HubSpot

Implementation Levels - Marketing Hub

Level 1 (20 hours)	Estimated Hours
Initial Setup and Configuration	
HubSpot Discovery Call	1
Users, Roles, Teams	1
Setup Account Defaults	1
Filter out internal IPs	0.5
Install HubSpot Tracking Code	0.5
Form creation	2
Record Customization	
Create Custom Properties	1
Customize "Create a Contact" Form	0.5
Setup Record Sidebars	0.5
Integrations	
Google Analytics Connection	0.5
Ad Account Setup	0.5
Social Account Setup	0.5
Google Search Console Connection	0.5
Integrations	2
Email Setup	
Email Sending Domain Connection	0.5
Marketing Email Subscription Type Setup	0.5
Email Footer Setup	0.5
Data	
Import Contacts and Companies	2
Import Opt-Out Lists	0.5
Reporting & Automation	
Workflows	2
Marketing Dashboard	2
Training	
Live HubSpot Overview Training	1
Total Hours	**20**

Level 2 (35 hours)	Estimated Hours
Initial Setup and Configuration	
HubSpot Discovery Call	1
Users, Roles, Teams	1
Setup Account Defaults	1
Filter out internal IPs	0.5
Install HubSpot Tracking Code	0.5
Form creation	2
Record Customization	
Create Custom Properties	1
Customize "Create a Contact" Form	0.5
Setup Record Sidebars	0.5
Integrations	
Google Analytics Connection	0.5
Ad Account Setup	0.5
Social Account Setup	0.5
Google Search Console Connection	0.5
Integrations	2
Email Setup	
Email Sending Domain Connection	0.5
Marketing Email Subscription Type Setup	0.5
Email Footer Setup	0.5
Marketing Email Template Build	3
Data	
Import Contacts and Companies	2
Import Opt-Out Lists	0.5
Additional Marketing Feature Activation	
Live Chat Setup	2
Lead Scoring Discovery Call	1
Lead Score Setup	2
Target Account Activation	1
Reporting & Automation	
Marketing Dashboard	2
Workflows	4
Automate setting contacts to Marketing Contacts	1
Automate setting contacts to Non-Marketing Contacts	1

Level 2 (35 hours)	Estimated Hours
Training	
Live HubSpot Overview Training	1
HubSpot Process Documentation	2
Total Hours	35

Level 3 (35+ hours)	Estimated Hours
Initial Setup and Configurawwtion	
HubSpot Discovery Call	2
Users, Roles, Teams	1
Setup Account Defaults	1
Filter out internal IPs	0.5
Install HubSpot Tracking Code	0.5
Additional Domain Connection	1
Add Branding	1
Form creation	2
AI Assistant Activation	0.5
Consent Message Customization	1.5
Record Customization	
Create Custom Properties	1
Customize "Create a Contact" Form	0.5
Setup Record Sidebars	0.5
Integrations	
Google Analytics Connection	0.5
Ad Account Setup	0.5
Social Account Setup	0.5
Google Search Console Connection	0.5
Integrations	4
Social	
Social Account Setup	0.5
Social Stream Setup	1
Social Competitor Stream Setup	1

Level 3 (35+ hours)	Estimated Hours
Email Setup	
Email Sending Domain Connection	0.5
Marketing Email Subscription Type Setup	0.5
Email Footer Setup	0.5
Marketing Email Template Build	5
Connect Shared Inbox	0.5
Create Segmented Email Lists	3
Data	
Import Contacts and Companies	2
Import Opt-Out Lists	0.5
Reporting & Automation	
Marketing Dashboard	6
Workflows	6
Automate setting contacts to Marketing Contacts	1
Automate setting contacts to Non-Marketing Contacts	1
Additional Marketing Feature Activation	
Create Buyer Personas	1
Lead Scoring Discovery Call	1
Lead Score Setup	2
CTA Setup	2
Marketing Campaign Setup	3
ChatSpot Setup	1
Live Chat/ Chatbot Setup	5
SMS Setup	4
Content Setup	
Blog Setup	5
Landing Page Building	6
Approvals Setting Setup (Marketing emails, Blog posts, Landing Pages)	0.5
SEO Recommendation Review	4
Theme Upload	1
Marketing Library Setup	
Marketing Files Upload	5
File Organization Structure	2
Marketing Events Activation/Setup	1

Level 3 (35+ hours)	Estimated Hours
Target Account Setup	
Target Account Reporting	**3**
Target Account List Building	**1**
Target Account Activation	**1**
Training	
Live HubSpot Overview Training	**1**
HubSpot Process Documentation & Videos	**5**
Total Hours	**100.5**