

The background features several large, rounded geometric shapes in shades of orange, red, and teal. These shapes are arranged in a way that they appear to be floating or overlapping, creating a modern and dynamic visual effect. The central text is positioned within a white rectangular area that is partially framed by these shapes.

# What Comes After Content Marketing

Evan Hamilton + Will Cady | September 4th, 2025

# Agenda

1. Why Should You Care?
2. The ABCs of Community
3. The 123s of Reddit
4. Empowerment
5. Iteration

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HEAL MVNT





# Why Should You Care?

# Marketing is Changing

## **01 Search no longer rules discovery.**

AI Search visitors may surpass traditional search Visitors by 2028.

## **02 Clicks are no longer a guarantee.**

Nearly 60% of Google searches ended without a click in 2024.

## **03 Big social is becoming small social.** In 2023, 30% of Z's joined or increased participation in a niche digital community. 73% said "privacy and exclusivity" is an important feature.

# Marketing is Changing

## 01 **Search no longer rules discovery.**

You must show up in AI results.

## 02 **Clicks are no longer a guarantee.**

The content showing up in AI results must be convincing without a clickthrough. Social proof and Reddit are highly weighted.

## 03 **Big social is becoming small social.** You must be present in small communities.

# Community Types



## **Owned**

Strong control, SEO and LLM visibility benefits. Harder to get people to participate.



## **Reddit**

Huge LLM visibility benefits. Where everyone is. Much less control.



## **Micro Communities**

Where the most trust and deepest conversations are. Smaller, harder to access.

# Community Types



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## **Micro Communities**

Where the most trust and deepest conversations are. Smaller, harder to access.

The slide features two large, semi-circular decorative elements. On the left, a circle with a gradient from red to light blue. On the right, a circle with a gradient from dark red to teal. Both are partially visible, framing the central text.

# The ABCs of Community





YouTube  
@YouTube

Follow

est pasta and why is it angel hair

34K Views

529 22

Most

Chasing  
unqualified real  
estate leads

Google Play  
@GooglePlay

Gaming really change  
else out here yelling +1  
finish dinner?

7:30 PM · Mar 13, 2024 · 31.2K

15 17 54

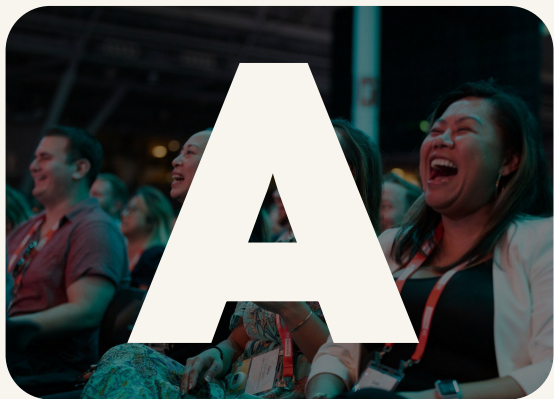
no

1 317

Close more  
deals with  
ihomefinder

iHomefinder

# The ABCs of Community



## **Add Value**

What can you offer that makes things easier or better for the community you are engaging with?



## **Bring People In**

What can you do to support the growth of a community through onboarding and amplification?

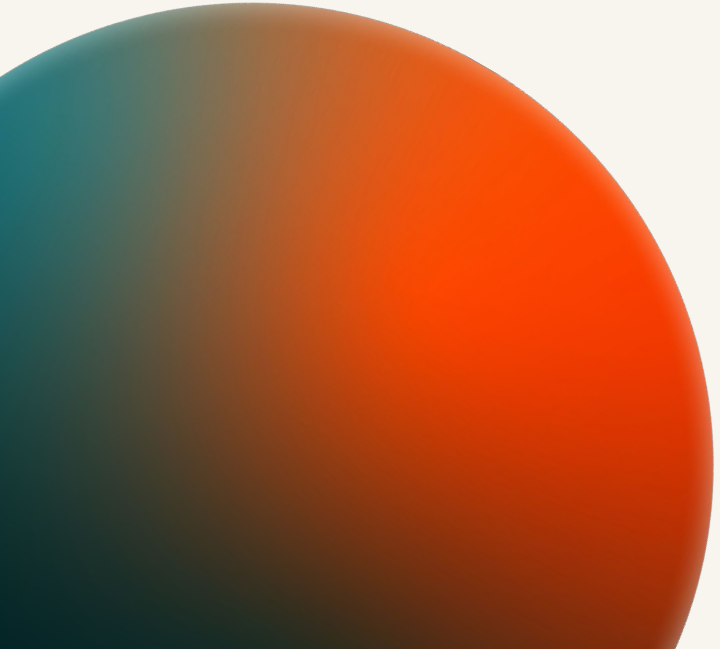


## **Create Culture**

What are you co-creating with the community that neither your business nor the community could possibly create themselves?

## The ABCs of Community

Culture is...what  
makes us human  
at scale



### 01 **Mind = Language**

What are the words, phrases, memes, and symbols that the community uses to **explain** its culture?

### 02 **Body = Tools**

What are the resources, systems, gadgets, apps, and innovations that the community uses to **excite** its culture?

### 03 **Spirit = Rituals**

What are the memories, moments, habits, and routines that the community uses to **experience** its culture?

