

Glimpse Case Study

Hubspot Wants to Understand the Needs and Emotions of its Marketer and Salespeople Clients—and then Generate Killer Content to Engage Them

[Hubspot](#) is the leading marketing automation platform and a major player in the CRM space.

Most people have received or searched out some Hubspot content over the years. They're famous for their thought leadership and content marketing-led strategy.



The screenshot shows the HubSpot website interface. At the top, there's a navigation bar with links for English, High Contrast, Log in, and Start free or get a demo. Below this is a secondary navigation bar with links for Blogs, Newsletters, Videos, Podcasts, Resources, and HubSpot Products. The main content area features a large article titled "Social Media Marketing: The Ultimate Guide" with a sub-headline "Discover how social media marketing can help you generate leads, boost conversions, and increase brand awareness." The article is written by Kristen Baker. To the right of the article is a large graphic with a sunburst background, featuring icons for Facebook, Instagram, Twitter, and a megaphone. Below the article is a section for "THE SOCIAL MEDIA CONTENT CALENDAR TEMPLATE" with a "Download Now" button. To the right of this is a section for "SOCIAL MEDIA TRENDS REPORT" with a "DOWNLOAD FOR FREE" button.

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Social Media Marketing: The Ultimate Guide

Discover how social media marketing can help you generate leads, boost conversions, and increase brand awareness.

Written by: [Kristen Baker](#)

THE SOCIAL MEDIA CONTENT CALENDAR TEMPLATE
Manage and plan your social media content with this free template
[Download Now](#)

SOCIAL MEDIA TRENDS REPORT ▾
Explore the top trends in social media, along with opportunities, challenges, and new data to optimize social content.
[DOWNLOAD FOR FREE](#)

Client Challenge

But for that strategy to work, especially in an increasingly competitive and noisy world, they needed to:

- **Understand** the evolving needs, concerns, emotions, and top-of-mind awareness of their audiences of marketers and salespeople
- **Craft** real insights from that understanding, that will help them both to shape strategy and to generate engaging content.
- **Move** at the speed of digital business and at a global scale, without sacrificing nuance or the ability to discover what's on the horizon.

So Hubspot turned to Glimpse!

Over the last two years, Hubspot teams (distributed across the globe) have leveraged Glimpse to get closer to their marketer and salesperson customer base, and then to shape strategy and that famous B2B thought leadership content.

















And they accomplish all of this by using Glimpse in a self-service capacity, empowering content creators and marketers to launch impactful studies on their own.

In what ways do you think generative AI will impact the future of work?

Please be as detailed as possible

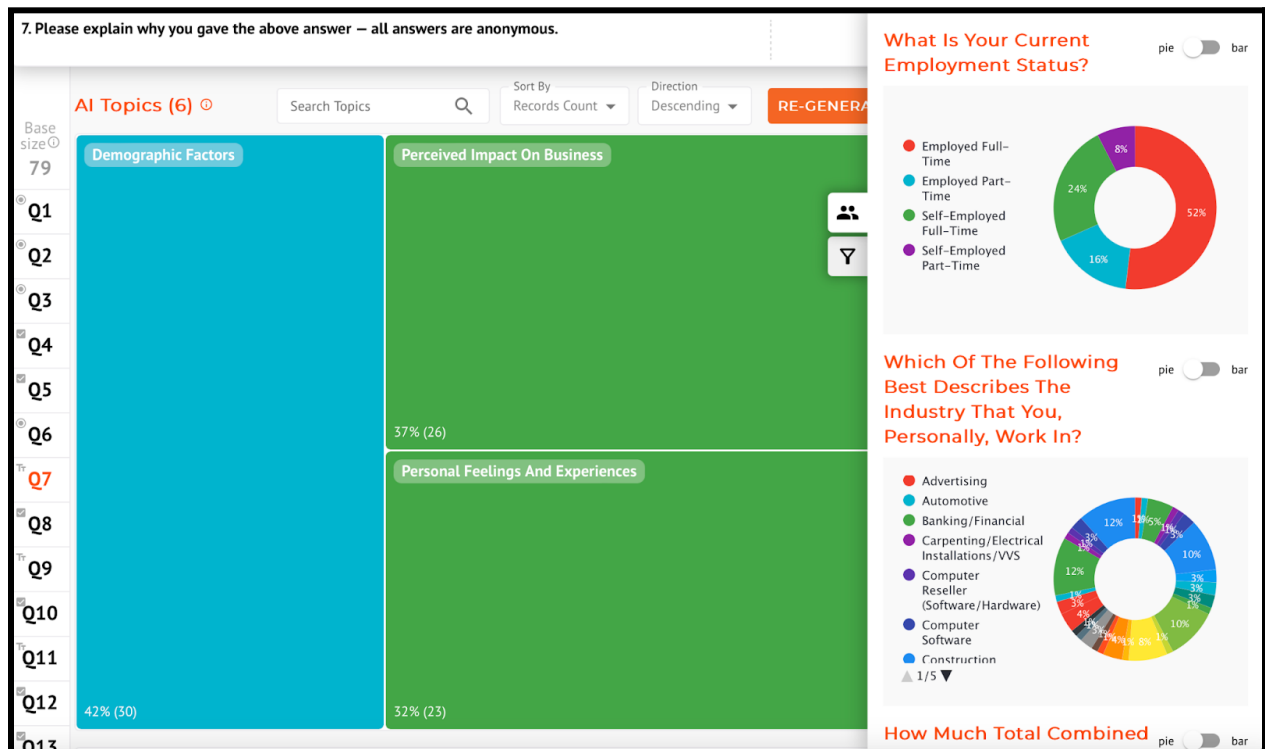
I think generative AI will unlock lots of business opportunities for marketers and researchers. But I'm afraid organizations will see it only in terms of increased efficiency and not in terms of value creation. Lots of employees might get displaced!

