

- 1. Create a Custom Object**

Build an object for anything you can imagine and fill it with the fields you need. Let's pretend you have a pet rescue. You may want a record for every animal you intake; on the record you'll record the pet's name, age, adoptable date, and whether it's good with other animals. Upload shot records, images, and application status. If you can dream it, you can custom object it.
- 2. Develop Custom Modules**

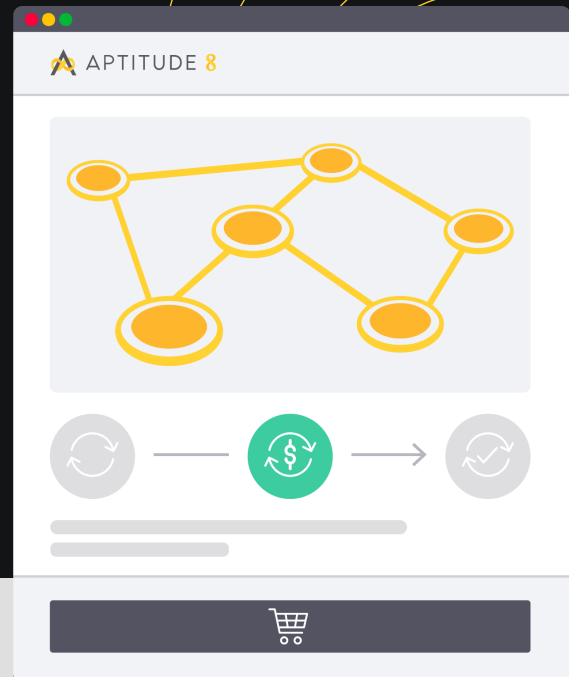
Next, development can build a listing page with variable fields that will be populated with the CRM object. A module could include the `{%pet. image%}` on one side with the `{%pet.name%}` and `{%pet. breed%}` on the other, for example. Your developer can also define what to do if an object doesn't exist - so if you don't have pictures of all the furry friends, they can place a *Coming Soon* placeholder. This will update automatically once you upload an image to the object record.
- 3. Develop the Page**

Finally, your developer will create the listing page. Now you'll have a page that lists all your adoptable animals, and when you click into one you'll see its very own dynamic page. Use a workflow to hide listings from pets with a pending or adopted status.
- 4. Integrate the Rest of Your Systems**

There's no end to the things you can do when using CRM objects on CMS pages. Embed adoption forms on the page of each pet; then, send a dynamic email thanking inquirers for asking about the specific pet and listing back to their page so future owners can come back to check the status.

Company Intranet

Create a central resource for content and information that empowers your staff to work smarter.



For businesses with 10 or more employees, consistent communication across teams and functions can present a challenge. While internal emails and All Hands meetings can help, providing a company intranet for employees to access resources and updates ensures the whole team can access the information they need at any time.

Whether the team is in an office or working remotely, the accessibility of a custom company intranet can put templates, FAQs, processes documentation, company assets, HR information, and more at the fingertips of employees. With HubSpot CMS Hub, businesses can create secure and effective company intranet websites that lead to more productive, better informed employees.

Host internal information and assets in an easily accessible spot for your team:

- 1. Build Your Company Intranet**
Create a website with helpful employee information such as an employee directory, HR information, onboarding resources, training repositories, company announcements, marketing assets, and more.
- 2. Secure Your Content**
Control your audience by enabling membership registration for your website. Require registration and sign-in for all internal company content and invite your employees to register to view the intranet. Protect your private content by enabling a workflow that ensures only members with email addresses at your company domain can register to view the intranet. Then, use lists to further manage access for different employee levels or departments.
- 3. Customize, Update & Automate**
Customize settings, email templates and private content with your company branding. Host your intranet content on the HubSpot file manager to easily manage and update content without having to re-embed files on the website. Easily send email notifications to your members to announce new resources, policy updates, and more.

Your Product Suite



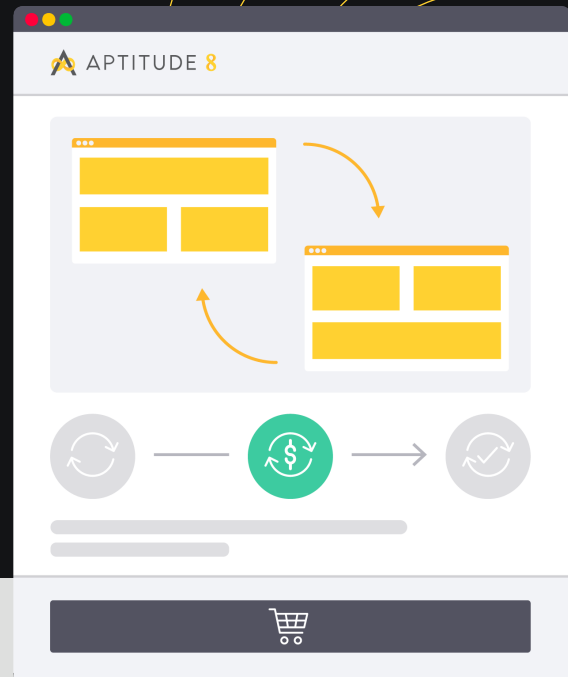
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Microsites

