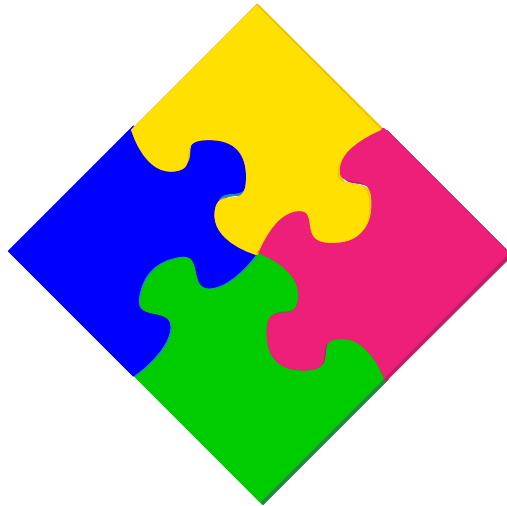# Build your
marketing and sales tech stack
for less than $100 a month.

A Proposition Marketing Guide

In this guide, we're going to teach you how to build a Marketing and Sales Technology stack for less than $100 per month.

Why is your technology stack important?

Modern marketing has three critical components:

Strategy   Creative   Technology

Strategy is essential - if you don't know where you're going, how are you ever going to get there? Great strategy changes all the time, but is always fixed on a known endpoint.

Creative gets you noticed. In today's information overload culture, it's essential to showcase what makes you different - and catch your audience's attention while you do it.

Technology brings it all together. It makes you a better, more efficient marketer, and enables you to analyse what you do that is successful. As marketers, we're really good at working on brilliant strategies, and everyone loves coming up with great creative. We often forget that half our job is in the detail - the execution. This guide focuses on building a great tech stack so you can take care of the execution easily and get back to doing the marketing you actually like.

All pricing in this guide is in USD - it's the standard pricing unit for the internet.
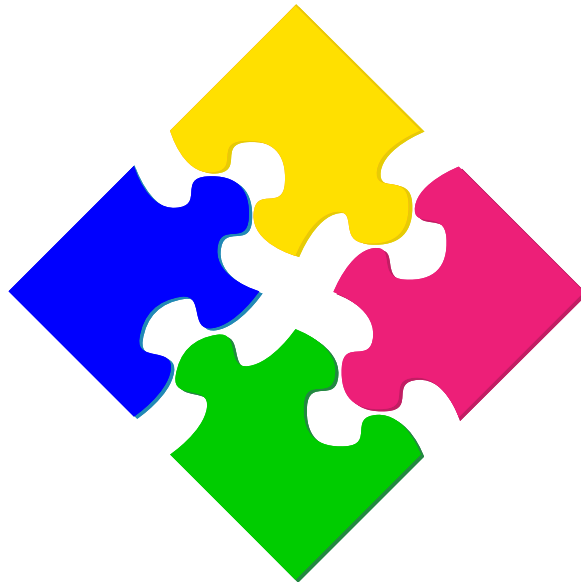
What is a Marketing and Sales Technology stack?

Technology (n) - the application of scientific knowledge for practical purposes, especially in industry.

Stack (n) - a pile of objects, typically one that is neatly arranged.

Given these two definitions, what the hell is a technology stack?

A Technology Stack (or Tech Stack, for all the cool kids out there) is a set of software components that together form a complete platform for supporting an application or business function.

From a Marketing and Sales perspective, the Marketing and Sales Technology stack is comprised of the software that you select to support delivery of your offering to customers - from the moment they first become aware of your business to the moment they become a customer (and sometimes beyond).

