



# Built Different

## A Community-Driven Campaign for HubSpot Startups

*What if the best marketing advice for startups didn't  
come from HubSpot – but from each other?*

Campaign Concept by Travis Reiter

January, 2026

# The Opportunity

## Market Context

- **90%** of startups fail
- **58%** cite fundraising as their top concern
- Founders allocate **12-20%** of revenue to marketing, but lack resources

## Current Landscape

- **Mailchimp:** Good for email, lacks CRM integration
- **Notion:** Strong for ops, not for marketing
- **HubSpot:** Full platform but perceived as "for established companies"

## The Gap

Founders don't want aspirational advice from scaled companies – they want tactical, copy-and-paste playbooks from founders who went through *the same struggles*. HubSpot has 120K+ startup users. That's 120K proof points sitting unused.

# Campaign Strategy

## Campaign Objective

Position HubSpot as the growth platform built for momentum, not perfection, showing that the same tools powering scaled companies are already helping scrappy founders win their first customers.

## Target Audience

First-time founders, pre-seed to Series A, 1-10 employees

## Key Message

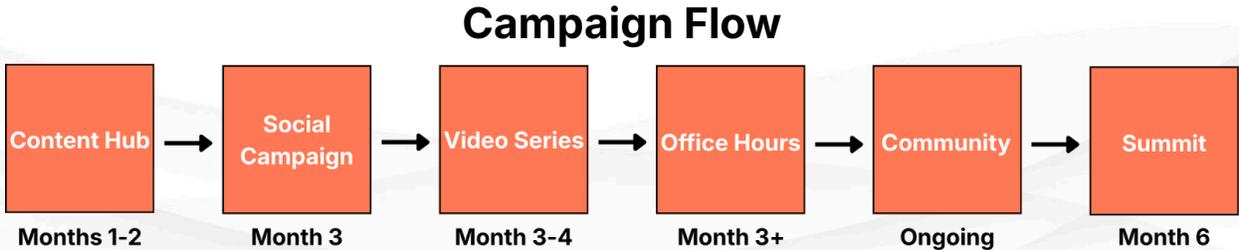
"You're building different. Your marketing should too."

## Strategic Approach

- Founder-first storytelling (not HubSpot talking about itself)
- Tactical, actionable content (not theoretical)
- Community-driven (founders teaching founders)
- Behind-the-scenes, in-process stories

## What We're NOT Doing:

- Polished case studies from Series C companies
- Theoretical thought leadership from HubSpot executives
- Gated content that requires a sales call



# Campaign Execution

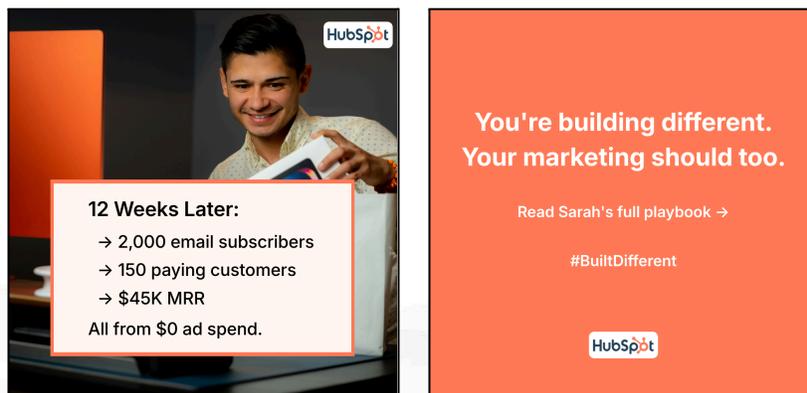
## Mockup 1: Founder Story Series

*Post copy:*

We launched with a \$0 marketing budget. 12 weeks later: 150 paying customers, \$45K MRR. Here's the exact playbook.

*Strategy:*

Founder stories posted 3x/week on LinkedIn, driving to downloadable playbooks. Each story includes specific tactics + results to build trust with early-stage founders.



