

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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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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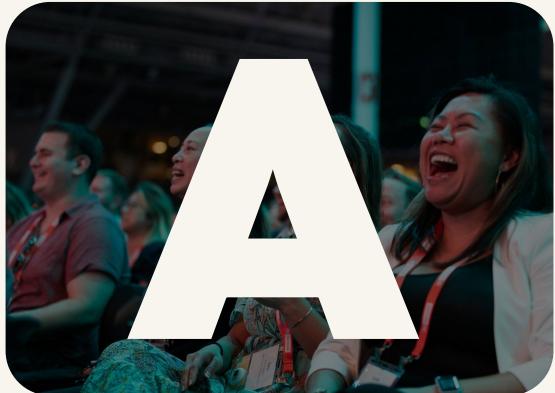
Micro Communities

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The ABCs of Community



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

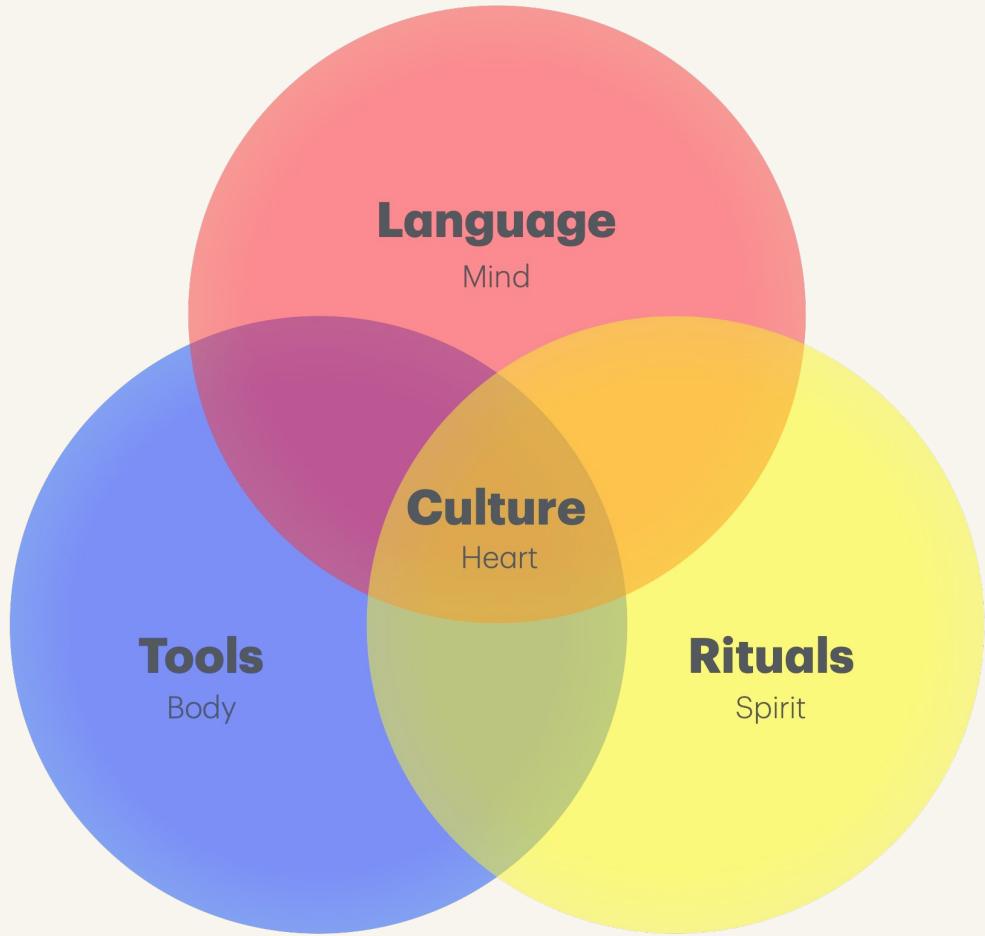
Each of these elements are the colors you create with when you are marketing to a community or creating your own.

Ask for each:

How can we **add** value?

How can we **bring** people in?