A well designed Marketing and Sales Technology stack will save you a significant amount of time, enabling you to focus on optimising and improving your marketing efforts.
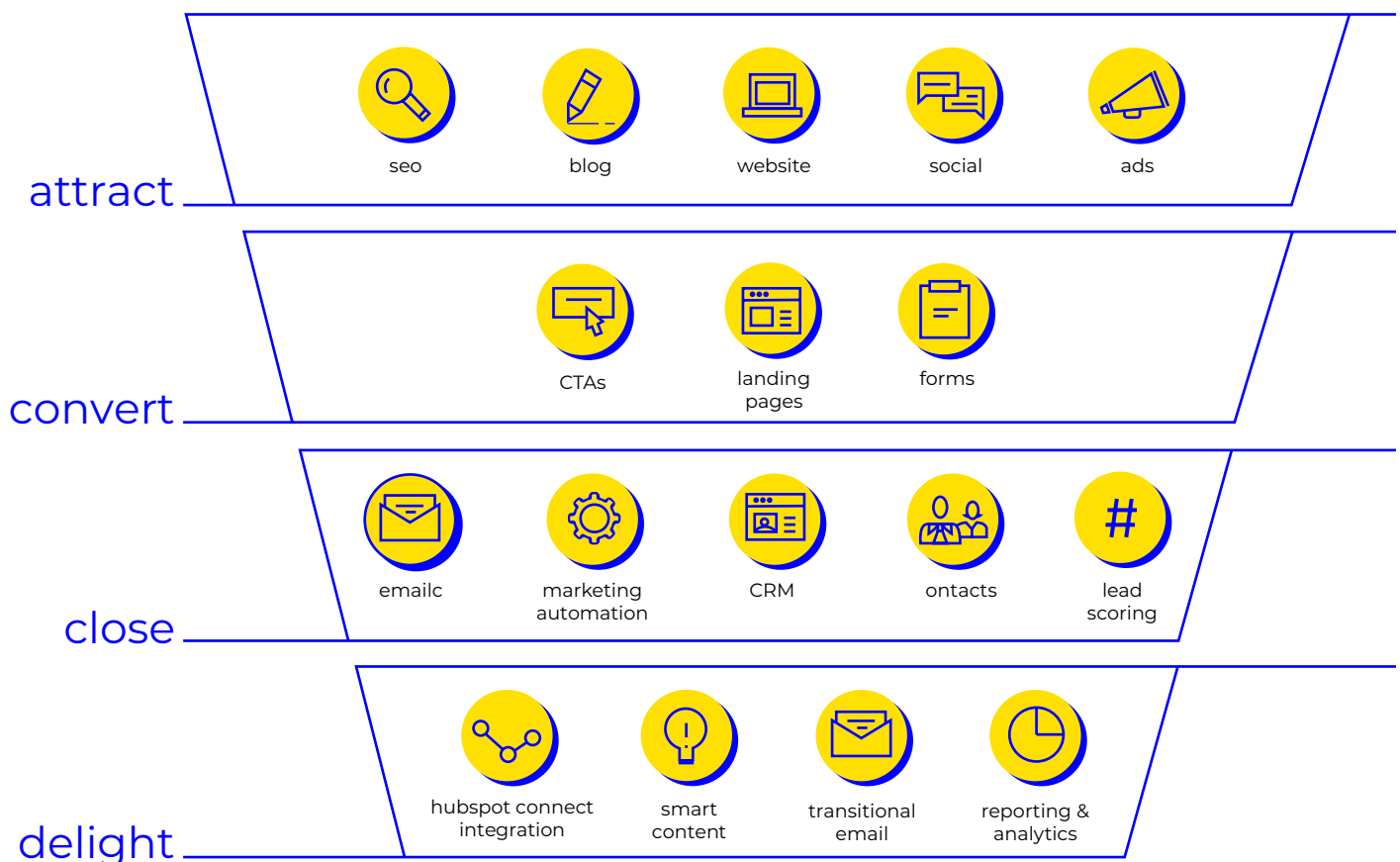
What should your tech stack support?

When you're working through the process of buying marketing and sales software, it's tempting to get caught up in features and functionality and forget about the business functions you're actually trying to support.
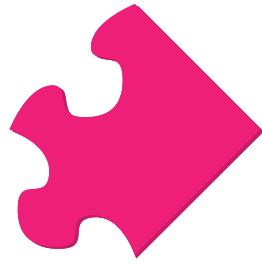
So, before we get into the technology choices, let's look at the different parts of the sales and marketing functions we need to consider. Instead of looking at this from an internal perspective, we'll look at it from a customer perspective.

There are four stages we need to think about:

- **Attract** customers (also known as the awareness stage)

- **Convert** customers (also known as the consideration stage)

- **Close** customers (also known as the conversion stage)

- **Delight** customers (also known as the loyalty and advocacy stages)

attract

| seo | blog | website | social | ads |

convert

| CTAs | landing pages | forms |

close

| emailc | marketing automation | CRM | ontacts | lead scoring |

delight

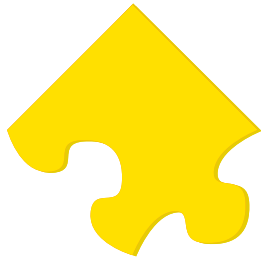| hubspot connect integration | smart content | transitional email | reporting & analytics |

What tools do we need to think about at each stage?

