



# Pricing Guide

Unlock the potential of HubSpot

# Every business is different.

We offer a range of services including large scale CRM implementations, integrations, new websites and marketing services – all on HubSpot.

It's hard to give a price up front because we always look to build the right package just for you. But, we know it's useful for you to have a rough idea, so scroll on to get some indicative prices for each of our services (or If you're anything like our MD and just want to skip straight to a summary, head to [this page](#)).



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Get started with

HubSpot



# Advanced implementation.

If you want us to scope and build out your HubSpot portal so it fits with exactly what your business needs, we can do that. We can also help with data and asset migration, integrations, and giving you strategic advice on HubSpot's role in your business. Together we'll work out what you need, then work out how long it'll take and how much it'll cost.

We've done this for over 250 businesses, including Unipart, [AJW Aviation](#) and [GlobeEducate](#). You'll be in good company.

Though we can't tell you how much your project will cost upfront, we can share our project pricing model:

	Est. Consultancy Days Budget	Solution Design Days Charged	Solution Design Deliverables
Small	1-6	2	2-hour design workshop and our recommendations in a SoW.
Medium	7-21	5	2 hour design workshop, analysis of documentation, data and/or audits in order to produce our recommendations in a SoW.
Large	22-88	10	2 hour initial design workshop, could include the following workshops: CRM Scoping, Reporting, Integration, Tech Stack, Process Mapping. SoW with clearly defined solution build.
Enterprise	89+	15	2 hour initial design workshop, could include the following workshops: CRM Scoping, Reporting, Integration, Tech Stack, Process Mapping. SoW with clearly defined solution build.

# Guided **onboarding.**

In a nutshell, when you choose us for onboarding you have two options; hands-off (guided onboarding) or hands-on (advanced implementation). With guided onboarding you do the setup, with us providing guidance along the way.

With an advanced implementation, we do it all for you.

Our guided onboarding starts from:

- **£2,600 for Marketing Hub Pro**
- **£1,310 for Sales Hub**
- **£1,310 for Service Hub**
- **£1,310 for CMS Hub Pro**
- **£8,700 for CRM Suite Pro**

If you have any complex requirements like multiple brands, business units, countries or anything that would need customisation of the standard tools in HubSpot then we can add business and technical consulting onto the guided onboarding packages.



Reimagine your

**platform**



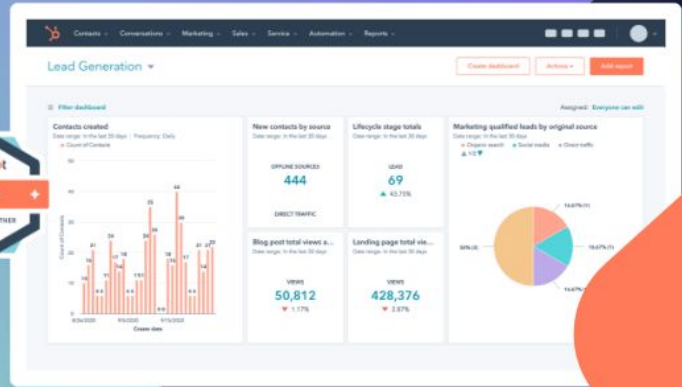
# Technical projects.

If you have a challenge to solve with HubSpot but you aren't sure exactly what the cause is, a custom technical project will take you through a bespoke discovery phase to uncover the issue.

Perhaps you're growing fast and your HubSpot portal isn't keeping up, and you need help to reconfigure it. Just like we did when we worked with [global data centre operator Yondr, which went from two HubSpot users to 250 in two years.](#)

You might need to integrate HubSpot with other software, like cyber risk management company [ISTARI Global did with Salesforce.](#) Or you're looking to clean up your data and build custom reports, like energy provider Social Energy was when we teamed up.

**Our technical projects follow the same project pricing structure found on [this page.](#)**



# Work it out with a **workshop.**

If you know what your challenge is, then our experts will hold a workshop session to dive deeper into the issue and make a plan which solves it. Workshops follow a standard format, but your plan will be customised to your needs. The plan can then be executed by you in-house, or you can purchase additional consultancy and we'll do it for you.

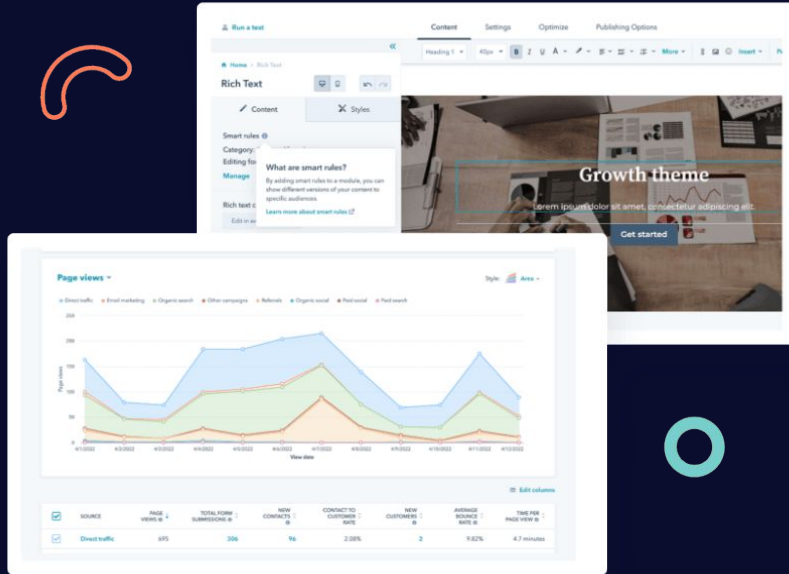
**Workshops start at £1,407 and include an unlimited number of attendees. Our current suite of workshops includes:**

- Data structure
- CRM architecture
- Users and teams
- Tech stack review
- Reporting
- Customer journey
- Business process: sales
- Business process: service
- Data governance
- Adoption and utilisation
- Lead scoring
- Prospecting workspace





# Build a **website.**



The first thing to mention here is that to have a website built on HubSpot, you have to purchase HubSpot's CMS Hub. Check out HubSpot's pricing page for this if you haven't already (it's worth noting, we can manage your purchase and get you the best price).