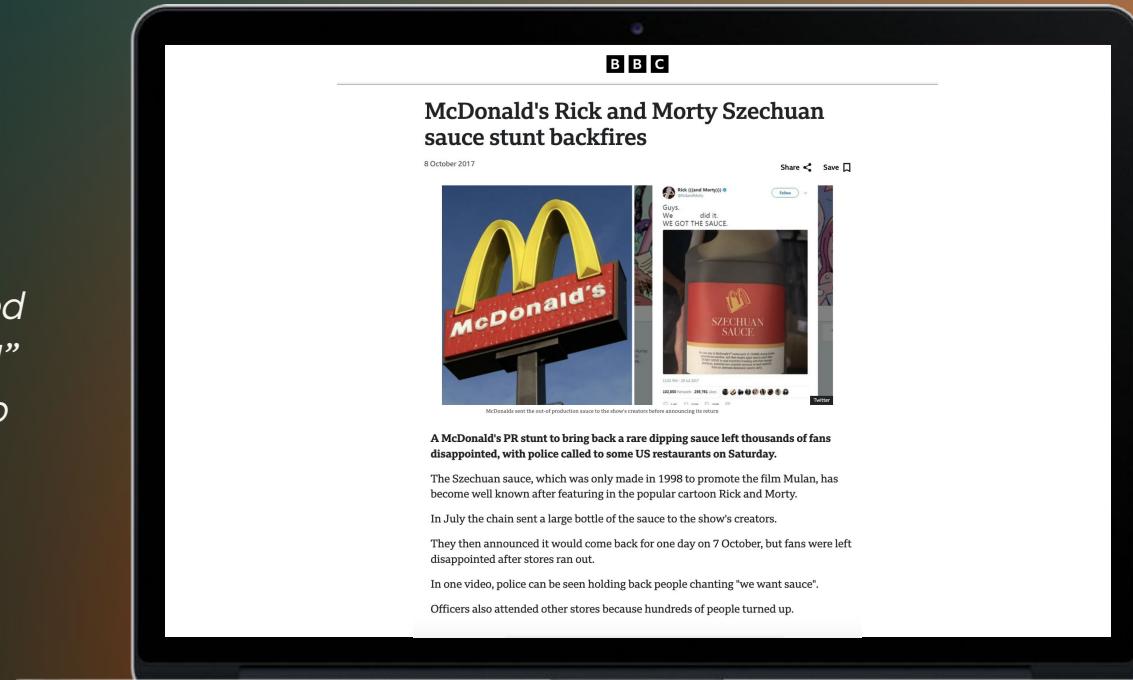
How can we **create** culture?



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*



McDonald's Rick and Morty Szechuan sauce stunt backfires

8 October 2017

Share Save

Rick and Morty (@RickAndMorty)

Guys.
WE GOT IT.
WE GOT THE SAUCE.

McDonald's sent the out-of-production sauce to the show's creators before announcing its return.

A McDonald's PR stunt to bring back a rare dipping sauce left thousands of fans disappointed, with police called to some US restaurants on Saturday.

The Szechuan sauce, which was only made in 1998 to promote the film Mulan, has become well known after featuring in the popular cartoon Rick and Morty.

In July the chain sent a large bottle of the sauce to the show's creators.