Publish targeted websites quickly and test content before you're ready to launch.



Microsites enable your marketing team to quickly iterate and test new ideas as well as create more focused content. Maybe you want to publicize an event or conference or publish a social media contest. By building a microsite, you can direct visitors to engage with one chosen piece of content without the distractions of your full website.

Through CMS Hub, you can quickly set up subdomains and alternate domains to host your microsites. Once you have a theme installed, publishing a new page is just a few clicks away.

Quickly create one-off pages and successful microsites:

1. Test Content

Drive ad audiences to a page for a new product before it launches. You can gather email sign-ups for news and announcements to gauge interest. With CMS Hub's adaptive testing, you can test up to 5 versions of your webpage to find out which performs best, then apply those learnings to your website.

2. Harness Affiliate Marketing

Attribution is everything; that's why microsites are perfect for partner lead generation. Provide your affiliates with their own webpage with a dedicated form, and use HubSpot's Tracking URL Builder to see exactly where new contacts are coming from.

3. Simplify Scaling

Once you've built one page, it's so simple to clone it, switch out some content, and publish the next one. Plus, if your website is built on CMS Hub, you can move a microsite page to your main domain in just a few clicks.

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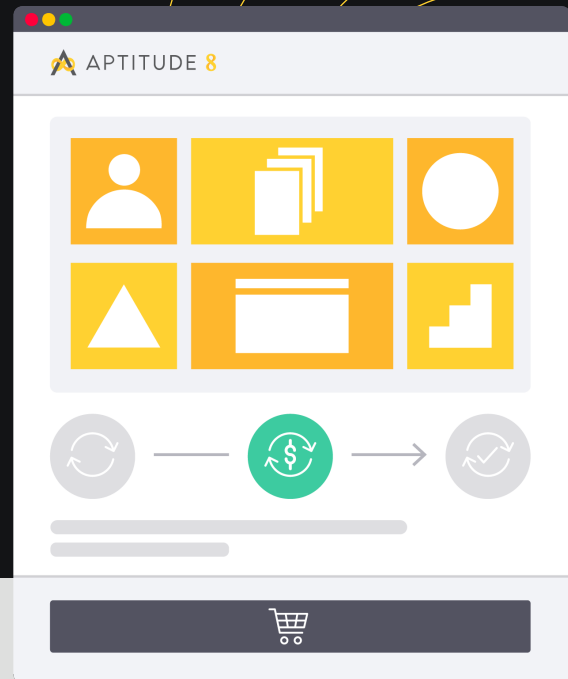
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Brand
Domains

Partner Portal

Elevate your partner ecosystem experience with a membership-driven, self-service portal that provides access to everything your partners need to thrive.



Partners are a critical part of your business model, but are you equipping them with the right tools to succeed? A partner portal is an online platform that helps create transparency and efficiency within your partner ecosystem by providing access to the relevant tools and information they need to help close deals and drive revenue. This includes everything from sales enablement materials and marketing campaign kits to training and certification courses. Partner portals also provide growth opportunities with access to deal management tools, partner status updates, and KPI dashboards.

By pulling your communication into one platform – with the added ability to access it anywhere, anytime – you not only add significant value to your partner relationships, you also help streamline partner sales cycles and enable your ecosystem to drive incremental revenue.

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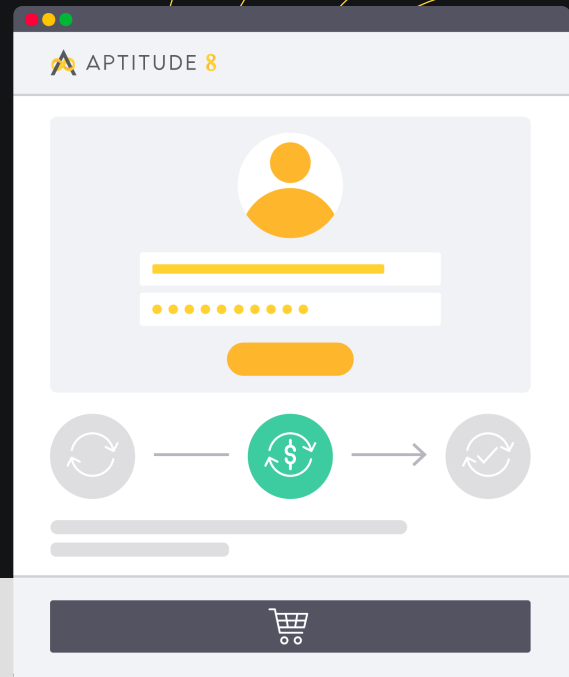
Sales
Hub Pro