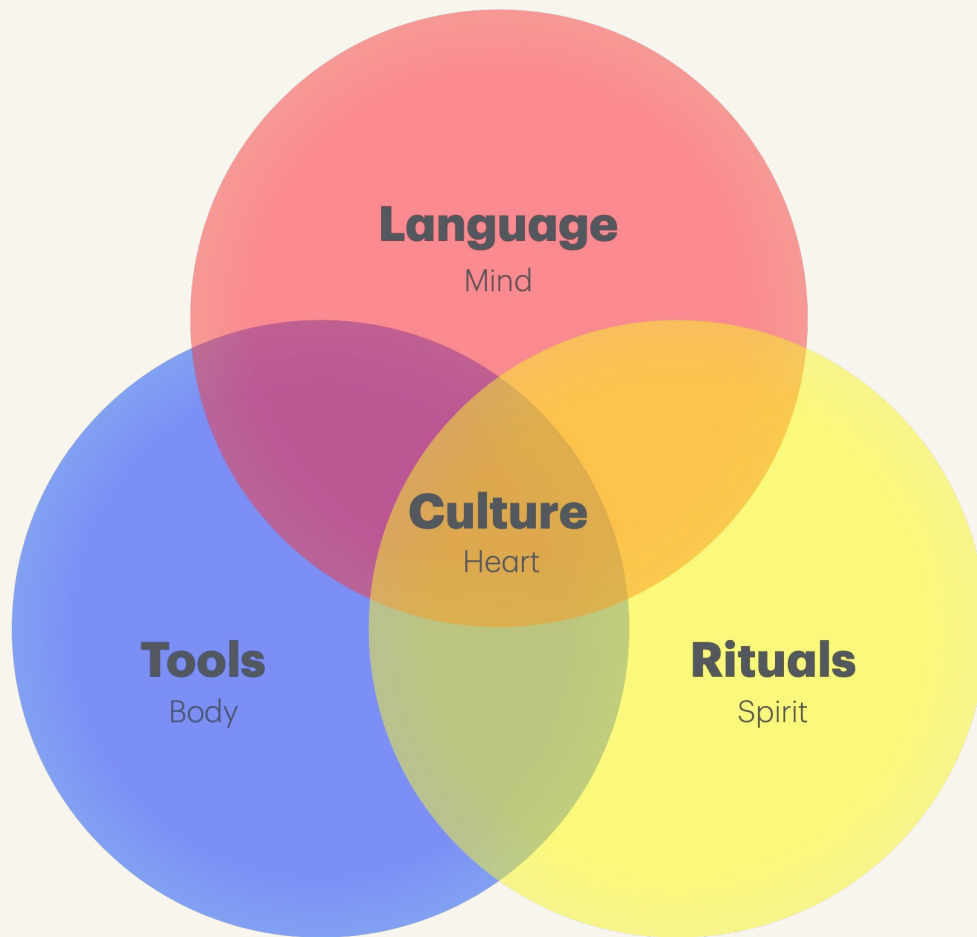
# Community Marketing Elements

The core ingredients of community culture

Each of these elements are the colors you create with when you are marketing to a community or creating your own.

Ask for each:

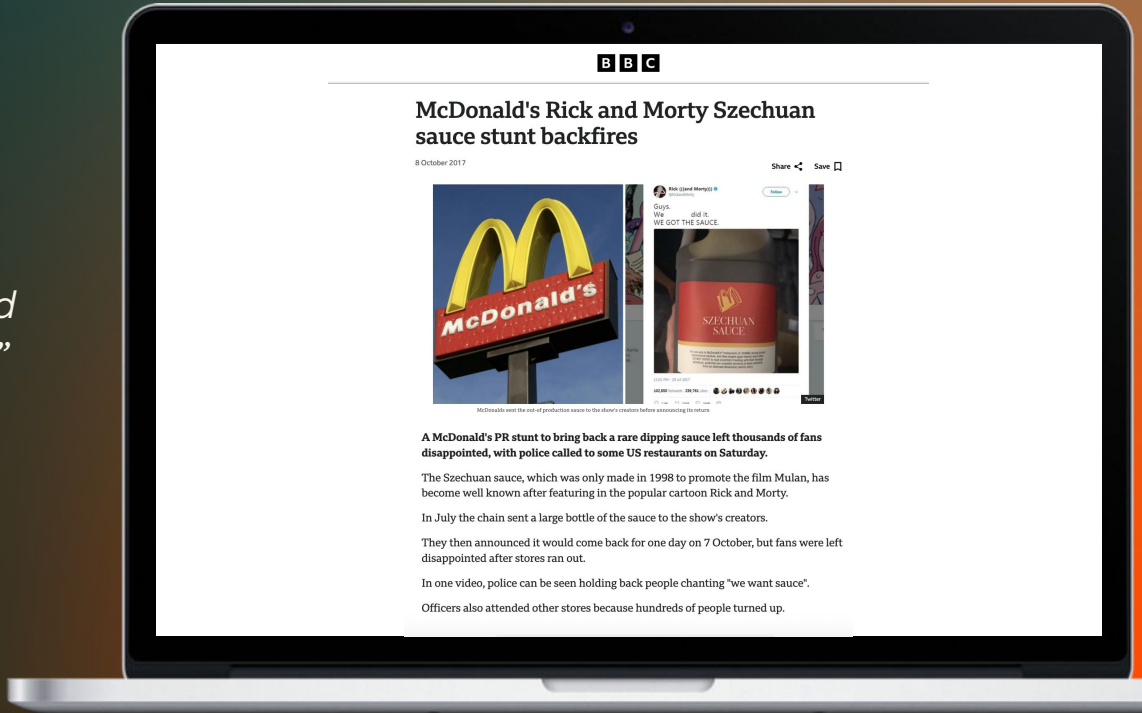
How can we **add** value?  
How can we **bring** people in?  
How can we **create** culture?