Attract

- Social media
- Advertising management
- Content management - blogs, video etc
- Landing pages
- Sign-up forms
- Email marketing (to capture signups)
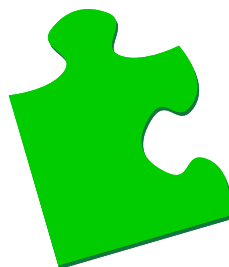- Automations and autoresponders
  Analytics

Convert

- Contact management
- Lead nurturing
- Interactive tools
- Advertising management/ retargeting
- Social media content
- Email marketing
- Content management
- Sign-up forms
- Landing pages
- Automations and
- Autoresponders
  Analytics
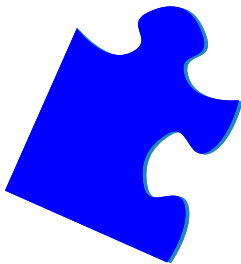
Close

- Contact management
- CRM
- Sales pipelines
- Task management
- Email tracking
- Email marketing
- Lead nurturing
- Automations and Autoresponders
- Analytics

Delight

- Contact management
- CRM
- Sales pipelines
- Task
- management
- Email tracking
- Email marketing
- Automations and autoresponders

We've assumed you've already got a website that's built with a tool that allows you to blog and embed HTML code.

The rest of this guide will walk you through the systems choices that you can make to implement all of these things in your business for less than $100 per month.

Step One: Managing your content

As an Agency with many clients and many social media accounts, managing content is a huge task for us. To help us, we use project management software (Wrike) and scheduling tools (Hootsuite). You could use Co-Schedule to fulfil a similar purpose.

The challenge when we're trying to keep our tech stack under $100 a month is that these tools have hefty price tags - Hootsuite's cheapest paid plan is $19 a month, Wrike is $60 a month for up to five users, and Co-Schedule will set you back $60 a month. That's all in US Dollars.

Fortunately for you, you most likely don't face our challenges in terms of volume of accounts and amount of content.

This opens a few doors for you in terms of your content and social media management choices.

Let's look at these choices by area of content:

Your blog

Your blog is your home for all of your content, and it's the first pillar when it comes to managing it.

Fortunately your blog is also a relatively cheap thing to manage. If you have a Wordpress website, you're already working in a platform that was designed for blogging - so content management is straightforward.

If you're working on Squarespace, Wix, or any other Software-as-a-Service (SaaS) content management system (CMS), you'll find native blogging tools that are easy to use and give you all the basic functionality you need.

This means that your blog's contribution to your monthly marketing tech stack costs is $0. Once you're ready to spend more, there are a few things you can do to make your blog easier to manage, but for now - don't worry about it.

Instead, focus on your content. Check out a resource like Copyblogger, take a look at the HubSpot blog and read our content on storytelling. Improving the quality of your content is always the lowest hanging fruit on your blog. Get at it!

Your video content

Video content is much the same as your blog. While there are other options available, Youtube makes for a great starting point for managing video.

It has all the tools - a creator studio that helps you work with your content, add captions, and overlay links and a creator advertising engine that enables you to make money from commonly streamed content. Oh, and it's the world's most popular video search engine.

The cost of your video content management: $0.

Your social media accounts

If you're budget conscious, you'll want to look after these yourself too. It can be really easy to get tied up in online tools that help you grow your social media presence, but early doors - it's all about you, your story, and your content.

Avoid the tools, focus on you, and spend any available money you have on advertising your content to your target market.

The tool you need to make sure you're sorted out with is Facebook Business Manager. Many businesses run their Facebook pages through the owner or an employee's personal Facebook account, which is definitely not best practice.

Business Manager allows you to use a lot of features that the Facebook personal pages manager tool doesn't give you, such as:

- The ability to manage access to your page for staff and other agencies
- A more powerful advertising engine
- Access to Pixels for retargeting
- More analytics, with a centralised dashboard
- An interface that allows you to respond to and manage customer enquiries, including the ability to delegate them to employees
- It separates your Business Facebook Pages from your personal Facebook account, giving you back a bit of work/life balance

Even better, Facebook have a series of courses called Facebook Blueprint that you can use to upskill yourself in Business Manager. You'll be a business Facebook ninja in no time.

The cost of all of this: $0.

Your content scheduling

Last but not least on the content management front is content scheduling. It's nearly impossible to stick to your content plans if you don't have some sort of help - there's always something more important in the way of you getting your content out on Social Media.

Consistency is one of the secrets to killing it with your Social Media accounts. If you can stick to your guns and post regularly, you can avoid content scheduling tools, but if you're like 95% of us, you'll need some help.

Fortunately, you'll only be managing a small number of social accounts - which gets you in range of the free plans Hootsuite and Buffer offer.

