

HUBSPOT IS POWERFUL BUT WITHOUT THE PROPER SUPPORT, YOU MAY NOT GET THE RESULTS YOU EXPECT

**THE NO 1 HUBSPOT GROWTH
PARTNERS FOR WALES**



REAL INBOUND PRICING GUIDE

Welcome to our Services Price Guide. Here you will find a comprehensive list of the services we offer, along with their corresponding prices. We understand that transparency and clear communication are crucial in building a trusting relationship with our clients. That's why we want to provide you with a clear breakdown of our services and the costs associated with them.

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Whether you're looking for help with onboarding, implementation, training, web development or ongoing support, we've got you covered. Our team of experienced HubSpot experts is dedicated to helping you achieve your goals and get the most out of your investment. So, take a look at our Services Price Guide and see how we can help you succeed with HubSpot.

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OUR APPROACH TO PRICING



Each business we talk to has unique requirements, so we take a flexible approach to pricing, designed to provide the best-fit of our services and skills to meet your individual requirements and goals.

In this pricing guide, you'll see how much our services typically cost - including everything from pre-packaged services to more personalised bundles. No matter your requirements, we have a package for you.

OUR SERVICES

Fast track your results by benefiting from our experience, avoid the pitfalls and smash your goals sooner.

We make data-driven marketing, sales, strategy, vision and technology all work in harmony for maximum effect.

Proven Platinum HubSpot Partner

Real Inbound is one of the select few Platinum HubSpot Agencies. This accolade denotes HubSpot's recognition of our exceptional grasp of the HubSpot platform and our proficiency in delivering optimal solutions to our valued clients.

We recommend Real Inbound as often as we can and are proud of the growing relationship we have developed and hope to do so for many years to come.

Working with the real Inbound team and HubSpot as a CRM System is not a cost. It is an investment.

Jamie McAnsh | Director
See no bounds



1 HUBSPOT ONBOARDING



HubSpot onboarding is the process of setting up and configuring HubSpot's suite of tools to fit the specific needs of your business. The goal of onboarding is to get a business up and running on HubSpot as quickly and effectively as possible.

The onboarding process typically involves three phases: discovery, implementation and adoption training



1.1 Discovery (Info gathering):

Our HubSpot onboarding team will get to know your business, its goals, and its pain points. This includes understanding your current marketing and sales processes, identifying areas for improvement, and setting benchmarks for success.



1.2 Implementation (Set-Up):

Once the discovery phase is complete, our team will begin the implementation process. This includes setting up your HubSpot account, integrating it with any necessary tools, and configuring the platform to fit your specific needs.



1.3 Adoption Training

During this phase, our onboarding team will train you and your team on how to use the HubSpot platform, including best practices for marketing, sales, and service. This includes setting up your pipelines, creating your first campaigns, and learning how to track and analyse your performance.

The specific details and timeline of each phase may vary depending on the size and complexity of your business, as well as your specific goals for using the platform. Overall, the HubSpot onboarding process is designed to ensure that you and your team are fully equipped to take advantage of all the features and benefits that the platform has to offer.



1.1 DISCOVERY

(INFO GATHERING)

The Discovery phase is an important part of the HubSpot onboarding process. During this phase, our onboarding team will work closely with you to understand your business and its unique needs. This involves gaining a comprehensive understanding of your current marketing and sales processes, as well as identifying any areas for improvement.

The following steps may vary depending on the specific needs and goals of your business, but they provide a general framework for what to expect during the discovery phase of HubSpot onboarding.

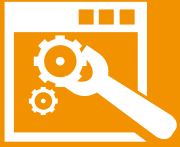
Initial Meeting: Our onboarding team will schedule an initial meeting with your team to introduce themselves and get an understanding of your business.

Goal Setting: Our team will then work with you to set SMART goals that align with your business objectives, taking into account your existing marketing and sales strategies.

Analytics and Reporting: Our onboarding team will also set up analytics and reporting tools to track your progress towards your goals, so you can measure the success of your HubSpot implementation.

Audit Existing Content: Our team will also audit your existing content to determine what needs to be updated, repurposed or created to align with the new strategy.

Create Action Plan: Finally, our onboarding team will create an action plan outlining the next steps and deliverables for the implementation process.



1.2 IMPLEMENTATION

(SET-UP)

Implementation is the phase where the actual work of setting up your HubSpot account takes place. During this phase, our HubSpot onboarding team will work closely with you to configure the platform to meet your specific needs. The first step is to set up your account and integrate it with any necessary tools, such as your CRM or email marketing software.

Here are some steps of the implementation phase in HubSpot onboarding which can vary depending on your business needs and level of platform:

Account setup: Help you set up your HubSpot account by creating user login credentials and setting up your company information and preferences.