## Mockup 2: Tactical Content

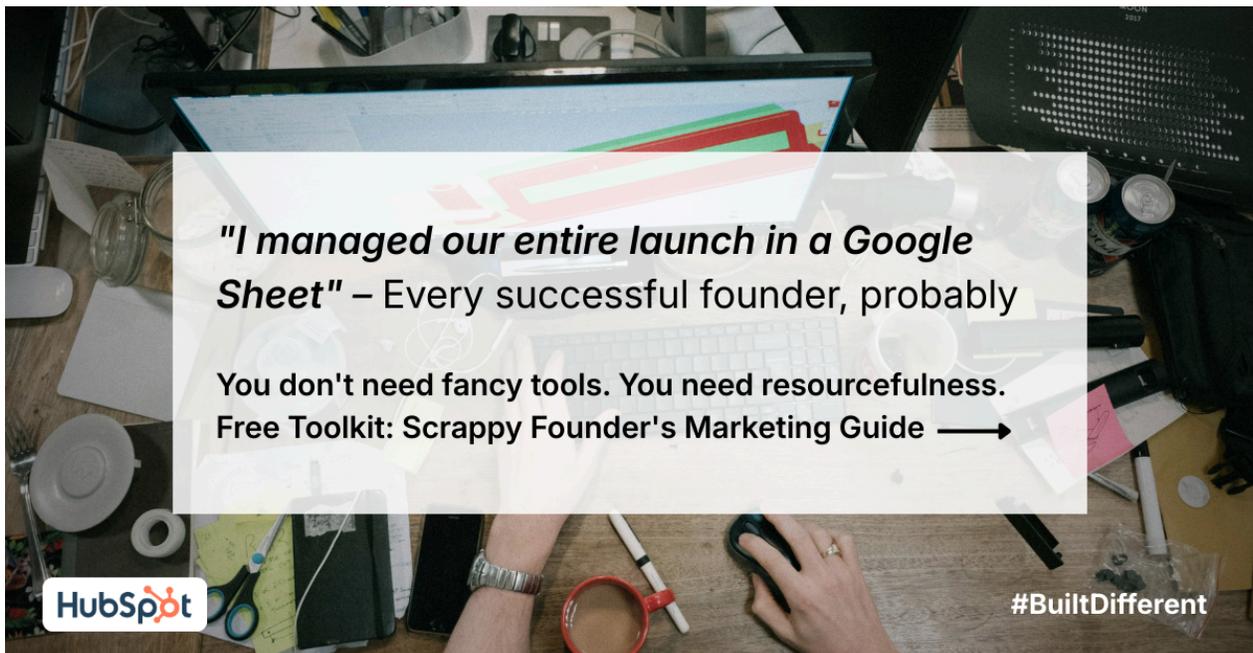
*Post copy:*

"I managed our entire launch in a Google Sheet." – Every successful founder, probably. You don't need fancy tools. You need resourcefulness.

Free Toolkit: Scrapy Founder's Marketing Guide →

*Strategy:*

Quick-win posts that normalize the scrappy startup experience while positioning HubSpot as the natural next step. Each post drives to free resources, guiding prospects through the customer journey.



## Mockup 3: Community Building

### Post copy:

Join 5,000+ founders building different.

Founders Circle: Free community for scrappy builders

- Weekly office hours
- Launch feedback
- Tactical playbooks
- Founder-to-founder advice

Join free → [link]

### Strategy:

Community posts drive acquisition for Founders Circle. Once founders build their peer network inside our ecosystem, switching costs become psychological, not just technical. Focus on benefits (peer support, tactical advice) over HubSpot features to lower the barrier to entry.



HubSpot

Join **5,000+** founders building different

**Founders Circle**  
Free community for scrappy builders

- Weekly office hours
- Launch feedback
- Tactical playbooks
- Founder-to-founder advice

Join free → [link]

