



More Value, New Prices

for Sales Hub Professional &
Marketing Hub Starter

With customer expectations at an all-time high, it's important our products continue to improve so they work harder for you.

Coming soon, we'll be adding **even more features and functionality** to Sales Hub Professional and Marketing Hub Starter, *at a new price.*



Planned Sales Hub Professional Updates Include:

- **Buy-now Button:** Create a call-to-action that directly connects a product in your product catalogue to an online purchase in Stripe. *(in beta soon)*
- **eSignature:** Get digital signatures for quotes. No more printing and sending hard copies. *(live 11/1)*
- **Calculated Properties:** Create fields that roll up data from other fields. (e.g. calculating a sales commission based on a percentage of revenue stored on deal). *(live 11/1)*

As of November 1, 2019, the price for Sales Hub Professional will be \$500/month with 5 paid users included, and \$100/month for each additional paid user. Some features listed above will be rolled out over time.



Positioning Sales Hub Professional Changes:

1. HubSpot is continuing to invest in Sales Hub Professional in big ways. Since it was first introduced at \$400 two years ago, Sales Hub Professional has already gained features like Teams, Multiple Currencies, Multiple Pipelines, Snippets, Required Fields, automation improvements, Products, Quotes, Rules-based Scoring, and dozens of smaller enhancements. And in the coming months, Sales Hub Professional is going to get even better as we add in improvements to Sequences, and bring in features like eSignature and Calculated Properties.
2. Sales Hub Professional remains an excellent value. With CRM, a growing suite of sales acceleration tools, CPQ, and new features that actually help you close a sale like the buy-now button and E-Signature, Sales Hub Professional is becoming a complete set of tools to help you run a frictionless end-to-end sales process. If you were to compare the total cost of ownership of Sales Hub Professional vs. building your own stack from a series of point solutions, you'd quickly find that Sales Hub Professional is still an excellent value.



How Does This Help Me Sell More Sales Professional?

1. These pricing changes (and a very compelling promotion for Sales Starter customers) create a big opportunity for HubSpot Partners to provide additional value (features being added to Professional) to prospects/clients who buy before the increase.
2. These feature additions provide Sales Professional customers more value by giving them features that are highly used and previously held to the Enterprise level.
3. To help upgrade Sales Hub Starter customers to Sales Hub Professional at the locked in price prior to the changes, HubSpot has some incentives to help you. Reach out to your Channel Account Manager for more information.



How to Communicate Changes to New Sales Hub Customers

1. **Who this applies to:** Anyone new to Sales Hub (free users, prospects, customers of other hubs.)
2. **The opportunity:** Prospects who are new to HubSpot and existing customers who are adding Sales Hub for the first time (cross-sell) should have an incentive to buy before the price goes up on November 1st.
3. **Starting soundbite:** “Because the price of Sales Professional is going up on November 1st, this is a great time to get in. If you buy before then, the cost of your subscription including any seats you’ve added up until that point will be locked in at the current lower price.”
4. **Features to lean in on:** In this scenario, make full use of the features of Professional, tailoring what you highlight to your prospect’s needs.



How to Communicate Changes to Sales Starter Customers

1. **Who this applies to:** Existing Sales Hub Starter customers/users.
2. **The opportunity:** On 10/1, HubSpot will start promoting a special opportunity for current Starter customers to get 30% off the current (\$400) price of Professional before 11/1. They will see this in app. For additional incentives, reach out to your Channel Account Manager.
3. **Starting soundbite:** “You may have heard us announce that the price of Professional is going up soon, but you can still buy Professional now at the lower price before 11/1. For Starter customers, we actually have a special offer - you can upgrade now for 30% off the current price. That’s [\$xx], when the price is about to go up to \$500! You’ll have 5 seats for your team to grow into, and you can lock in more seats at the discounted rate if you want to.”



Planned **Marketing Hub Starter** Updates Include:

- **Landing Pages:** a brand new drag-and-drop editor to create beautiful, optimized landing pages -- without needing to learn HTML, CSS or Javascript. *(in beta at INBOUND)*
- **Form follow-up emails:** Send up to three automated emails after form submissions to start nurturing and converting leads. *(live at INBOUND)*

As of November 1, 2019, the price for Marketing Hub Starter will be \$50/month with 1,000 contacts included. Additional 1,000 contacts starts at \$50/month. Some features listed above will be rolled out over time.



Planned Marketing Hub Starter Features:

	Starter	Professional
Removed branding	✓	✓
Custom Domain	✓	✓
Modules	Simple	Custom
Reporting	Simple	Custom
Themes	Simple	Custom
SSL	✓	✓
SEO		✓
A/B testing/MAB		✓
Multi-language		✓
Smart Content		✓
Team Permissions		

Key *(still being finalized prior to 11/1)*

Simple:

Modules - default modules (like rich text, header, spacing, etc.)

Reporting - same Starter level reporting that exists today (Website analytics)

Themes (still in dev) - smaller set of locked down templates due to the lack of design capabilities

Custom:

Modules - gain access to the full Design Manager

Reporting - All Pro level reporting (Custom, Traffic Analytics, embedded LP reports, etc)

Themes (still in dev) - no locked capabilities



Planned Marketing Hub Starter Contact Pricing:

Today		
Min Contacts	Max Contacts	Price Per 1K Contacts
0	1,000	Included
2,000	10,000	\$20
11,000	20,000	\$10
21,000	50,000	\$8
51,000+		\$6

Post 11/1		
Min Contacts	Max Contacts	Price Per 1K Contacts
0	1,000	Included
2,000	3,000	\$50
4,000	5,000	\$45
6,000	7,000	\$40
8,000	9,000	\$35
10,000+		\$30

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Positioning Marketing Hub Starter Changes:

1. We're bringing landing pages and kick back emails to Marketing Hub Starter as a way to brand it as *the* tool set for small businesses. The more complete toolset is a signal to our prospects and the market that we're the best choice for SMBs.
2. With the new value that we're bringing to Marketing Hub Starter comes new pricing. Our legacy policy ensures that customers will keep the existing pricing and scale for their current contacts. It also gives them opportunity to purchase additional contacts ahead of their contact growth and the price change.



How Does This Help Me Sell More Marketing Hub Starter?

1. We're adding even more value in Starter to disrupt the marketing software space and create even more customers success with HubSpot and primed for Pro and Enterprise upgrades. Customers will now be able to see the magic of having a landing page that sends leads to a crm, bulk emailing those leads, and targeting them with Ads all from one system. Someone who is using all three is a very strong candidate for upgrade.
2. Once Marketing Hub Starter customers have landing pages and kickback emails they can create a full conversion path. We can support them in creating a simple end-to-end marketing campaign. With Landing Pages in Starter, it becomes an incredibly sticky tools for customers. There will be a natural path to upgrade when customers look for automation and segmentation based on user behavior.
3. In October, HubSpot will be releasing an updated Academy lesson on Marketing Hub Starter for small businesses on the inbound marketing fundamentals and how to use the new landing pages in combination with other tools to create a marketing campaign.



Legacy Customers

Customers who purchased Marketing Hub Starter or Sales Hub Professional prior to November 1, 2019 will be given access to the new features as they are made available -- without seeing a change in price.

Our legacy policy ensures that customers will keep the existing pricing and scale for their current contacts. It also gives them opportunity to purchase additional contacts ahead of their contact growth and the price change.

Want to learn more about HubSpot's Legacy Promise? Head to our Legacy Promise page for more information: <https://www.hubspot.com/inbound19-pricing-faq>

