

HUBSPOT & MADISON MARKETING GROUP

» HOW WE COMPARE

Madison Marketing Group is a full-service digital marketing agency and tiered HubSpot partner. We not only sell HubSpot software, but assist our clients with digital marketing, sales strategies and execution. See below how purchasing software and inbound services through HubSpot differs from purchasing through MMG.

CLIENT NEEDS	HUBSPOT	MADISON MARKETING GROUP
TECHNICAL HUBSPOT SET-UP	<i>Provides instructions to do it yourself.</i> Your HubSpot Implementation Specialist provides your team with a checklist and access to the support team. HubSpot does not set up your portal for you.	<i>Executed to your requirements.</i> The MMG team works closely with your marketing and IT teams to make sure HubSpot is set up to meet your needs. No technical expertise required.
DEVELOPING AN INBOUND MARKETING STRATEGY	<i>Practical advice during training but no strategic guidance.</i> Your HubSpot Implementation Specialist consultatively supports one inbound marketing campaign project and provides recommendations on best practices for marketing and the software. After 90 days you are assigned a Customer Success Manager who periodically checks in. You can hire a HubSpot Inbound Consultant to access strategic support at an additional fee.	<i>Assists you in developing a plan and supporting tactics to accomplish your business goals.</i> The inbound marketing manager and MMG team works closely with your team to develop immediate and long-term game plans to best leverage HubSpot and other digital marketing tactics to achieve your overall business goals. This includes builder activities to increase your online presence as well as driver campaigns to expedite lead generation.
OPTIMIZING YOUR WEBSITE FOR TRAFFIC AND CONVERSIONS	<i>Shares best practices.</i> HubSpot does not provide direct assistance with this. Best practices are shared in the HubSpot Academy along with instructions on how to use the software to analyze performance.	<i>Advises on best practices and helps with its execution.</i> The MMG team delivers local and national SEO, keyword research/strategy, and website optimization using HubSpot and other premium software.

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PRODUCING CONTENT AND ASSETS IN HUBSPOT	<i>Does not assist except for technical support.</i> HubSpot does not provide assistance in creating content or assets within HubSpot. The tech team provides readily available support for users who need immediate help with functional aspects of the software.	<i>Any level of support your team needs.</i> The MMG team assists at the level you desire, from strategic guidance to creating and publishing in your HubSpot portal. MMG supports primarily the following: set-up, integrations, custom templates and website, writing and designing long- and short-form content, conversion paths, creative, video, social media updates, email marketing, custom reporting, digital ad management, SEO and keyword tracking.
PREPARING YOUR IN-HOUSE TEAM FOR INBOUND MARKETING RESPONSIBILITIES	<i>Provides multiple opportunities for self-directed learning.</i> Self-directed learning available via HubSpot Academy, certifications, blog, the Inbound conference, HubSpot User Groups, and public training classes.	<i>Consulting support and custom training programs.</i> MMG's inbound consultant recommends how to structure the team's learning and development along with delivering custom solutions. Recommended for companies who want to start with an agency for fast results and then eventually transition to an in-house team.
DEVELOPING YOUR IN-HOUSE PROCESSES AND PROCEDURES FOR EXECUTING INBOUND MARKETING	<i>Some best practice shared in their blog.</i> Limited guidance available in training content and resources. Mostly best practices are shared.	<i>Consulting and assistance to produce customize solutions for your team.</i> MMG's inbound consultant helps you reshape your marketing department's processes and systems to best support the activities of inbound marketing with your select team.
DEFINING YOUR IN-BOUND SALES STRATEGY AND PROCESSES	<i>Free online training and certificate on fundamentals.</i> Foundational training for inbound sales available via the Academy. Covers best practices and tactical tips for sales people.	<i>Consulting and assistance to produce customize solutions for your team.</i> The MMG team can help you write your sales bluebook, produces sales collateral, recommend your sales enablement strategy, and help design your service level agreements.

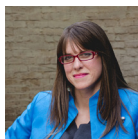
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CRM CUSTOM-IZATION AND USER TRAINING	<i>Free online training and certificate on fundamentals.</i> Foundational training for the CRM available free via the Academy. Explains the basics for how a sales person can use the CRM. Also remote training and onsite training from \$1000-\$5000.	<i>Set-up and team training based on your sales processes.</i> The MMG team delivers custom sales training to your team and sets up your CRM and database to suit your business' needs. Cost varies since it is customized to the outcomes you'd like accomplished.
PRICE	<i>Software options range from free to \$2500 or more a month. Onboarding training is required for Basic or higher and costs \$600-\$5000.</i> HubSpot's software products for marketing and sales range from free to enterprise level. Initial training for their Basic and higher marketing automation software ranges from \$600 to \$5000.	<i>We help you select the best software option for your needs. Onboarding fee for HubSpot is waived and any desired training support is customized.</i> All of HubSpot's discounts and promotions are available. Onboarding fee for HubSpot is waived. As a partner agency we can do the initial set-up work and provide any training your team needs to execute their use of the tool. The customized support means you get the most from your investment.

Let's talk!

Schedule a conversation with our inbound marketing and sales consultant Marguerite Inscoe. She will answer all your questions about HubSpot licensing and costs. **Yes, it's that easy.**



Marguerite Inscoe >>

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