



Making the Switch: Salesforce to HubSpot



HubSpot is a cloud-based customer relationship management (CRM) platform that helps businesses grow better with sales, service, marketing, and content management software.

HubSpot has many 'Hubs' that house many specialist functions for Marketing, Services, and most notably, Sales. It includes custom objects, sales engagement software, CPQ tools, conversation intelligence, and powerful sales analytics to help teams work more efficiently, save time, and grow revenue. HubSpot's CRM platform is easy to adopt, helps you easily align your teams, and makes it easy to adapt to any business challenge.

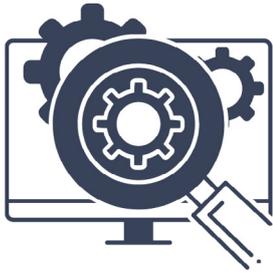


Salesforce is a cloud-based customer relationship management (CRM) platform with applications for sales, service, marketing and more that help bring customers and companies together.

Salesforce was built together through acquisitions, which means the experience and connections can vary depending on the products you're using. Because of that, Salesforce may present a steeper learning curve and require more admin resources or budgets to get systems working together.

Functionality

Both HubSpot and Salesforce offer various functions that provide effective sales and CRM support for your businesses.



HubSpot CRM combines consumer-grade user experience with enterprise power. Sales Hub delivers on contact management, sales analytics, sales automation, pipeline management, and much more. Sales Hub products are trusted by thousands of growing mid-market B2B companies, enterprise brands, and high-growth unicorns to scale with them as they grow.

Salesforce offers endless customisation for businesses with enough admins and developers to set up complex processes. They include top-of-the-line contact management, dashboards, analytics, pipeline management, sales automation, forecasting, and much more. You'll get a wide range of powerful products for businesses of all sizes.

Pricing

With many organisations considering cost as one of their main concerns when switching between CRM software, this is a key part to evaluate.



HubSpot includes all the features you need in its advertised price, and you only pay for additional revenue-generating sales seats.

Free seats are available for team members who need visibility into the business, such as reporting, without any of the day-to-day functionality of sales tools.

Salesforce charges every user and requires paid add-ons for essential features. Aligning your marketing and sales teams, giving executives visibility into reporting, or even letting your reps operate in a shared inbox will cost extra.

Pricing Guide

HUBSPOT SALES HUB ENTERPRISE PRICING

SALESFORCE SALES CLOUD ENTERPRISE PRICING

LIST PRICE

£4,350/mo for 50 paid users

£5,440 for 50 users

LICENSING COSTS

Pay 87/mo for each additional paid user

Pay £18 – £110 per additional user depending on package

IMPLEMENTATION

Flat rate of £2,175 for Enterprise onboarding

Salesforce offers a 'Jump-Start' implementation for £3,626

PLATFORM MAINTENANCE

Enjoy a seamless platform built on one code base

Set-up and maintain connectors for multi-cloud intergrations. 20 work hours to configure, with regular updates (£3,626)

OUTBOUND CALLING SOFTWARE

Included in all plans. Calling limits apply (2,000 minutes per user/mo for Enterprise); not available in all countries

Calling and Logging £30/user/mo (for 1,000 minutes)

SALES ENGAGEMENT SOFTWARE

Included with Enterprise:

- Team email
- Conversations inbox
- HubSpot video
- Email sequences
- Tasks & calling queues
- Playbooks
- Documents & templates
- Meetings
- Mobile app & more

Salesforce Engage (£35/user/mo), and High Velocity Sales with Salesforce inbox (listed below)

CONVERSATION INTELLIGENCE & CALL COACHING SOFTWARE

Included with Enterprise: 1,500 transcription hours per account/mo. Additional capacity available for purchase

High Velocity Sales (£55/user/mo) includes Einstein Call Coaching, Salesforce Inbox, sequences and queues

CUSTOMER SUPPORT COSTS

Phone and email support included for all Professional & Enterprise plans

20% of net-cost for phone support and 24/7 coverage. 30% of net-cost for additional feature access

Estimated Total
Cost for 1 Year
for a team of 50

£54,390

£171,730

Flexibility & Ease of Use

Adapting to a different CRM software might take time, so flexibility, alongside ease of use, is important when considering which one is the best for your team and your business.



HubSpot is uniquely dedicated to ease-of-use and simplicity for admins, reps, and managers. This way, you spend less time (and money) getting your CRM system to work the way you want it to.

HubSpot features an elegant user experience optimised for the things customers do every day. HubSpot is consistently ranked the most user-friendly CRM and B2B software, with rep adoption often cited as a key benefit among HubSpot users.

Therefore, customers switching to HubSpot often observe an improvement in their data quality. This gives admins greater visibility into the overall health of their business.

Salesforce implementation and maintenance requires experienced and well-trained administrators.

Most Salesforce customers need to bring in a consulting agency, hire one or more full-time admins, or have current employees become Salesforce administrators.

Salesforce is effective with robust reporting that's endlessly customisable. This customisation can take time to implement and requires training to master. G2 crowd users ranked HubSpot above Salesforce in ease of setup and admin.