# Szechuan Sauce

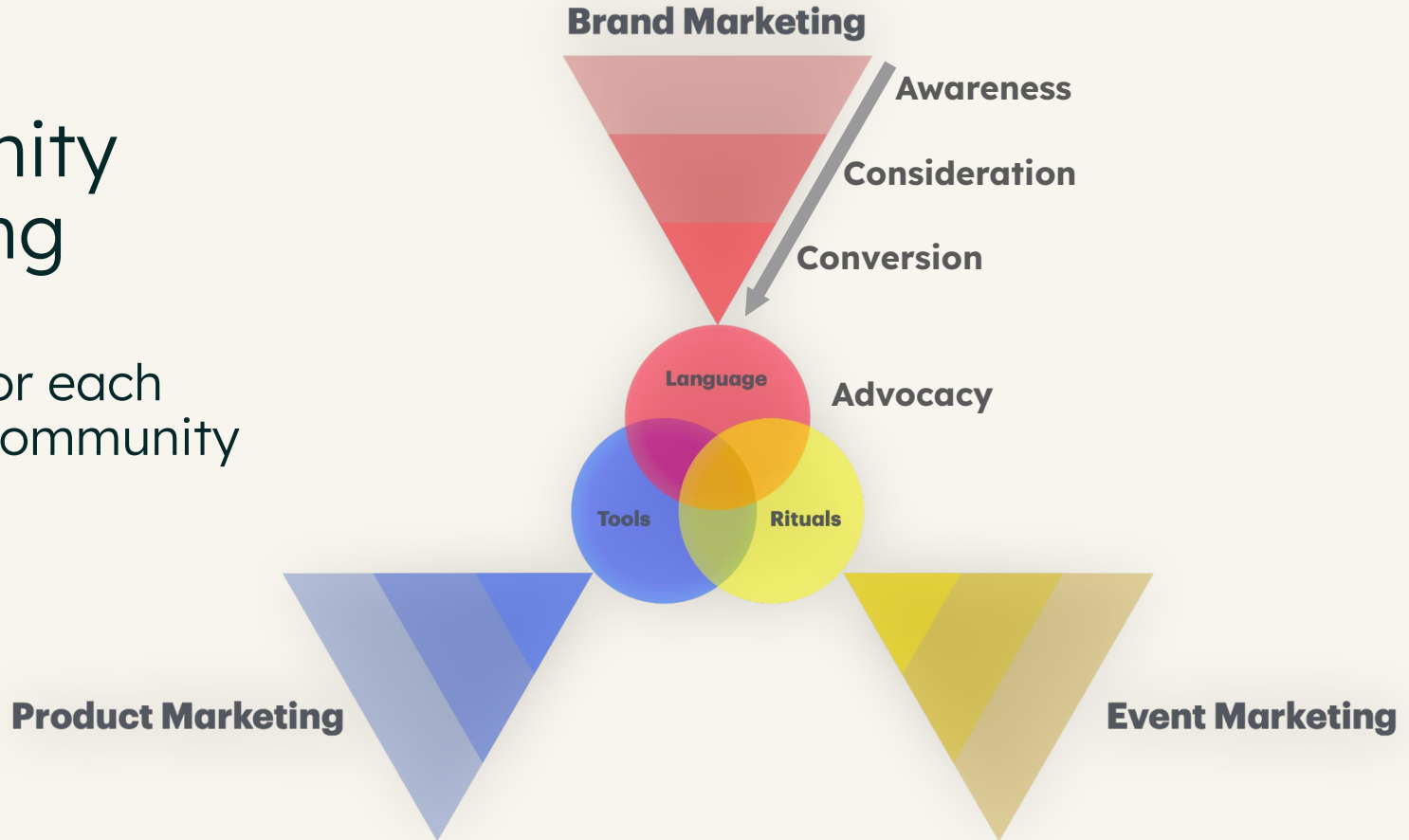
Most upvoted sauce in Reddit history.

- Product as **language** : “*I need to have that Szechuan Sauce!*”
- Business as **tool** : *limited drop on select locations*
- Product as **ritual** : *Tendies = reward*



# Community Marketing Funnels

A strategy for each element of community



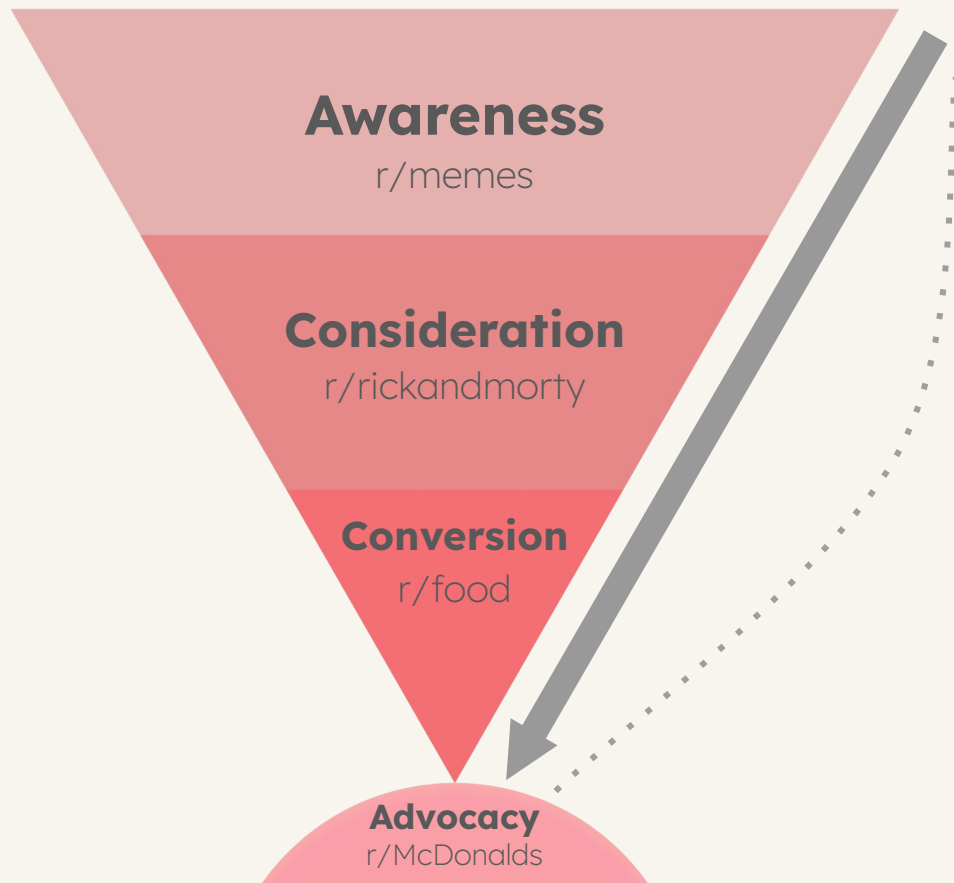


# Community Marketing Funnels

Engaging other communities to grow your community

There are over 100K communities on Reddit alone!

## Community Funnel



# Adobe x Reddit

Full-Funnel, Cross-Funnel  
community marketing strategy

- **Brand Marketing** – Meme-focused creative
- **Product Marketing** – Adobe suite-specific messaging
- **Event Marketing** – Front page Reddit events

[Hear directly from the KarmaLab x Adobe team by checking out Reddit Inc's 'Meet Your Maker' case studies](#)





Even technological  
solutions need cultural  
implementation



***Alignment***  
is the goal.

# No Man's Sky

Lambasted for the gap between their pre-release marketing and shipped product, the team had to fix the product AND rebuild trust.

