

What's the Difference?

Marketing Hub Professional vs. Marketing Hub Starter



Spoiler alert: It's less about what's included, and more about what you'll have the power to do.

**2021 Gartner®
Magic Quadrant™
B2B Marketing
Automation Leader**

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Why Scaling Teams Choose Marketing Hub Professional

What makes companies like Coca Cola, Toyota, Tik Tok, Crate and Barrel, and Cisco rely on Marketing Hub Professional to customize their campaigns and reporting?

The Challenge

Cobbled marketing tools create disjointed customer experiences



The ability to customize without complexity, thanks to crafted (not cobbled) software

Competition for consumer attention makes it hard to rise above the rest



The tools and technology to reach customers at the right time and place, thanks to connected omni-channel marketing campaigns

Gaps in marketing data lead to spotty decision making



The end of data silos and beginning of informed marketing strategies, thanks to accessible data without waiting in line for help from an analyst

Disparate assets saved in multiple systems make it difficult to orchestrate campaigns and measure how well your content is resonating with your audience



The ability to seamlessly orchestrate compelling campaigns by creating, organizing, categorizing, and reporting on all assets, allowing your marketing team to focus on driving value rather than burning time switching between systems

Deeper Dive

Challenge #1

- The customer journey is nonlinear and ever-changing
- There's increased pressure from leadership to make insight-driven decisions that drive measurable ROI
- Marketing teams struggle to collaborate and lose time trying to track campaign engagement across a jumble of tools
- Marketing teams lack the 'at-my fingertips' insights they need to understand which assets are driving value

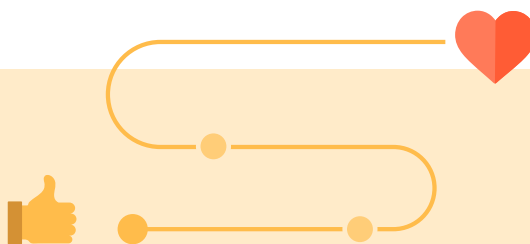
Ideal Scenario:

In a perfect world, marketing teams are able to effortlessly create and launch marketing campaigns which strike a chord with their audience. Brands are able to effectively get their message across in a consistent voice across all channels, and have a deep understanding of what resonates with their customers, and what impacts the bottom line.

Marketers rely on a single source of truth to understand the customer journey, and are able to iterate quickly to make the next interaction with a prospect more engaging and impactful.

HubSpot's Solution:

By running campaigns in HubSpot, you're able to turn tactics into a fully orchestrated campaign strategy that inspires your customers to take the next step in their buyer journey. HubSpot campaigns is the command center your entire marketing team can gather



around in order to create beautiful, omni-channel customer experiences at scale. With campaigns, you'll be able to measure the impact of your efforts and reach your customers exactly where they are — all from one place.

Marketing Hub Starter

- ✓ Reach customers at every step of the buyers journey using simple tools and ad hoc outreach
- ✓ Send emails and collect lead data via forms
- ✓ Send automated lead nurture emails

VS

Marketing Hub Professional

- ✓ Build customized, targeted campaigns and leveraging clean, efficient organization and collaboration tools that your whole team can use
- ✓ Orchestrate omni-channel campaigns, and report on performance all from a single application
- ✓ Unify your campaign approach and reduce time to value for your team

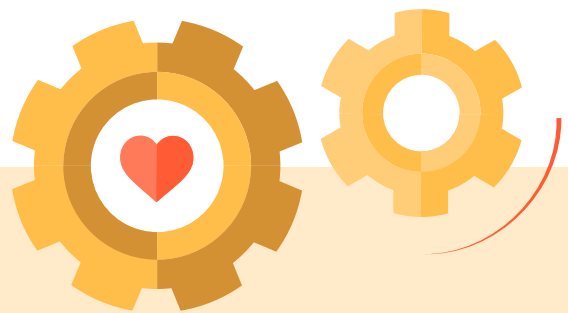
Deeper Dive

Challenge #2

- Demand for consumer attention is at an all-time high
- Brands who cut through the noise are at an all-time low
- The solution – timely, personalized messaging – often requires a complex tech setup
- Connecting custom data, engagement data, and reporting is a heavy lift

Ideal Scenario:

You're able to reach customers with information they want and need – and improve engagement via on time and on target messaging.



HubSpot's Solution:

Omni-channel automation

Marketing Hub Starter

- ✓ Send personalized and segmented email nurtures with up to 10 triggers
- ✓ Put form follow-ups on autopilot
- ✓ Automate routine tasks like list maintenance, event registration, and newsletter sends

vs

Marketing Hub Professional

Deeply personalized customer outreach, powered by unified contact and customer engagement data.

- ✓ Enable personalization with marketing automation powered by reliable data
- ✓ Customize your web copy for every visitor
- ✓ Leverage pre-built powerful analytics to lean into what's working and refine your playbook
- ✓ Automate off of customer behavior in real-time by tracking form entries, page visits, and aggregated website metrics to get an end-to-end view of the customer journey

Deeper Dive

Challenge #3

- To demonstrate return on investment and plan for long-term scalability, you need to be able to measure your team's effectiveness
- To scale strategically, you need to be able to set goals off of real-time metrics and performance data – without waiting in line for help from an analyst
- To agree on a way to interpret data, you need a system that isn't cobbled together

Ideal Scenario:

Your team is able to access the data they need to build strategic marketing plans and demonstrate value in real-time, helping you pinpoint and invest in the channels that are driving impact most effectively.



HubSpot's Solution:

Custom Reporting

Marketing Hub Starter

- ✓ Unpack channel performance with out-of-the-box reporting metrics.
- ✓ Align your teams around progress towards shared goals with customizable report dashboards.

VS

Marketing Hub Professional

Transform your understanding of the customer journey by bringing your CRM and marketing engagement data into one place.

- ✓ Access top-line metrics – including aggregate traffic, leads, opportunities/deals, and incoming revenue.
- ✓ Connect your CRM and marketing engagement data with a custom report builder.
- ✓ Quantify marketing to sales hand-offs with contact create attribution.
- ✓ Deeply optimize your website with web traffic analytics.

Still considering which option is best for your business?

If you need to:

- ✓ Unpack channel performance with out of the box reports
- ✓ Stand up your first personalized email nurtures
- ✓ Automate repetitive tasks to put time back in your day
- ✓ Save time hopping between point solutions and bring all of your marketing engagement data into one place

...go with **Marketing Hub Starter**.

If you need all of that and would like to:

- ✓ Track lead and customer behaviors across your website and marketing channels
- ✓ Customize your website and landing pages for each of your target audiences
- ✓ Run A/B tests to perfect your strategy across channels
- ✓ Set up workflows to automate personalized customer outreach and internal processes
- ✓ Understand which marketing strategies are accelerating lead generation

...go with **Marketing Hub Professional**.

Everything you need to orchestrate powerful campaigns – all in one place.

[Learn more](#)

Marketing Hub makes it possible to deliver the right message, in the right place, at the right time.

Marketing Hub Professional makes it easy with custom reporting, automation, and campaign orchestration.