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<http://Hublished.com>
@Hublished

The problem with B2B Content

The concept was inspired by clients of the team's former digital marketing agency, Take It Worldwide.

The future is video

How it works

"We want to change the dynamics of the sales process. Instead of connecting to a brand to get to their expert content, we want professionals to discover brands through their expert content."

Nis Frome (COO)

Traction

Funding

Press

Hublished is a discovery platform for professional content, such as upcoming and recorded webinars and whitepapers. We want to create a valuable resource in this fragmented era of content marketing for organizations and professionals to share, discover, sign up for, and organize the best and most valuable insights.

There has been a deluge of business content hitting our eyes and social feeds. 91% of B2B marketers use content marketing, according to The Content Marketing Institute.* Numerous marketing magazines have also identified content marketing as the single most effective marketing technique for B2B organizations in 2013.

The result of more and more brands joining the content marketing revolution is an increase of the practice of link-baiting (using lists and headline only filler to get a click thru) and a decrease in the efficiency of search for consumers (whether they are at home or on their mobile) to find truly helpful business case studies or best practices.

Here at Hublished, we believe in video as the future of business communication online. A recent survey* by AOL's Be On found that out of 772 respondents from leading brands, media and creative agencies in the UK, Europe and North America, 58% believe that (for the same investment) they can achieve better share of engagement with online video than with TV.

We built an event management process that is tailored for the lifecycle of a webinar. We manage the registration for an upcoming webinar, the notifications required to remind and notify people before and during the webinar, and the ability to quickly distribute the recorded version to everyone who signed up.

Brands can use any webinar software they are comfortable with, supplying us only with the registration link when creating a landing page on Hublished. Brands can also upload content for professionals to easily browse and share. With seamless Twitter integration we facilitate promoted discussions around webinars and whitepapers.

Hublished also tracks and provides many helpful data points to provide an expert score for content and brands, as well as a simple, yet robust analytics suite.

More than 500 professionals signed up for launch. Content publishing partnerships with Fish & Richardson, Rutgers University, Rally Point Webinars, Speak, and more.

To date, Hublished has received almost \$170,000 in funding, from friends, family, and angels. Notable investments include \$12,500 from Lawrence Lenihan and \$20,000 from NYC Seedstart.

TechCrunch: "Hublished Gets Funding From NYU Prof. (AKA FirstMark Capital's Lawrence Lenihan) During Spring Class" by Jordan Crook

Ready, FIRE!, Aim: "Hublished Wins My Salary" by Lawrence Lenihan

Sources: <http://bit.ly/T0ST89> + <http://bit.ly/13SBjG1>

Feature Set

Hublished is a lightweight, central platform for...

professionals to:



...browse and discover expert content from an array of industries



...curate content, separating experts from amateurs



...engage and network with peers interested in similar industries

brands to:



...generate new leads and prospects using their expert content



...establish thought leadership by sharing compelling content



...organize their upcoming and recorded content into easily accessible hubs and landing pages

Brands can easily upload and share webinars & eBooks

Professionals can engage in a Tweeted discussion

Notifications managed automatically

All upcoming and recorded content simply organized into hubs

Upcoming Webinar Summary

webinar title

quick teaser

description

Webinar Details

invitation link

date

time

approx. duration

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Chris Dilks @ChristopherDilks 12 Jun
#WebinarMarketing First webinar on Hublished. Stoked to see some more!!
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Kyle Byrne @kpb620 12 Jun
#WebinarMarketing Some really good graphs here. Looking forward to the sequel
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Watch this webinar to learn more about customer conversion strategies #WebinarMarketing
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Carlos Ospina @carlososptar 3 May
#WebinarMarketing Wondering how to take advantage of webinars? <https://t.co/2KfnHY9YvS>
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Hublished

Content Marketing

Hublished is a community for businesses and professionals to share and discover webinars, whitepapers, and other business content.

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presented by Ryan Kuhel, Community Manager