See how HubSpot uses documents

A tale to spark your imagination

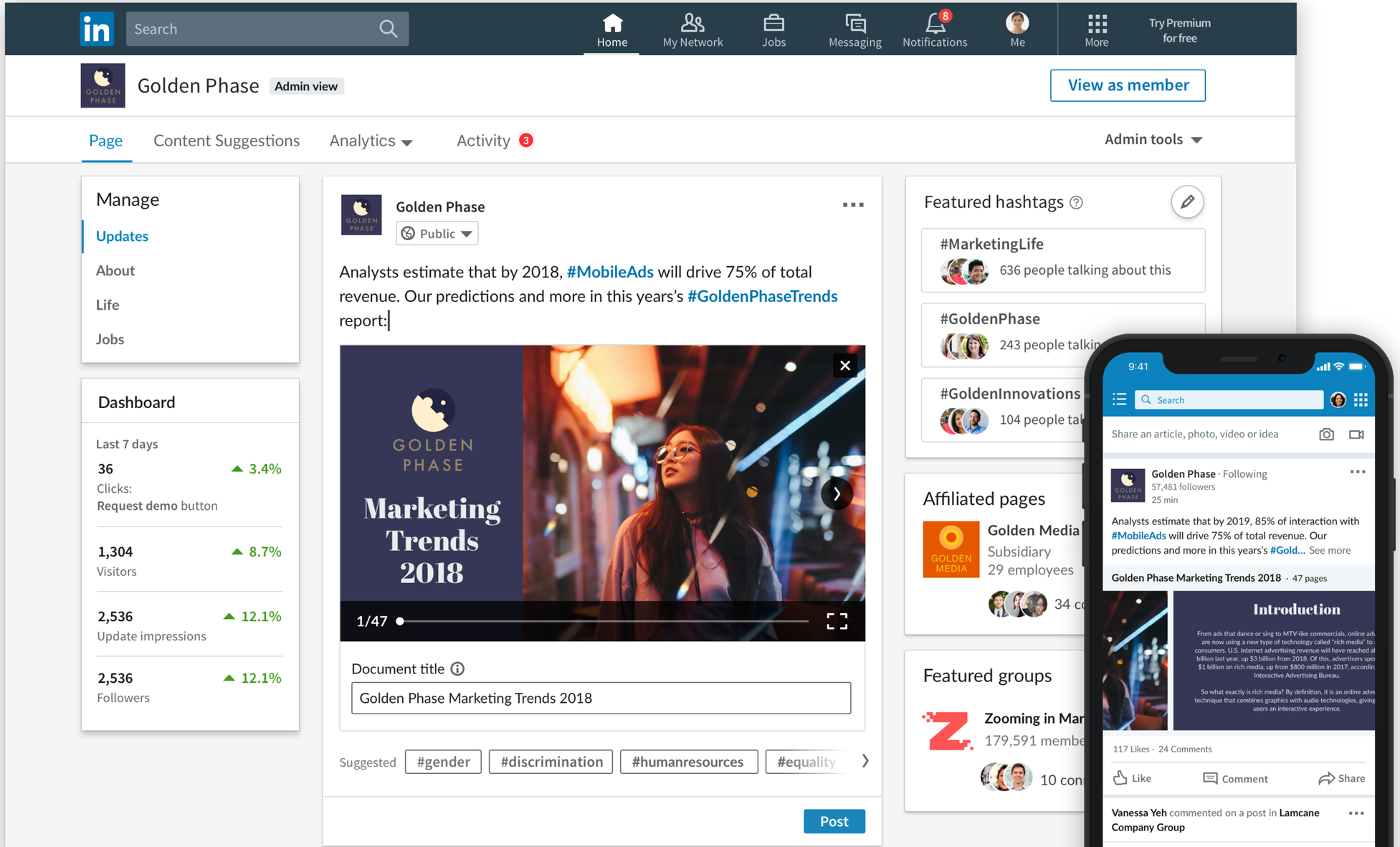
LinkedIn

“A document is a great format for HubSpot to share stories about our brand, our culture, and our view on important changes in the industry. Now that we can create these in the context of LinkedIn, we’re able to more easily reach an engaged professional audience and encourage thoughtful conversations around our content. And that’s our ultimate goal — to encourage others to share their ideas and experiences so we can all learn.”