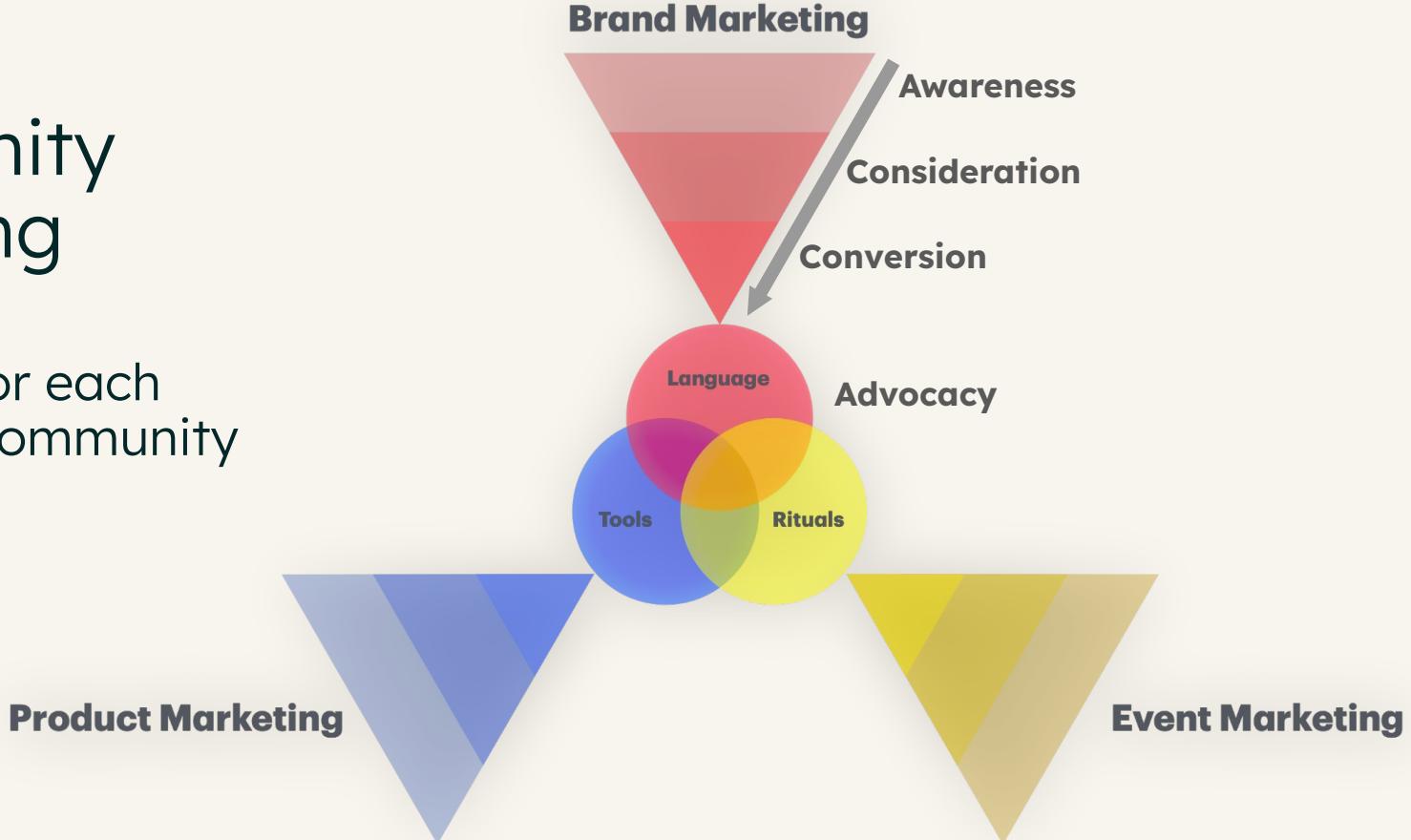
They then announced it would come back for one day on 7 October, but fans were left disappointed after stores ran out.

In one video, police can be seen holding back people chanting "we want sauce".

Officers also attended other stores because hundreds of people turned up.

