HubSpot is Easy, Integrated, and Powerful

A question we frequently hear from prospects is, "How is HubSpot different than free tools out there? Can't I just cobble together Google Analytics, Wordpress, HootSuite, and MailChimp to get the same results?" The short answer is no. Free tools can be useful, but can't offer the same results, integration, and time savings that HubSpot does. HubSpot gives marketers everything they need in one place to generate more visits, leads, and customers. Everything in HubSpot works together, making your marketing easier, faster, and more effective.

HubSpot Customers See Better Results

At the end of the day, it's the results that matter. Marketing consulting firm OverGo Studio recently conducted a study comparing the results HubSpot customers saw to that of customers using a combination of free tools. Their key findings were:

- **More Traffic:** On average, HubSpot customers saw a 590% growth in organic search engine traffic over 12 months compared to 170% growth for non-HubSpot customers.
- **More Leads:** For B2B businesses, HubSpot customers saw 125% more leads than non-HubSpot customers. For B2C businesses, HubSpot customers saw 294% more leads than non-HubSpot customers.
- **Better Conversion Rates:** For B2B businesses, HubSpot customers saw a 43% higher conversion rate than non-HubSpot customers. For B2C businesses, HubSpot customers saw a 50% higher conversion rate than non-HubSpot customers.

HubSpot Delivers 1+1=3 Through Integration

HubSpot's tools are designed to work seamlessly with one another and create greater value through their integration. Free tools operate in silos, forcing you to try to piece everything together in Excel or causing you to miss valuable data on your leads. You'll see the value of HubSpot's integration across your marketing activities. To name a few: SEO and blogging tools are combined to help you create content with real-time guidance for driving qualified traffic to your site. Email marketing and contact management tools are combined to give you the ability to segment and send messages to your leads based on who they are and how they've interacted with you on and off your site. The list goes on and on. HubSpot makes what was once impossible possible through integration.

HubSpot Saves You Time and Headaches

HubSpot all-in-one software translates into time savings for you. You'll have one place to go for all of your marketing activities, education, and support. In contrast, each free tool you use means a different system to learn and a different place to go for support, if they offer support at all. HubSpot gives you a clean, consistent interface to make it easy to get your marketing done along with consulting, training, and education from a name synonymous with marketing to ensure your success. Should you ever run into issues or need additional assistance, our friendly technical support team is only a phone call away.