

CONTENT HUB · PROFESSIONAL ONBOARDING

HubSpot Content Hub, configured to publish.

Everything you need to create, manage, and scale content in HubSpot: web and landing pages, blogs, SEO, memberships, media, and AI-powered content tools. A fixed-fee onboarding run by certified experts, scoped so you go live in weeks, not months.

ACCREDITATIONS

Five HubSpot Solutions Partner accreditations

PARTNER TIER

Elite Solutions Partner

HubSpot's highest partner tier



HubSpot
Onboarding



Platform
Enablement



CRM Data Migration



Custom Integration



CRM Implementation

ONBOARDING OPTIONS Two ways to go live, same scope

FAST TRACK

\$2,500

Fixed fee · 4 weeks

Everything you need to create, manage, and scale content in HubSpot: web and landing pages, blogs, SEO, memberships, media, and AI-powered content tools.

✓ **28** deliverables included

FASTEST

STANDARD

\$1,500

Fixed fee · 8 weeks

Everything you need to create, manage, and scale content in HubSpot: web and landing pages, blogs, SEO, memberships, media, and AI-powered content tools.

✓ **28** deliverables included

HOW YOUR ONBOARDING RUNS Fast Track in 4 weeks, Standard in 8 weeks

01

Kickoff & discovery

Kickoff and mapping calls to align on goals, funnel, and the technical requirements of your portal.

02

Foundation & data

Users and permissions, email and domains, data import, properties, and CRM branding.

03

Content & pages

Web pages, landing pages, blogs, media, memberships, CTAs, and content remix.

04

Reporting & handover

Dashboards and reports, a live training session, and project sign-off.

WHAT WE SET UP Everything included in a Content Hub Professional onboarding

✓ Introduction and kick-off call

During our kickoff call we will share more details on what to expect in the coming weeks as well as work through a series of questions to help us align on your technical & business...

✓ Set up users & associated permissions

Maintain team organization and effectiveness by providing each member with the necessary data and resources. Our approach includes developing and allocating specific user permissions to...

✓ Integrate email forms with HubSpot CRM

HubSpot's integration with your email service provider makes lead capture and management effortless. Our team will handle the setup by connecting your forms directly to HubSpot, ensuring that...

✓ Importing your data (up to 1 .csv, .xls, or .xlsx file)

Our team will handle the import of your standard object data (.csv) for Contacts, Companies, and Deals into HubSpot's CRM Database. This includes setting up custom properties and establishing...

✓ Configure properties, objects & associations labels (up to 10 custom properties and 2 calculated properties)

Properties are fields that store information on HubSpot records. For example, you can use the City company property to specify where companies are located. There are default properties...

✓ Connect email & calendar

We will seamlessly connect your email and calendar, ensuring a cohesive and synchronized experience. This integration aims to improve efficiency, allowing you to manage your communication and...

✓ Integration with your existing tools from HubSpot App Marketplace

The HubSpot App Marketplace is a platform where you can search for and integrate the necessary tools for your business with your HubSpot account. With over 1,000 integrations available, the...

✓ Domain and HubSpot tracking codes setup

The account time zone setting localizes several of your HubSpot tools, including when your scheduled emails send, when scheduled social media content posts, and date and time information for...

✓ **Set up CRM branding**
We will add logo, favicon, and default brand colors in your account settings to align with your company's branding and style guidelines, ensuring consistency across all HubSpot tools.

✓ **Set up GDPR compliance settings (optional)**
HubSpot has a set of features that can be turned on in the portal to help enforce GDPR compliance. These features add functionality to help you comply, but they don't automatically make your...

✓ **Connect email sending domain**
Linking your email sending domain to HubSpot grants HubSpot authorization to send emails on your behalf through DKIM (Domain Keys Identified Mail) email authentication. Authenticating your...

✓ **Set up subdomains for landing page, blogs, quotes, meeting page, service emails & email web version**
Subdomains are often used to host content in a separate location from your main website. For instance, email.insidea.com. We will link your subdomains to HubSpot, allowing you to create...

✓ **Connect HubSpot with GPT to bring AI-powered assistance directly into the CRM**
The HubSpot to GPT Connector allows your team to generate content, summarize notes, draft emails, and analyze data without leaving HubSpot. By connecting GPT with your CRM, users can...

✓ **Enabling AI-powered assistance**
Breeze Assistant reduces the time your team spends on repetitive tasks, helping them focus on strategy and customer engagement. From prospecting companies to preparing for meetings and...

