

Product Demo:

HubSpot's Coolest AI Tools for B2B Tech Companies

HubSpot User Groups
B2B Technology (USA)



Dan Rosenbaum
Partner Development Manager,
HubSpot

About Your Host:

Kiwi Creative

We're a 3x accredited
HubSpot Platinum Solutions Partner
for growing B2B tech companies

kiwicreative.net



Jen Lombardi
Head Honcho, Creative Genius

About Your Speaker

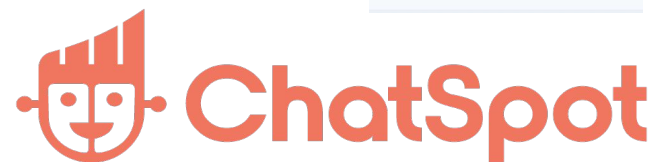
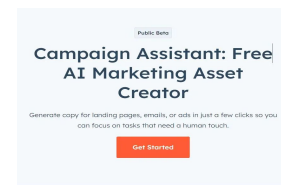
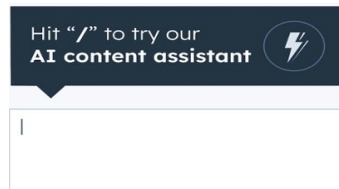
Dan Rosenbaum | Partner Development Manager | HubSpot

- Will be a 5-year HubSpot Veteran in September
- Currently a Senior Partner Development Manager
- Was the Global AI Subject Matter Expert for the Channel Consulting organization
- Co-Founder of Sythminds, an AI education and integration agency



Icebreaker

Rate your familiarity
with AI in HubSpot
from 1-5



*Note I am at a solid 4, and I am the SME! So no wrong answers =]

Agenda

1. The ChatSpot Basics
2. Feature Overview
3. Use Cases
4. Play!
5. Content/ Campaign Assistant Overview
6. What do these tools mean for users?
7. Conclusion

ChatSpot Basics



The Basics



What is ChatSpot?

ChatSpot is an AI tool that uses ChatGPT and HubSpot together to make a co-pilot for Hubspot users to interact with their portal using text based prompts



How does it work?

ChatSpot uses ChatGPT to generate text, translate languages, write different kinds of creative content, and answer your questions in an informative way. It integrates with HubSpot, allowing you to use it to automate tasks, generate leads, and improve your marketing campaigns.




Who is it for?

ChatSpot is for any HubSpot user who wants to save time and improve their productivity. It is especially useful for HubSpot users who want to automate tasks, generate leads, and improve their marketing campaigns.

Mostly, Sales reps and Marketers will find this tool most useful

Features Overview





ChatSpot is capable of a lot! But here is a small sampling of what it can do

- Help create text copy for emails
- Help create text copy for marketing materials
- Build simple HubSpot Reports
- Create AI generated Images
- Create Contacts in HubSpot
- Look up funding data
- PPC Keyword research
- Ask the Knowledge base a question
- Ask for HubSpot Navigation
- And so much more!

Let's Talk Use Cases!



Admin Anna

Wants help navigating
HubSpot, creating
Reports, and searching
the knowledge base



Sales Sally

Wants help writing killer
emails to prospects, doing
corporate research, and
finding leads



Marketing Michael

Wants help creating
content, researching
topics, and creating
taglines

Hands on Time



1. Go to [Chatspot.ai](https://chatspot.ai)
2. Log in using your HubSpot Credentials
3. Proceed to Chat Area



Admin Anna

Navigating HubSpot

“Help me find [[Insert tool or setting]]”

“Go to App where I can [[insert action]]”

Creating Reports

“Create a report detailing my most recent marketing email analytics”

“Show me a list of contacts who clicked a link in my most recent marketing email”

Searching the KB

“Ask knowledgebase: how do I send a marketing email”



Sales Sally

Writing Prospecting Emails

“Write me a prospecting email geared towards [[insert industry/ business size]]”

Conduct Corporate Research

“Show me funding data for [[company url]]”

“What PPC keywords does [[company url]] buy?”

