

HubSpot Ignition

Expert onboarding, setup and
optimisation of your new
HubSpot portal

[Visit Product Page](#)



XEN

What is the HubSpot Ignition?

The HubSpot Ignition is a **tailored HubSpot onboarding service** to help companies accelerate their marketing strategy, HubSpot implementation and HubSpot activity.

We work with you and your sales & marketing teams to plan, prioritise and set up your HubSpot installation.

We are then on call to guide you with any training and ongoing implementation questions.

You've made a significant investment by choosing HubSpot, make sure you are putting it to optimal use.

Ideal for new HubSpot customers.

What you get in the HubSpot Ignition



Tailored 3 month onboarding plan



The HubShots Framework as a 5-stage plan for your business to get the most out of HubSpot



Weekly WIP (work in progress) meetings to keep your onboarding on track



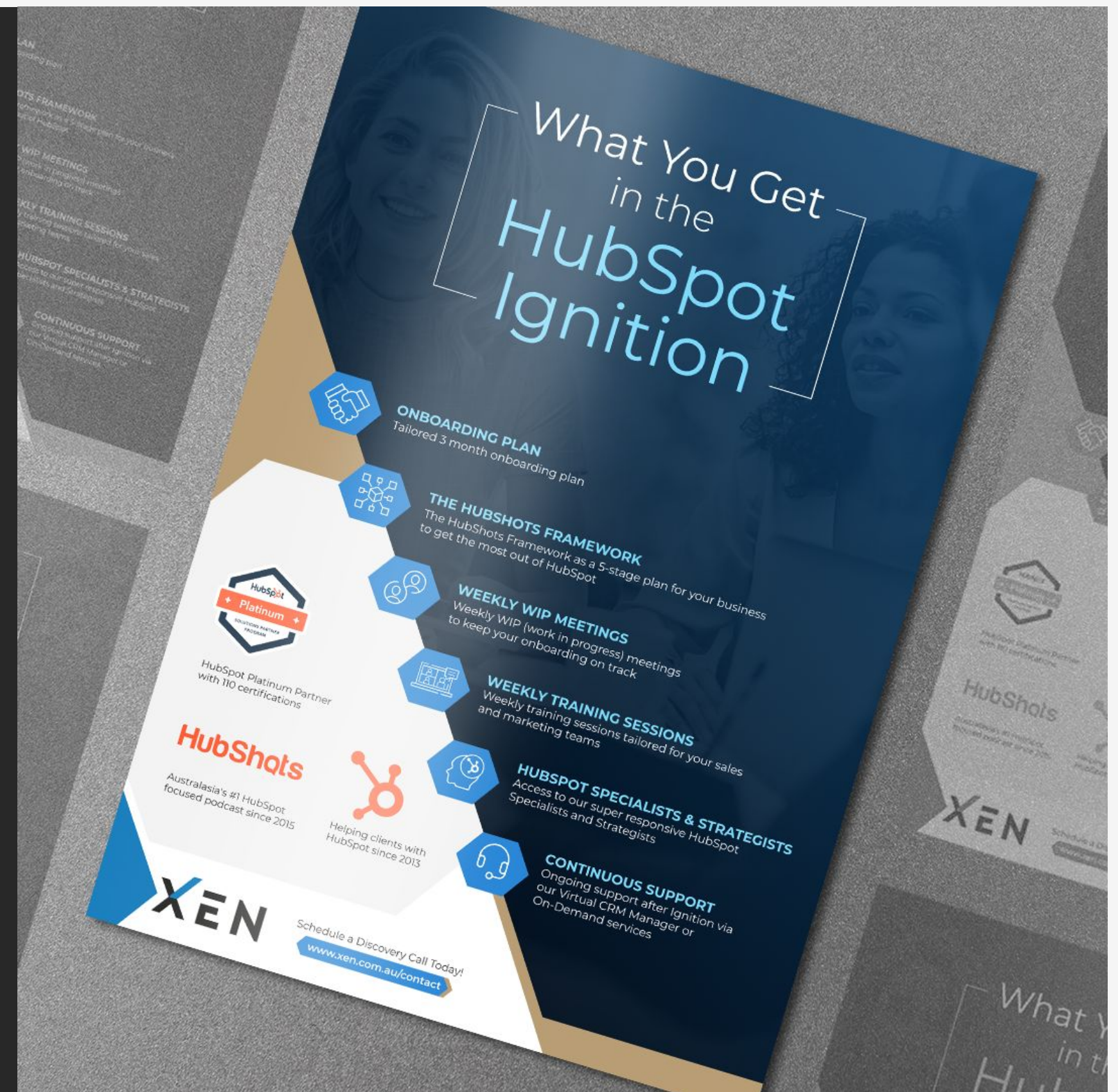
Weekly training sessions tailored for your sales and marketing teams