✓ **Journey mapping and navigation**
As a HubSpot partner, we will enhance your website navigation to ensure a positive user experience, helping visitors find the information they need easily, leading to higher dwell times and...

✓ **Set up and optimize your web page (homepage)**
As a HubSpot partner, we will assist you in creating and optimizing your website and landing pages to enhance your online presence and drive engagement. Using HubSpot's tools, we will...

✓ **Set up and optimize your landing pages (custom templates) (up to 2). No custom code elements involved**
We build and optimize your landing pages in HubSpot using custom templates and the drag-and-drop editor, structured for conversion and aligned with your branding. No custom code elements...

✓ **Set up blogs (up to 2). No custom code elements involved**
We set up your blog on HubSpot with starter posts, configured with your branding and structured for SEO and readability. No custom code elements involved.

Additional training sessions beyond those included are charged at \$250 per session.

✓ **SEO recommendations & content strategy**
As a HubSpot partner, we will optimize your site with tailored SEO recommendations and an effective content strategy to build search authority. INSIDEA will conduct a comprehensive SEO audit...

✓ **Podcast (if opt-in for beta version)**
As a HubSpot partner, we will help you create and manage your podcast to engage visitors using audio content. Whether you upload pre-recorded audio files or use AI-generated audio, we'll...

✓ **Form integration & customization (up to 3 forms)**
Use forms to gather important information about your visitors and contacts. In HubSpot, you can easily create forms to add to your HubSpot pages or external sites. INSIDEA will assist replace...

✓ **Media management (video, audio, files)**
In HubSpot, you can upload files to the files tool and use them in your HubSpot content. Once uploaded, your images, fonts, audio files, PDFs, and other files will be hosted on HubSpot's...

✓ **Content remix (beta version)**
Expand the impact of your best content by easily repurposing it across marketing channels. For example, turn blog posts into social posts and ads to generate leads, or turn podcasts into blog...

✓ **Memberships & member blogs (with blog teasers)**
With memberships, you can manage which visitors can access specific content you've created. Contacts who can access private content are sorted into access groups. We will guide you through...

✓ **Create call-to-action (CTA) buttons (up to 3)**
Use the calls-to-action (CTA) tool to create button CTAs, banners, or pop-ups to add to your HubSpot pages and attract new visitors. You can also add CTAs to external pages. We will help in...

✓ **Repurposing content using AI**
We will handle the setup of HubSpot's Content Remix feature. This includes enabling AI-powered content repurposing, integrating it with the content editor and page templates, and configuring...

✓ **Essential traffic and website analytics report dashboard (up to 1 dashboard and 5 reports)**
Setting up marketing reporting and dashboards enables to track and analyze performance effectively. It helps to visualize key metrics, identify trends, and make data-driven decisions to...

✓ **Training session & project sign-off call (1 session included)**
We will organize a training session to ensure that everyone has the necessary skills and knowledge to use the platform effectively. In addition, we will have a project sign-off call to review...

Native apps we integrate (22)

Email and Communication: Gmail, Slack, Outlook · **Marketing Automation and Campaigns:** Mailchimp, Facebook Ads & LinkedIn Ads · **Analytics:** Google Search Console, Google Tag Manager, Google Analytics 4 · **Project Management:** Asana, Monday.com · **Customer Support:** Intercom · **Telephone Systems:** Aircall, Dialpad, Ring Central, Aloware · **Payments and Invoicing:** Stripe · **Video Conference and Meetings:** Zoom, Google Meet, Microsoft Teams · **Meeting Recording:** Fathom AI Notetaker, Otter.AI, Gong Calls

Only the native apps and features listed here are included during onboarding. Anything beyond this is scoped and charged separately. Any CRM integration or migration is scoped separately.

AI agents & assistants (19)

Social Post Agent · Deal Loss Agent · Call Recap Agent · Customer Health Agent · Company Research Agent · Blog Research Agent · Sales to Marketing Feedback Agent · Customer Agent · Cross-sell/Upsell Agent · Prospecting Agent · RFP Agent · Developer Tool Testing Agent · Shopify Store Performance Agent · Internal FAQ Assistant · Brand Assistant · Sales Coach Assistant · ICP Assistant · Data Agent · Closing Agent

Template-based AI agents and assistants: select up to 1 for Professional and up to 2 for Enterprise. Customer Agent and Prospecting Agent are scoped separately.