Dharmesh Shah, Co-Founder & CTO, HubSpot

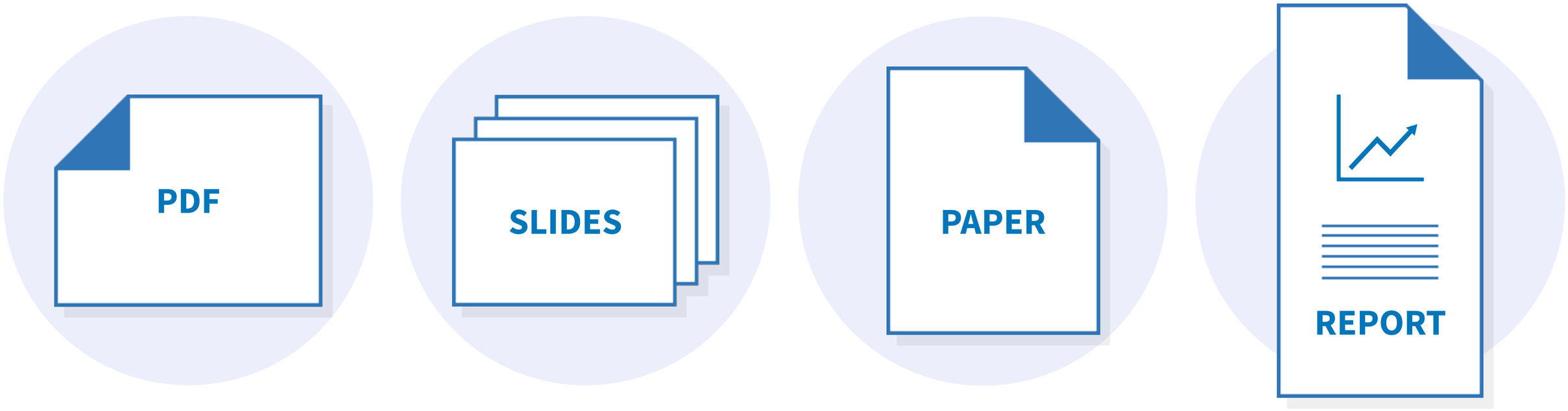
Your company has a new way to talk with your followers on LinkedIn

You can now share **documents** on your page



Great! How does it work?

You share a **PDF, slides, paper, or report** from your page…



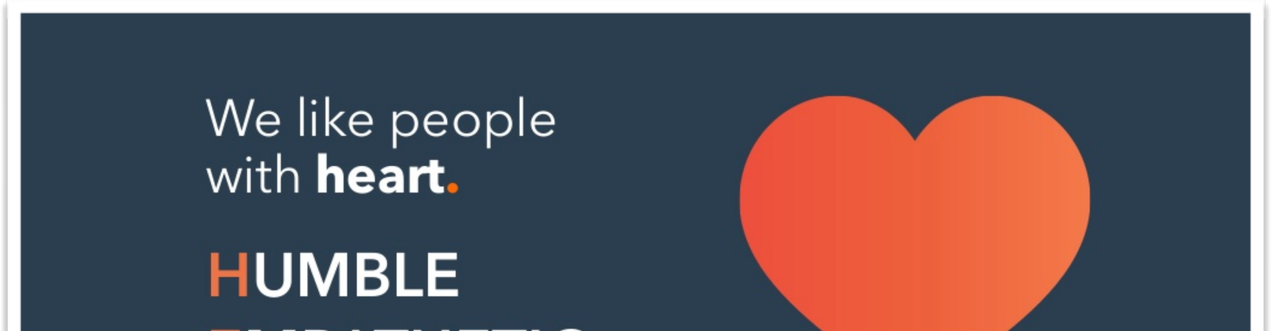
… and people can read your document and comment in the feed

