# The Ultimate Guide to Campaigns

**HubSpot**

## LEARN

- ✓ [HubSpot Campaigns: Before May/After May](#) (*external facing*)
- ✓ [Marketing Campaigns in 2021 with HubSpot](#) (*external facing*)
- ✓ [Landing Page: Running Campaigns in HubSpot](#) (*external facing*)
- ✓ [Partner Resource Page: HubSpot's Campaigns Tool](#) (*Internal-partner facing*)

## PROSPECT

- ✓ [Prospecting Template 1:](#) Going after Cobbled Marketing Competitors
- ✓ [Prospecting Template 2:](#) Using the Campaigns Webinar to book meetings
- ✓ [Webinar Offer: The Secret to Campaigns that Convert](#)
- ✓ [Guide Offer: Campaigns - The Ultimate Sales & Marketing Playbook](#)
- ✓ Work with you Channel Account Manager to identify additional good-fit prospects

## DISCOVERY

- ✓ Campaign Tool 'Pilot Guide' to Help Rip & Replace 'cobbled' marketing platforms (coming soon)

## DEMO

- ✓ [Campaigns Guide](#) (*external facing*)
- ✓ [Demo Walkthrough](#) (*video walkthrough of HubSpot Campaigns*)
- ✓ [Personal Demo Account](#) (set up your own demo instance)

## SELL

- ✓ [How to Sell HubSpot Campaigns in Marketing Hub](#) (internal only)
- ✓ [Competitive: Salesforce vs HubSpot](#) (external facing)
- ✓ [Competitive: HubSpot Campaigns vs Marketing Automation Competitors](#) (external facing)
- ✓ [Competitive: Active Campaign vs HubSpot](#) (external facing)
- ✓ [App Collection: Campaigns](#)
- ✓ [Omnichannel Automation: Demo Walkthrough](#)
- ✓ [Case Study: Salesforce replaced with HubSpot CRM Platform](#)

# Key Data

HubSpot Marketing Hub Professional and Enterprise customers who used Campaigns added **66% more contacts** than those who did not use Campaigns.

HubSpot Marketing Hub Professional and Enterprise customers who used Campaigns saw an average of **68% more form submissions** than those who did not use Campaigns.

HubSpot Marketing Hub Professional and Enterprise customers who used Campaigns saw an average of **62% more website traffic** than those who did not use Campaigns.

HubSpot Marketing Hub Professional and Enterprise customers who used Campaigns saw an average of **2% higher contact growth month over month** than those who did not use Campaigns.

HubSpot Marketing Hub Professional and Enterprise customers who used Campaign Analytics added an average of **72% more contacts** than those who did not use Campaign Analytics.

HubSpot Marketing Hub Professional and Enterprise customers who used Campaign Analytics saw an average of **62% more form submissions** than those who did not use Campaign Analytics.

HubSpot Marketing Hub Professional and Enterprise customers who used Campaign Analytics saw an average of **56% more website traffic** than those who did not use Campaigns.

HubSpot Marketing Hub Professional and Enterprise customers who used Campaign analytics saw an average of **2% higher contact growth month over month** than those who did not use Campaign analytics.