Access to our super responsive HubSpot Specialists and Strategists



Ongoing support after Ignition via our Virtual CRM Manager or On-Demand services





CURRENT STATE

- Using a legacy CRM or spreadsheets.
- No tracking across marketing, sales and service activities.
- Lots of manual work and disgruntled users.



FUTURE STATE

- Your HubSpot Portal foundations are in place following best practice.
- You are tracking all key interactions including page views, email opens, ad clicks, social media engagements, sales activities and support conversations.
- All of your key marketing, sales and service processes are automated, with the right people notified and your contacts nurtured.
- You are set up for success to get the most out of HubSpot.



Your Expert HubSpot Team

We've been using HubSpot as our own CRM platform since 2012 and serving HubSpot customers since 2013, across a range of industries and company sizes.

As a XEN customer you gain access to an experienced, highly certified team of HubSpot specialists and strategists.

XEN, along with Search and Be Found, are the team that produce [HubShots](#), the #1 HubSpot focussed podcast in Australasia.

Outcomes

Here's the key deliverables and outcomes for your HubSpot portal:



Fully Setup and
Optimised
HubSpot Portal



Marketing
Assets Ready



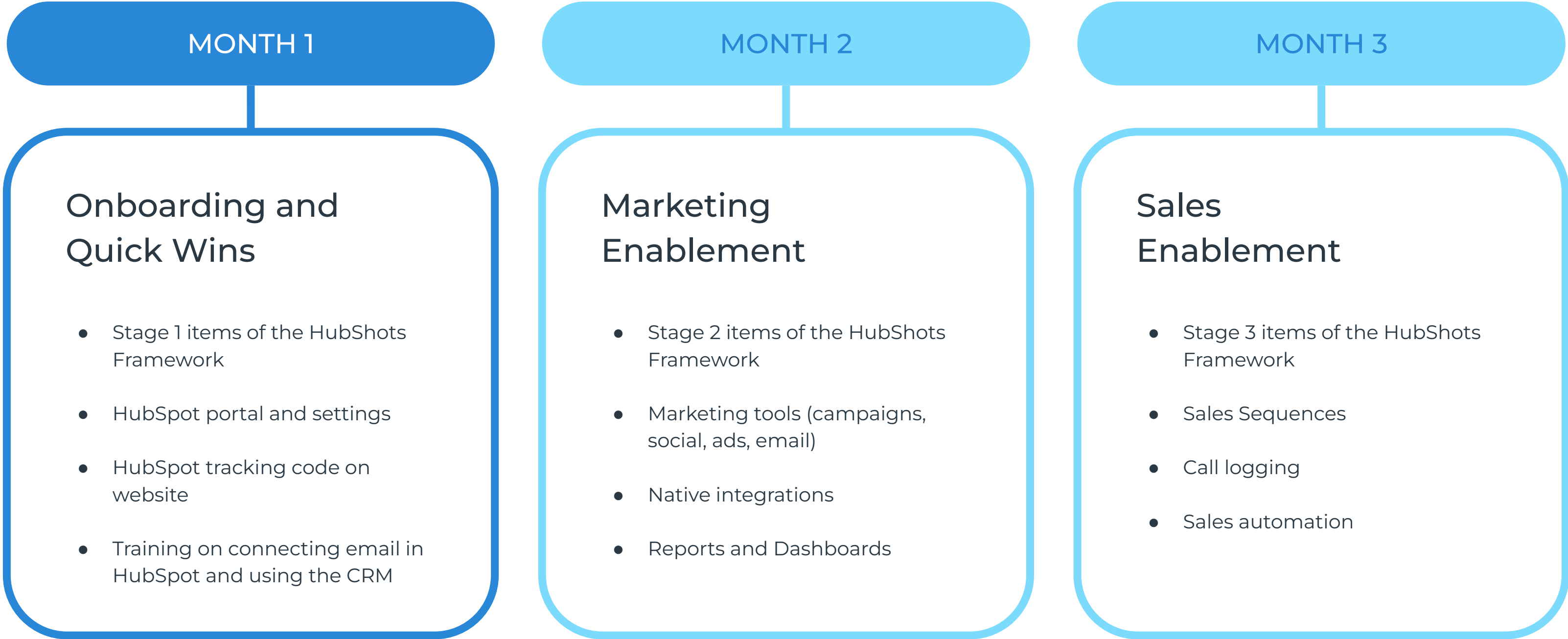
Process
Automation
in Place



Staff Trained and
Informed

HubSpot Ignition Timeline Sample

A 3-month onboarding plan tailored to your company's priorities.