Use documents to share
your company story
in a thoughtful and
engaging way

We've been inspired by the way HubSpot use documents, so we wanted to share it with you…

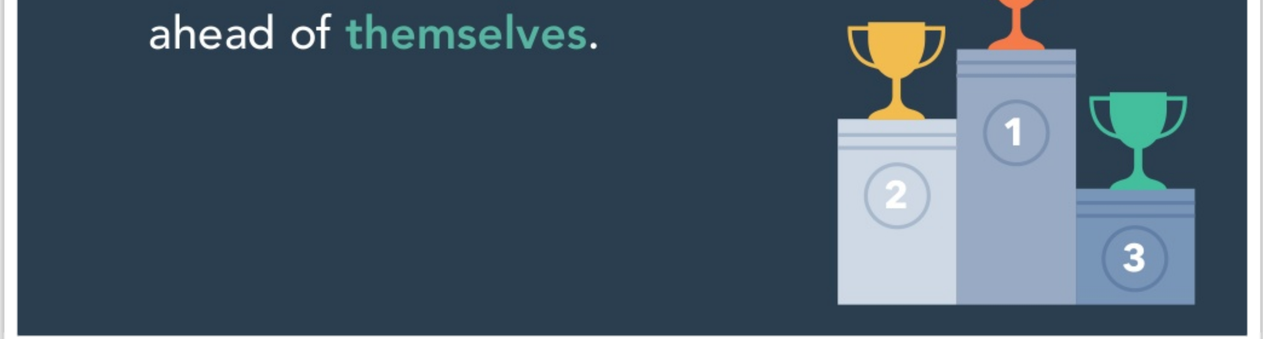
. . .in case you needed inspiration too

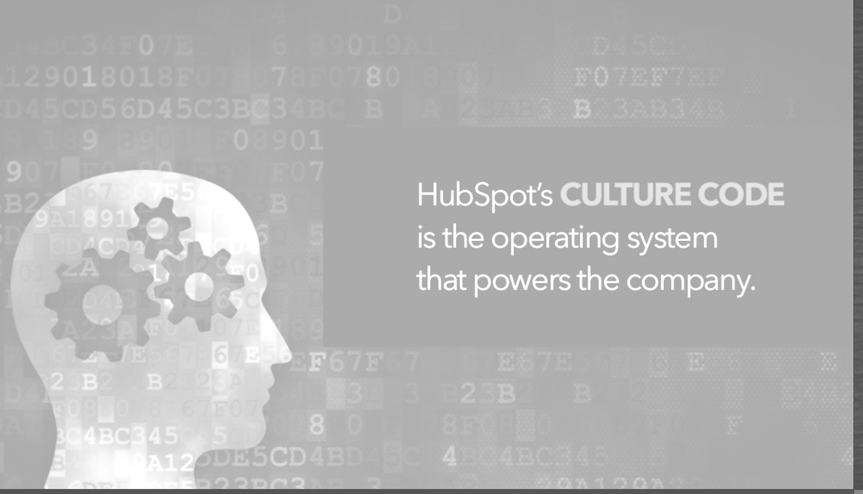
HubSpot uses documents to give us a behind-the-scenes look at their company



The **HubSpot Culture Code** gives us a sense of their unique culture and values

The **HubSpot Customer Code** walks through their philosophy on putting their customers first





HubSpot's **CULTURE CODE** is the operating system that powers the company.

WHAT'S CULTURE?