The cost of your website build depends on a number of factors like:

- Whether you need a migration or a full redesign and build
- If you want us to write the copy
- Language variations
- Required integrations
- Size of the website

Before we can give you a cost for your website build, **we'll scope it out together and give you a cost.** To give you an indication, **the price for a new website typically starts at £35,000.** We've got a great blog [here](#) which goes into more detail on how much it costs to build a website on HubSpot CMS.

# Marketing.

Our expert marketers know and use every tool in HubSpot and can help you create a coordinated marketing strategy. They'll get to know you, and help you get to know your customers, the loyal and the "still deciding" ones. Together you'll explore and understand customer pain points and ambitions. You'll unlock new ways to speak to them, working with copywriters that know how to maximise HubSpot's content capabilities. They can craft titles that turn heads, uncover stories that stand out in newsfeeds, and share persuasive prose that gives your business a voice in its market.

What kind of results can you expect? We worked with a company named **VFE, and in the first six months we doubled their organic traffic and boosted their social media sessions by 700%.** Our marketing activities influenced nearly £5m in sales. And filled their pipeline with almost £10m in new business.

**The amount it costs depends on the scale of our work together. But, for example, we could work together:**

On a project-by-project basis, if there is a specific goal you want to achieve. **Projects typically start from £4,500 per month.**

In partnership over the long-term. **We price partnerships in points for maximum flexibility, and the price of one point is typically around £150.**

On a consultancy basis, as and when you need it. **Consultancy is charged at a day rate of £1,350.**

Just for copywriting on your HubSpot blog or website. **This is charged at £795 per day.**

Get help with

HubSpot



# HubSpot support.

You need ongoing help with HubSpot, but don't necessarily know exactly what that looks like now. You want to tap into the expertise of a Top Tiered HubSpot partner, but flexibly at the point at which you need it.

You can access our expertise by buying a package of points, **starting at £7,500 for 50 points**. This gives you approximately six days of time, which you can use over a 12-month period.

This package enables you to access any of our services at a fixed price, giving you the flexibility based on the support you require. The more points you buy up front, the better the price to you.

**No project management charges. Points confirmed upfront so you know exactly how much we're using.**





# Training on HubSpot.

We've got standard and bespoke training options to suit your team and budget. Online as standard with as many attendees as you like - or in-person if you want to go old school.

## **Standard training – starts at £980:**

Your team will come away with a thorough understanding of what tools are available to them and how to utilise them, and have their questions answered by one of our expert consultants.

## **Bespoke training – Starts at £1,960:**

Ahead of your training session, one of our expert consultants will take a look at your platform to get an understanding of how HubSpot is set up in your business and tailor your training session to have the biggest impact on how your team uses the platform and what they can get out of it.



If your HubSpot portal is in a mess and no longer fit-for-purpose, you might benefit from a HubSpot Health Check. Pricing is based on our 11 focus areas, and whether you want us to take a general look, or a full deep-dive.

We have an interactive calculator [here](#) where you can work out how much yours will cost. The minimum total price must be £1,200.

## How it works

### 1) Choose from 11 focus areas

Portal setup, data, automation, reporting, conversion rate optimisation, email marketing social media, website traffic, sales and marketing alignment, HubSpot for sales, HubSpot for customer service.

### 2) Let us into your portal

### 3) Book your consultation call and get your PDF report



# Pricing summary

- Get started with HubSpot
- Advanced implementation
- Guided onboarding
- Reimagine your platform
- Technical project
- Workshop
- Website
- Marketing
- Get help with HubSpot
- Support
- Training
- HubSpot Health Check

## Summary

Fully scoped and fully serviced HubSpot implementation, completely customised to your business

Simple, objective-based HubSpot onboarding delivered via weekly consultation calls

Our consultants make or fix something for you on HubSpot

Get your team together with a consultant to work out a way to approach something in HubSpot

Build a new website on HubSpot CMS

Work with expert marketers and copywriters who know and use every HubSpot tool

Access expertise from across our team, whenever you need it

Standard or bespoke options for as many attendees as you need, for any HubSpot Hub

Get to the bottom of your HubSpot challenges and get expert guidance on how to solve them

## Prices typically range from - to

£8,442 - £100,000+

£1,310 - £20,870

£8,442 - £100,000+

£1,407 - £2,111

£35,000 - £100,000+

£4,500 - £100,000+

£7,500+

£980 - £1,960

£1,200 - £4,500

# Ready to chat?

[Book a 15-minute chat with us](#) to discuss your requirements, or give us a call on 01235 313555.

# Want to learn more about us?

Take a look at [this PDF](#) which is packed with information about our services and how we operate.

