

Orange Marketing Earns HubSpot Software Industry Specialist Badge

New badge gives software and SaaS companies a faster way to identify a HubSpot partner that already knows their business.

NEWPORT BEACH, CA, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- HubSpot has awarded Orange Marketing a [Software Industry Specialist Badge](#), an organization-level credential the platform reserves for a select group of Solutions Partners it has independently verified as experts in the software and SaaS space.

Orange Marketing, a HubSpot Diamond Partner specializing in B2B marketing for B2B and nonprofits, earned the badge in recognition of its demonstrated ability to deliver industry-specific solutions, integrations, and use cases for software companies.



HubSpot offers Industry Specialization Badges across roughly 25 verticals but caps each partner at three. Software is Orange Marketing's first. According to HubSpot, the recognition weighs whether a partner "speaks the language" of an industry and understands its unique pain points, evidenced through a dedicated page and case studies rather than a general B2B claim.

“

We didn't earn this by being generalists. We earned it by spending nine years elbow-deep in SaaS pipelines and subscription models.”

*Rebecca Gonzalez, CEO,
Orange Marketing*

Orange Marketing has worked with B2B SaaS companies since opening its doors in Newport Beach, CA in January 2018, with the majority of its software clients being VC-backed startups based in Orange County. Nine years of software-specific HubSpot implementation, migration, and

integration work gave the agency the case studies to qualify for the badge, a body of proof that existed well before the agency had a dedicated page to show for it.

"We just earned our first HubSpot Industry Specialization badge for Software," said Rebecca Gonzalez, Orange Marketing CEO and Founder. "What surprised me wasn't the approval, it was realizing how much we'd undersold 'we specialize in software companies' on our own website. The proof was there. We just weren't saying it loud enough."

Rebecca said the badge is part of how HubSpot, buyers, and AI search tools now [evaluate agency partners](#). Nearly every HubSpot agency claims to support software clients, but few can point to a dedicated page and case studies proving it, which is exactly what the badge requires. That distinction matters as much to AI answer engines fielding questions like "who's good at HubSpot for software companies" as it does to human prospects.

"This badge is a good example of what happens when you stop assuming people already know what you're good at," Rebecca said. "The same mindset shapes how we stay current behind the scenes. We break down HubSpot's latest features in our blog every Monday and attend UNBOUND each year—returning to Boston September 16–18—to stay close to what HubSpot is building next. That helps ensure our clients are prepared to take advantage of what's ahead, rather than playing catch-up."

Software and SaaS companies interested in working with Orange Marketing can learn more about the agency's software-specific services at <https://www.orangemarketing.com/software-services>.

About Orange Marketing

Backed by 157+ five-star reviews, Orange Marketing is a HubSpot Diamond Partner helping B2B companies and nonprofits drive growth through GTM execution, CRM automation, and RevOps. As AI Overviews and tools like ChatGPT fundamentally reshape how buyers research vendors, the agency has established itself as a leading voice in AI visibility, publishing playbooks and hosting webinars to help brands navigate the new era of search.

For more information, visit <https://www.orangemarketing.com>.

Monica Cavanagh
Orange Marketing
+1 949-998-4812

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