#BuiltDifferent

## Mockup 4: Live Engagement

*Post copy:*

FOUNDER OFFICE HOURS

Live Q&A with HubSpot Experts

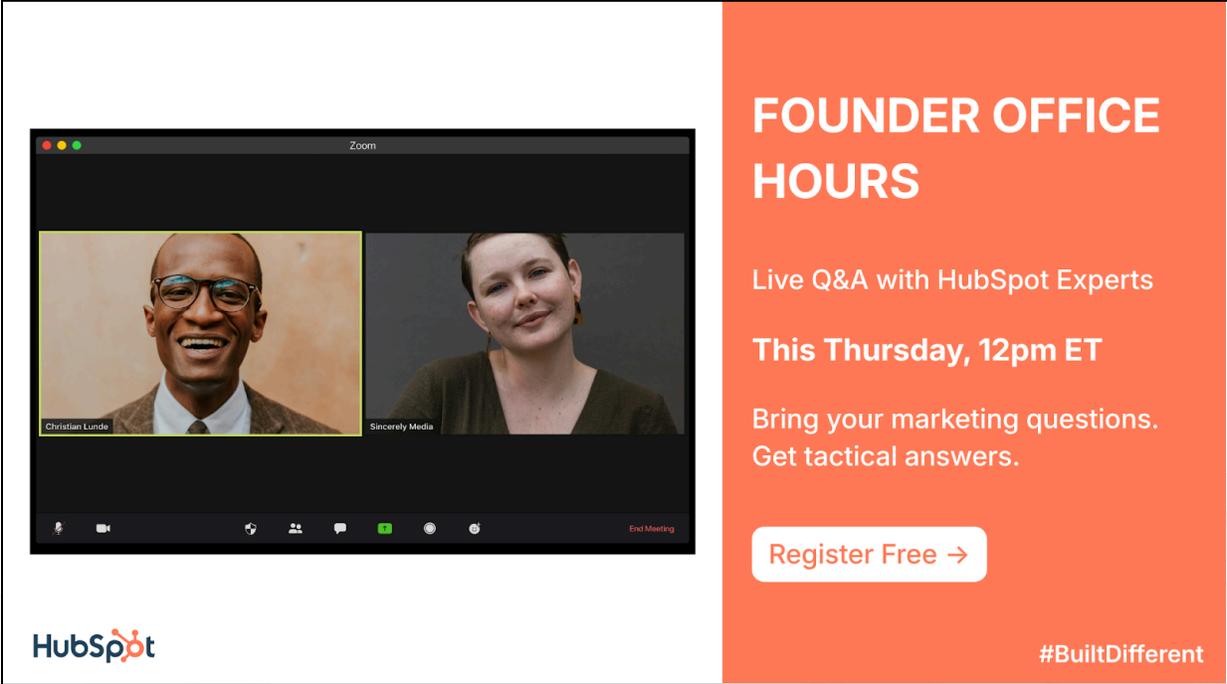
This Thursday, 12pm ET

Bring your marketing questions. Get tactical answers.

Register free →

*Strategy:*

Weekly live sessions create recurring touchpoints and build trust with HubSpot experts. Founders get immediate value (free advice), while we demonstrate product expertise and identify high-intent leads. Recorded sessions become evergreen content for the Playbook, maximizing ROI per session.



The graphic is a promotional banner for a live event. On the left, there is a screenshot of a Zoom meeting window. The window title is 'Zoom'. It shows two video feeds: one of a man with glasses and a suit, identified as 'Christian Lunde', and one of a woman, identified as 'Sincerely Media'. Below the video feeds is a Zoom control bar with icons for mute, video, chat, and other functions. At the bottom left of the screenshot is the HubSpot logo. On the right side of the banner is a solid orange vertical panel. At the top of this panel, the text 'FOUNDER OFFICE HOURS' is written in large, white, bold, sans-serif capital letters. Below this, in smaller white text, are the details: 'Live Q&A with HubSpot Experts', 'This Thursday, 12pm ET', and 'Bring your marketing questions. Get tactical answers.'. At the bottom of the orange panel is a white rounded rectangular button with the text 'Register Free →'. In the bottom right corner of the orange panel is the hashtag '#BuiltDifferent' in white.

# Multi-Channel Execution

## 1. Content Hub: "Startup Marketing Playbook"

Evergreen resource library with launch checklists, templates, and tactical guides

→ **Why it works:** *SEO magnet. "How to get first 100 customers" gets 14K monthly searches – we own that traffic and capture founders at their moment of need.*

→ **Goal:** *150K high-intent visits in 6 months*

## 2. Social Campaign: #BuiltDifferent Stories

Founder stories showing real challenges, solutions, and results

→ **Why it works:** *User-generated content scales infinitely. Every founder who shares their story becomes a micro-influencer in their network, creating authentic reach that paid ads can't buy.*

→ **Goal:** *1.5K+ organic stories, 500K+ impressions*

## 3. Video Series: "How We Got Our First 100"

3-5 minute founder interviews with tactical takeaways

→ **Why it works:** *A 3-minute video from a peer is worth more than a 30-page HubSpot whitepaper. Founders trust founders, not brands.*