Community Marketing Funnels

A strategy for each element of community

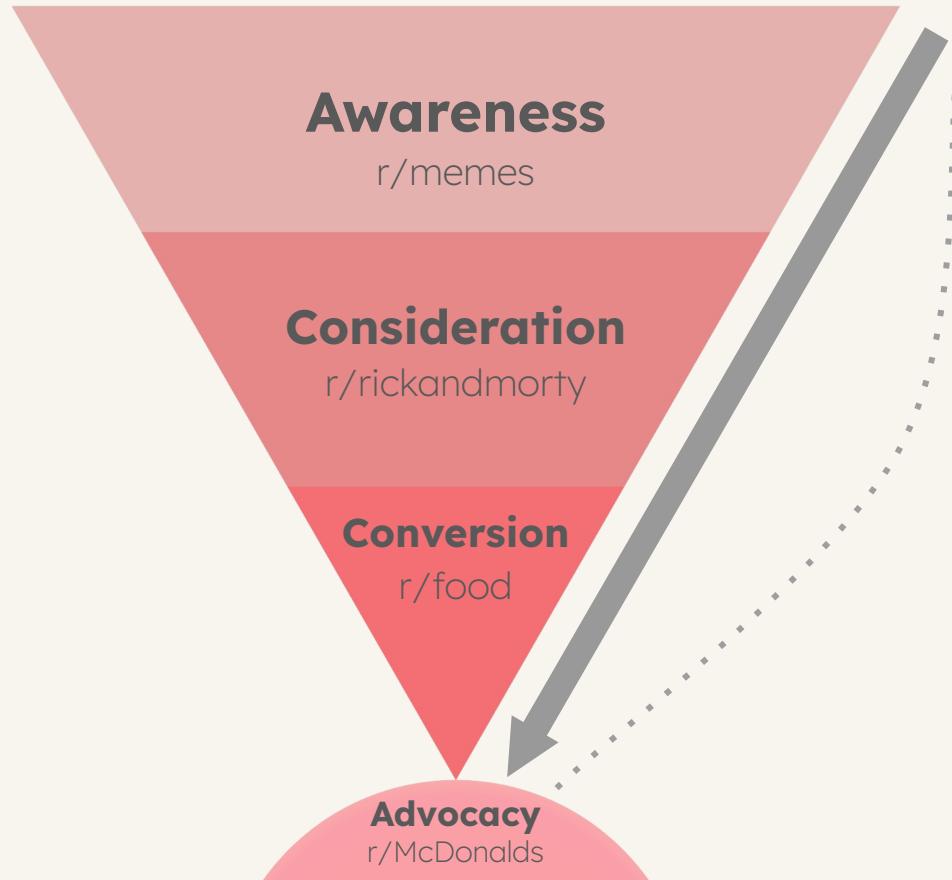


Community Marketing Funnels

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

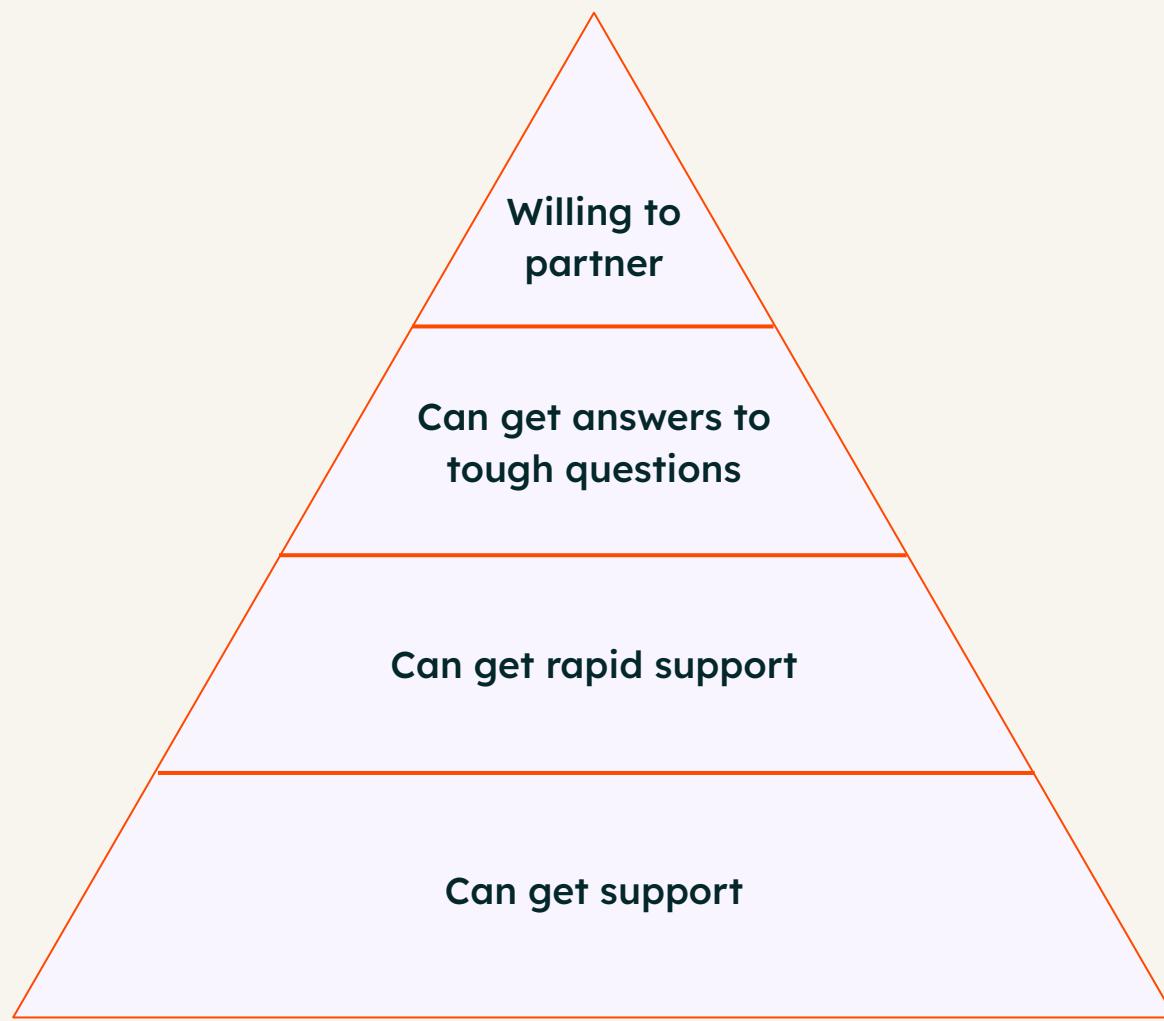
HubSpot

HubSpot setup:

