Using the Hubspot CMS Hub for our website

[00:00:00] Hi everyone. My name's Estelle and I'm the website manager here at Cognism. Today I wanted to go through how we use the HubSpot CMS for our website to drive our online presence. So our website is a key measure for success and an important part of our tech stack. I just want to show you a few examples of how we actually use HubSpot.

So on our screen right now, Some examples of our product pages here. So we create product pages and informational pages just like this one. We also use HubSpot to create landing pages as well for our Google and our Google ads and our social ads, just like here. And we're also using Hubspot to power our blog and to, for our content team to create high quality blog posts.

For example, like this one is an example of a blog post that just went out yesterday just like this. I think another key benefit [00:01:00] of HubSpot is that it's a really great balance in customized solutions with developers and users who don't actually have much coding knowledge. So for our team using HubSpot makes it really easy to create good looking pages.

HubSpot has this templates that you can use to quickly and easily create good looking webpages and landing pages. . So these pages here, these templates have all been created by our web development agency, but we can quickly and easily use these to create our pages as well. And also on the page itself, when you're going to the editor, the backend editor is really easy to use, really easy to learn.

 On the left hand side here has these custom theme modules, which our development agency built for us. But this allows us to quickly and easily drag and drop things onto our page, and we can easily edit every single part of the page to make really nice website pages and landing pages as well.

Another [00:02:00] reason how we use HubSpot is because it makes it really easy to create language variations of our site. So here we have an example of our website that's in German, and HubSpot makes it really easy to create language variations just like this one. And we currently have in development more language variations going live soon too. And this is all done in-house and we don't actually have to use an external agency for that as well. Another benefit of HubSpot is the fact that it integrates really well with other tools in our tech stack. So for example HubSpot's really great for integrating with Salesforce, drift Pardot, and many more as well.

Thank you for watching this video. , bye.