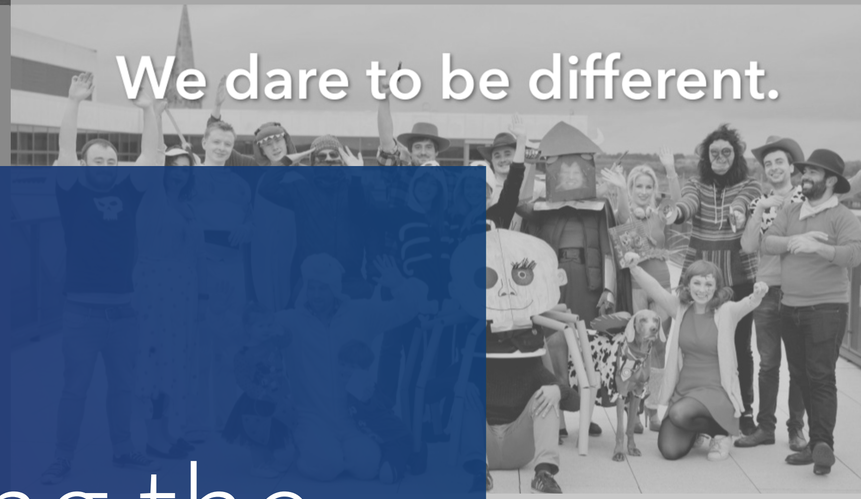
A set of shared beliefs, values and practices.

	THEN	*NOW*
FOCUS	Pension	**Purpose**
NEED	Good Boss	**Great Colleagues**
HOURS	9-5	**Whenever**
WORKPLACE	Office	**Wherever**
TENURE	Whole Career	**Whatever**

We're help GO

To take a m **human-friendly** to marketing and sales.

(Turns out, it's also more effective.)



We dare to be different.

Culture doesn't just help **attract** amazing people, it **amplifies** their abilities and helps them do their best work.

These documents bring the HubSpot brand **to life!**

We are **HubSpot**.

Our commitment to our mission will help us earn the [illegible]

Our commitment to our metrics will help us earn the resources to further our mission.

We are passionate about **both**.

We commit maniacally to both our **mission** and our **metrics**

HubSpot's **CULTURE CODE** is the operating system that powers the company.

WHAT'S CULTURE?

A set of shared beliefs, values and practices.

	THEN	*NOW*
FOCUS	Pension	**Purpose**
NEED	Good Boss	**Great Colleagues**
HOURS	9-5	**Whenever**
WORKPLACE	Office	**Wherever**
TENURE	Whole Career	**Whatever**

We're working to help the world

Culture doesn't just help **attract** amazin
it **amplifies** th
helps them do

We a

ommit
acally to both
ission and
etrics.

Giving us a good idea of who HubSpot is, as…

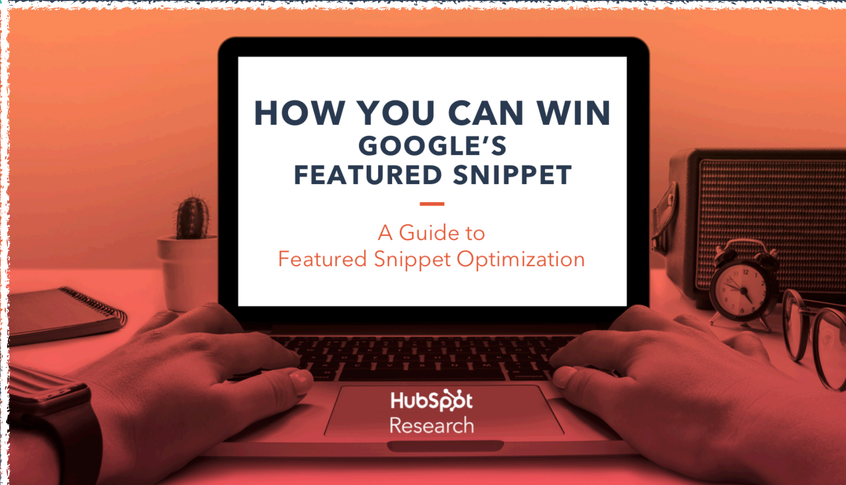
an organization

a business partner

or an employer

HubSpot uses documents to help people:

customers, employees, or anyone who would benefit from what they know



PEOPLE HAVE **DRAMATICALLY** CHANGED HOW THEY LIVE AND WORK.

	THEN	*NOW*
FOCUS	Pension	**Purpose**
NEED	Good Boss	**Great Colleagues**
HOURS	9-5	**Whenever**
WORKPLACE	Office	**Wherever**
TENURE	Whole Career	**Whatever**

THE HubSpot CULTURE CODE

1. We commit maniacally to both our **mission** and **metrics**.
2. We look to the long-term and **Solve For The Customer**.
3. We **share openly** and are **remarkably transparent**.
4. We favor **autonomy** and take **ownership**.
5. We believe our best perk is **amazing people**.
6. We dare to be **different** and question the status quo.
7. We recognize that **life is short**.