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



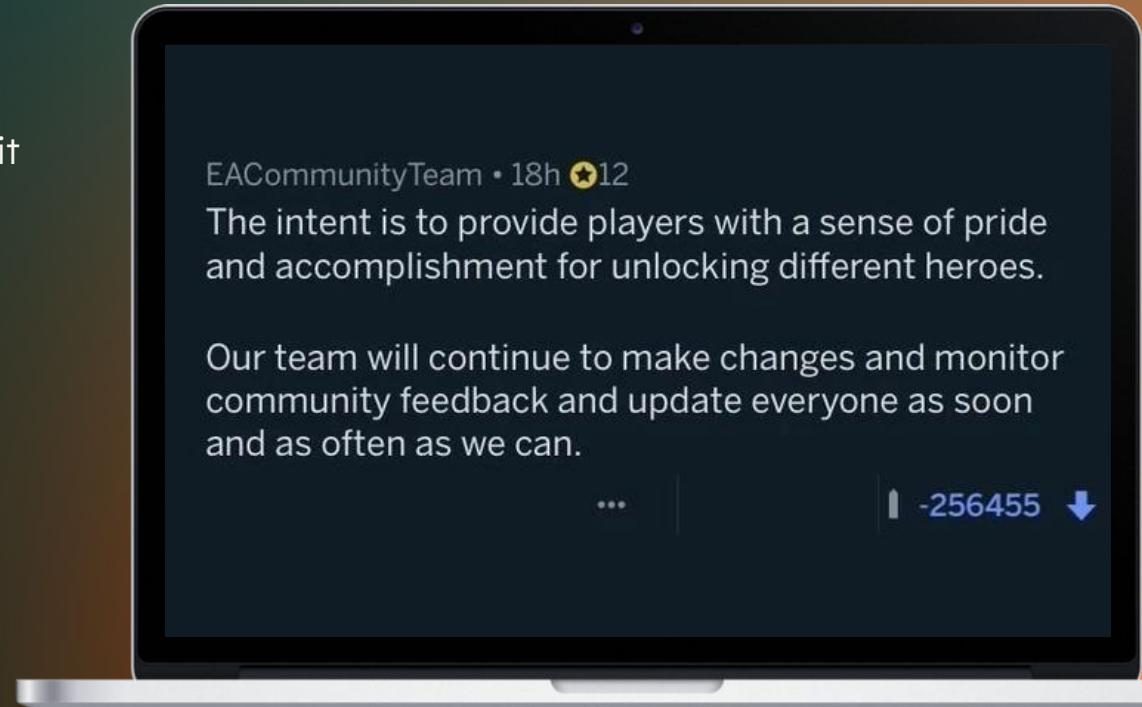
2. Help



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

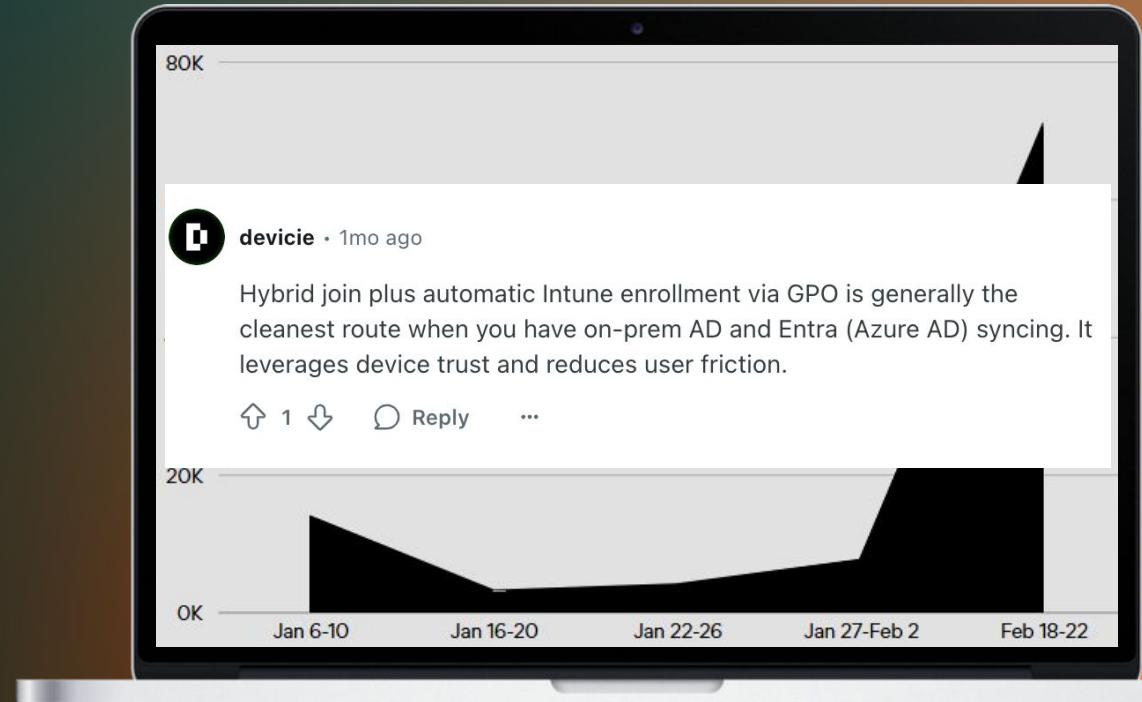
