



HubSpot-Integration für die Kuratierung von Content für Newsletter und Social Media

The screenshot shows the HubSpot App Marketplace interface. At the top, there's a navigation bar with links for Kontakte, Konversationen, Marketing, Sales, Service, Automatisierung, Berichte, and Partner. On the right side of the header are search, filter, settings, and user profile icons. Below the header, the breadcrumb navigation shows App Marketplace > Marketing > E-Mail-Marketing > Scope. A large button labeled "App installieren" (Install App) is prominently displayed. The main content area features the Scope logo and the tagline "Inspire your audience with relevant content." Below this, there are tabs for Überblick (Overview), Funktionen (Features), Datenaustausch (Data Exchange), Preisgestaltung (Pricing), and Bewertungen (Reviews). The "Überblick" tab is selected, showing a diagram illustrating the integration of various social media and communication platforms like LinkedIn, Facebook, Twitter, and YouTube through a central Scope hub. Below the diagram, there are sections for "Allgemeine Informationen" (General Information) and "Anforderungen" (Requirements). The "Allgemeine Informationen" section includes details like "Anbieter: Scope Content AG", "Installationen (insgesamt): Über 10", "Kategorie: E-Mail-Marketing", and "Funktionen: Automatisierungstools, Erstellen und Personalisierung von E-Mails, Massenversand von E-Mails". The "Anforderungen" section lists requirements such as "HubSpot-Abo", "Kompatibel mit Ihrer HubSpot-Produktversion", and "Scope Content AG-Abo". At the bottom, there's a "Zusätzliche Ressourcen" (Additional Resources) section with links to "Anleitung zur Einrichtung" and "Support-Website". A "Hilfe" (Help) button is located in the bottom right corner.

Fehlt es dir häufig an Content?

Finde in Scope relevanter Content, welcher deinen Leser:innen Mehrwert bietet.

- für Newsletter,
- Social Media oder
- Blog

The screenshot shows the Scope app's 'Discover' screen. On the left, a sidebar menu includes icons for Home, Search, Add, Briefcase, and a notifications count (31). The main area is titled 'Discover' and lists 'Saved Searches (10)' and 'RSS Channels (5)'. Below these are search results for terms like 'content marketing', 'digitale transformation', and 'newsletter marketing'. Each result card includes a thumbnail image, a title, a date, and a source. Some cards have a '+' icon to expand or add to a feed. A central column displays a 'Sorry. No preview image available.' message over a Zimmer Biomet news item. To the right, there are several news cards: one for Northeastern's Roux Institute partnership, another for Big Tech self-regulation, a Huawei phone launch, a street view image for ALP.Lab's lidar deployment, a Kinara Capital news item, a patent on facial recognition drones, and a 'techstars' logo with a business wire article. The bottom right corner shows a team working together.

- Discover
- Saved Searches (10)
 - content marketing (news/rel/de)
 - content marketing (news/rel/en)
 - content marketing (news/date/de)
 - digitale transformation (news/rel/de)
 - digitale transformation (webhose/de)
 - newsletter marketing (news/relev/de)
 - newsletter marketing (news/date/de)
 - artificial intelligence (en, newsapi)
 - Digitalisierung (bing/de)
 - Digitalisierung (google/de)
- RSS Channels (5)
 - Newslit: Content Marketing
 - RSS: blog.google
 - Twitter Feed @SRF
 - Pinboard (HUBSPO)
 - Twitter Feed: @HubSpot

Northeastern partners with global platform for entrepreneurship to launch the Roux Institute...
22.2.2021 - northeastern.edu

If Big Tech has the will, here are ways research shows self-regulation can work
22.2.2021 - The Conversation Africa

Huawei launches new foldable phone as U.S. sanctions continue to hurt smartphone business
22.2.2021 - CNBC

Sorry.
No preview image available.

Zimmer Biomet Announces Changes to Company's Board of Directors
22.2.2021 - salesandmarketingnetwork.com

ALP.Lab and Cepton Deploy Lidar Intelligence to Enable Smart Intersections and Road Safety...
22.2.2021 - Business Wire

Techstars Teams Up With the Roux Institute at Northeastern University to Drive Innovation in...
22.2.2021 - Business Wire

KINARA CAPITAL

Kinara Capital Secures USD \$10 Million from IndusInd Bank with 100% Guaranty from U.S....
A patent shows how facial recognition drones could identify you from above - Fast Company

Cutting Through Confusion: The True Value Of AI For Sales Teams

Keine Lust auf Bilder zuschneiden?

Stelle deinen Newsletter per Drag-and-Drop in Scope zusammen.

Publiziere deine Scope-Inhalte direkt in HubSpot.

The screenshot shows the HubSpot Scope interface for creating a publication. The top navigation bar includes a home icon, back arrow, title 'Example Publication Spring 2021', and tabs for 'EDITOR', 'PREVIEW', and 'PUBLISH'. A status message 'Publication is saved.' is visible on the right. The left sidebar features icons for search, add, folder, and a count of 31 items. The main workspace displays a 'Intro Text' section with placeholder text and a rich text editor toolbar. Below it are sections for 'Large Image Layout Articles (1)' and 'Small Image Layout Articles (2)'. Each article card contains a thumbnail, the article title, a snippet of the content, and a close button. The first large image article is titled 'Council Post: The Three A's Of Affiliate Or Partner Program Management' and discusses affiliate program management. The first small image article is titled 'How to Elevate B2B Marketing with Always-On Influence #B2BMX' and discusses influencer marketing. The second small image article is titled 'The Complete Guide to Client Onboarding and Retention' and discusses client management. The right side of the interface shows a sidebar with a list of 'ARTICLES' (3 assets), each with a thumbnail, title, URL, and a brief description. The articles listed are: 'How to Elevate B2B Marketing with Always-On Influence #B2BMX' (by neil Patel), 'Council Post: The Three A's Of Affiliate Or Partner Program Management' (by Forbes), and 'The Complete Guide to Client Onboarding and Retention' (by neil Patel). Each article card also includes category tags like 'influencers', 'B2B', 'affiliate', 'onboarding', and 'retention'.



Interesse, mehr zu erfahren?

Kontaktiere mich.

Ich zeige dir gerne eine kurze Demo.



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Lade unseren Guide zum
Newsletter-Marketing herunter:

<https://www.thescope.com/guide-erfolgreiches-newsletter-marketing>

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