

# Should I Hire an Agency or a **HubSpot Specialist?**

## **Considerations Internal Bandwidth**

- · How large is my business?
- Do we have existing skills/ability in-house?
- · Do we have time to learn?

#### Needs

- How many departments/functions touch HubSpot?
- Is the work relatively straightforward or more complex?
- Do we need help with initial setup? Ongoing maintenance? Site/collateral design? Copy?

#### **Budget/ROI**

- Does the volume/complexity of work justify a full-time salary? More than one salary?
- · How does the full cost of a retainer compare to a salary plus benefits?

#### **Knowledge Sharing**

• What happens if a key person/champion leaves?

### **High Activity, Low Complexity**

#### **Use Case**

#### SMB Sales/Marketing/ Service:

- · Automated marketing emails & sales sequences
- Booking calendar appointments
- Setting tasks
- · Managing tickets
- Performance measurement & reporting

### **Best Options**

· Agency with a retainer for setup, training and ongoing execution

#### AND/OR

· Designate internal champion(s) for setup. training, execution & ongoing management

### **High Activity, High Complexity**

#### **Use Case**

#### Medium- to Enterprise-**Level Business:**

- · Multi-hub functionality
- · Extensive reporting needs
- Integrations with other tech stack components
- Custom objects · Lots of automation

#### **Best Options**

· Agency with a full retainer

#### AND/OR

· Hire an internal HubSpot manager/team

BUSINESS SIZE -

SMALL -

#### **Use Case**

#### **Small Business CRM:**

- · Basic CRM
- · Website hosting
- · Lead collection

### **Best Options**

- · Self-managed onboarding
- · Leverage HubSpot help desk and training tools

#### AND/OR

 Low-cost agency retainer (1-5 hours/ month)

#### **Integrated Tech Stack:**

**Use Case** 

- · One or more HubSpot hubs
- · Integrations with other tech stack components where majority of day-to-day tasks are accomplished
- · Custom objects
- Some automation/ reporting

LARGE -

### **Best Options**

· Agency with a defined scope for integrations setup, etc.

#### AND/OR

 Designate key internal stakeholders for design/ implementation project.

**Low Activity, Low Complexity** 

OF HUBS

Low Activity, High Complexity

Hypha is a certified HubSpot Partner Agency. We help businesses of all sizes to maximize the value of their HubSpot investment. Have questions? Get in touch today at hyphadev.io!