Both offer single user accounts with a maximum of three connected accounts. You'll likely have three of the following:

- Facebook
- Instagram
- LinkedIn Personal Profile
- LinkedIn Business Page
- Twitter

If you're only posting to three of the above, you're golden on the free plans. If you need four, and one of them's Twitter, use Twuffer's 50 tweet a month free plan and run the other three on Hootsuite or Buffer.

If you're posting to all of them, first - well done. That's a lot of content! Second, you're probably in the realm where paying $20 a month for your scheduling tools won't break the bank and will save you a lot of time - so go and get one of the paid plans on Hootsuite or Buffer.

Step One - total costs:

Managing your content is easy, and shouldn't break the bank. This step is going to cost you a big fat $0.

Running total: $0 per month

Step Two: Converting contact

One of the most critical steps in a prospect's journey through your marketing is the **conversion.** You've expended a significant amount of effort, and quite possibly money, to get your prospect to this point.

If there's any stage where it's worth having the right tools in place, it's this one. There are a million tools out there on the internet that help at this stage - and they range from adding no value to adding huge value. They all require some sort of fee or subscription, so accessing all of them adds up pretty quickly.

That's not ideal when our goal is to implement a marketing technology stack for under $100 a month.

We've stripped it back to the bare bones so you're only using the necessities.

Landing Pages

If you're reading this guide, chances are you're trying to convert web traffic into digital leads. If you're running an E-Commerce site and want to convert sales directly, or you're trying to drive people into a bricks and mortar store, you can get away without landing pages.

For everyone else, they're indispensable.

The internet is full of guides focused on building the perfect landing page - the one that converts every lead that crosses its path with a mixture of technical wizardry, customer psychology, and plain old marketing know-how.

These are great and all, but you have to figure out how to build them yourself. For most business owners, the idea of creating a new website page fills them with fear - design costs and development expenses up the wazoo, and a whole heap of interactions with people who don't really get their business or their intention. All of this means you end up with a landing page that's a long way off your original brilliantly conceived idea.

Fortunately, there's a solution, and it's an integral part of your $100 a month Marketing and Sales Tech Stack.

Introducing: Thrive Themes.

At Proposition, we use Thrive Themes tools on many of our client websites - they enable us to build and test our ideas quickly and easily without complex code or implementation that takes days.

Thrive Themes has a whole suite of tools, including:

- **Thrive Architect,** a drag and drop page editor that enables you to build codeless landing pages
- **Thrive Landing Pages,** an extension to Thrive Architect with over 220 fill-in templates that are a great starting point for landing page construction
- **Thrive Optimize,** an A/B testing tool that enables you to run tests from within Wordpress and enhance your conversion rates
- **Thrive Leads,** a drag and drop (notice the trend) Lead Generation form builder that gives you total control over the information you collect and how you do it
- **Thrive Ultimatum,** a countdown timer that you can use to create urgency in your prospects' actions
- **Thrive Ovation,** an easy to use tool that enables you to integrate Facebook reviews, Google reviews and testimonials straight into your landing pages (and gives you confidence that only great reviews will get displayed)

Thrive Themes operates on a membership basis, so while you're a member you have access to every update and new piece of kit they release for free.

There are also a whole host of great integrations you can use with Thrive Themes, so it becomes a seamless part of your marketing tech stack rather than something tacked on the end. These include:

- Mailchimp
- HubSpot Marketing, Sales and CRM
- ActiveCampaign
- ReCaptcha (prevent those pesky spam signups!)

Installing Thrive Themes is as easy as installing any other plugin in Wordpress. Once you've installed the plugins, enter your membership licence key and you're good to go.

Once you've got it installed, you can convert any page you create to a Thrive Landing Page by clicking "Use Thrive Architect" once you've created the page. It's really that easy.

We use Thrive Themes to build new landing pages for campaigns in less than an hour - in fact, the page you downloaded this E-Book from was probably built that quickly. These pages are integrated with the rest of our tech stack, so we don't need to worry about leads getting lost, pesky spreadsheets, or manual tasks.

The best part? The price. Thrive Themes membership is available for single businesses (you can still use it across 25 websites) for the princely sum of $19/month, paid annually.

Note: You'll need to be using Wordpress to use Thrive Themes. If you're using Squarespace or Wix, you can use their inbuilt editors to create a landing page - it may be a little more limited, but you can start to get the results you want.

Marketing Lead Management and Analytics

Once you've got your leads flowing in, the next step is to figure out what to do with them. Modern Digital Marketing is about romancing your prospects - you're not trying to close the deal the first time out.

If you've got a well planned funnel, you'll have lots of different content that adds value to your prospect in different ways. This might be blogs, e-books, white papers, video series, webinars or even interactive quizzes.