Platform configuration: Configuration of the platform to meet your specific needs, including setting up contact properties, pipelines, and deal stages.

Data migration: If you are moving from another platform, Our team will help you migrate your data to HubSpot.

Integration with other tools: If you use other tools in your sales and marketing stack, our team will help you integrate them with HubSpot for a seamless workflow.

Customisation of templates and modules: Our onboarding team will customise templates and modules within HubSpot to match your branding and messaging, ensuring a consistent look and feel across all marketing assets.

Working with Real Inbound has confirmed to me that HubSpot was the right tool for our business. Our migration and implementation were very smooth, but more importantly Real Inbound has helped enormously in our Sales Team buy-in of HubSpot and the methods it delivers. **Steve N | Sales Director Chronos technology**





1.3 ADOPTION TRAINING

During this phase, our onboarding team will work with you to ensure that you have a complete understanding of how to use the HubSpot platform effectively. Our team will guide you through the various features of the platform, including marketing, sales, and service tools, to ensure that you are fully equipped to leverage them to achieve your business goals.

Here are some steps of the onboarding training phase which can vary depending on your business needs and level of platform:

User training: Training sessions to ensure that you and your team are proficient in using HubSpot's tools and features.

Pipeline setup: Assistance setting up your sales, marketing, and service pipelines, ensuring they are customised to your specific business needs.

Campaign creation: Our team will work with you to create your first campaigns, including email marketing, social media, and content creation.

Performance tracking: How to use HubSpot's reporting and analytics tools to track your campaign performance and identify areas for improvement.

Workflow setup: Help with creation of automated workflows to streamline your processes, making your team more efficient and productive.

We recently engaged Realinbound to help us set up our new CRM. After an initial phone conversation and a couple of hours training we were up and running confidently utilising many of the features HubSpot offers.

Guy W | Advanced Clinical Solutions Ltd



HUBSPOT ONBOARDING PRICES (ALL THREE PHASES)

	Free	Starter	Pro	Enterprise
Marketing Hub	£750	£1,200	£6,000	£18,000
Sales Hub	£750	£1,200	£3,750	£14,250
Service Hub	£750	£1,200	£3,750	£13,500
CRM Suite	£1,500	£2,400	£13,500	£45,750

1.4 ENTERPRISE DISCOVERY

HubSpot Enterprise Onboarding Discover phase is a more highly detailed stage of the onboarding process where our HubSpot onboarding specialists work with your team to understand your business goals, existing processes, and pain points. The Discover phase aims to provide a deep understanding of your business and identify areas where the HubSpot platform can add value.

It involves gather information about the business, your target audience, and sales and marketing goals. The outcome of the Discover phase is a plan that outlines your requirements, goals, and timeline for the implementation phase.

from
£1,000

2 HUBSPOT PLATFORM SERVICES

(IMPLEMENTATIONS)



Our HubSpot platform services refer to the process of setting up and configuring HubSpot's marketing, sales, and service software to meet the specific needs of your business. These services include some of the following:

2.1 Data migration

Don't let the hassle of data migration hold you back

Are you currently using a different CRM, email marketing, or marketing automation platform and want to make the switch to HubSpot?



Our expert team has years of experience in data migration and will ensure a smooth and efficient transition to your new system. We understand the importance of data accuracy and will ensure that your data is transferred securely and without any loss.

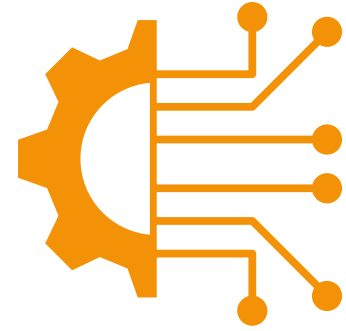
Whether you're a small business or a large enterprise, our data migration service can help you save time, minimise disruption, and make the most out of your HubSpot investment.

**Seamless Data-sync or
Data Imports into HubSpot**

from
£500 – £5,000

2.2 Integrations

Unlock the full potential of your business by integrating HubSpot with other tools



Are you looking to streamline your sales, marketing, and customer service operations?

Our HubSpot integrations service can help you achieve all these goals and more. By seamlessly integrating your HubSpot software with other tools and platforms, we can help you create a centralised hub for all your business activities.

From social media to email marketing to analytics, our integrations service will help you maximise the value of your HubSpot investment and take your business to the next level.

Seamless Data-sync or Data Imports into HubSpot

from
£500 – £5,000

2.3 Platform Audit

Designed to identify areas of improvement and opportunities for growth, and get the most out of your investment in HubSpot



Whether you are just getting started with HubSpot or have been using it for a while get more value from the platform and achieve your business goals.

