

What Is HubSpot?

Sales, marketing, customer service, & relationships platform:

- Attract customers
- Automate sales & marketing campaigns
- Convert leads into sales
- Drive sustainable business growth
- Manage customer relationships (CRM)
- Market, sales and customer relations platform



<https://www.hubspot.com>

What Problems Does HubSpot Solve?

Align marketing & sales with customer relation management

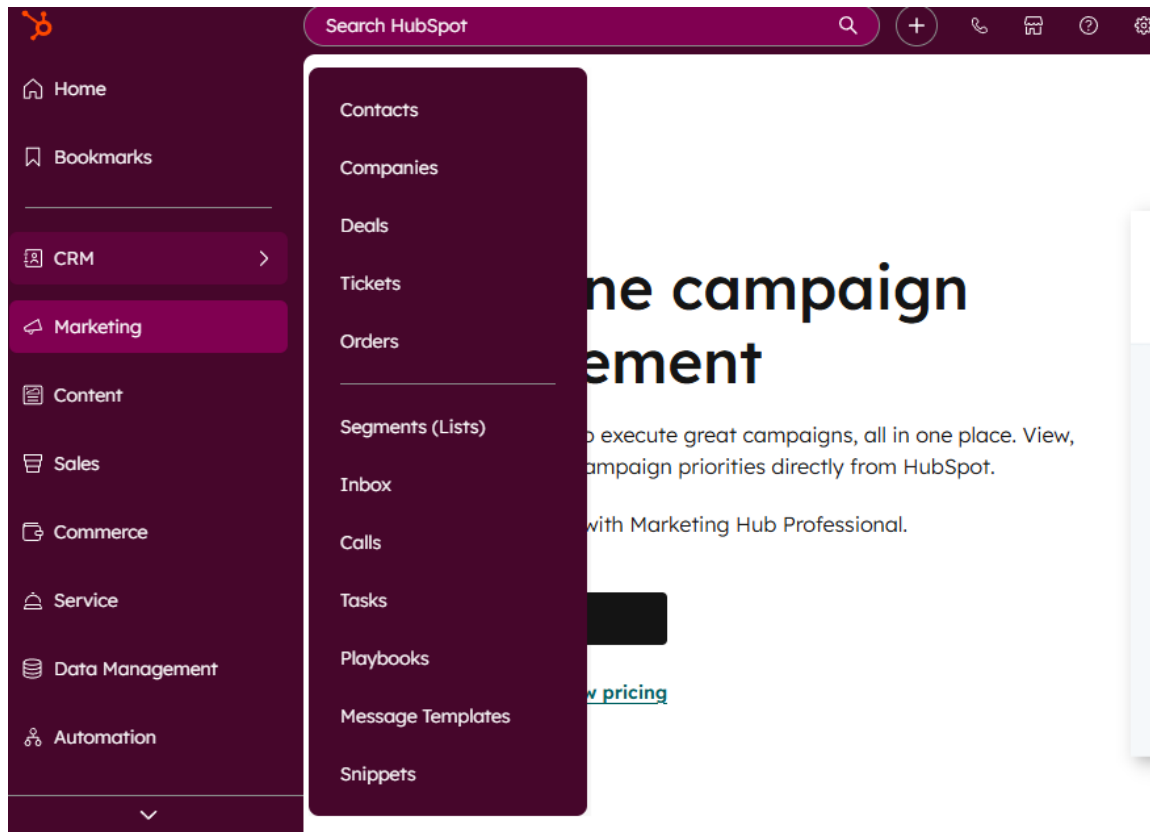
Help you manage customers attract leads, & close deals

Automate sales and marketing work

Quickly increase leads & follow-ups

Organize customer data

How Does HubSpot Work?



- Automate workflows and follow-ups
- Build landing pages & optimize SEO
- Centralizes all customer data in one system
- Create and manage email campaigns
- Schedule meetings and track sales activity
- Store and track contacts in a shared CRM

How Can a Small Business Use HubSpot?



Bakery:

- **Specific Use:** Track customer favorites & purchase history. Automate emails to send personalized messages to clients and customers.



Boutique Shop:

- **Specific Use:** Uses to send personalized promotions. Track customer behavior & purchase history to tailor emails that increase sales and drive in-store traffic.



