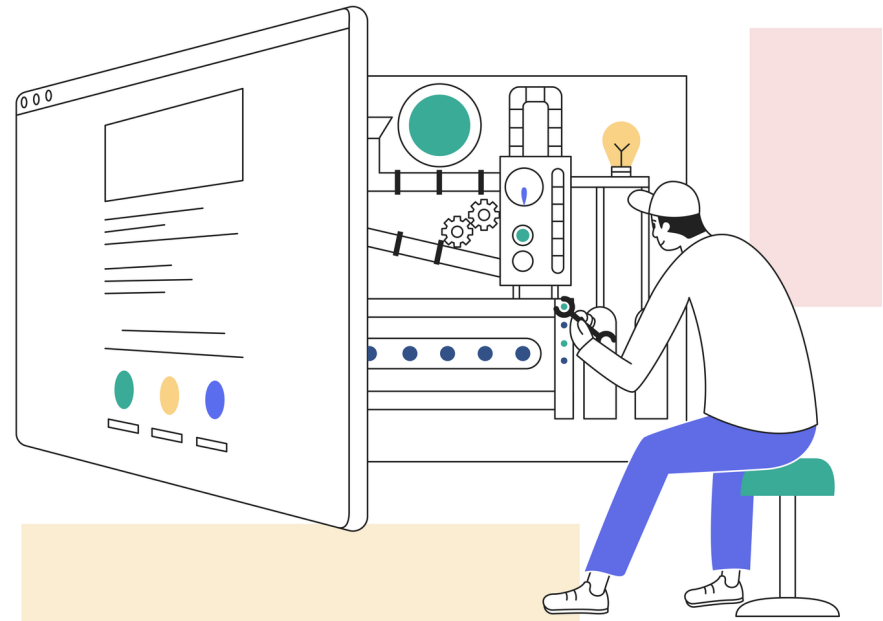


How to optimise your HubSpot licensing and pick the right Hubs

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HubSpot's ever-expanding portfolio



HubSpot Six Years Ago

Marketing Platform and Sales Platform. Simple.



HubSpot today

5 Hubs, 4 Tiers + Bundles and Suites. Complicated.

The image shows a grid of five HubSpot product cards. Each card has a header with an icon and name, a short description, a 'Popular Features' section with three items, and a 'Get started' button at the bottom.

- Marketing Hub™**: Marketing software to help you grow traffic, convert more visitors, and run complete inbound marketing campaigns at scale. Popular Features: Lead generation, Marketing automation, Analytics.
- Sales Hub™**: Sales CRM software to help you get deeper insights into prospects, automate the tasks you hate, and close more deals faster. Popular Features: Advanced CRM, Meeting scheduling, Payments.
- Service Hub™**: Customer service software to help you connect with customers, exceed expectations, and turn them into promoters who grow your business. Popular Features: Tickets, Customer feedback, Knowledge base.
- CMS Hub®**: Content management software that's flexible for marketers, powerful for developers, and gives customers a personalized, secure experience. Popular Features: Drag-and-drop editor, SEO recommendations, Website themes.
- Operations Hub™**: Operations software that syncs your apps, cleans and curates customer data, and automates processes – so all your systems and teams work better together. Popular Features: Data sync, Programmable automation, Data quality automation.



Free. Cheap. Expensive.

Starts at
£38/mo
billed at ~~£504~~ £451/yr

Essential marketing, sales, and customer service software.

Pay Monthly
Commit annually

Pay Upfront
Commit annually

Buy now

- Includes:
- Marketing Hub Starter
Starts at 1,000 marketing contacts
 - Sales Hub Starter
Starts at 2 paid users
 - Service Hub Starter
Starts at 2 paid users
 - CMS Hub Starter **NEW**
 - Operations Hub Starter **NEW**

Starts at
£1,314/mo
billed at ~~£17,536~~ £15,763/yr

Advanced marketing, sales, and customer service software.

Pay Monthly
Commit annually

Pay Upfront
Commit annually

Talk to Sales

- Includes:
- Marketing Hub Professional
Starts at 2,000 marketing contacts
 - Sales Hub Professional
Starts at 5 paid users
 - Service Hub Professional
Starts at 5 paid users
 - CMS Hub Professional
 - Operations Hub Professional **NEW**

Starts at
£4,110/mo
billed at ~~£49,323~~ /yr

Our most powerful marketing, sales, and customer service software.

Talk to Sales

- Includes:
- Marketing Hub Enterprise
Starts at 10,000 marketing contacts
 - Sales Hub Enterprise
Starts at 10 paid users
 - Service Hub Enterprise
Starts at 10 paid users
 - CMS Hub Enterprise
 - Operations Hub Enterprise **NEW**

It's important to make the right choice

Cheapest isn't always best

Expensive isn't always right



Disclaimers

Not covering every product feature, just the ones that we often see driving Hub and Pro/Enterprise decisions

HubSpot's features and pricing change often.



Easy decisions



Don't use free

Starter Hub pricing is competitive and affordable

Removes HubSpot branding and some onerous restrictions



Marketing Contacts

HubSpot charges for incremental marketing contacts and each increment costs more on the cheaper packages.

Marketing Hub Enterprise becomes cheaper than Marketing Hub Pro at around 65,000 marketing contacts

Don't buy more contact capacity than you are sure to need



Sales or Service Hub users

Pro + 5 additional users = £729 per month

Enterprise with 10 users included = £990

So you get the extra Enterprise features for a relatively small increase

But additional users in Enterprise cost more than in Pro so the gap widens again



Don't buy more paid Sales or Service Hub seats than you need

Who really needs a paid seat?