- Are you achieving the expected ROI ?
- Are your automated workflows functioning properly?
- Is your data reliable and accurate?
- Are your sales and marketing teams aligned?
- Are you finding it difficult to convert visitors into leads?
- Are your sales tools being utilised effectively?

Let's make sure you're getting the most from HubSpot

from
£1,500

3 HUBSPOT ON-GOING SUPPORT

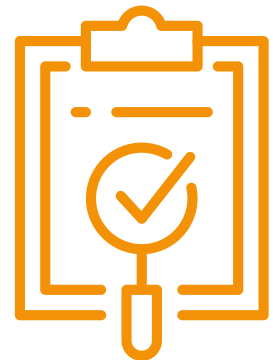


(POST IMPLEMENTATIONS)

The on-going support phase may involve regular check-ins to discuss your progress, address any issues that have arisen, and offer recommendations for improvement. Our team can also provide additional training as needed and help you implement new features and functionality that become available over time.

3.1 Service Reviews

Are you looking for a way to continually improve your HubSpot service and ensure maximum customer satisfaction?



We understand the importance of delivering a high-quality service to maintain customer loyalty and satisfaction, and our Service Reviews and Continuous Improvement Pipelines are designed to help you achieve just that.

Don't settle for mediocrity

from
£750 per day

Brilliant Service - Tony has been very helpful with our HubSpot onboarding and training, especially as we have had a big list of contacts and a lot of history activity to be uploaded. He was very patient, provided training videos when needed, trained our sales team on how to use HubSpot. **Alexandra Grozea - Digital Marketing Manager**



3.2 HubSpot Support

Are you tired of dealing with HubSpot software issues alone? Let us lend a hand!



While HubSpot offers its own 24-hour chat, phone, and email-based support, our expert team provides the additional assistance you need to keep your system running smoothly and achieving maximum results.

HubSpot Implementation Tasks

Whether you require bug fixes, snagging, or other iteration work, we're here to provide ongoing support that will help you achieve your growth goals.

Monthly Review

We also meet on a review call every month, so you can get the personalised attention you need to achieve your goals.

Digital Adoption Help Cards

Your CRM is the most expensive (and important) tool in your tech stack. Don't leave adoption to chance. Get access to digital help cards providing an instant view of processes, training, and guidance right inside your HubSpot so that you'll know your team is:

- **Self-Sufficient:** Can answer questions in the moment they have them
- **Standardised:** Following the same process
- **Connected:** Shares the same sales & marketing definitions across the entire team
- **Trained:** Knows your company's process and the tools you leverage.

YOUR CRM Rules

Make productivity in HubSpot your competitive advantage. We work with you to:

- Embed the most important organisation documentation directly into the CRM
- Find rules, guidelines and other company assets without leaving your CRM
- Answer questions your reps ask when and where they work

Say goodbye to software frustrations and hello to streamlined success with our HubSpot support services.

Achieve your business objectives

from
£500 per mth

3.3 HubSpot Development

Discover the power of streamlined HubSpot platform development with our ongoing support service!

As part of our comprehensive package, we offer a unique Wishlist feature that helps you organise all your desired projects into a straightforward, budget-friendly roadmap for the next 12 or 24 months.

From 10 hours of dedicated support each month, our team of experts will help turn your vision into a reality. Say goodbye to overwhelming and hello to a more efficient and effective approach to HubSpot development

Let us help you take your business to the next level

from
£1,500 per mth

3.4 Revenue Operations

Squeeze Every Drop of Value from HubSpot – Our team of experts is dedicated to helping our clients streamline their processes, increase efficiency, and maximise profitability.

We address issues such as:

- 1 Sales Enablement
- 2 Marketing Automation
- 3 Customer Service Optimisation
- 4 Data Analysis
- 5 HubSpot Implementation

from
£3,000 per mth

Our team endeavors to comprehend your existing situation, envisage your desired outcome, and formulate a plan to facilitate your journey towards achieving it.

Moreover, we collaborate with you to ensure that you remain on track and possess the flexibility to make necessary adjustments whenever required.

4 ON-GOING TRAINING



Are you tired of struggling to make the most of HubSpot's features? Do you want to unlock the full potential of this powerful platform to skyrocket your business growth? Look no further! Our HubSpot training program is just what you need to become a HubSpot pro in no time.

4.1 HubSpot Training



Setting up your software is one thing. The far more important step is to make sure your users adopt the software, and indeed utilise it going forward. This is the stage at which most implementations that fail, will fail.

Our comprehensive training is designed to equip you with the skills and knowledge needed to harness the full power of HubSpot. With our training, you'll learn how to create effective marketing campaigns, track your progress, and analyse your data to make informed decisions that drive results.

