
Brightfire Sets UK Marketing Industry Alight With HubSpot Alliance

Marketing experts Brightfire have ignited a revolution in online promotion for thousands of UK businesses by combining the power of social networks, search engine optimisation, blogging and multi-media into one measurable platform.

The London & Glasgow-based consultancy has announced a new partnership with US market leaders HubSpot to spearhead an international expansion of a pioneering inbound marketing solution across the UK.

HubSpot, which has secured investment of more than £40 million and is already the second fastest growing SaaS company in history, aims to work with Brightfire to build a bigger presence within the online marketing industry in Britain. Applications include website management, blogging, search engine optimization, lead management, marketing analytics, email marketing, landing pages, and social media monitoring.

“Search engines, social media, and mobile devices have fundamentally changed how businesses can successfully and cost-effectively market themselves,” said John Hornell, CEO of Brightfire.

“HubSpot is a world leader in establishing marketing software which allows small and medium sized businesses to co-ordinate and monitor all their inbound marketing strategies. We are thrilled to be their partner and provide thousands of SMEs in the UK with an easy-to-use, complete and integrated marketing platform which helps them get more leads and customers.”

HubSpot is already used by thousands of small and medium sized businesses which have replaced costly and time-consuming cold calls, email newsletters, trade shows, print advertisements, TV commercials and mass mailings with targeted blogs, social media, mobile technology and search engine optimization to bring potential new customers to their door.

“Inbound marketing is gaining momentum globally and adding European Value Added Resellers like Brightfire is an important step in our international growth plans,” said Brian Halligan, CEO and co-founder of HubSpot, which is based in Cambridge, Massachusetts.

HubSpot is already the preferred inbound marketing platform provider for more than 50 per cent of the industry in the US and caters for the needs of more than 4,000 customers across 31 countries.

“Expanding HubSpot's presence in the UK through a very successful firm like Brightfire allows us to build even more personal relationships with European marketers giving them access to the best inbound advice and services that are tailored to their local needs.” said Peter Caputa IV, Director, Value Added Reseller Program, HubSpot.

“Expanding HubSpot's presence in the UK through a very successful firm like Brightfire allows us to build even more personal relationships with European marketers giving them access to the best inbound advice and services that are tailored to their local needs.” said Peter Caputa IV, Director, Value Added Reseller Program, HubSpot.

Independent research found that over a five month period users of HubSpot (www.hubspot.com/roi) experienced a growth in monthly unique visitors to their websites by up to 60 per cent, an upturn in potential leads of around 25 per cent and an increase in sales of 50 per cent or more.

“For the last seven years Brightfire has been at the forefront of helping businesses across the UK improve their online presence, build audience share and capture more sales leads. HubSpot is at the cutting edge of providing innovative applications for inbound marketing and we are very pleased to be a part of their phenomenal growth,” added John Hornell.

“The days of putting up a website and waiting for customers to come looking are long gone. The way customers search and buy products and services has changed forever. Businesses of all shapes and sizes need to realise that to compete in a changing economic climate marketing strategies have to adapt. Carefully combined use of social media, SEO, blogging and paid search adverts is increasingly a major key to success.

“By expanding a company's reach online, helping to manage their brand reputation in social media through monitoring and participation, and by creating value added content such as interesting blogs, videos and information graphics, we can help any firm increase the number of quality sales leads while reducing costs.”

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For more information please visit www.brightfire.co.uk/about-us/media.aspx or contact Peppercorn PR on 0845 217 8757.

About Brightfire

Brightfire is one of the UK's leading inbound marketing companies helping a wide range of international clients to raise their online profile, build audiences and capture more sales leads.

Experts in content creation, social media and lead generation Brightfire can deliver a fully integrated marketing and sales solution for any company.

The London & Glasgow based company has extensive experience across many sectors including; Software, Technology, Life Sciences, Manufacturing, Product companies, Service companies, Professional practices, Charities and Not for Profit organisations.

About HubSpot

HubSpot, Inc. offers an all-in-one marketing software platform for small and medium sized businesses. Over 4,000 companies in 31 countries use HubSpot software to increase the number of visitors to their website and convert more of those visitors to leads and customers. Applications in the software platform include website management, blogging, search engine optimization, lead management, marketing analytics, email marketing, landing pages, and social media monitoring. HubSpot is also the developer of the popular website analysis tool, WebsiteGrader.com, which has over 3 million users. HubSpot, Inc. was founded in 2006 and is based in Cambridge, Massachusetts. Find them at <http://www.HubSpot.com>.