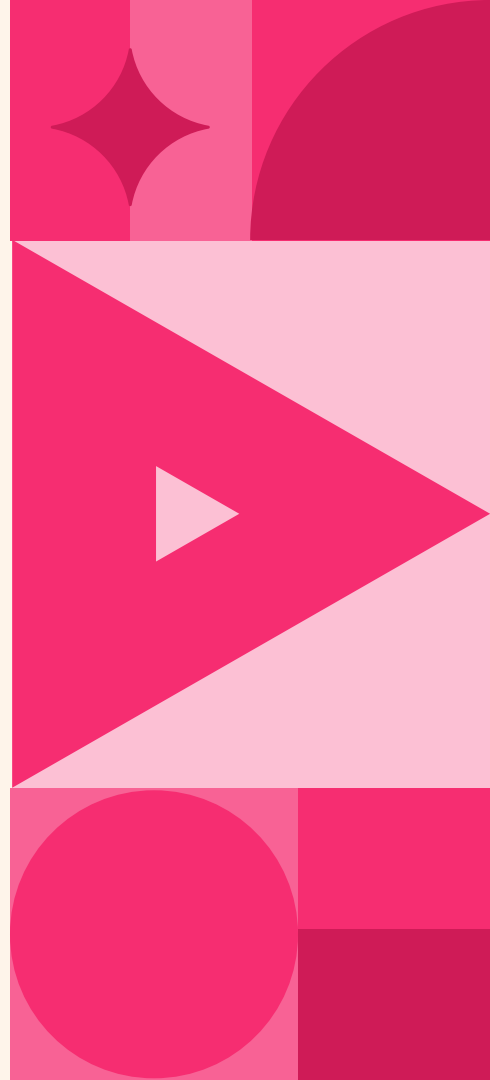




Ask the Experts:

Evolving from CMS Hub to Content Hub



Your Speakers



Gabe Wahhab

Sr. Product Marketing Manager
Content Hub



Katie Tade

Group Product Manager
Content Hub



Lukas Pleva

Group Product Manager
Content Hub



Content Marketing is more important than ever

71%

of B2B marketers say
Content Marketing is more
important than in the past.

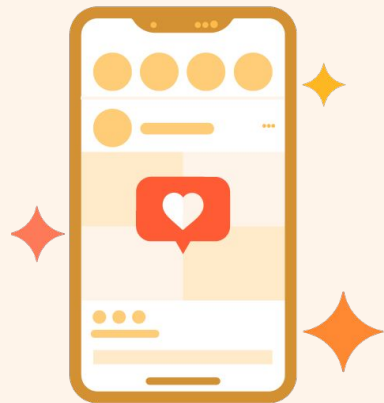
50%

of B2B marketers are
increased their investment
in Content Marketing in 2023



What

Video & audio are displacing text, AI is rapidly advancing



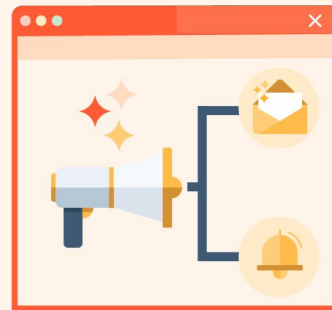
Where

Attention is fragmented across many channels



Who

Buyers are sophisticated and better at tuning out noise



How

Quality over quantity, brand matters more than ever

To win in modern content marketing, marketers must ...

...create high quality expertise-backed content

...that stands out amid the noise

...in many formats across many channels

...and keep it all on-brand and updated

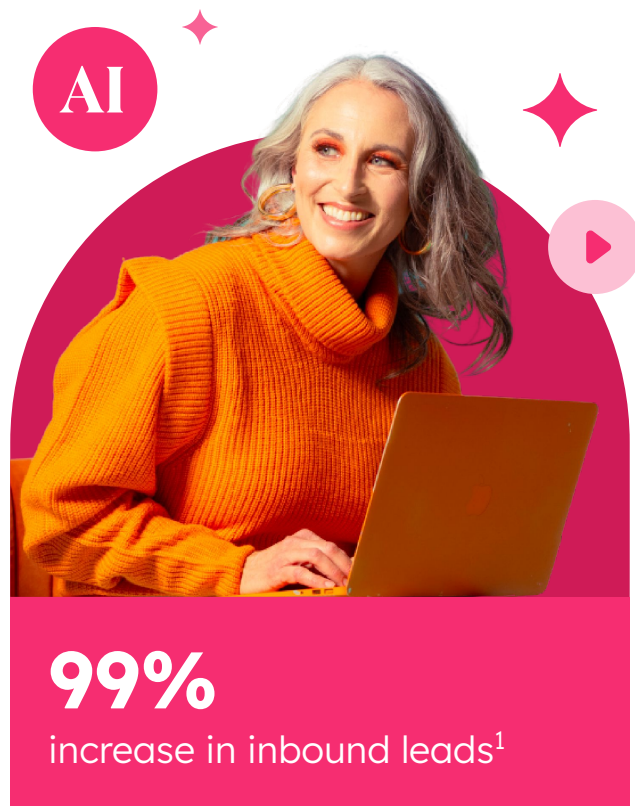
...with the same resources. 😞



Content Hub

An all-in-one, **AI-powered** content marketing software that helps marketers **create and manage** content that fuels the entire customer journey

¹ [HubSpot Customer Research](#)



99%

increase in inbound leads¹

New Features

Content Hub

- Brand Voice [Beta]
- Content Remix [Beta]
- Podcasts [Beta]
- AI Translations
- Custom** AI Blog Generator
- Post Narration
- Member Blog
- Content Embed
- Memberships [Beta] at **Pro**
- AI Image Generator [Beta]
- Content Library

CMS Hub

- Basic** AI Blog Generator
- Post Narration
- Memberships [Beta] at **Ent**
- AI Image Generator [Beta]
- Content Library

Marketing Hub

- Basic** AI Blog Generator
- Post Narration
- AI Image Generator [Beta]

Content Hub Pricing

Starter

Essential content marketing tools to kickstart your content creation strategy

Starts at **\$15/mo/seat**

[Free tools with increased limits](#), plus remove HubSpot branding.

And

- AI assistants
- Premium hosting

Professional

Comprehensive content marketing software to leverage and scale results from content

Starts at **\$450/mo**

Starter plus:

- Brand voice [Beta]
- Content remix [Beta]
- Podcasts [Beta]
- AI translation
- Content embed
- Smart Content
- Memberships

Enterprise

Our most powerful content marketing software for advanced control and flexibility

Starts at **\$1,500/mo**

Professional plus:

- Content Approvals
- Multisites
- Serverless functions
- Custom objects
- Organize teams
- Access Controls

Marketing+ Pricing

Marketing+ Professional

Comprehensive marketing software for automation, content marketing, campaigns, and reporting.

Starts at **\$900/mo**



Marketing+ Enterprise

Our most powerful content marketing software for advanced control and flexibility

Starts at **\$3,800/mo**



Demo Time

Live Q&A



More questions?

HubSpot Community is hosting a **Content Hub AMA (Ask Me Anything)** during the entire week of May 13th. Bookmark [this board](#) and check back in mid-May for the chance to ask any remaining questions about Content Hub.



Thank You!

Ask the Experts: Evolving from CMS
Hub to Content Hub

