

Sedo Case Study

HUBSPOT SHARES AN IDEA BY SHARING A DOMAIN



SHARING BIG IDEAS

Great domain names can be an invaluable branding tool for a company or its products – which is how most businesses use them – but HubSpot, a marketing and sales platform company, has proven how they can also be used to broadcast an important idea.

For HubSpot, a central focus for their business was building a remarkable culture that matched the way people actually work and live. The company's co-founder and CTO, Dharmesh Shah, codified that approach in HubSpot's Culture Code. It was largely an internal document at first, but once he decided to share it with the world, he wanted the perfect domain to spread the company's culture code slide deck and optimize it for sharing and buzz, so he turned to Sedo's brokerage team.

"HubSpot's blog is a well-trafficked resource because we put a lot of thought into posting valuable content for our customers, partners and even employees or future employees, so it was a natural place to unveil our culture code," said Shah. "However, we also wanted the ability to easily share the code, and giving someone a lengthy URL or asking them to do a search on our site isn't very convenient. On the other hand, a custom domain is much easier to remember."

Sharing big ideas through innovative use of web domains is a strategy that Shah had successfully used in the past. For example, another topic he's passionate about is his belief that professionals should say "no" more often so they can focus on tasks that are important and impactful. Shah originally posted his thoughts on a startup blog, and after they gained considerable interest and became a frequent topic of conversation for him, he registered the domain MustSayNo.com. The domain redirects to his blog post, giving him an easy way to refer people back to his full article during presentations, in written material or in casual conversation.

CultureCode.com was obviously the perfect domain name for Shah to reuse this strategy, but unfortunately it was already registered. To gauge the potential for purchasing the name from its current owner within the short time period Shah had before HubSpot was scheduled to unveil its Culture Code, he engaged Sedo's private brokerage team. Sedo's broker established contact with the domain's owner and led the negotiation process that resulted in a price for CultureCode.com that worked for both parties. HubSpot had possession of the domain – just 24 hours later – giving people an easy way to refer back to Shah's presentation.

Within a month, HubSpot's Culture Code presentation amassed over 300,000 views, and at the one-year anniversary of its launch in March 2014, CultureCode.com had over 1.3 million views. The CultureCode.com domain was a key factor in HubSpot's wide reach; it enabled Shah to brand his concept with an unforgettable Web address that made it easy to find and share, both verbally and digitally.

Interested in securing your own high quality domain? Visit www.sedo.domains to get in touch with a Sedo broker or to search our marketplace. Additional domain success stories can be found [here](#).