What emotion best describes your previous response?

 Joyful	 Loving	 Excited	 Optimistic
 Hopeful	 Interested	 Surprised	 Assertive
 Encouraging	 Appreciative	 Satisfied	 Confident
 Unsure	 Cautious	 Formal	 Confused

Here's just one recent example:

Glimpse's gen AI outputs recently helped Hubspot better understand the unique challenges faced by disabled, BIPOC, and LGBTQ+ entrepreneurs, and how Hubspot can help them overcome those challenges.



Outcomes

The best way to understand how Glimpse delivers value to Hubspot is to listen to a Hubspot leader who's been there since the beginning.

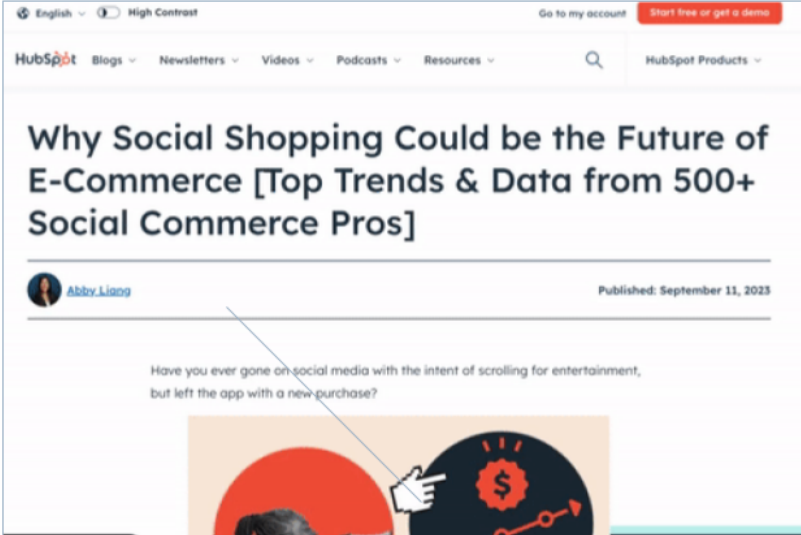
Here's Pam Bump, leader of the Hubspot Content Growth Team, talking about the power of the collaboration between Glimpse and Hubspot:

"Glimpse has been a trusted partner in generating insights for our content marketing team in pivotal times. Their AI-powered market research solutions have helped us learn new things about our target audience, build upon our strategies, and create top-performing data-fueled content."

Taking a big picture view of the partnership between Glimpse and Hubspot, Pam focuses on three important communications and business outcomes:

1. Publishing more timely, agile, and engaging B2B thought leadership content

Publishing Timely HubSpot Media Content



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Why Social Shopping Could be the Future of E-Commerce [Top Trends & Data from 500+ Social Commerce Pros]

Abby Liang Published: September 11, 2023

Have you ever gone on social media with the intent of scrolling for entertainment, but left the app with a new purchase?

40+

HubSpot Blog posts leveraged Glimpse in 2023

60k+ views

from Glimpse-fueled HubSpot Content in 2023

HubSpot

2. Streamlining and accelerating time-consuming processes for the Hubspot team, with the help of Glimpse's industry-leading generative AI capabilities.

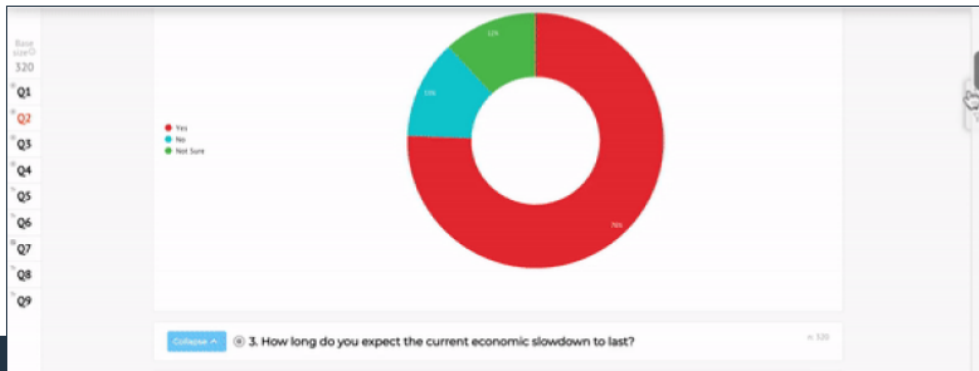
Streamlining time-consuming processes.

With Glimpse's intuitive, easy-to-use, AI-powered tools, our analyst's shifted time from asking:

"How will I get all this data organized?" to
"How can we use these results to drive impact?"

3+ hours

saved with Glimpse
AI-driven tools



HubSpot

3. Conducting deeper, more nuanced research about audience needs, anxieties, top-of-mind awareness, sentiment, and emotion to drive the strategic planning process.

Audience research and development

In the midst of quarterly content planning, we used Glimpse survey our target readers to better pinpoint:

- Challenges and opportunities we could help them navigate.
- What competing sites or publications they regularly visited.
- What topics and content formats engaged them most.

With this research and our historical content data, we

- Created an up-to-date list of reader personas
- Catered our strategies to these evolving audiences.
- Saved thousands of dollars and hours of time.

Thousands

saved on critical reader
market research

HubSpot