Whether you're a seasoned marketer or just getting started, our HubSpot training is perfect for anyone looking to take their skills to the next level.

Don't let HubSpot's complex features hold you back any longer. Sign up for our training program today and start unlocking the full potential of this powerful platform!

Stay ahead of the curve and achieve your growth goals

from
£500 per mth

4.2 Sales, Customer Service, and Marketing Training Services



We understand that using HubSpot effectively requires more than just software knowledge - it also requires expertise in sales, customer service, and marketing.

That's why we offer a range of training services to help you and your team build the skills and knowledge you need to succeed.

Sales Training

To help you develop effective sales strategies using HubSpot

Customer Service

Teams Training to help you deliver exceptional customer service and improve customer satisfaction

Marketing Training

To help you optimise your marketing campaigns and drive better results.

Don't let a lack of expertise hold you back from success with HubSpot. Sign up for our training services today and start building the skills and knowledge you need to succeed!

Unlock your teams full potential and achieve your growth goals

from
POA

Real Inbound introduced HubSpot which has enabled us to streamline our processes and save HOURS a week of administration through their cleverly designed workflows, bespoke forms we now manage clients from their first website visit and enquiry until they have joined our network of clients officially. It's change the way we manage clients, transfer documents and understand our clients - its game changing for us and a dream for the team to use, banishing much of the administration, and without the guide and expertise of Real Inbound on this it wouldn't be possible.



Dominic M - Marketing Director

5 HUBSPOT WEB SERVICES



Our team of experienced developers and designers work closely with you to create customised and scalable websites that align with your goals and objectives.

Our HubSpot web development services include:

Discovery: During this phase, we get to know your business, its goals, and its pain points. We work with you to identify your target audience, understand your current website, and set benchmarks for success.

Design and development: Our team will create a customised website that aligns with your branding, messaging, and user experience. We follow a growth-driven design approach to ensure that your website evolves with your business and meets the needs of your audience.

Testing and launch: Before we launch your new website, we conduct thorough testing to ensure that everything is working properly.

On-going support: After your website is launched, we continue to provide ongoing support to ensure that it is up to date, secure, and running smoothly.



We decided to work with Real Inbound on our new website development and are looking forward to working with them in other areas regarding sales and marketing philosophy due to their reputation and HubSpot expertise.

We worked with several of the team at Real Inbound, but Mark, co-founder and web developer was a constant companion through the migration and development of our new site right through to its recent launch.

We are already into the next phase of that development and are looking forward to exploring the other marketing automation tools centred on the HubSpot CRM in the future.

**Richard Miles | Marketing Director
Swansea Building Society**



90 DAY MARKETING MACHINE WEBSITE PRICING



We specialise in building growth-driven websites with integrated marketing. Using data, your business priorities and best practice UX, we'll create a brand new website that doesn't just look great, but generates results.

Each of our website packages are designed to get a launchpad website up and running in 90 days, so that you can start seeing ROI immediately.

Our website packages come in three levels: fast, faster, fastest.

Fast

£1500/mth
Total £4500

Strategy, Consultancy & Management

Core Design – wireframes, designed and built, menus mapped

5 Main pages built and uploaded, tested and launched

4 Existing pages edited for SEO

All pages technically optimised for SEO and lead Conversion

1 Blog Outreach Link Building

Entry Conversion Track

Entry Nurturing Track

Faster

£2500/mth
Total £7500

Strategy, Consultancy & Management

Core Design – wireframes, designed and built, menus mapped

10 Main pages built and uploaded, tested and launched

8 Existing pages edited for SEO

All pages technically optimised for SEO and lead Conversion

2 Blog Outreach Link Building

Pro Conversion Track

Pro Nurturing Track

Fastest

£4500/mth
Total £13500

Strategy, Consultancy & Management

Core Design – wireframes, designed and built, menus mapped

15 Main pages built and uploaded, tested and launched

14 Existing pages edited for SEO

All pages technically optimised for SEO and lead Conversion

3 Blog Outreach Link Building

XL Conversion Track

XL Nurturing Track

All packages require marketing automation software, which may incur additional fees. Each of our marketing machine websites are developed over 3 months.

NOT INTO GROWTH DRIVEN DESIGN?



We can also offer you a more traditional style website package

For instance, we can build a website with 10 core SEO service website pages including research, specification, content-mapping, wireframe, design of home, about, contact, team and blog listing pages, upload and test ready to go live priced from **£2500**

If this approach sounds more like what your business needs – get in touch and we can discuss your objectives for your website and marketing

WANT TO TALK ABOUT WHICH OF OUR SERVICES IS RIGHT FOR YOU?

Chat to one of our inbound marketing specialists today to see which package meets your business needs

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