1 We commit maniacally to both our **mission** and our **metrics**.

2 We look to the long-term and **Solve For The Customer**.

FOR EVERY DECISION WE SHOULD ASK OURSELVES:

"Selves, what's in it for the customer?"

Documents can be conversational

Remember that you are speaking with a person — what would you say if they were in front of you?

Years ago, in a presentation about the kind of company we wanted HubSpot to be, we asked our employees to **solve for the customer**.

That meant placing their **customer** ahead of their **team** and their team ahead of **themselves**.

Customers have more power than ever before.

90% of buyers would spend more because of excellent **customer service.**

The HubSpot Customer Code

#1 EARN MY ATTENTION, DON'T STEAL IT.	#2 TREAT ME LIKE A PERSON, NOT A PERSONA.	#3 SOLVE FOR MY SUCCESS, NOT YOUR SYSTEMS.
#4 USE MY DATA, BUT DON'T ABUSE IT.	#5 ASK FOR FEEDBACK, AND ACT ON IT.	#6 OWN YOUR SCREW-UPS.
#7 HELP ME HELP YOU, BY HELPING MYSELF.	#8 I DON'T MIND PAYING, BUT I DO MIND BEING PLAYED.	#9 DON'T BLOCK THE EXIT.

#10 DO THE RIGHT THING, EVEN WHEN IT'S HARD.

#1
Earn my attention, don't steal it.

Documents can be engaging

Use documents to bring data to life in a visual format and make a lot of information easier to understand

In addition to sharing knowledge, these documents **drive results** for HubSpot

4.2M views
Since 2013

HubSpot's code decks are some of the most viewed documents out there

115K views
Since 2018

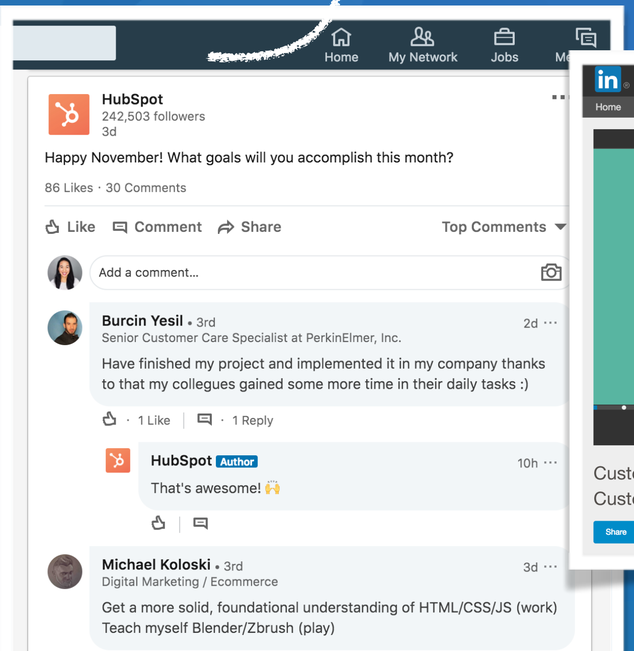
HubSpot uses documents to have engaging conversations on and offline

