



# Hi!

Ich bin Marsha!  
Senior Solutions Engineer  
@ HubSpot DACH



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HubSpot User Group Cologne

# HubSpot CMS

Alles in Einem - Are you getting it?



# Warum sind wir heute hier?

- Das neue HubSpot CMS: Pro & Enterprise!
- Was ist das HubSpot CMS und was macht uns so anders?
- Wie kann man HubSpot CMS nutzen um seine Webseite für seine Besucher zu optimieren? (Produkt Demo)



# Der CMS Markt und HubSpot



# Was ist ein CMS?

Content Management System - eine Softwareanwendung, mit der man eine Website erstellen und ändern kann.

Die meisten Unternehmen nutzen eine der folgenden drei Typen von CMS um ihre Marketing Webseite aufzubauen:

## Open Source

Auf einem Server installiert und verwaltet

WordPress  
Typo3  
Drupal

## Proprietary

In der Regel selbst gehostet

Adobe Experience Manager  
Kentico  
Sitecore

## SaaS

Die Abonnementgebühr deckt in der Regel Hosting und Software ab

HubSpot  
Squarespace  
Wix  
Shopify

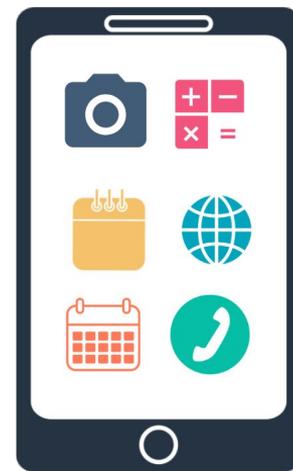


# Open Source vs. SaaS

- ✗ Schwierigkeit mehrere Anwendungen zu verwalten
- ✗ Multiple Logins
- ✗ Nutzer sind oft von der Vielfalt der verschiedenen Optionen und den einhergehenden Entscheidungen überwältigt



- ✓ Alles in Einem
- ✓ Ein Login
- ✓ Einfachheit in der Nutzung aufgrund eines strengen Überprüfungsprozesses, der zu einem konsistenten und sicherem Service führt



# CMS Hub

## Marketing Hub



All-in-one inbound marketing software with everything you need to get found, engage new people, & nurture leads.

- ◆ Starter
- ◀◀ Professional
- ◀◀◀ Enterprise

## Sales Hub



Time-saving tools that give you deeper insights into prospects, automate busy work, & help you close more deals faster.

- ◆ Starter
- ◀◀ Professional
- ◀◀◀ Enterprise

## Service Hub



Customer service tools to help you connect with customers, exceed expectations, & turn them into promoters.

- ◆ Starter
- ◀◀ Professional
- ◀◀◀ Enterprise

## CMS Hub



All the tools you need to create, host, and measure a beautiful, secure website that grows with you.

- ◀◀ Professional
- ◀◀◀ Enterprise



# HubSpot CMS

*Und was macht das HubSpot CMS nun so besonders?*

CRM +

CMS+

*Personalisierung  
und mehr ...*



# 3 (and more) in 1... Are you getting it?

CMS + CRM + Personalisierung *+ und mehr*

- Webseiten Inhalte
- Lead Generierung
- Web Apps
- Access Management
- Speed, Security & Reliability
- Kostenfreie Webseiten Migration, Template Set Up, Support ... *und mehr*