— Posts

— 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

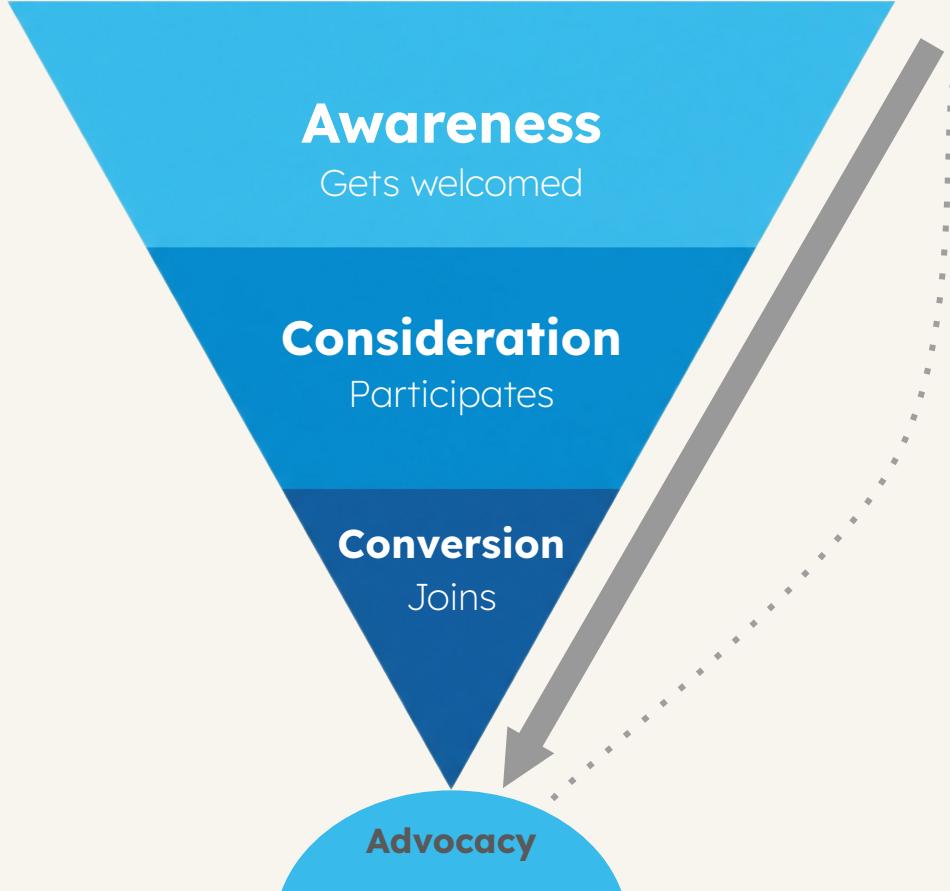
Give your passionate members more power and they can scale the collective work of your space