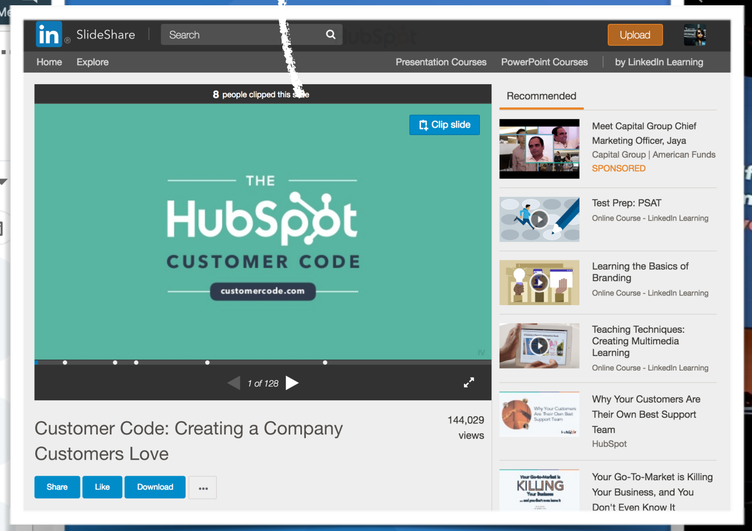
on LinkedIn

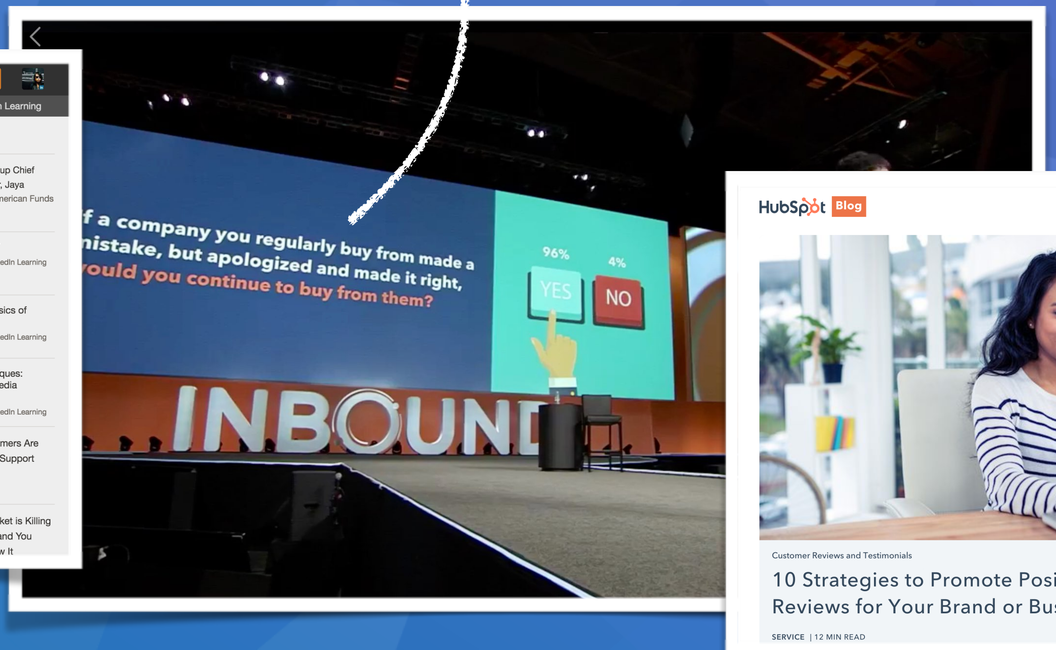
on SlideShare

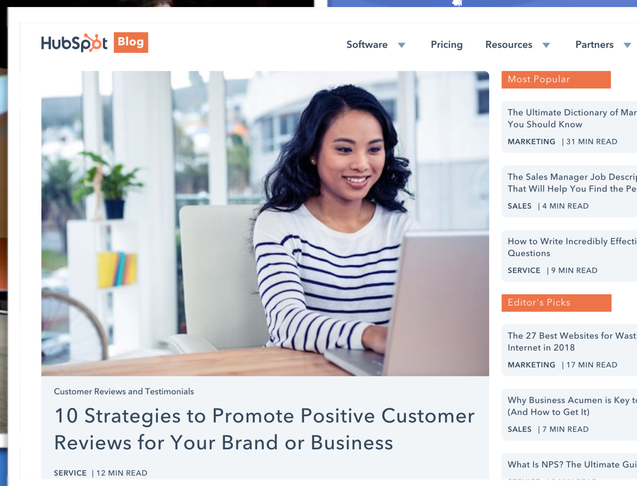
at Events

in blog posts

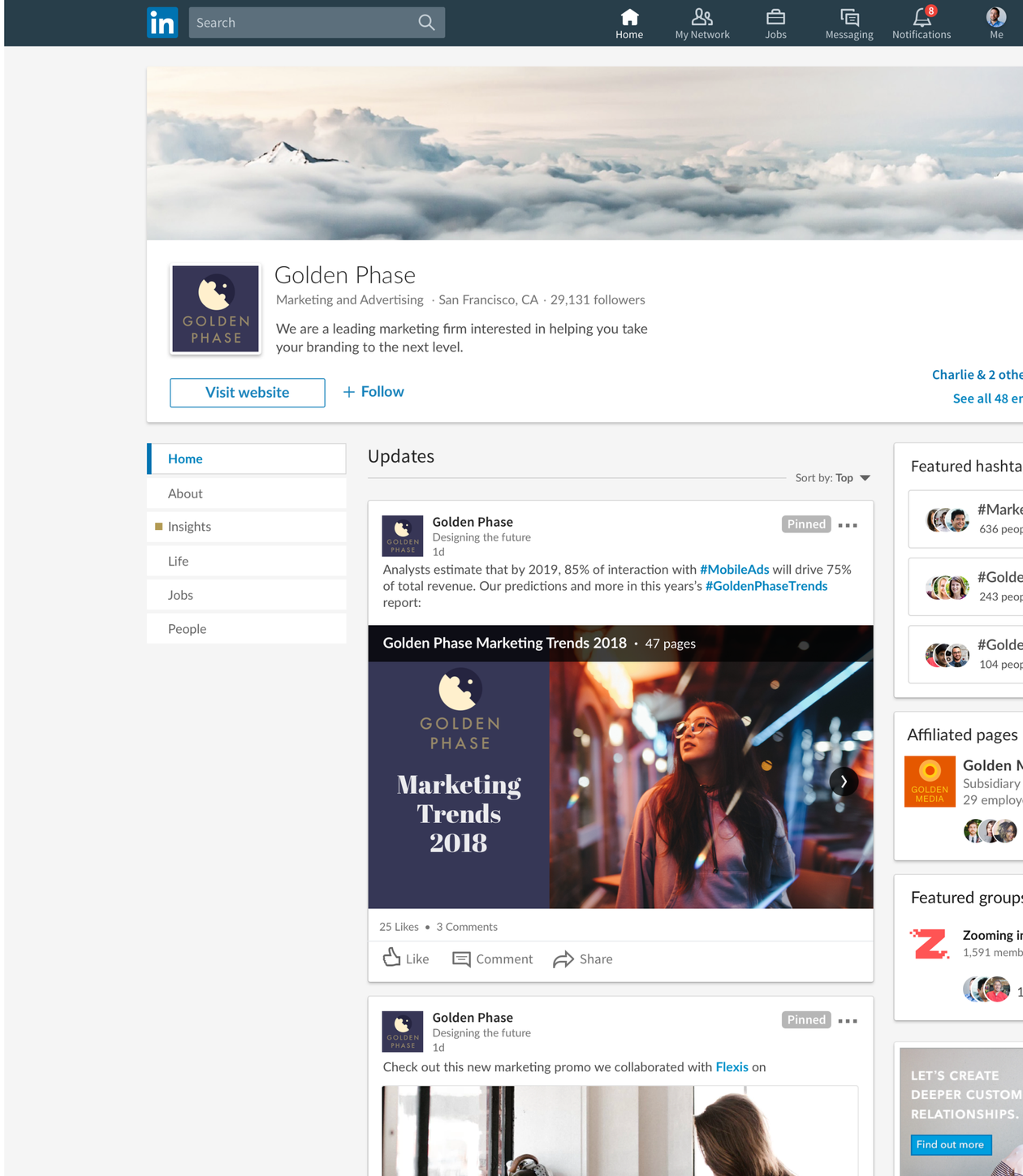








This is why we're excited to bring documents to your LinkedIn page—so you have another way to **talk** with people who care about what you have to say.



What does your company want to say with a **document**?

Happy documenting :)