- No promises until they shipped
- Cryptic emoji tweets
- Consistent, free improvements for years





# Reddit 1 2 3s



# Steps



## Set Up

Get all the pieces  
in place.



## Help

Support your  
customers.



## Commit

Add value on top.

## Implementation

# 1. Set Up

*ABCs inform all decisions*

### Subreddit

Setting up vs participating:

- What exists?
- Does your community believe in independence?
- Is your company worth discussing?

### Accounts

Company vs employee:

- Company account can seem impersonal but are clear
- Personal accounts can be risky
- Individual employee accounts can bridge

### Monitoring

- Common Room
- Sprinklr
- Sprout Social

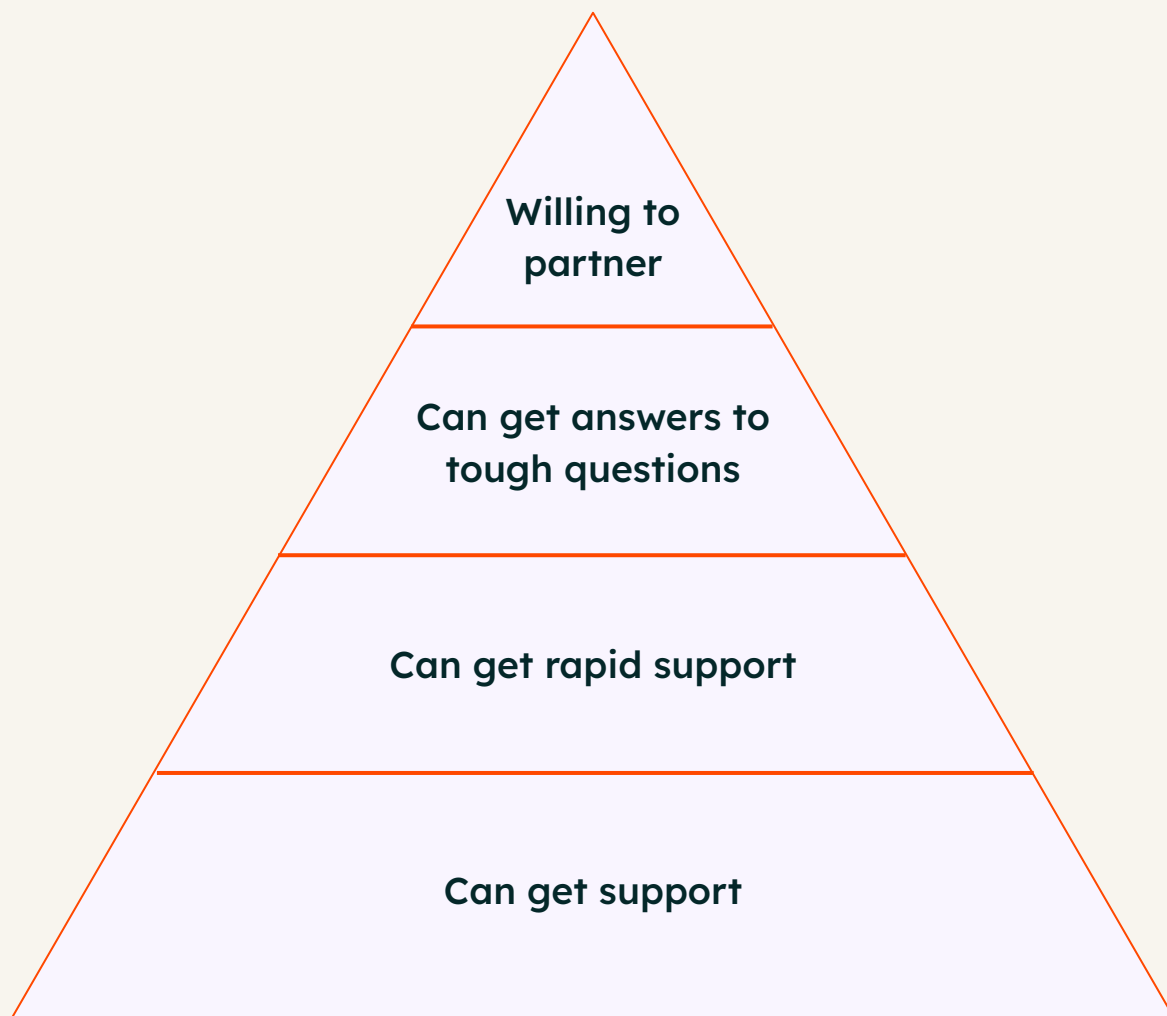
# HubSpot

HubSpot setup:

- r/HubSpot (co-owned)
- u/HubSpotHelps
- Employee accounts
- Champion accounts



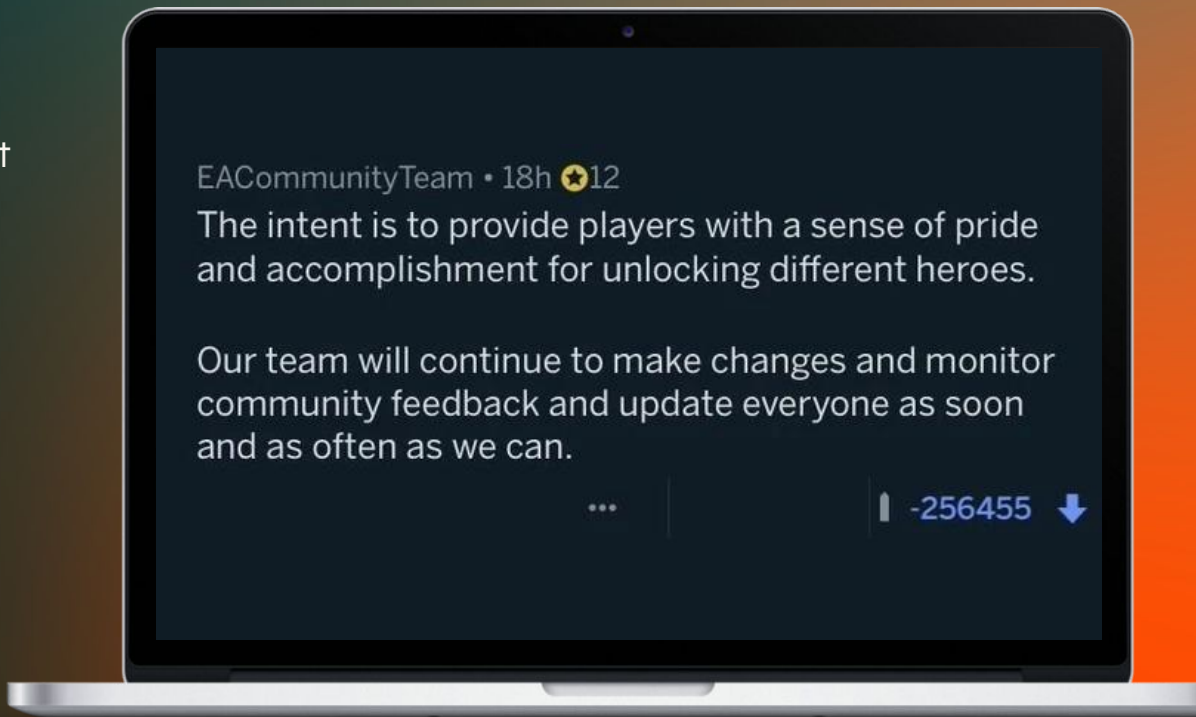
## 2. Help



# Electronic Arts

Most downvoted comment in Reddit history.

- Reactive vs Proactive
- Corporate vs Contextual
- A symbolic moment, now a part of Reddit lore