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

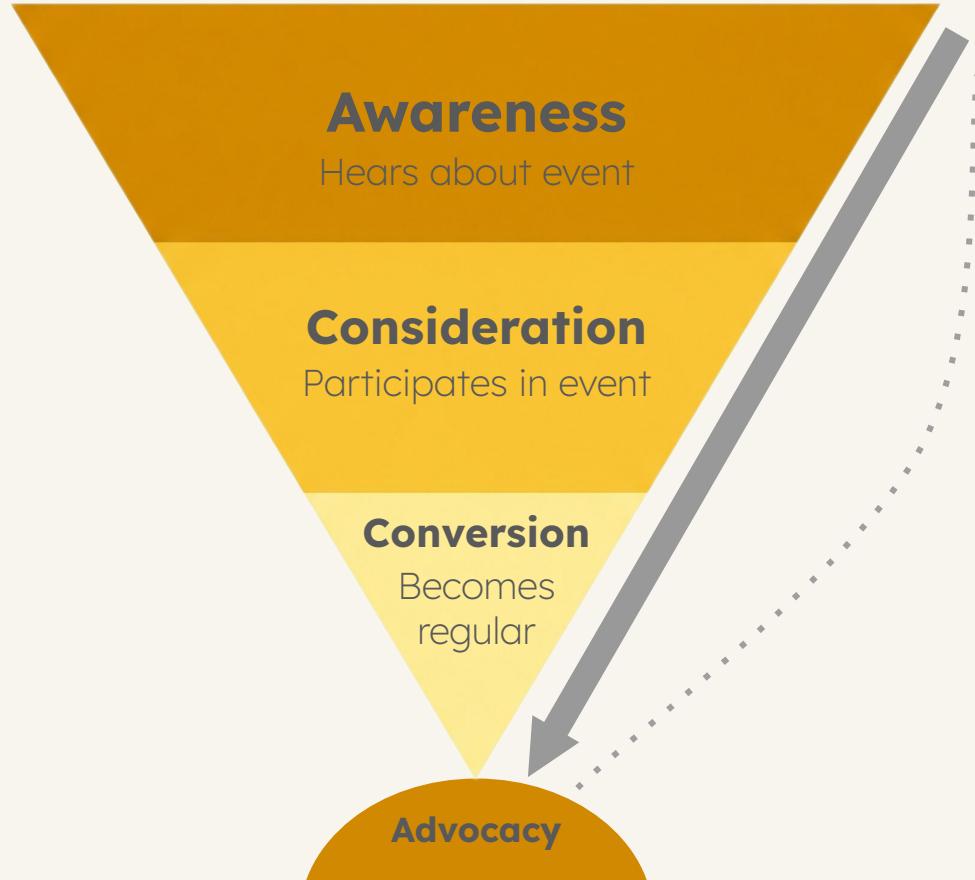
Create some structure - even just giving it a day or a name - to bring people together and they will be more likely to connect.

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

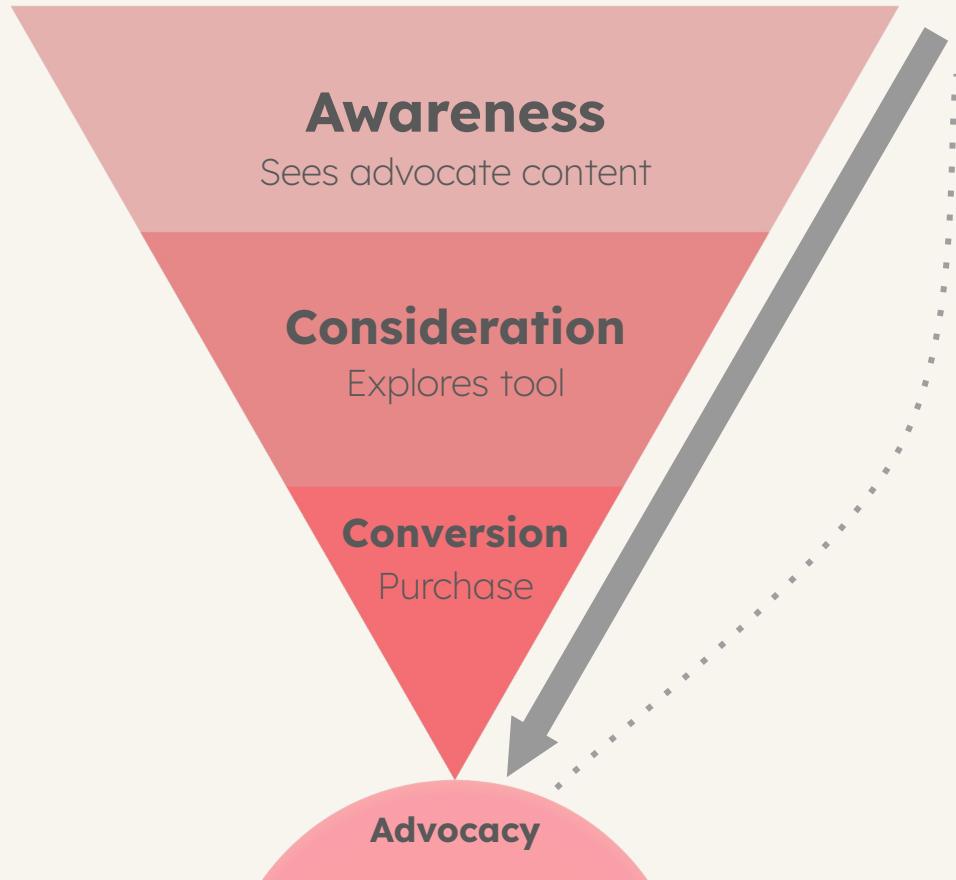
If your fans are already talking about you, give them a boost so their message goes farther - helping them and you.

