DIGITAL REACH
ONLINE SOLUTIONS

Understanding Your HubSpot Onboarding Options

Gold · SOLUTIONS PARTNER PROGRAM
Platinum · SOLUTIONS PARTNER PROGRAM
Diamond · SOLUTIONS PARTNER PROGRAM
Elite · SOLUTIONS PARTNER PROGRAM

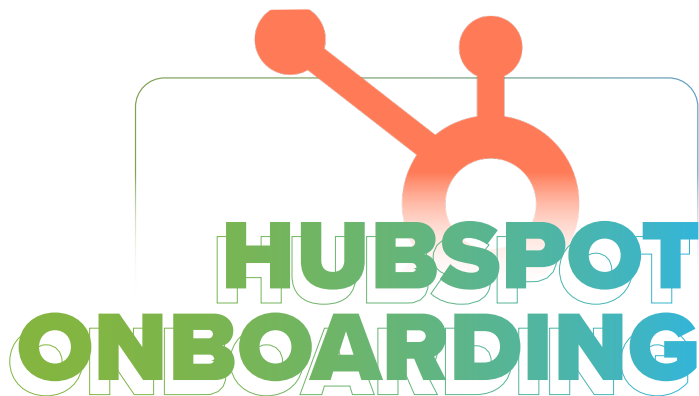## HUBSPOT ONBOARDING vs PARTNER ONBOARDING

How is onboarding priced?

SET PRICE
Depending on which Hub you need to onboard, HubSpot's onboarding packages can cost from $750 to $6k, all in. Pricing is transparent and you can view everything included plus make the onboarding purchase directly on the HubSpot website.

VARIABLE
HubSpot Partners set their own price for onboarding depending on the services they provide and the expertise they bring to your projects. Some Partners have onboarding prices listed on their website, but you'll generally have to meet with a Partner to scope out the specifics of your project to nail down your final price.

Who does the building?

YOU ARE
HubSpot onboarding is guidance-based, meaning your team is accountable for all of the building & doing. That means you'll be responsible for adding your own integrations with the tools you use, building your own buyer journeys, building out your email templates, configuring your workflows and automations, and onboarding the rest of your team to your new processes.

THE PARTNER IS
Most Partner onboardings utilize a done-for-you approach. Generally, teams that choose this option are not going to be the ones building inside of HubSpot. Because your Partner has onboarded clients before, they will know best practices to follow and pitfalls to avoid. All of this helps you get spun up on HubSpot faster than if you were fumbling around the CRM yourself.

What is the timeline for onboarding?

3 MONTHS
HubSpot generally recommends a three-month commitment for onboarding. This extended time comes in handy if you're new to HubSpot or don't have an experienced CRM hand on your team to do the building.

4-10 WEEKS
While every Partner is different, done-for-you onboarding from a Partner can move significantly faster than onboarding directly from HubSpot. The accelerated time-to-value businesses see is a key benefit of Partner onboarding.

Can we optimize our business processes during the onboarding?

NOPE
Your onboarding specialist won't dig down into the weeds regarding the specifics of your business processes. They will guide you on building out your current processes in HubSpot, but they won't consult on ways that these processes could be better optimized, automated, streamlined, etc.

YES
Because Partner onboarding is generally consultative in nature, most devote time to looking at your specific business processes and helping you to optimize them in HubSpot. The ability to automate away your most manual tasks and processes is a key benefit of the HubSpot platform; if you're interested in this service, be sure your Partner has it included in your onboarding plan.

What does training and support look like?

ACADEMY LINKS
The training that comes with direct-from-HubSpot onboarding is done via the HubSpot Academy. If you want to learn more about certain HubSpot tools and features, that's where your onboarding specialist will send you.

EXTENSIVE
Because Partner onboarding doesn't have a one-size-fits-all approach, you'll tend to see lots of training methods and options on the table. Training sessions custom for your team and build, process schematics with linked training materials, and on-demand support are common.

Want help getting the most out of HubSpot? Get in touch at **digitalreachos.com**