Gate important information to allow only partners to access it:

- 1. Members-Only Access**
Using HubSpot Memberships, go beyond a password protected webpage to create a secure, password-protected portal to deliver a personalized experience. Tailor content, dashboards, and exclusive content on a per-partner basis.
- 2. Streamlined Deal Registration**
Use custom forms to capture the required details needed for partner deal registration and organize deals within your CRM. Plus, you can leverage custom objects and automation to associate deals with partner accounts, provide pipeline movement updates and more.
- 3. On-Demand Partner Enablement Tools**
Give your partners everything they need to succeed – exactly when they need it. Share assets like announcements, graphics, playbooks, sales decks, campaign kits, and training resources on the fly.
- 4. Real-Time Performance Updates**
Using dynamic CRM content modules, create dashboards with key metrics such as total number of referrals, revenue-share payouts, and program status so your partners know exactly where they stand.

Customer Portal

Give your customers access to the tools and knowledge they need to succeed - anytime, anywhere.



No matter how robust your onboarding process is or how knowledgeable your support team is, there are still times when your customers will need to get answers. Today, offering a phone line to customer support isn't enough. Almost 9 out of 10 people expect organizations to have an online service portal, and people want to be able to find answers on their own before speaking to someone on your team.

A customer portal not only helps empower your customers to find the answers they need, but can also reduce support messages that your team has to manage, letting them focus on more complex requests. With CMS Hub, you can build a dynamic customer portal to provide users with all the information they need while blocking non-customers (or competitors) from accessing it.

Give your customers the tools they need to succeed with your product:

- 1. Automate Access**
Control who can see different areas of your portal based on their customer level. Use workflows to provide instant access to different areas of your website based on deal stages.
- 2. Integrate Service Hub**
Provide your customers with the resources they need to find help 24/7. Allow customers to submit service tickets, access the knowledgebase, or send chats to your team on your password-protected portal.
- 3. Use Smart Content to Drive Upgrades**
Hide content for non-customers or certain user levels and prompt them to talk to your sales team if they want access to upgraded customer portal features.
- 4. Share Timely Updates**
Update your home page with service outages, upcoming holiday times, or any other pertinent information using pop-up boxes or dropdown banners through HubSpot forms.

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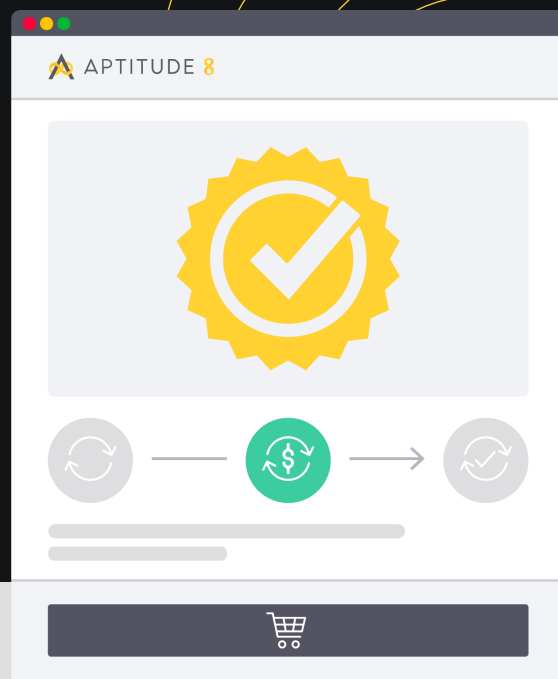
Marketing
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Learning Management System & Certification Software

Equip your members to learn and succeed through courses, learning materials, and certifications exclusive only to them.



Associations and credentialing bodies rely on providing exclusive access to certain courses as a part of their product offering. HubSpot Academy is a perfect example of this. Depending on your subscription level, you can get access to different learning tracks and certifications. Most businesses leverage third-party platforms to host their content and courses. This can leave your team with more tools to learn, unintegrated systems, and a mess of performance metrics.