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.



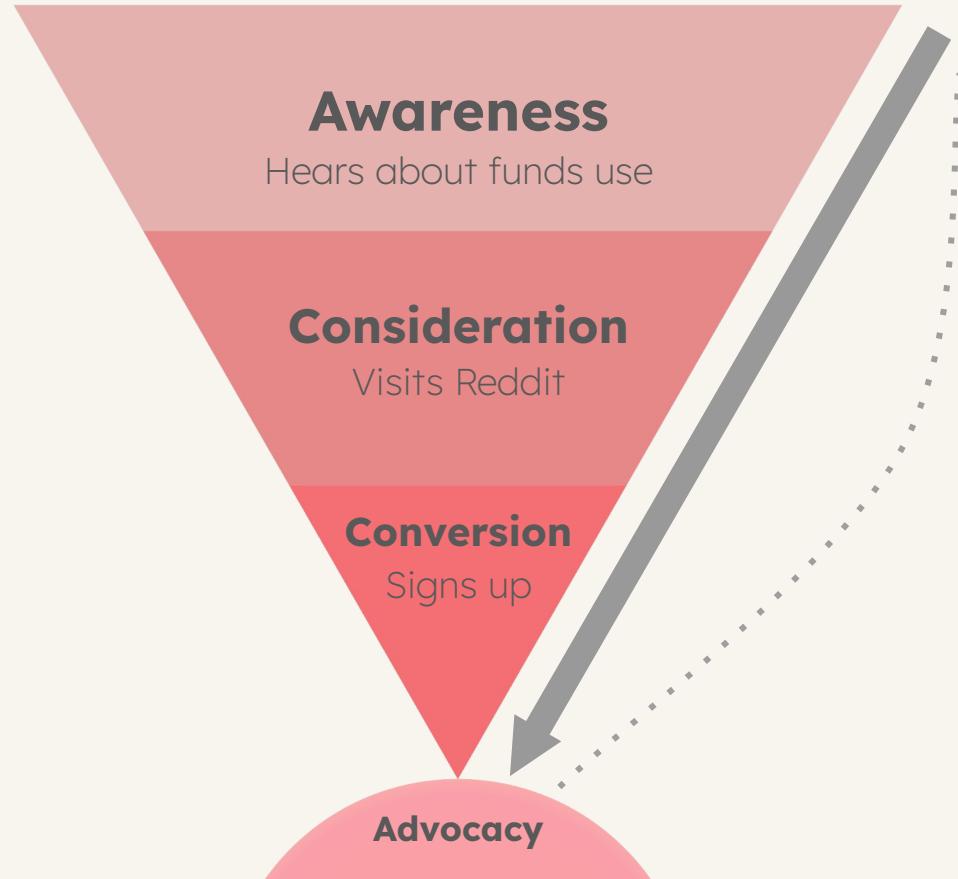
The graphic is a digital tablet displaying the "Community Funds 2024: By the numbers" report. It features the Reddit logo at the top left. The main title is "Community Funds 2024: By the numbers" in large, bold, white text. To the right is a white Reddit alien holding a small plant. Below the title is a section titled "Types of projects that received funding" with a list of six items. To the right of the list is a stack of gold coins with dollar signs on them. At the bottom right is a large orange speech bubble containing the total amount distributed.

Types of projects that received funding

- 19 IRL meetups
- 9 fundraiser matching projects
- 6 community contests and giveaways
- 3 projects to create content like podcasts
- 1 sponsorship of a football club

\$418,280
distributed to 37
communities for 38 projects

Funnel - Brand Marketing



Tools

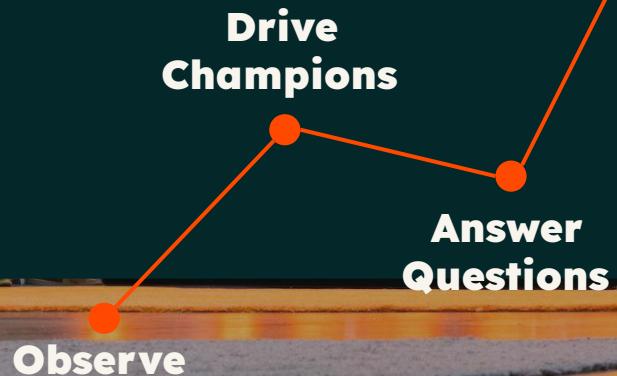
Funds are utilized to create something **VERY** specific that excites a niche.

Experimentation

Do it.
Constantly.

HubSpot Evolution

2024-2025



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

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Thank You!

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