A major challenge with this approach is understanding how engaged a prospect is. If you've got someone who downloaded an e-book but never engaged again, chances are they're not a smoking hot lead. If you're able to tell that an email subscriber has been reading articles on your blog every time they get posted, you might just have a big one on the line.

So, how do you tell?

By implementing a quality marketing lead tracking solution. Sounds expensive, right?

Wait until we tell you that the marketing solution we think that every small business should be using is HubSpot Marketing Hub - if you've heard of HubSpot, you're probably thinking that we've got no chance in keeping this under $100 per month, and I'm crazy for writing the last 2,500 words of this guide.

Well, you're wrong.

HubSpot offers two great products in the marketing lead tracking space - Marketing Hub Free and Marketing Hub Starter. They're both available month-to-month (no annual contracts!) and they both have great lead management capabilities. For this guide, we're going to focus on the Marketing Hub Starter, as it removes a couple of key limitations the free version has.

HubSpot is well known for its content management capabilities (we use these, and they're great), but they're bloody expensive, and as we discovered in step one, you can manage your content for free when you're starting out.

Marketing Hub Starter is focused on the analytics and activity side of HubSpot's capabilities - it has the following features:

- **Lead analytics dashboard,** so you can see who's hot (and who's not!)
- **HubSpot's forms -** including embedded website forms, pop-up forms and form tracking (using these enables you to tag every prospect and view their activity on your site)
- **Contact activity -** if someone signs up through a HubSpot form, you'll instantly see their other activity on your website (the free version limits this to the last 7 days, but Marketing Hub Starter gives you unlimited access)
- **Contact management -** you'll get an overview of all of your contacts and where they sit in your funnel
- **Custom form fields -** so you can collect the information you need (not available in the free version)

This is a short but extremely powerful list of features that will completely change the way you engage with prospects. Your marketing will get more efficient, and your conversion rates will improve.

Marketing Hub Starter has a really straightforward setup process too:

- **Get your account set up.** Invite your team and connect your social accounts.
- **Get your analytics set up.** Link your domain, get your tracking codes installed, and integrate Google Analytics. There are some technical pieces here, but the HubSpot knowledge base is comprehensive and helpful
- **Import your contacts.** Load up a CSV file of your existing leads and hey-presto, they're all there.
- **Replace your forms with HubSpot forms.** This will enable you to track your leads with much greater accuracy and give you access to detailed analytics on what content they're looking at.
- **Check your integrations.** As you don't have access to HubSpot's email or content capabilities, you'll need to make sure your email marketing system is integrated. You might also want to link your portal with Zapier.

We've already spent $19 a month in this section, so we need to keep costs tight. HubSpot *Marketing Hub Starter* will set you back $50 a month, with no contract terms.

Retargeting

Many funnels are like colanders. Prospects see a piece of content that they like, engage briefly, and they leak straight out the side without getting very far.

A conversion process without retargeting is like trying to play an entire round of golf with just a driver. It's possible, but it's way less effective than it should be.

What is retargeting?

Retargeting, or remarketing, is a form of digital advertising that keeps your brand and your content in front of your prospects after they leave your website. It uses pieces of code known as "Pixels" to tag each visitor to your site with an anonymous cookie. This will then let your retargeting provider to know when to serve ads and who to serve them to.

It's super effective, because it enables you to serve your ads to already interested prospects - increasing your Return on Investment. Think of it as a bucket under a dripping tap.

You've already set up Facebook Business Manager - which includes Facebook's native retargeting tool, the Facebook Pixel. Facebook have created this useful guide on how to use Facebook Pixels.

Another common method for retargeting is through Google Adwords. Google have their guide here. You may have looked at accommodation on Booking.com and noticed ads appear all over the internet - these are delivered through Google's display network.

The key mistake people make with retargeting is they focus too much on the close - keep working on providing your prospects with value, and they'll convert when they're ready. Use retargeting as a tool to keep you in front of prospects, not desperation-close them.

Retargeting ads are cheap, and effective. The cost of the technology to manage them, however? $0 (as long as you make a small contribution to the advertising revenues of corporate giants!)

Step Two - total costs:

Managing your conversions is where the rubber hits the road for your business' marketing. Invest in this stage, and you'll get paid back in spades. The cost of this step? $69 per month.

Running total: $69 per month

That leaves us with $31 to get through four more steps. It's a tough task, but we can do it. Read on to find out more.

Step Three: Managing your advertising

If you're serious about digital marketing, you're going to need to participate in the digital advertising market. It's dominated by two behemoths, Facebook and Google, who have built two of the largest companies in the world by capturing attention and selling it on to businesses.

Have you ever wondered how Facebook and Google can afford to deliver so many tools that we rely on every day to the consumer for $0? It's all funded by advertising.