→ **Goal:** *75K completed views, 2K startup signups*

## 4. LinkedIn Live: "Founder Office Hours"

Weekly Q&A with HubSpot experts + guest founders

→ **Why it works:** *Live format builds real-time trust and demonstrates product expertise without feeling like a sales pitch. Each session becomes evergreen content for the Playbook.*

→ **Goal:** *200+ live attendees per session, 50K+ total session views*

## 5. Community: "Founders Circle"

Free Slack/Discord community for peer support

→ **Why it works:** *Community creates lock-in. Once a founder's peer network lives in the ecosystem, switching to a competitor means losing their support system, not just their CRM.*

→ **Goal:** *8K active community members in year 1*

## 6. Virtual Event: "Built Different Summit"

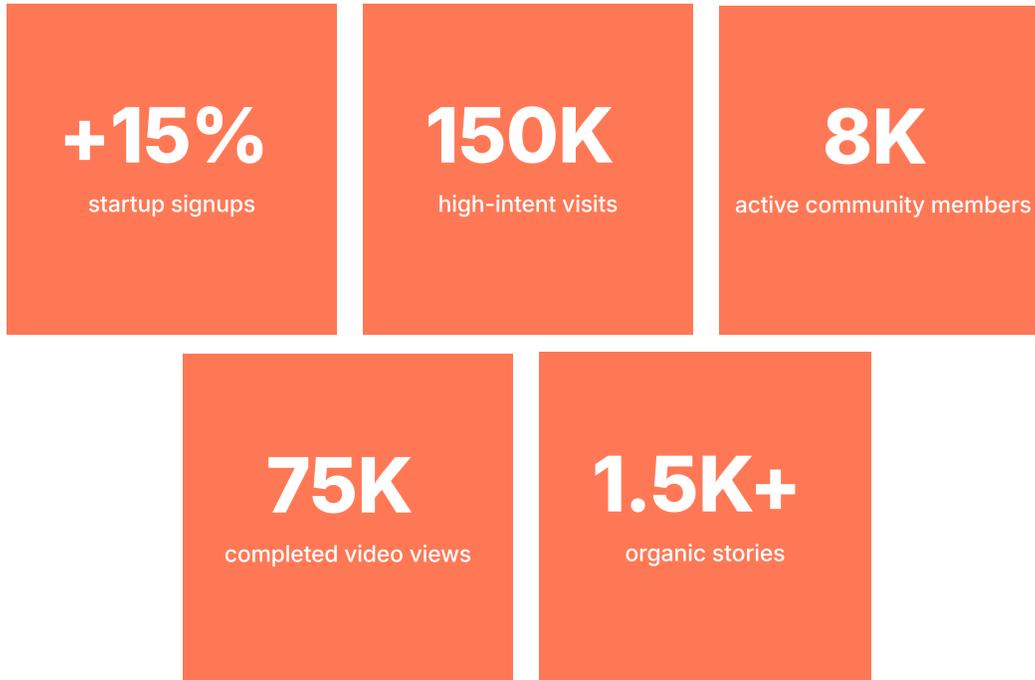
Half-day summit with panels, workshops, networking

→ **Why it works:** *Two annual events create campaign momentum and media hooks. Summits generate concentrated PR value, partner opportunities, and high-intent leads in a single day.*

→ **Goal:** *800+ live attendees per event*

# Expected Impact

## Primary KPIs



## Strategic Value

- Positions HubSpot as the default platform for startup marketing
- Creates defensible moat through community
- Generates evergreen content that compounds over time
- Differentiates from Mailchimp and Notion

## Scalability

- Community-driven content reduces production burden
- Founder stories are repeatable and evergreen
- Model can expand to different verticals/stages

# Why This Works

## *Strategic Fit*

Aligns with HubSpot's "Grow Better" brand promise while leveraging their existing startup program and underutilized founder community.

## *Founder Resonance*

Speaks to scrappy, resourceful founders who value proof over perfection and need immediate, tactical value.

## *Scalability*

Community-driven model ensures sustainable content creation and authentic peer-to-peer learning.

## *The Opportunity*

If just 5% of HubSpot's 120K+ startup tier users join Founders Circle and share one tactical post each, that's 6,000 pieces of founder-generated content in year one with zero production cost and infinite authenticity.

# Next Steps

I built this campaign to show how I think strategically and execute across channels. If you're looking for someone who understands both B2B marketing and startup culture, let's talk.

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