If you're not spending at least 2-4 hours a day actively doing sales or support, probably you don't. For example sales managers can check contact records, deals and reports without a sales seat.



You need 3+ hubs

In this case, the cost of a CRM Suite bundle is likely to be better value and you'll more functionality.

For example:

- CRM Suite Pro £1,314 per month (includes all the Hubs)
- Marketing Professional + CMS Professional + Sales Professional = £1,321 per month



Feature-based decisions



You need Marketing Hub Pro for...

This is our default recommendation for clients

- ABM Tools
- Social media
- Lead scoring
- A/B testing
- Campaign reporting
- Workflows (i.e. advanced marketing automation)
- API integration (e.g. to connect Fizz+Ginger)



You need CMS pro for...

- More than 15 pages on your site (excl. blog posts) – this is most business websites
- SEO strategy and Google Search Console integration
- Content staging
- A/B testing
- Personalisation and smart content



You need Service Hub Pro for...

Basically any of the typical ZenDesk / Help Scout functionality

- Ticketing
- Knowledge base
- NPS and CSAT surveys



You need Enterprise for...

With *any* Enterprise Hub

- Single sign-on
- Partitioning
- Field-level permissions
- Role-based permissions
- Custom objects

Hub-specific features

Sales and Service: Playbooks

Sales and marketing: Predictive lead scoring

Marketing and CMS: Adaptive testing

Sales and Service: Conversation intelligence

CMS: More than one site, membership, web apps



Options for multiple websites



Option 1: HubSpot CMS Enterprise

Core domain plus nine add-on domains (more at extra cost)

Breakeven compared to multiple CMS Pro sites comes at 3 sites; but if you're managing 3+ sites or businesses, Enterprise security and access control features will be very valuable anyway.

Brand domains

A brand domain is the part of the domain between the subdomain and the top-level domain. So in `www.inbound.com`, the brand domain is "inbound".

Your brand domains

articulate × articulatemarketing × articulatetraining ×
articulatewebsites × fizzandginger × geekboss × hubtoolkit ×
nucleustheme × pointly × wearearticulate ×

Replace brand domain



Option 2: Separate HubSpot instances

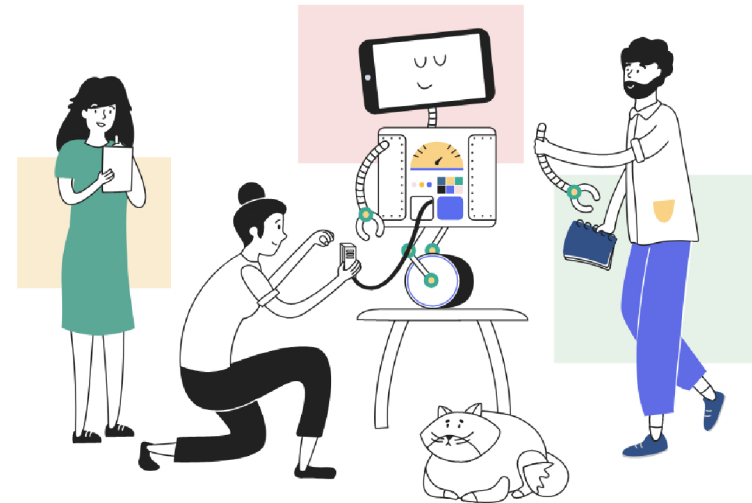
For example CMS Pro and Marketing Pro for your core business and then CMS Starter in a separate portal for a microsite.

The incremental cost is £19 per month per site but no comingling of data. Can slightly work around that by embedding forms from the main portal.



Option 3: Subdomains or subdirectories or vanity URLs

- e.g. badlanguage.net redirects to our blog
- We could build our blog on blog.articulatemarketing.com or articulatemarketing.com/blog
- Can use different designs but share the same core domain name



Inbound marketing for B2B technology

companies

badlanguage.net



Cost optimisation



Don't pay for the same thing twice

Consolidate your apps on HubSpot and use as much HubSpot functionality as possible. Common duplications include:

- Social media tools (e.g. Buffer)
- Email service provider (e.g. Mailchimp)
- Reporting tools (e.g. Databox)
- Basic SEO tools (e.g. Ahrefs)
- Chatbot or live chat (e.g. Livechat)



Pay annually

Typically save 10%



Use a HubSpot Partner for onboarding

We're likely to be faster, more personalised and more responsive. You won't need to pay HubSpot for their onboarding.



Contact management

20% of a contact list turns over each year

Consider turning unsubscribed, unengaged or bounced marketing contacts into sales contacts

Build a list to see who can be archived.

At the same time, a contact who doesn't get contacted is not really much help so don't try to save a few pounds by making every contact a sales contact

Group 1

Marketing emails bounced is greater than 3

OR

Group 2

Unsubscribed from all email is equal to True

OR

Group 3

Last marketing email open date is more than 180 days ago

This filter is affected by Apple's new privacy features ⓘ

AND Marketing emails delivered is greater than 5



Pre-renewal review

Start 2-3 months before the renewal date

- Don't leave it to the last minute
- Review your usage, make a BATNA
- Kill Hubs you don't use
- Don't automatically accept the renewal price
- Engage with your HubSpot contact in a constructive way



And finally...





Let's talk

Video and slides appearing soon on articulatemarketing.com

Email me with questions at matthew@articulatemarketing.com

Book a call with me: www.articulatemarketing.com/meet