Fortunately, this means that their native advertising management platforms are super accessible to all businesses (because that makes you more likely to buy advertising space).

At Proposition, we've found that Facebook Ads Manager and Google AdWords' in-built dashboards provide more than enough tools and utilities for most small businesses. Facebook and Google are better than us at explaining how to use these tools, so we'll keep this section brief.

Facebook Ads Manager

Facebook Ads Manager is the part of Facebook Business Manager that enables you to manage your advertising campaigns. It'll also enable you to:

- Connect your pixels, so you can run retargeting campaigns
- Build custom audiences and save them
- Create lookalike audiences out of email lists or retargeting audiences you have
- Manage your Instagram advertising
- Track your campaigns and measure your results
- Control your spending

Get started with Facebook Advertising by checking out these free courses on Facebook Blueprint.

Bonus: Attention on Facebook is really cheap - a well designed campaign will give you amazing results and a strong Return on Investment. Remember to always keep your ads focused on adding value to prospects, not hard closing them in their newsfeed.

Google AdWords

Google AdWords is the advertising platform responsible for the top search results you see on most Google searches. The AdWords platform also enables you to manage advertising on:

- YouTube
- Google Display Network
- Google Retargeting

AdWords is one of the internet's original ad platforms, but it's evolved steadily into a tool that is designed to enable small business owners to create and run effective campaigns without any other assistance. There's always help available, but if you're committed (and willing to watch a few hours of YouTube videos) you'll be able to make it work yourself.

Bonus: AdWords is at its most effective when your prospects are looking for specific answers to questions, or are already in the consideration stage of the purchase process. A well designed campaign gives you the opportunity to introduce your business to people who are already looking for you, without having to worry about SEO.

Step Three - total costs:

Easy peasy. Two free tools to manage your ads on Facebook and Google. $0 down this step!

Running total: $69 per month

Still got that $31 in the pocket. We're getting closer!

Step Four: Emails and Automations

Ah, email.

The proud old dog of digital marketing, still going strong after all these years.

The way we use email has changed, though. Instead of blasting out a newsletter or sales offer, and watching the leads roll in, as marketers we need to be more precise about how we manage our email marketing.

At Proposition, our focus is on driving increased prospect (and customer) engagement through well-designed sequences that add significant value for prospects and pull them back to our funnel with offers. It's all about telling your prospect your story, and taking them on the journey - not thrusting out your hand with the "Buy Now" sign.

Given we're assembling a tech stack out of tools that aren't all part of the same family, this is the logical time to think about how we start to manage integrating them.

This step covers your email marketing tool, and most importantly, how you automate contact. We'll also look at automating integration, so the entire process runs without you needing to touch it.

MailChimp

Since launching its freemium service in 2009, MailChimp has gone from 85,000 subscribers to sending over 10,000,000,000 (ten billion!) emails a month on behalf of its users.

MailChimp is also the gold standard in small business email marketing. It's intuitive, powerful, and sends beautiful emails. It's our email marketing tool of choice for small businesses. Why? Because it integrates with pretty much everything. They've built hundreds of integrations, and if they don't have the perfect one for you, they have an integration with Zapier (more on this later in this section).

MailChimp's entry level plan gives you 12,000 email sends a month, and 2,000 subscribers. This is generally plenty of capacity for most small businesses.

The features you'll get on MailChimp's entry level plan are:

- Email campaign design and management, so you can create pretty emails
- Reporting and email insights
- Multi-user accounts, so your entire team can work on campaigns.
- **Most importantly:** full access to their powerful automation module, so you can deliver lead nurturing sequences with control and precision

When you're creating your MailChimp account for our marketing and sales tech stack, you'll need to follow this process:

- Create your MailChimp account - obviously!
- Start by setting up a list - enter all the information you've got in the list setup screen. Do a good job of this, as some of this information will be going out on every email you send. Leave the list empty (don't import any contacts). This list is your target for your integration with HubSpot.
- Create a simple email template that fits your brand - don't try and be too designy and creative. The value is in the content, so let it shine through.
- Set up your first automated email - the easiest place to start is with a Thank You email, thanking the prospect for subscribing and pointing them in the direction of some more valuable content.
- Link the automated email to your list, and use "Joins List" as the trigger for starting the automation.

You can repeat this process and build more complicated automations as you start to build your list and discover where you can add value and enhance the process.

By using a custom HubSpot field in each of your forms, you can add subscribers to different groups within your MailChimp list, kicking off different automations based on their engagement with your content (this is a sneaky hack to get around content based triggers from the more expensive versions of HubSpot).