“Find keywords related to [[keyword or topic]]”

Get help finding leads for outreach

“List [[company industry or type]] companies in [[location]].”

Find me companies in [[location]] that use both HubSpot and Wordpress

Marketing Michael



Creating Content

“Generate an image of [[describe image]]”

Draft a blog post about [[topic or topics]]

Shorten this content by [[enter percentage]]%: [[content]]

Topic Research

“what questions do people search related to [[keyword]]”

“Find keywords related to [[keyword or topic]]”

Creating Taglines

“Come up with an [[adjective]] tagline for our new product which [[describe the product]]”

Content/Campaign Assistant

Hit “/” to try our
AI content assistant



Public Beta

Campaign Assistant: Free AI Marketing Asset Creator

Generate copy for landing pages, emails, or ads in just a few clicks so you
can focus on tasks that need a human touch.

[Get Started](#)

Content Assistant Overview

- The content assistant tool works with HubSpot's existing content marketing tools.
- It allows you to use AI to generate and share content with the HubSpot ecosystem you already use — without having to copy-paste content from one platform to another.
- With content assistant, anyone on your team can draft emails, blog posts, and social copy in minutes instead of hours.

Hit “/” to try our
AI content assistant



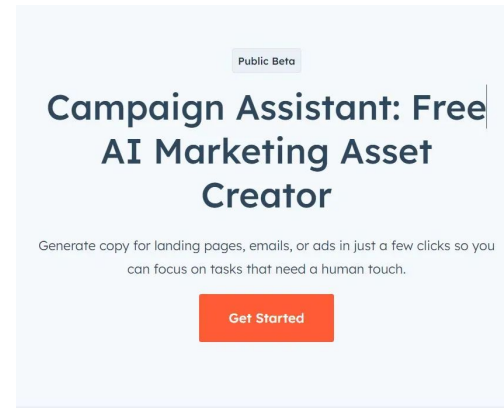
Content Assistant Features

Content Assistant has its hands in a lot of cookie jars! But here is a small sampling of what it can do

- **Craft marketing email materials** (Beta)
- **Write Social Copy** (Beta)
- **Write Prospecting Emails** (Beta)
- **Get Blog Ideas** (Beta)
- **Create Compelling CTAs**
- **Generate paragraphs of text** (Beta)
- Rewrite, revise, and improve conversations in Conversation Inbox.

Campaign Assistant Overview

- Campaign Assistant is HubSpot's AI-powered tool that allows you to create landing page copy, marketing email copy, and ad copy for your next marketing campaign.
- You provide information about your campaign, choose a tone of voice that resonates with your brand, and select which type of asset you want to generate. Then the tool will generate one of the following:
 - Landing pages
 - Marketing Emails
 - Ads



1. Go to hubspot.com/campaign-assistant
2. Log in using your HubSpot Credentials
3. OR go to
`app.hubspot.com/campaign-assistant/{insert
hubid}/dashboard`
4. Select “New Campaign”

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Get Started

Technology that Disrupts

Some key things to remember:

- Content Marketing will NEVER be the same, so we must change our strategies around it
- These jobs will not be replaced, only enhanced
- Adaptability and Transparency will be key to winning moving forward
- You must craft new narratives around why an AI **enhanced** work is the way to go while still offering **human led services**
- Implement AI now while the tools are still new, learn as much as you can and lead the way for what AI enhanced businesses can look like in the future

Hit “/” to try our
AI content assistant



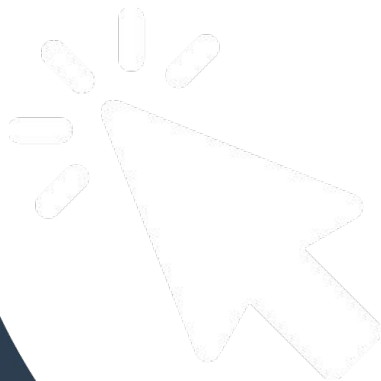
ChatSpot

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Questions?

Ask 'em now!

And download this brand-new HubSpot AI guide at
resources.kiwicreative.net/hubspot-ai-guide

