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**Primum Marketing Communications Becomes a HubSpot Certified Agency Partner**

*Software enables B2B inbound marketing agency to generate significant leads for clients*

**May 8, 2014 – (MILWAUKEE, WI)** [Primum Marketing Communications](#) is pleased to announce that it has joined the HubSpot inbound marketing team as a Certified Agency Partner. All-in-one marketing software company HubSpot recognizes the value of its certified agency partners and is glad Primum is part of the team that is revolutionizing marketing.

“Traditional, interruptive marketing is a thing of the past,” said Anna Norregaard, HubSpot Channel Account Manager. “We are excited to have Primum join us in helping thousands of customers realize the meaningful benefits of personalized inbound marketing.”

Primum will leverage its partnership with HubSpot to enhance its offerings and deliver tangible results to its clients through inbound marketing strategies that positively impact the bottom line. Utilizing HubSpot to support its inbound marketing plans will allow Primum to continually re-optimize its clients’ campaigns. The application’s ability to provide complete visibility into its clients’ marketing channels enables a unique union of sales and marketing strategies that drive lead generation and generate significant profit.

“We have used HubSpot for years with clients and are extremely excited to become an official HubSpot Certified Agency Partner,” said Colin Hutt, President of Primum Marketing Communications. “This partnership will support our mission of providing comprehensive inbound marketing solutions that reap benefits for our clients by leveraging effective content to drive lead generation and attain sales goals.”

To learn more about how Primum’s inbound marketing capabilities can transform your business, visit their blog, [Inbound ASAP](#).

**About Primum Marketing Communications**

Primum is a full-service inbound marketing agency specializing in the strategy and execution of meaningful marketing communications that drive interactions at the right time and place. Our unique approach helps business-to-business organizations achieve measurable results from their marketing investment. We have extensive experience in strategic planning, integrated services, public relations, brand editorial content, social media and web content development. For more information on Primum, please visit <http://www.primumagency.com> or call 414-765-2311.

**About HubSpot**

HubSpot is on a mission to replace the world’s annoying, interruptive marketing with marketing that people love. HubSpot software is the most powerful, tightly integrated and comprehensive marketing software available, putting personalized inbound marketing into the hands of any business. Over 10,000 companies



in 56 countries use our software to create lovable inbound marketing to attract, nurture and convert leads into an accelerating stream of new customers and revenue. HubSpot has been named one of the most promising, fastest growing companies by Inc, Forbes and Deloitte for the best possible reason: customer results. HubSpot has over 400 employees, was founded in 2006 and is based in Cambridge, MA. For the love of marketing, find us at <http://www.HubSpot.com>.

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