The best part about all of this?
MailChimp's entry level plan is called Forever Free. That means it's free, forever. Zero dinero!

Zapier

Zapier is the plumbing for any growth marketer's tech stack. It's integrated with over 400 Software as a Service platforms, and it's designed to automate pretty much any task between these platforms you can think of.

The one we're really interested in:

Add/Update MailChimp Subscriber *when* ***a New HubSpot Form Submission*** *occurs.*

This is going to enable us to add subscribers to MailChimp when new prospects fill out their first HubSpot form, and update them when they re-engage with our content. If you've got the right groups set up in MailChimp and the right fields in HubSpot, you'll be able to launch new automations based on the type of content your prospects engage with. Cool, huh?

Zapier's plans work with "Zaps" (each automation you have set up is a Zap - for instance, our example above) and "Tasks" (each time a Zap fires, that's one task).

The free plan enables you to have five two-step Zaps, and 100 tasks a month. If you're getting over 100 form fills a month, you'll need to invest in Zapier's $20 per month paid plan, which gives you 1,000 tasks.

If you're getting 100 form fills, you're killing it. We'll assume that you can use Zapier's free plan for the purposes of this guide.

Step Four - total costs:

Once again, we've managed to do it all for $0. Building a Marketing and Sales Tech Stack need not cost the earth!

Running total: $69 per month

With $31 left to spend, we're going to breeze in!

Step Five: Customer Relationship Management

Prospects are worthless without sales. Hint: they're not going to sell your products to themselves.

That's where effective Customer Relationship Management (CRM) comes in. Your CRM is the collector for all your hot, qualified prospects who are ready to become your customers - they just need to be sold.

Many businesses over-engineer the idea of a CRM into an all-seeing all-doing system that does your washing and packs your lunch. At Proposition, we take a different approach - sure, your CRM is an integral tool for your business and one that's well set up makes everything easier - we believe that a CRM implemented quickly is just as valuable as a CRM implemented perfectly.

That's where our tool of choice for a small business' marketing and sales tech stack comes in. It's quick and easy to deploy, manages B2B and B2C selling equally well, and is super intuitive and easy to use. What's more, we use this tool to manage our sales cycle - so we're speaking from experience.

Without further ado, our CRM of choice for your Marketing and Sales Tech Stack is:

HubSpot CRM

We've used HubSpot CRM as our CRM at Proposition for the last 2 years, and we've found that it has been magical for our business.

The day we decided to use HubSpot, we deployed the CRM in about an hour, and were up, running and working on deals that day.

It's got a whole host of features that we rely on daily:

- Email integration, so we can always see a full activity record with a prospect
- Gmail sync, so we can use HubSpot's best features inside our Google Suite environment
- Pipeline management, which gives us complete visibility over every deal we're working on
- Easy to use mobile apps, providing us access to our entire business on the go

However, for this guide, it has two essential features that make it our CRM of choice for the sub-$100 marketing and sales tech stack:

- Tight integration with HubSpot Marketing Starter
- It's FREE!!

The integration with HubSpot Marketing Starter means that your salespeople will have full access to information about every prospect. They'll be able to shape conversations based on how someone has engaged with your content, and immediately focus the discussion on pain points they've identified.

It also means there is no fluffing around with setup - once you've got HubSpot Marketing Starter turned on, HubSpot CRM is ready to go. Easy as.

Here are some valuable things you can do straight away when getting HubSpot CRM set up:

- Install the Gmail extension - this way, you can use Gmail instead of sending emails from HubSpot. You also get the chance to review contact information while you're emailing them, which saves a heap of time.
- Configure your pipeline. HubSpot's existing pipeline is pretty well configured for most B2B services businesses, but if your process is a little different, get it set up. It'll make adopting the system much easier. If you know your percentage chances of closing deals at each stage, you'll get a much better idea of where your pipeline is at.
- Invite your team. Each team member is free, so getting everyone collaborating on the CRM is hugely important to getting the most out of the system.

As always with a CRM, the value doesn't come from setting it up, but from using it. Once you've adopted it, make sure every customer interaction goes in there and every deal is tracked. Before you know it, it'll be an integral part of your business processes.

Step Five - total costs:

Free. Nada. ZERO!!

Running total: $69 per month

One more step to go, I think we've got this comfortably.

Step Six: Analytics

Digital Marketing is really hard without great analytics. Fortunately, we've already got this taken care of for you.

All your analytics needs are taken care of in HubSpot Marketing Starter - if you navigate to the Web Analytics Dashboard, you'll see everything happening on your website. The Marketing and Sales Dashboards will give you a heap of information about these stages of your funnel.