### 3. Commit

— Posts

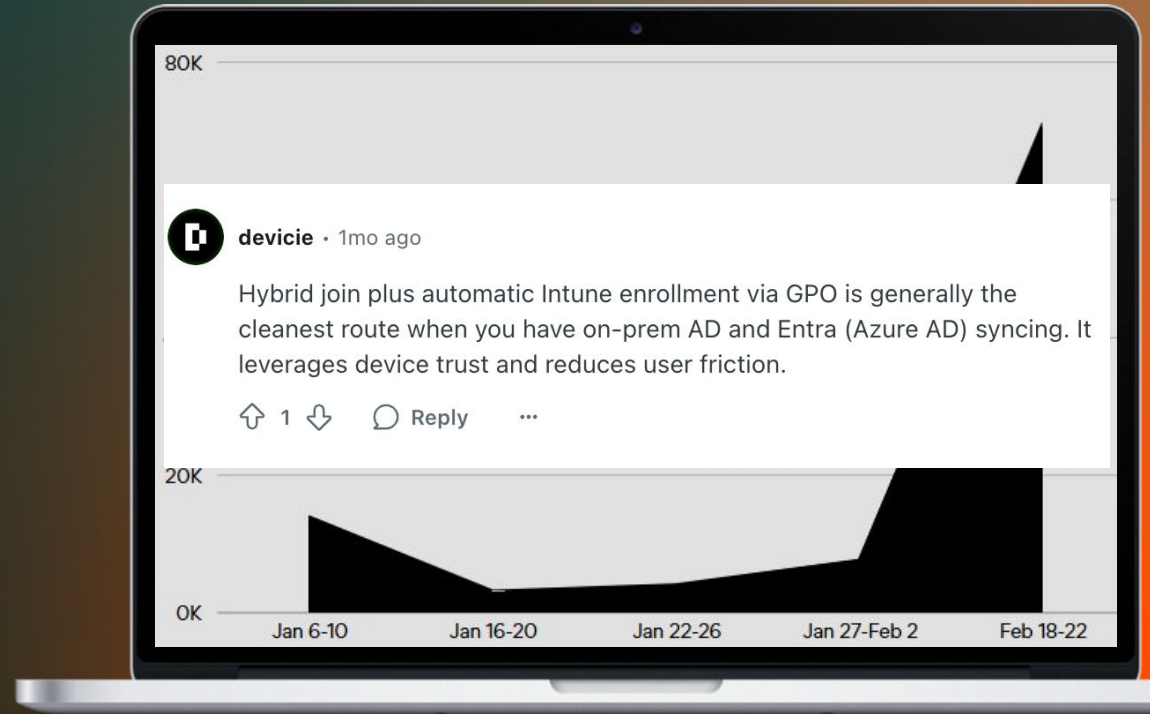
— Events

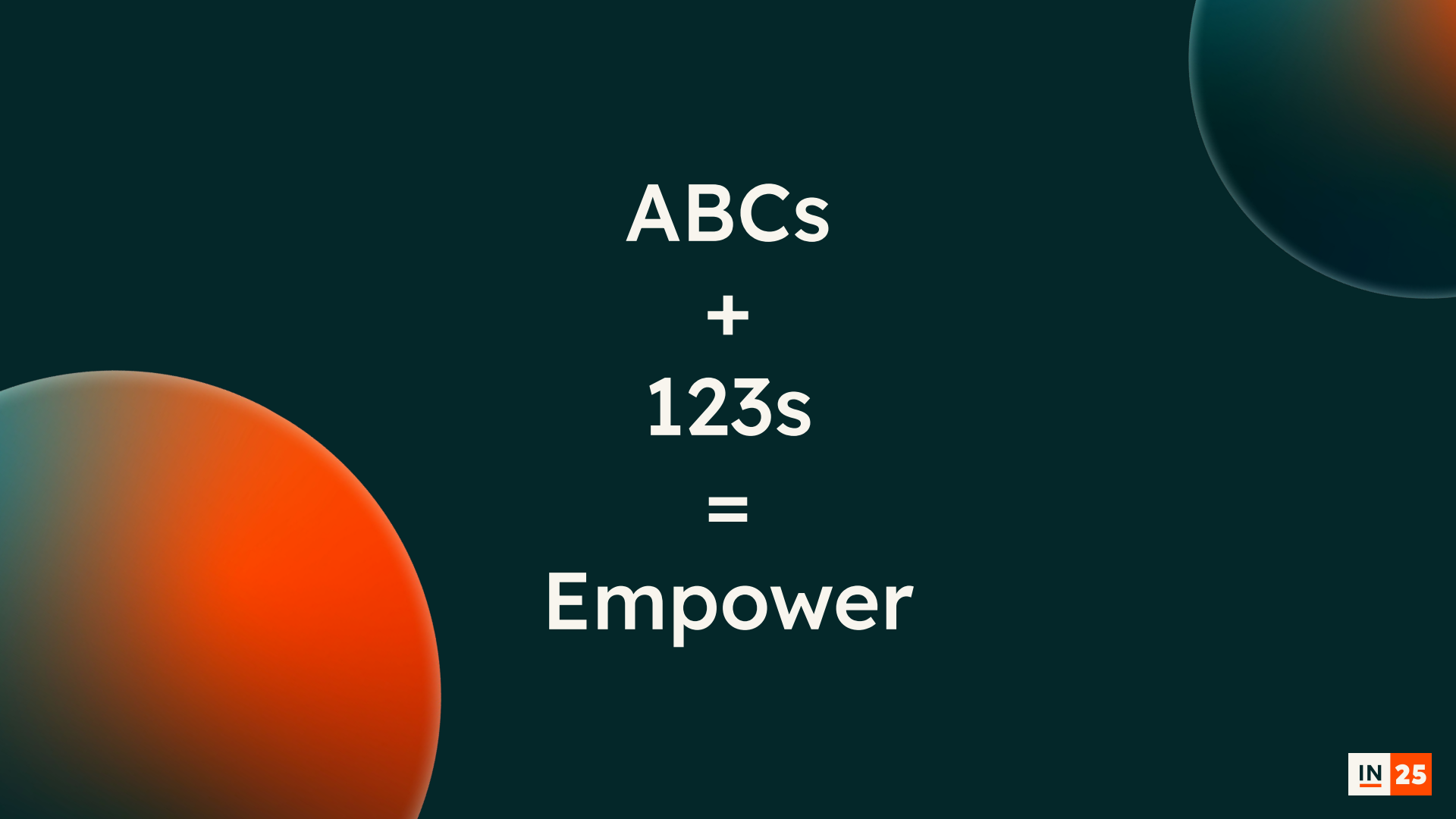
— Moments



# Devicie

Devicie became part of IT-focused subreddits, connected with decision-makers naturally, and positioned itself as an industry leader.





ABCs  
+  
123s  
=  
Empower

# Elevation

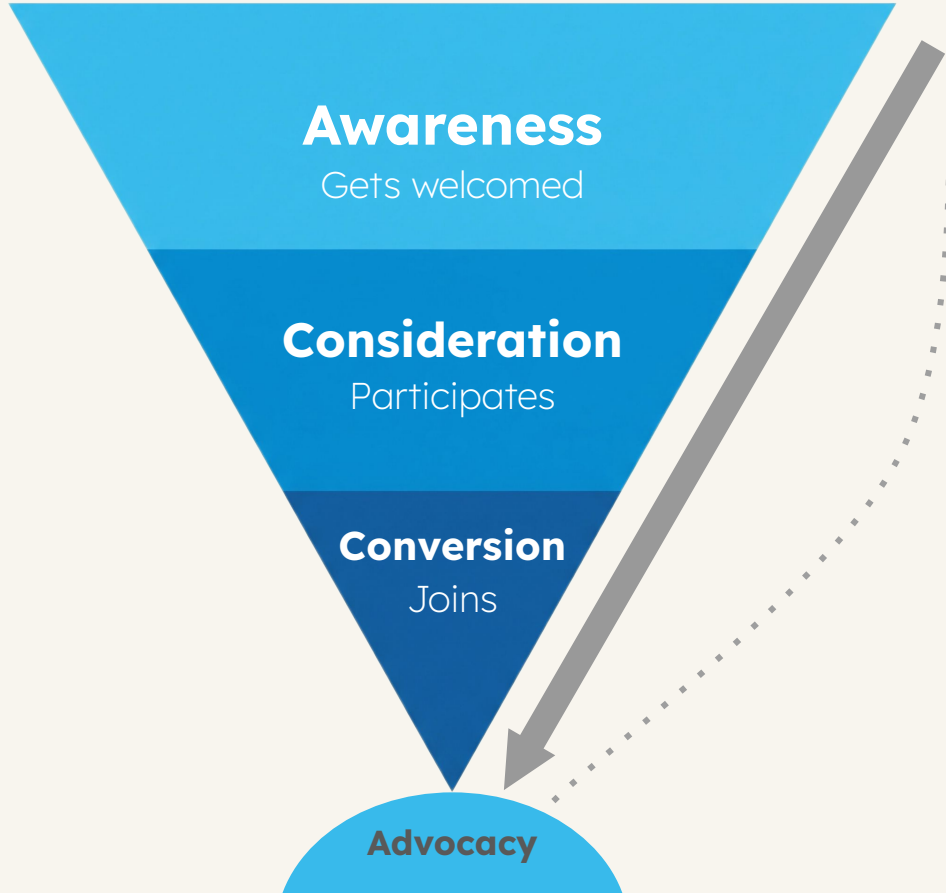
Give your passionate members more power and they can scale the collective work of your space

# CMX Welcomers

CMX scaled a personal welcome to members by empowering the Welcome Committee to greet them.



# Funnel - Product Marketing



## Rituals

Took a positively-received founder-driven ritual and empowered the community to run it.

