

HOW TO USE THIS ONE SHEETER

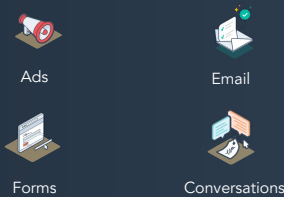
Purpose: This one sheeter is meant to equip you with the simple value props and upgraded tools/features we have for each tier of the Marketing Hub. The One Sheeter has three levels.

1. Tools Unlocked - At a very high level, what are the major tools that a customer would unlock by upgrading from one tier to another
 - a. Example: Upgrade to Marketing Hub Professional for access to Workflows
2. Limits and features - what small features are unlocked, or limits expanded upon upgrading
 - a. Example: Upgrade to Marketing Hub Professional for access to A/B testing
3. Value Props - what are the core reasons why a business would need to purchase one tier vs a different tier
 - a. Example: If you're looking to automate and personalize your marketing, you need the features in Marketing Hub Professional.

MARKETING HUB UPGRADES

Free Marketing Tools in HubSpot CRM

Tools Unlocked



Limits

- ★ 2000 Email sends / month
- ★ HubSpot Branding on forms, email, & chat
- ★ 2 Ad accounts | \$1K ad spend / month
- ★ One team inbox in conversations
- ★ First 7 days web activity on contact timeline

Value Props

All the tools you need to generate leads and nurture them into loyal customers

[Tiered breakdown of free marketing tools in HubSpot CRM](#)

Marketing Hub Starter

Tools Unlocked

No new Marketing tools unlocked

Expanded Limits/features

- ★ Email sends that scale with number of contacts
- ★ Up to 3 Kickback emails on forms & pop-ups
- ★ Remove HubSpot branding across forms & email
- ★ Advanced website audiences and contact list audiences for ads retargeting
- ★ Full insight into contact timeline

Value Props

- ★ Light marketing automation
- ★ Take full ownership of your brand
- ★ Full insight into your contact's buying journey
- ★ Access to our support team (chat and email)

Marketing Hub Professional

Tools Unlocked



Expanded Limits/features

- ★ Ads ROI & attribution reporting
- ★ Unlimited ad accounts | \$10K ad spend/month | 5 contact list audiences
- ★ Multiple conversations inboxes
- ★ Custom lead scoring
- ★ A/B testing & smart content
- ★ Campaign & Attribution Reporting
- ★ SFDC Integration & API Access

Value Props

- ★ Automate & personalize all your marketing
- ★ Get found online
- ★ Optimize conversion rates
- ★ Measure revenue

Marketing Hub Enterprise

Tools Unlocked



Expanded Limits/features

- ★ Email send frequency caps
- ★ \$30K ad spend | 15 contact list audiences
- ★ Enhanced user permissions
- ★ Multiple attribution models
- ★ Analytics filters
- ★ Calculated properties
- ★ Additional domains (add-on)

Value Props

- ★ Analyze & report with full control
- ★ Extend your platform with programmable features
- ★ Manage your teams and brands