Setting up your HubSpot portal correctly from the start will ensure you maximise your HubSpot experience



As a **HubSpot Platinum Partner** with +50 certifications, and hosts of the podcast [HubShots](#), our team of HubSpot experts will help you unleash the power of HubSpot.



Technical expertise across the whole team

Our digital strategists are also technical experts across HubSpot, Google, Social, Reporting and Marketing technologies. Hence, our strategic guidance is backed by technical research, implementation experience and proven results.



HubSpot Platinum Certified Partner

XEN is a HubSpot Certified Platinum Partner and helps companies to optimise their HubSpot platform and maximise results.

IGNITION SCOPE

INCLUSIONS and EXCLUSIONS

We highly value our customer relationships and we do our best to make sure you're happy with the work we do. We find it helps to make sure we are both on the same page from the start about what's included and what's not to avoid any confusion later on.



WHAT'S INCLUDED:

- **GUIDANCE:** We're available for advisory sessions to guide you in your usage of HubSpot. From initial audits of your portal through to regular strategy sessions for how you can further use the tools, it's all included.
- **TRAINING:** Regular training to your team(s) is included. We'll train your team across any areas of marketing, sales, service and CMS functionality.
- **SETTINGS:** We configure your portal settings according to best practice.
- **OBJECTS:** We set up required custom properties for your objects including contacts, companies, deals and tickets.
- **BEST PRACTICES:** We'll set up and train you on everything from naming conventions to managing your marketing contacts.



WHAT'S EXCLUDED:

- **GRAPHIC DESIGN:** We include basic look and feel setup within HubSpot (eg colours and fonts), and initial design of landing pages and email templates. Further custom design work is not included. If required, we recommend our sister company - **XEN Create** - who specialise in graphic design and website design.
- **COPYWRITING:** In-depth website copywriting (eg sales copywriting) is not included. If required, we can recommend external copywriters for you to consider.
- **PAID ADVERTISING MANAGEMENT:** We don't manage advertising campaigns (ie. Google Ads, LinkedIn Advertising, Facebook advertising, etc), but we do work closely with your advertising agency or team to ensure results are integrated into your HubSpot portal. If required, we can recommend paid media agencies to consider.

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WHAT'S INCLUDED:

- **CAMPAIGN ASSETS:** We'll build out your marketing and sales campaign assets including pages, lists, forms, workflows, emails, CTAs, reports, dashboards, sequences and pipelines.
- **AUTOMATION:** We'll automate processes to unlock efficiency - so your team can focus on being as effective as possible.
- **ATTRIBUTION:** Integration with your advertising platforms to ensure all activity is captured. And then actionably reported on via custom reports and dashboards.
- **ANALYTICS & REPORTING SETUP:** Tracking in place with analytics views, integrated with Google Analytics, Google Tag Manager and Google Search Console as required.



WHAT'S EXCLUDED:

- **CUSTOM WEBSITE THEMES:** We only use Themes from the HubSpot Marketplace for all page development. We don't build custom templates. We typically use CLEAN theme - the best selling theme on the HubSpot marketplace.
- **CUSTOM INTEGRATIONS:** We only have expertise across the HubSpot Marketplace integrations. We don't build custom integrations.
- **IN-PERSON TRAINING and WORKSHOPS:** We are happy to accommodate in-person meetings where possible and where appropriate. If we agree on an in-person meeting/workshop, our time spent travelling will be charged on top of your project cost.
- **CUSTOM DOCUMENTATION:** We provide training videos, slide decks and process documents where appropriate but we don't develop, manage or maintain custom documentation for your HubSpot portal.