All in one capabilities

Most B2B organisations want to cut cost per value, but also time in their daily CRM tasks, so the software's ability to provide all-in-one-place support is essential.

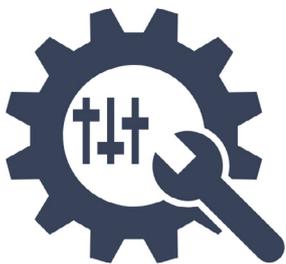


HubSpot's CRM Platform and supporting Sales, Marketing, Content Management & Service Hubs have all been built from the ground up. The result is a unified and consistent user experience where data, reporting, and individual tools are all similar and work together.

Salesforce offers more products and tools, but their breadth can come at the cost of usability and maintenance. Their platform has grown through acquisitions such as Pardot, which can create a less integrated user experience for customers. When your systems are less integrated, your data, channels, and teams become disjointed. The result is that your customer experience may suffer.

Customisation

No two businesses are the same, and many want to extend their individual practices and processes to the software they use.



HubSpot doesn't sacrifice power for usability. Customise it to meet your business needs without adding complexity -- and scale up gracefully, without months of custom development work.

HubSpot offers a flexible data structure for your CRM with custom objects, so custom implementations are a breeze. You can stay agile as you scale, adapting easily to whatever the world throws at you.

Salesforce offers endless customisation for the most complex organisations. But CRMs that are less integrated get clunky the more users, data, and processes you add. It slows you down just when you need to speed up. This level of customisation allows for nuanced forecasting and reporting dashboards. However, these features may require more admin support and developer resources, which can make it difficult for businesses to change and adapt their Salesforce instance over time.

Ecosystem

With a range of CRM programmes housing optional add-ons and supported apps, it has never been easier to integrate other ways to help manage your customers in one app.

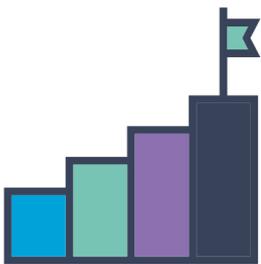


HubSpot's App Marketplace takes the same approach to 3rd party integrations as its own software – focusing heavily on power, ease-of-use, and quality. Installing and configuring integrations via the marketplace is simple, with over 500 apps and integrations, many of which are native (HubSpot-built) integrations.

Salesforce's AppExchange is the largest and broadest CRM app marketplace, offering various options for different requirements. AppExchange is the rapid and straightforward way to extend Salesforce with over 3,400 apps and integrations.

Success support

With whatever CRM software you use, it is important to ensure that your growth and success on the platform is supported.



HubSpot is invested in your success from day one. HubSpot's world-class support and customer success teams are available to all customers – with phone and email support at no extra charge for Pro and Enterprise customers – and you won't pay more for it as you grow. HubSpot Academy, consistently ranked one of the top online learning platforms in the world, is also available for free right at your fingertips.

Salesforce charges 20% of your net contract price for 24/7 premier support, while additional feature access costs 30% of your net contract price. With percentage pricing, as you spend more on additional seats and add-on features, you'll have to pay more for the same support. When choosing a Salesforce support plan, you'll want to carefully forecast how much your team will need.

Wish to switch? Here's the process:

1

PROCESS

Create a Blueprint for the solution design to meet short and long term goals.

2

MIGRATION

Move & recreate any data, landing pages, emails, campaigns, workflows.

3

MVP

Launch your first campaign in HubSpot hand in hand with our experts.

4

EXECUTE

Build, set up and configure the foundational elements of your new system.

5

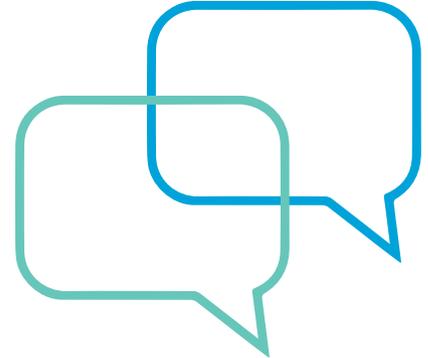
SUCCESS

Expand reach of the platform, optimize results, and meet your goals.

What our clients say...



Having worked with the team at BBD Boom for over 2 years, I can genuinely say that they are an excellent partner to have. Of course they know HubSpot inside out and back to front, which means we have absolutely seen ALL of the value from this incredible tool."



Every decision is taken with a greater strategy in mind, and their guiding principles - built around Hubspot - are informed, and ensure results."

As a HubSpot Elite Solutions Partner, it's no surprise that we see HubSpot as the perfect solution that encapsulates all the benefits of a fantastic CRM platform. We are passionate about showcasing how great HubSpot can truly be for your business and with impressive client testimonials and a proven track record in client success, we make B2B businesses boom using HubSpot.

We align with what HubSpot stands for and helps do - encouraging business growth through process automation, providing clear insight into audiences and improving all modes of communication that a business might have with their customers.

If you would like to speak about anything discussed above, or would like help migrating your current business platform to HubSpot, [get in touch here.](#)

Alternatively, all us on **01202 800464** or email us at grow@bbdboom.com.