

INTEGRATED SALES & MARKETING SERVICES

HubSpot Agency Partner Example



Execution Timeline

Based on our understanding of the [CLIENT'S] company hurdles, we believe that within 12 months, FullFunnel will be able to build [CLIENT'S] demand generation program, increase qualified deal flow, and ultimately drive more revenue for the company. During this time, FullFunnel will test the assumptions outlined in this document above and implement fully-scaled inbound marketing and pipeline contribution programs for [CLIENT].

Days 1 – 30: Demand Generation Program Development

- **Marketing Program Installed and Set-Up**
 - Buyer Personas created
 - Target markets solidified
 - Theme migration completed (ensures Landing Pages are identical to site pages)
 - Subdomains set up (one for Landing Pages and one for the blog)
 - Social accounts connected and prioritization of social engagement determined
 - Field customizations for CRM/MAP
 - Blog and templates created

- **CRM, Sales and Prospecting Program Set-Up**
 - Build [CLIENT'S] HubSpot CRM Instance
 - Initial persona email templates (5-7 per persona) created and approved by [CLIENT]

- **Web Optimization**
 - Defined buyer journey created and delivered
 - Create and establish overall brand messaging and content to align with all digital Properties
 - Creation of additional landing pages based on defined buyer journey and segmentation of intended direct markets.

- **Paid Digital**
 - Evaluate paid acquisition opportunities across platforms
 - Create proposal, budget, and strategy for [CLIENT] review
- **Social Media**
 - Strategy development and management of all social media channels
 - Content creation
 - Publishing
 - Monitoring
 - Social selling
 - Execution of targeted promoted social posts and campaigns
- **Inbound Marketing**
 - Draft content maps for personas created and delivered
 - Draft of Content Marketing Strategy and Schedule delivered
 - Blogging
 - Gated Content (eBook, Guides, etc)
 - Multi-channel distribution
 - Long Form Content - Case Studies, Whitepapers, and Infographics

Days 31 – 60: Deployment of Strategies

- **Start building out Marketing Automation Programs**
 - Lead Nurturing
 - Engagement Scoring
 - Customer Marketing
 - Re-engagement marketing for past and present customers
 - Customer engagement scoring into automation workflows
 - Begin distributing content based on agreed upon content marketing plan
- **Lead Nurturing Workflows**
 - Create and manage paid digital campaigns (i.e. social and search)
 - Set a review meeting for day 60 to evaluate persona data and prospecting next steps.
- **Begin targeted prospecting outreach to buyer personas as outlined under Buyer Personas**
 - Sales Outreach Program
 - Develop qualified call lists based on engagement from email outreach
 - 300 new prospects per week into the funnel
 - Weekly Sales Reporting Capacity
 - Email Templates for Prospecting and Responses
 - Script developed and available for phone leads
 - Work leads and prospects in the funnel, and begin booking demo calls

- **Key Metric and KPI Development**
 - Goal setting and benchmarking
 - Routine reporting and tracking

Day 61-180: Optimize and Further Develop Programs

- **Refinement and repetition of persona-based sales and marketing efforts based on review meeting**
 - Analyze paid marketing performance and adjust recommended ad budget to amplify results
 - Continued sales prospecting and pipeline development
 - Concurrent management and publishing of content and social posts
- **Further development of Marketing Automation Programs**
- **Customer Marketing**
 - Addition and/or subtraction of buyer personas based on response and engagement data
 - Potential expansion of sales efforts and marketing resources to amplify volume
 - Begin social selling strategies based on workflows and MQL engagement scoring

DRAFT PROPOSAL & PRICING

<u>Item</u>	<u>Price</u>	<u>Unit</u>
Monthly Sales and Marketing Services	\$10-20K*	Per Month
Success Fee	8%**	Per Purchase

*This is not the exact way in which Full Funnel presents price (as a range); HubSpot has modified this to provide a range

**Success fee will apply to the initial twelve months of tenure. After the twelfth month, the account will no longer be commissionable to FullFunnel.

Assumptions and Exclusions

- CLIENT will sign off on all implementation items prior to beginning the implementation phases.
- CLIENT will sign off on any alterations to marketing or sales platforms.
- FullFunnel does not guarantee the [CLIENT] revenue through the duration of this project.
- CLIENT is responsible for any costs associated with subscription services and platforms.
- CLIENT is responsible for any costs associated with paid media or paid promotion.