Value-First Content Hub

Content in HubSpot

How the Value-First Team sets up its own HubSpot portal, for HubSpot users.

Each Content Hub record stands for one page or post published with HubSpot's website tools.

We use it as HubSpot ships it. HubSpot makes the record when something is published; it covers pages and posts, never people, and we add no fields.

Try it in your portal

Group pages under a campaign. Add a campaign's pages and posts, as we did for 2023 to 2025, so its Assets tab lists them. Marketing › Campaigns › open one › Actions › Add assets. Marketing Hub Professional or Enterprise.

Keep episodes on a Listing. Content Hub records cannot link to contacts (our Friends), so we keep each episode on a Listing (HubSpot's property object), linked to its people. Data Management › Data Model › Manage › Activate object. Super Admin.

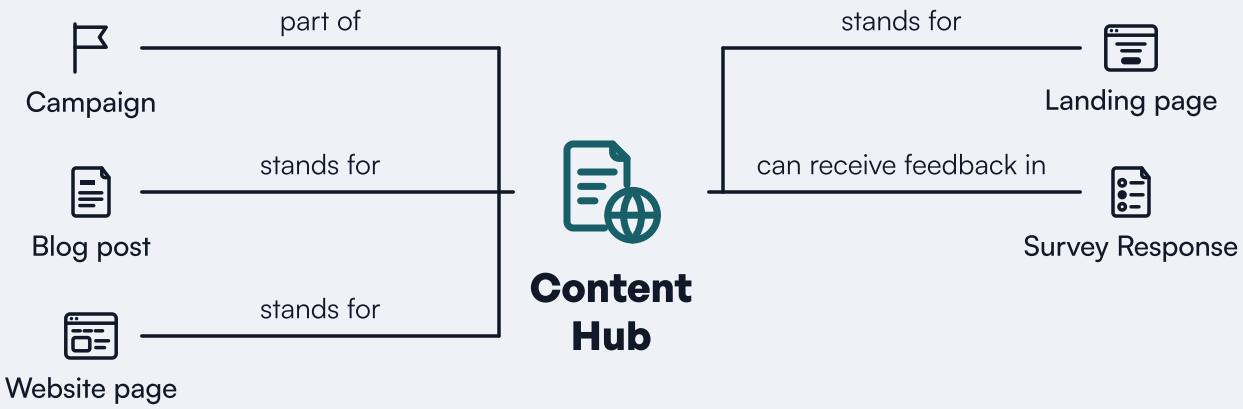
Whose value does it serve?

Value in Context

Those who publish and run campaigns. A Content Hub record shows what has been published and, where one is set, the campaign each piece belongs to, so published work connects to the effort behind it.



What links to Content Hub?



Every link here is HubSpot's own. None reaches a Friend (a HubSpot contact), an Account or an Opportunity.

How does a Content Hub record change?

A Content Hub record moves through no stages. A page or post is either a draft or published, which is HubSpot's publish status, not a path anyone manages. The record follows the act of publishing.

What is Content Hub not?

Not the page itself. The page or post is its own HubSpot record. A Content Hub record is the entry that points at it.

Not Value-First Content. That is our own idea: content that gives real value with no hook. This record shows only that a page or post exists.

Not our record of what we publish. Each show episode is a Listing, linked to the people on it.