Fitness Studio:

- **Specific Use:** Schedules class reminders, membership renewals, and special offers . Automate workflows to ensures members receive updates about classes and events

HubSpot Competitors

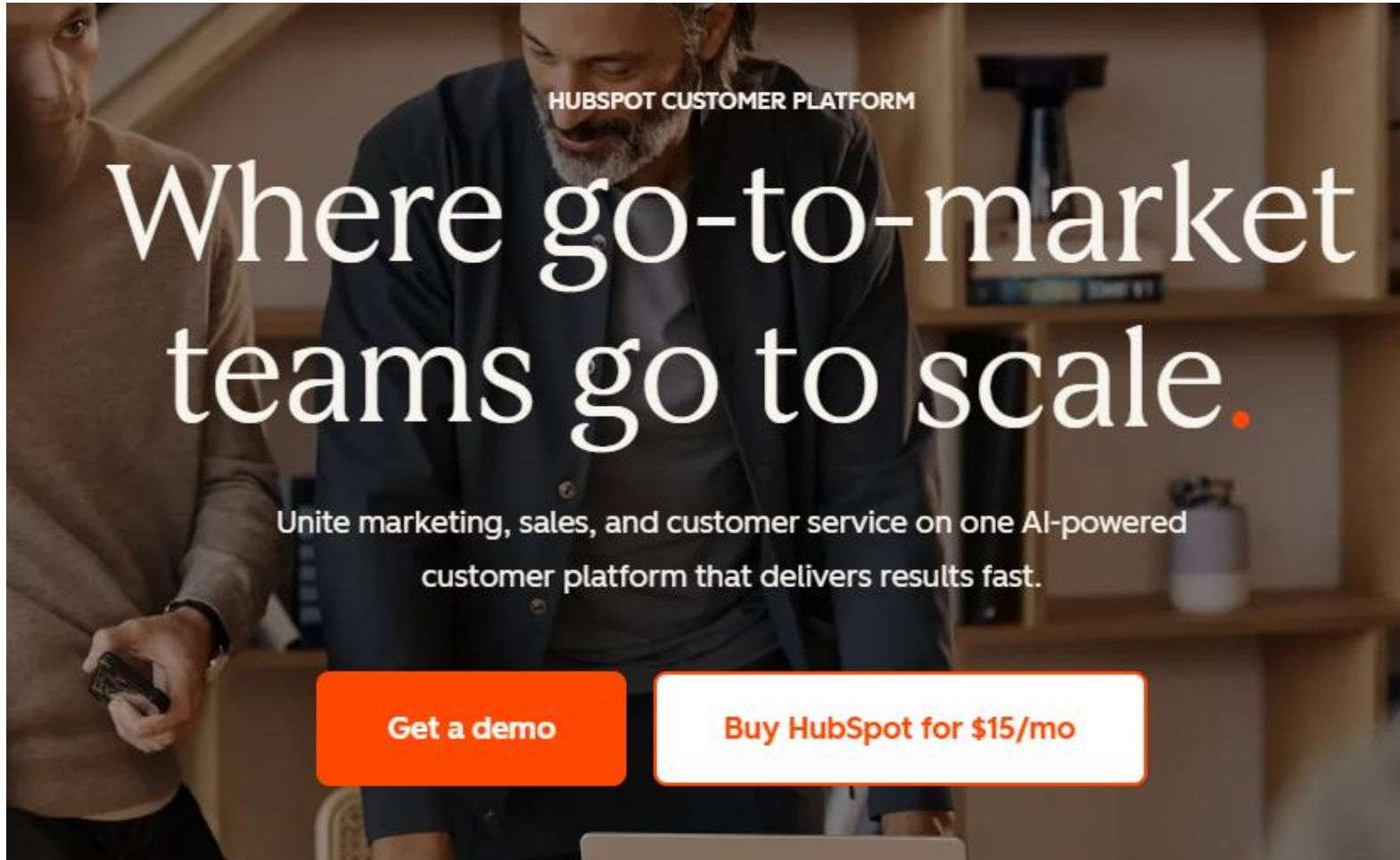
Feature	HubSpot	Salesforce	Zoho CRM
Ease of Use	Very Easy	Complex	Moderate
Cost	Affordable	Expensive	Low Cost
Customization	Moderate	High	Moderate
Best For	Growing Businesses	Large Enterprises	Small Businesses

Getting Started With HubSpot - Costs

Plan	Starting Cost	Best For	Key Features
Free	\$0/month	Individuals & startups	<ul style="list-style-type: none">• CRM, forms, email marketing, live chat
Starter	\$15 per user/month	Small businesses	<ul style="list-style-type: none">• Remove branding• Simple automation• Reporting
Professional	\$890/month (3 users)	Growing teams	<ul style="list-style-type: none">• Marketing automation• Analytics• Campaigns
Enterprise	\$3,600/month (5 users)	Large companies	<ul style="list-style-type: none">• Advanced analytics• Attribution• Custom reporting

Getting Started With HubSpot- Demo

Demo https://youtu.be/_NFZd5mKHJ8?si=XaZ3yxt5Y-N4sgTg

The image shows two men in a professional setting, likely a meeting. One man is looking at a laptop while the other looks on. The background is a blurred office environment with shelves and a desk lamp.

HUBSPOT CUSTOMER PLATFORM

Where go-to-market teams go to scale.

Unite marketing, sales, and customer service on one AI-powered customer platform that delivers results fast.

[Get a demo](#) [Buy HubSpot for \\$15/mo](#)