# Organization

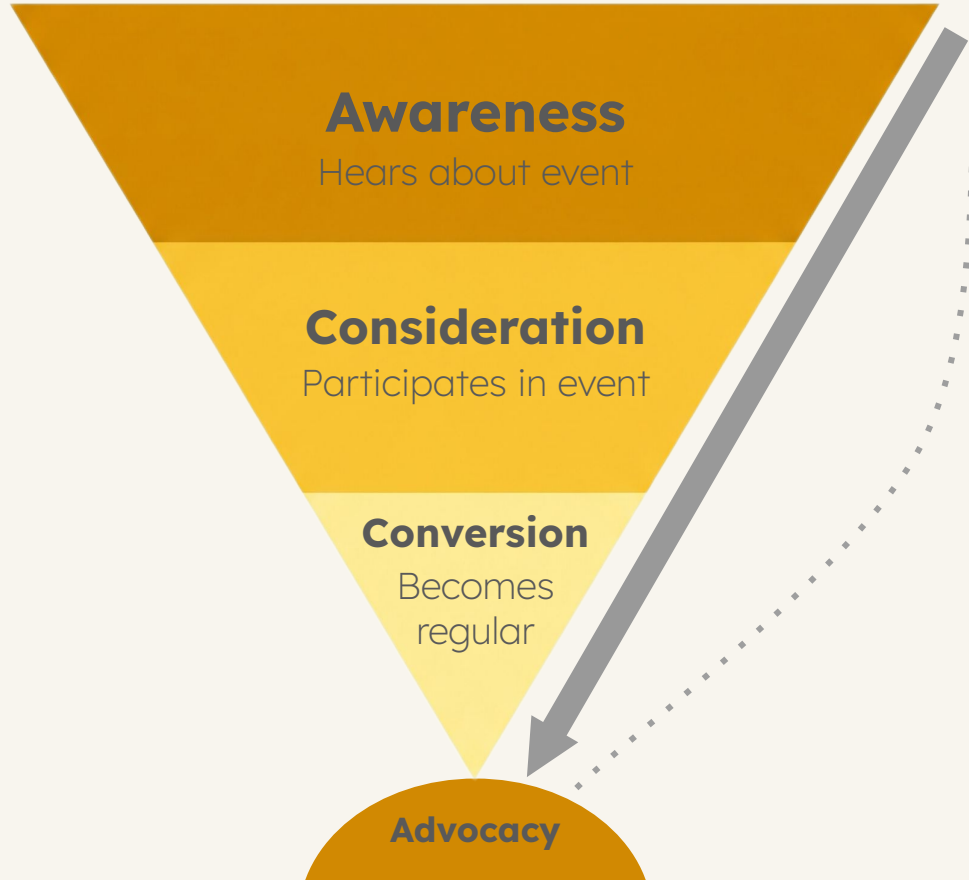
Create some structure - even just giving it a day or a name - to bring people together and they will be more likely to connect.

# Extra Life on Reddit

Reddit encouraged members to participate in the Extra Life fundraiser, captured all the chapters in one place, and had employees participate...resulting in more money and awareness than individual efforts.



# Funnel - Event Marketing



## Rituals

Turned existing, scattered participation into a cross-site ritual.



# Amplification

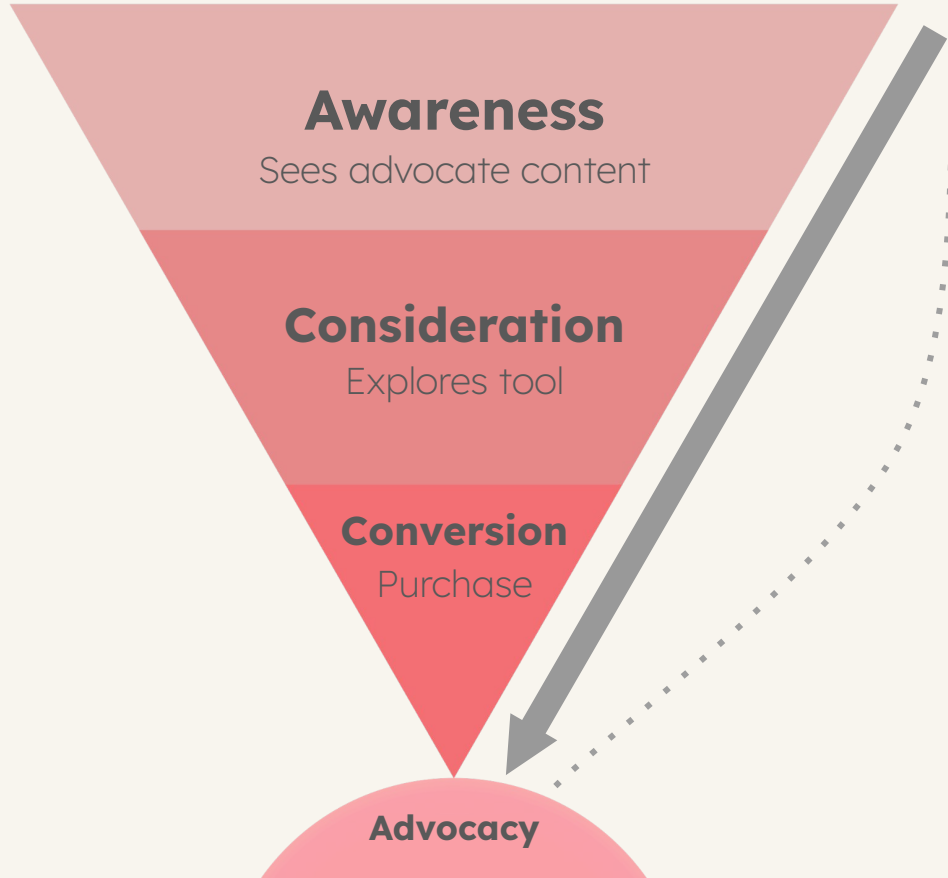
If your fans are already talking about you, give them a boost so their message goes farther - helping them and you.

# Adobe Ambassadors

Adobe teaches, briefs, pays, and promotes their ambassadors - sometimes even buying ads to promote ambassador content - growing the next generation of influencers while ensuring they're loyal to Adobe.



# Funnel - Brand Marketing



## Language

Utilizes advocates to speak the actual language of their target audience with more authenticity than the brand can.

