See how HubSpot uses documents

A tale to spark your imagination
“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.
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!
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.
1. We commit manically to both our **mission** and our **metrics**

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

**THE HubSpot CULTURE CODE**
1. We commit manically 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**.

FOR EVERY DECISION WE SHOULD ASK OURSELVES:

“Selves, what’s in it for the customer?”

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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 human, not a persona.
#3 Give me my money or make me want it.
#4 Help me help you by helping me.
#5 Ask for feedback and act on it.
#6 Don’t make me decide.
#7 Do the right thing, even when it’s hard.

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.
HubSpot’s code decks are some of the most viewed documents out there.
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 :)