Easy, Integrated, and Powerful Marketing Software for Startup Companies:
HubSpot's all-in-one marketing software helps more than 9,000 companies in 50 countries attract leads and convert them into customers. Applications in the software platform include best-in-class lead management, email marketing, marketing automation, marketing analytics, landing pages, blogging, social media marketing, search engine optimization, and website management tools. Having one integrated system enables more than just simplicity – it makes your marketing personalized and incredibly powerful to reach your target audience.

Lead Management	Landing Pages + COS	Marketing Analytics	Social Media

Email Marketing	Marketing Automation	Personalized Content	App Marketplace

Get Up and Running Quickly within your Startup
HubSpot is easy to use – it requires minimal technical background or IT support, allowing entrepreneurs and Startups to easily generate leads, meet goals, and grow their business. HubSpot is also integrated with the rest of your marketing – through our large and growing app marketplace, you can find integrations with hundreds of third party tools. We understand the issues Startups face, and our software allows you to consolidate your marketing under one roof in a quick and efficient way to start generating traction and visibility online.

"When I first looked at HubSpot I saw it as a collection of tools. It is, but what really makes the difference is how all of those different pieces work together . . . I highly recommend adopting the system and seeing how each of these pieces come together."

- Dave McCormick, Director of Product Marketing, Alpha Software

So Much More Than Just Software

HubSpot is more than just software – central to what we offer is **education and training** on creating marketing that people actually love. HubSpot is at the forefront of all topics related to inbound marketing -- we provide resources such as webinars, whitepapers, e-books, marketing tools, videos, communities, blog articles, studies, reports, and much more to make you an expert in online marketing.

HubSpot Services

What's the only thing that HubSpot customers love more than our software? Our people. From day one you'll have access to our **world-class team of consultants, training resources, and support engineers** – all based right here in Cambridge - to make your ramp-up easy and to ensure your ongoing success. Regardless of your Startups size, sophistication, product or service, we offer a setup, training, and consulting package that fits your needs.

HubSpot and Your Startup

The HubSpot Accelerator Program was created to provide the HubSpot solution to the most promising Startups in the world. Each Startup gets the same education, software tools, services and training as all 9,000 of our clients. So what is the difference? Each Startup that goes through our program has **90% of their first year software subscription paid by HubSpot**. Interested?

Key Notes and Information

- The HubSpot Startup program was created in July 2013.

- The Startup program **applies only to current members of accredited incubators and accelerators.** Alumni do not apply.

- The Startup program is a 12-month subscription.

- All companies **must apply through the HubSpot Startup application** (**http://offers.hubspot.com/hubspot-for-startups-program**).

- Overall HubSpot users experienced 33% more leads per month after only 3 months of active use, and lead database growth of 30.4x after 12 months of active use

To learn more about how we can help your Startup, check out **http://offers.hubspot.com/hubspot-for-startups-program**