# Infrastructure

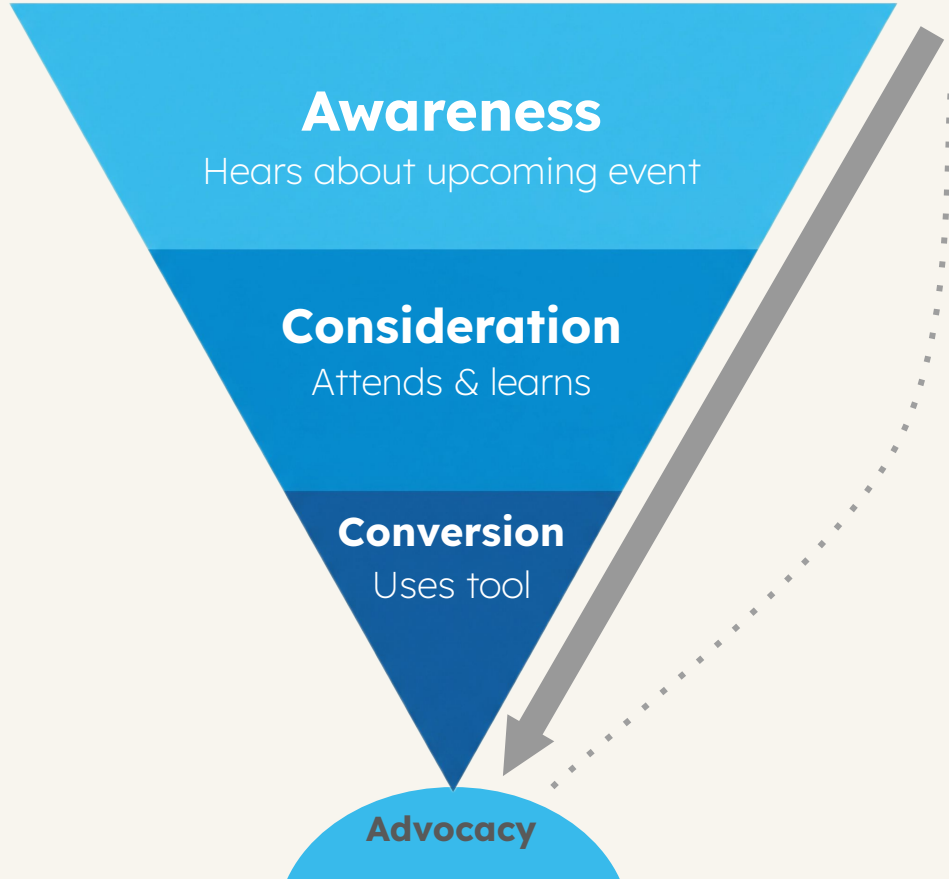
Give your community the tools and they'll run with them.

# HubSpot User Groups (HUGs)

HubSpot provides each HUG host with access to Bevy, a tool that allows them to run their chapter - creating events, promoting them, and sharing recordings. The result: 110 chapters, 10 languages, hundreds of events per year.



# Funnel - Product Marketing



## Tools

Talking to others is a powerful way to learn what a tool is capable of - HubSpot enhances learning by supplementing traditional education.

# Funding

Your community often has powerful ideas that need money to come to life - money you can provide.

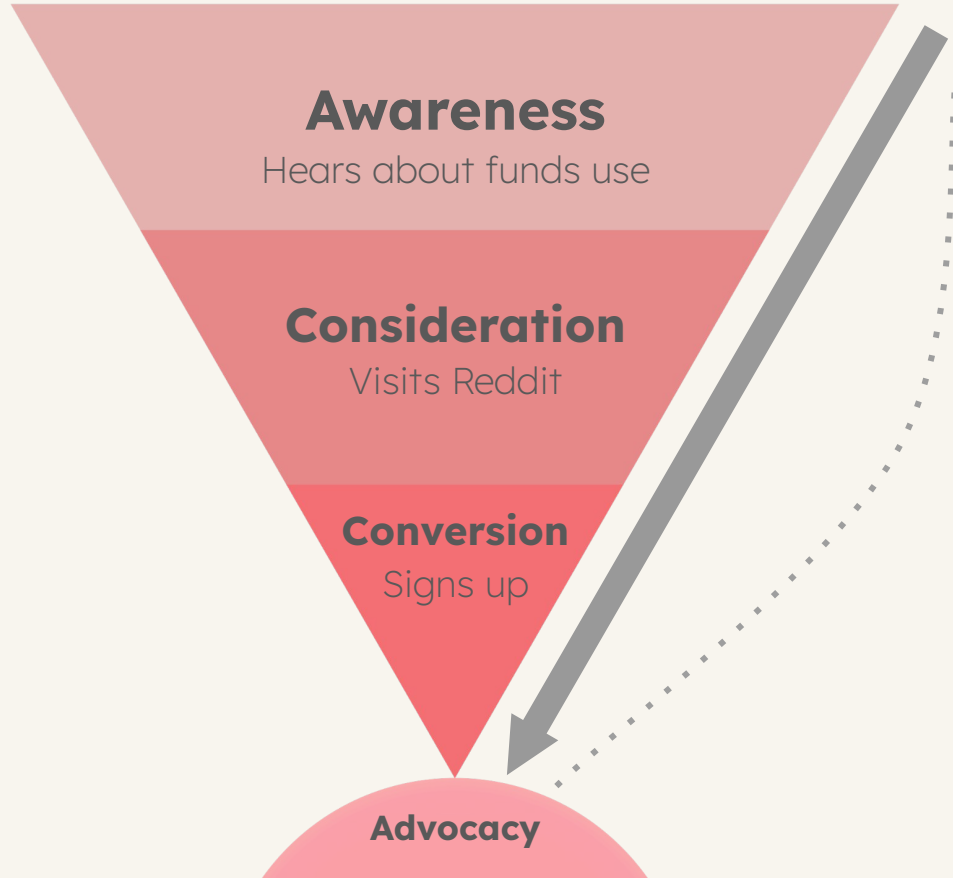
# Reddit Community Funds

Reddit took applications from subreddits and gave hundreds of thousands out to create unique outcomes, from IRL pickleball championships to beekeeping gear giveaways to sponsoring a football club. These wouldn't have existed otherwise, and resulted in deeper member connection and free press.





# Funnel - Brand Marketing



## Tools

Funds are utilized to create something VERY specific that excites a niche.

# Experimentation



Do it.  
Constantly.

# HubSpot Evolution

2024-2025

**Observe**

**Drive  
Champions**

**Answer  
Questions**

**Host AMAs**

**Recruit  
Champions**

**Employee  
Advocates**

HubSpot

Grow Better  
Together



# Wrapping Up



# In Summary

A really awesome summary  
and analogy or example go  
here.



# Takeaways

## 01 Mind, Body, and Spirit

Language, Tools, and Rituals

## 02 The ABCs

Add Value, Bring People In, Create Culture

## 03 The 123s

Set Up, Help, Commit.

## ALWAYS: Empower.

Put the community first, and the community will carry you into the future

**INBOUND**

# Thank You!

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Thank you!