By building a Learning Management System (LMS) on CMS Hub, you can keep your website, content, courses, analytics, and systems all in one platform.

Build a repository of learning materials by creating your LMS on CMS Hub:

- 1. Provide Exclusive Access to Content**
Create a website with private pages that only your members can access. Provide different curriculum and certifications based on membership level. Then, host content through the HubSpot File Manager to update materials without having to re-embed on the website.
- 2. Report on Content Performance**
Use video retention rates to find how long people are interacting with content to determine where you can improve and optimize your content.
- 3. Automate Your Processes**
Minimize manual tasks by automating processes. When your members meet a certification criteria, you can send an instant certification email or a prompt to start the next course.

Your Product Suite



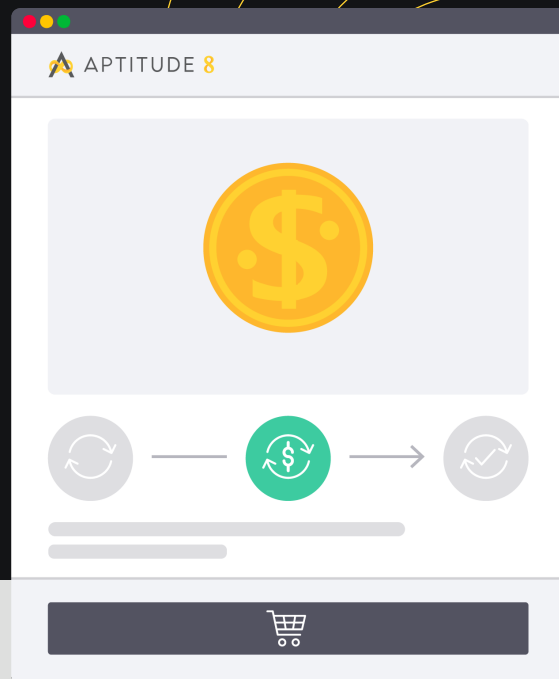
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Payments and Subscriptions

Superpower revenue generation and drive results by directly integrating payments into your marketing and sales tech stack.



For businesses that use virtual terminals to collect payments, they often rely on disparate tools to manage customers, operations, website, marketing, and payments. Third party systems are needed to record payments, send them to the customer record, then trigger marketing and service tasks based on customer activity. Often, one team doesn't have the full picture of the customer from the system they work in.

When you integrate payment processing into HubSpot, you can cut down on manual tasks and even produce more revenue through smart automations.

Collect payments and manage subscribers by building payment pages:

- 1. Build Payments Links**
Set up payment links for recurring subscriptions or one-time payments. Aside from allowing customers to check out seamlessly on your website, these links can be embedded into emails, used in CTAs, or included in quotes.
- 2. Automate Your Processes**
Use workflows to update fields based on payment history, trigger emails when a payment is due or paid, task sales or service to reach out to accounts, and keep all your systems in line.
- 3. Build Revenue**
Combine your payments data with customer data to find opportunities for growth. Trigger an email to check in on customers, pitch upsells, or offer complimentary services a certain number of days before their next payment or after a few months of successful payments.

Your Product Suite



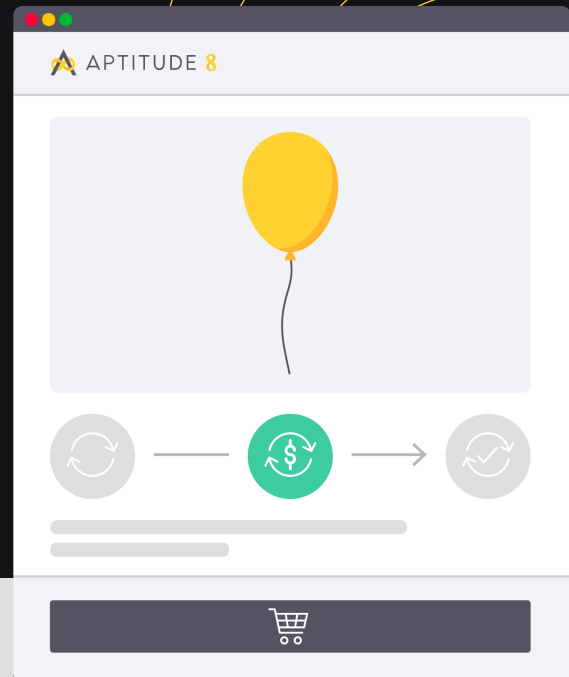
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Hub Pro

Events Website

Streamline event planning, promotion, and communication in one platform when you host your event website on CMS Hub.