The data that's contained in here will give your business everything it needs for now, but eventually you'll need to look at a gruntier Analytics solution.

Make sure you've got Google Analytics installed on your website, and you've got your dashboard set up properly. Get some goals organised - this helps you know what you've converted and when.

Whilst Google Analytics might seem like a lot of information now, the data it gathers will enable you to make great decisions in the future. The more accurate data, the better.
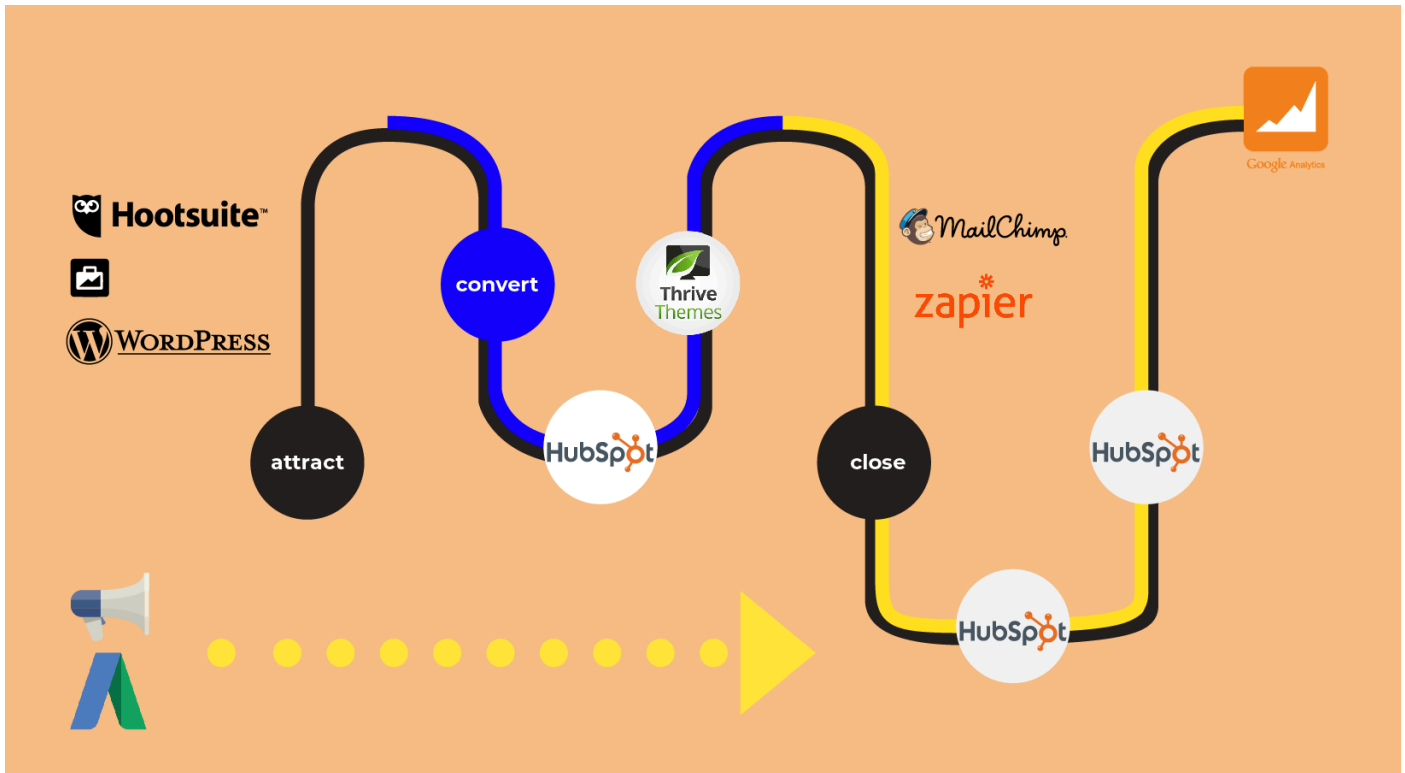
Step Six - total costs:

No new toys = no new money.

Running total: $69 per month

We've wrapped it up with $31 left to spend - how good!

Introducing Your Marketing and Sales Tech Stack:

Thanks for joining us on the journey to create a SME focused Marketing and Sales Tech Stack for under $100 a month of software costs. We've finally arrived, and your Tech Stack looks like:

You will be able to implement all of this yourself, using the knowledge bases that each tool has. Head to YouTube or Google if you have any questions, or pick up the phone and give us a call. We're happy to help.

Your final costs:

Thrive Themes: $19 per month

HubSpot Marketing Starter: $50 per month

Grand total: $69 per month