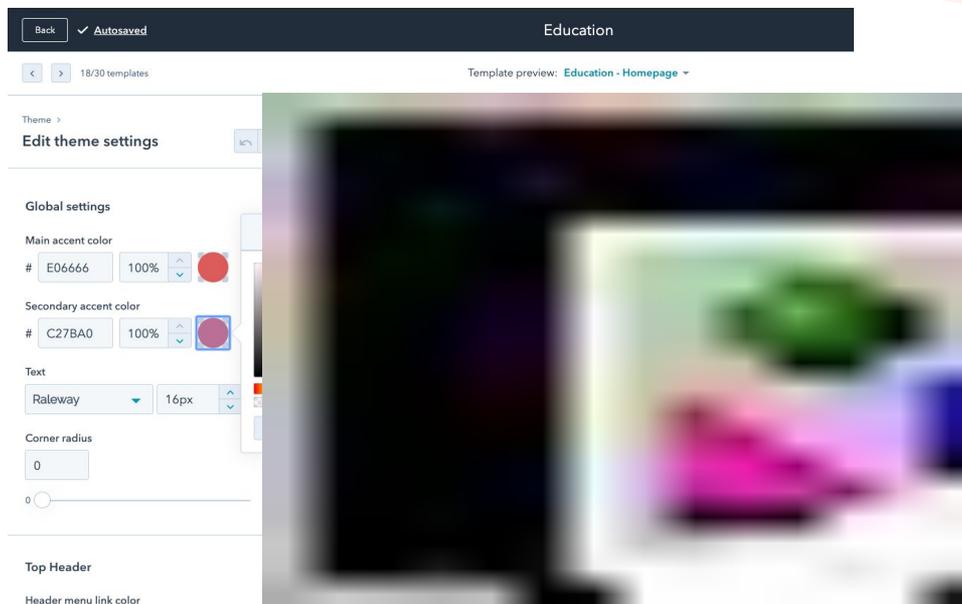


# Webseiten Inhalte

## Easily Build and Optimize Remarkable Website Pages

- ✓ Drag-and-Drop Page Editoren
- ✓ Flexible Website Themes
- ✓ Multi-Language Content Management
- ✓ Smart Content
- ✓ Dynamic Content mit HubDB
- ✓ Content Staging
- ✓ Verifiziertes Ecosystem mit Apps und assets
- ✓ Multiple Brand Domains\*
- ✓ Content Partitioning\*

\* Nur in CMS Hub Enterprise verfügbar



# Lead Generation & Outreach

## All-in-One Tools to Help Grow Traffic and Generate Leads

- ✓ SEO Recommendations
- ✓ Integration with Google Search Console
- ✓ Conversations: Live Chat and Bots
- ✓ Forms builder
- ✓ Calls-to-Action builder
- ✓ Smart content
- ✓ Contact Attribution Reporting
- ✓ A/B testing
- ✓ Adaptive Page Testing\*

\* Nur in CMS Hub Enterprise verfügbar

The screenshot displays the CMS Hub interface. At the top, there is a navigation bar with tabs for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. Below this, the 'SEO' section is active, showing 'Recommendations' and 'Topics'. A 'Back to domains' link is visible. The main content area is titled 'Recommendations' and includes the instruction 'Find and fix SEO issues to get more search traffic.' Below this, a table lists recommendations for the domain 'www.fithub.com'. The table has columns for 'RECOMMENDATIONS', 'PAGES AFFECTED', and 'IMPACT'. The first row shows 'Address pages with duplicate content' affecting 20+ pages with a 'High' impact. Other rows show 'low pages' affecting 20+ pages with 'Medium' and 'Low' impacts, and another 'low pages' entry affecting 10 pages with a 'Low' impact. Overlaid on the right side of the interface is a live chat window for 'Patrick, Abbey' with a 'Scan for recommendations' button and a message: 'Got any questions? I'm happy to help.' At the bottom left, there is a form with fields for 'First name', 'Last name', and 'Email\*' and a 'Submit' button. At the bottom right, there is a 'Sign up for email updates' form with an 'Email' field and a 'Subscribe now' button. A 'Help' button is located in the bottom right corner of the interface.



# Web App Experiences

## Developers Can Build Marketer-Friendly Web Apps Using:

- ✓ Dynamic Content with HubDB
- ✓ SMART Content
- ✓ APIs
- ✓ Serverless Functions\*
- ✓ Memberships\*

\* Nur in CMS Hub Enterprise verfügbar



Intro To Big Data



📅 Monday, October 5, 2020  
6:00 AM

📍 New York

👤 There are 10 spots left

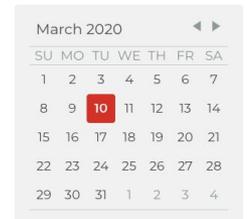
Ecomm And Big Data



📅 Friday, November 29, 2019  
5:00 AM

📍 Singapore

👤 There are 7 spots left



[Log in to see your events](#)