Events, whether virtual or in-person, require a lot of legwork before and after the actual program. There are scheduling needs, technological requirements, and a ton of communication that has to happen to ensure attendance and success. Plus, you want to track the impact of an event on your contacts and deals.

With the CMS, you can bring almost the entire event experience under one roof. Get registrations through publicizing it, manage your registrant and attendee lists, communicate after with your new prospects, and measure the impact of the event. Here's how you can do it.

Publicize your events and engage with attendees when you combine events with your marketing tools:

- 1. Integrate Ads to Drive Registrations**
In a few clicks, you can connect your social media channels and ad platforms into HubSpot's interface. Track the success of each source in terms of driving registrations and sales that occur after the event. You can even retarget website audiences to reach the people most likely to click on your ads.
- 2. Use Marketing Events to Track Success**
Integrate Zoom Webinars, GoToMeeting, EventBrite, or an events API into HubSpot Marketing Events to see how many people registered, attended, and no-showed to your event. Then, you can use these properties in attribution reports and to build lists.
- 3. Use Workflows to Re-engage Attendees**
Because event properties are now attached to your contacts, you can use those properties in workflows. Create an email drip campaign for people who were no-shows at a big event to invite them to watch the recap, or reach out to offer services to your engaged attendees. new resources, policy updates, and more.

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CMS Hub
Enterprise



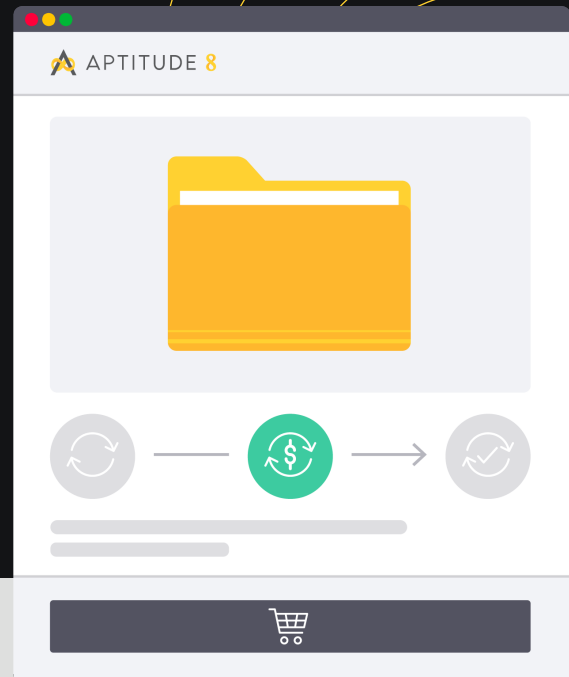
Marketing
Hub Enterprise



Video Conference
Software

File Repository

Manage company files, information, and access seamlessly to provide everyone the newest assets for your business.



Anyone in a communications role knows that businesses have a lot of assets. Press teams share approved logos, images, company descriptions, and press releases with media outlets while sales enablement teams provide email signatures and presentation slides to teams. And if your company submits RFPs, having a single database of approved company information will make every submission quicker and easier.

By building a File Repository on CMS Hub, you can easily manage your files and content so everyone has access to the most up-to-date information and newest assets for your team.

Manage your files and assets and who can access them in one place:

- 1. Control Access to Your Content**
Control who can access your pages with your content. You can set your website pages to public, private, or password protected depending on if you are giving access to employees, external resources, or the public.
- 2. Make Asset Updates with File Manager**
Rest assured that all your content is up-to-date across your repository when embedding from the File Manager. You can update files at any time without changing their permanent links - or breaking them on the site.
- 3. Drive Revenue with Licensing**
Generate more revenue for your business by licensing photos and other downloadable content. Drive revenue with content offerings and track sales all within one system when you integrate a payment system into HubSpot.

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You've reached the end!

Our hope is that you've learned a few ways you can leverage HubSpot CMS Hub for many unique and custom applications outside of simply hosting your marketing site.

Special thanks to the Aptitude 8 Demand Generation team (Emily Wingrove, Amber Wojcek, Anne Sandoval, Alayna Womack, Nikki Zangardi, Christian Young and Kira Bushman) for their contributions to this resource. With the release of CMS Hub, we have been so inspired by the team's ideas and technical applications in leading the way that so many people think about CMS Hub.

Should you see something applicable to your goals and need a resource to help, you can find us at aptitude8.com. Please feel free to reach out.

We would also like to thank HubSpot for their partnership and encouragement in creating this resource. Without their team, we would not have the ability to access such cutting edge marketing tools and we couldn't be more excited about what the future will bring.

Happy CMSing.