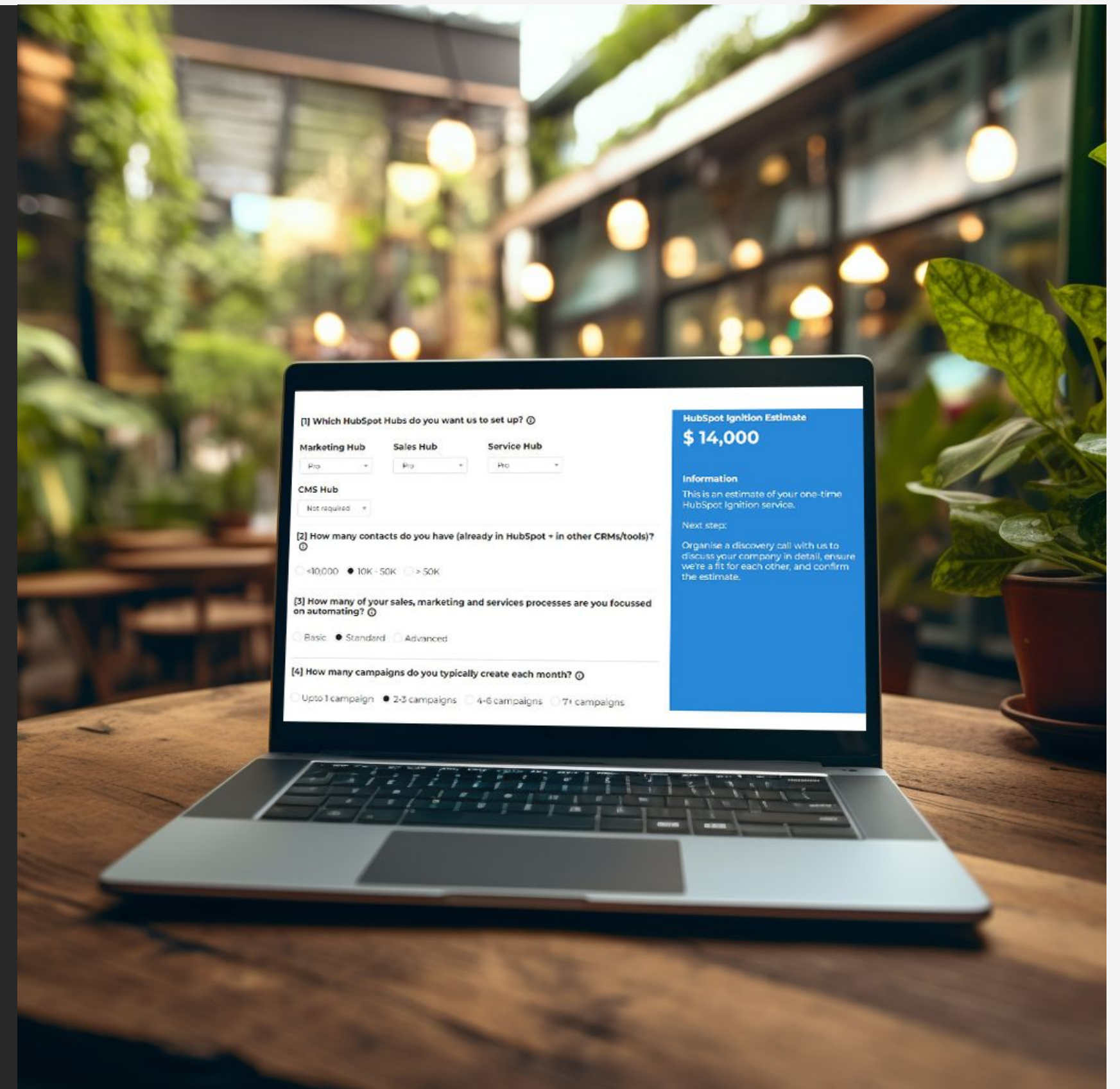
HubSpot Ignition

PRICING

The estimated cost will depend on the number of hubs you want us to set up, the number of contacts you need migrated and your desired level of automation.

Ignition pricing ranges from **AUD \$5,000** to **\$31,000** (plus GST for Australian customers).

To get an estimate, check out our Pricing calculator on the [HubSpot Ignition page](#).



I'm Interested
**What's the
Next Step?**

If you are interested in chatting further
about the HubSpot Ignition offering:

Contact us for more
information about our
HubSpot Ignition service

TALK WITH AN ADVISOR

Still **not sure**
if this for you?

NO PROBLEM!

The first step we always start with is exploring your requirements and quickly confirming whether we think we're going to provide value to you.

If we don't think you'll get value, we'll advise other options for you.

Schedule a
Discovery Call
Today!

BOOK NOW