# Access Management

## Gain Governance and Control at Scale

- ✓ Content Partitioning\*
- ✓ User and Team Permissioning\*
- ✓ Activity Logging\*
- ✓ Custom CDN Configurations\*
- ✓ Site Performance Reporting & API\*
- ✓ Memberships with SSO\*

\* Nur in CMS Hub Enterprise verfügbar

The screenshot displays the CMS Hub interface for website management. The top navigation bar includes menus for Contacts, Conversations, Marketing, Sales, Service, Automation, and Reports. The main content area is titled 'Website' and has tabs for 'Website pages', 'Landing pages', and 'Blog'. Below the tabs, there are filters for 'Domain' (set to 'All') and 'Filter by' (set to 'All campaigns', 'All pages', and 'All teams'). A search bar labeled 'Search pages' is present. A table lists website pages with columns for 'NAME', 'STATUS', 'CREATED', and 'LAST MODIFIED'. A search dropdown menu is open over the 'NAME' column, showing a search input field and a list of teams: 'All teams', 'Marketing EMEA', 'Marketing APAC', 'Biglytics Sales', 'North', and 'Biglytics Sales > North'. The table entries include 'Bots (Er...)', 'Support', 'The Power...', 'Resources HubDB', and 'Home (campaign) (English)'. The CMS Hub logo is visible in the bottom right corner.



# Speed, Security, & Reliability

**Stop managing servers.  
Start architecting experiences.**

Websites hosted on CMS Hub are hosted on our global CDN to ensure they are always available, reliable, and secure.

- ✓ 99.99% uptime
- ✓ Global CDN
- ✓ Cache optimization & strategy
- ✓ 24x7 infrastructure support
- ✓ Web application firewall
- ✓ SSO integration
- ✓ Isolated network layers
- ✓ HTTPS and SSL certificate support
- ✓ Routine vulnerability scanning
- ✓ User & permissions management
- ✓ Multiple geographic footprints



# Demo

The screenshot displays a web editor interface. At the top, a dark header bar contains buttons for 'Exit', 'Save', and 'Autosaved', along with the page title 'HUG LP 2'. Below the header, a navigation bar includes 'Run a test', 'Content', 'Settings', 'Optimize', and 'Schedule'. The main editing area features a rich text editor with a toolbar containing options like Paragraph, 16px, Bold, Italic, Underline, and text color. A sidebar on the left is titled 'Edit Rich Text' and includes sections for 'Options' (with a 'Make module smart' button) and 'Rich text content' (with an 'Edit in expanded view' button). A modal dialog titled 'Edit personalization token' is open, showing a 'Token' dropdown set to 'Contact: First name', a 'Default value' input field containing 'there', and a checkbox for 'Use this property's global default value'. The dialog has 'Apply' and 'Cancel' buttons. The background content shows a hand holding a pen and some placeholder text.

Download this  
Guide



# Beispiele für smarte Content

Einige **typische Beispiele** für Personalisierung:

1. Personas
2. Unternehmensgröße
3. vorherigen Verhalten (z.B. Smart CTAs für Content Angebote)
4. Lifecycle Stage



# Best Practices für smarte Inhalte

Wenn man Smart Content benutzt, ist es wichtig zu bedenken, **dass Suchmaschinen nur Standard Inhalte sehen.**

Das heißt, man muss sicherstellen, dass die Inhalte die essentiell für die SEO Strategie sind auch von Google gesehen werden.

## **Hier sind einige Tipps und Tricks:**

1. Stelle sicher, dass ihre Standard Inhalte SEO-optimiert sind
2. Stelle sicher, dass auch anonyme Besucher Zugriff auf wertvolle Inhalte haben
3. Zwinge deine Besucher nicht in einen “Smart” Content Flow, nutze es nur dann wenn es die Erfahrung des Besuchers, nach einer normalen Konvertierung verbessert.
4. Wenn eine Chance darauf besteht, dass ein Besucher in multiple Produkt oder Persona Kategorien fällt, dann zeige alle Optionen an



# Weitere Ressourcen

[CMS Produkt Seite](#)

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[HubSpot CMS vs WordPress](#)

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[HubSpot CMS vs Drupal](#)

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[Inspire.hubspot.com](#)

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[CMS Developer Dokumentation](#)

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[HubSpot CMS Fundamentals](#)

