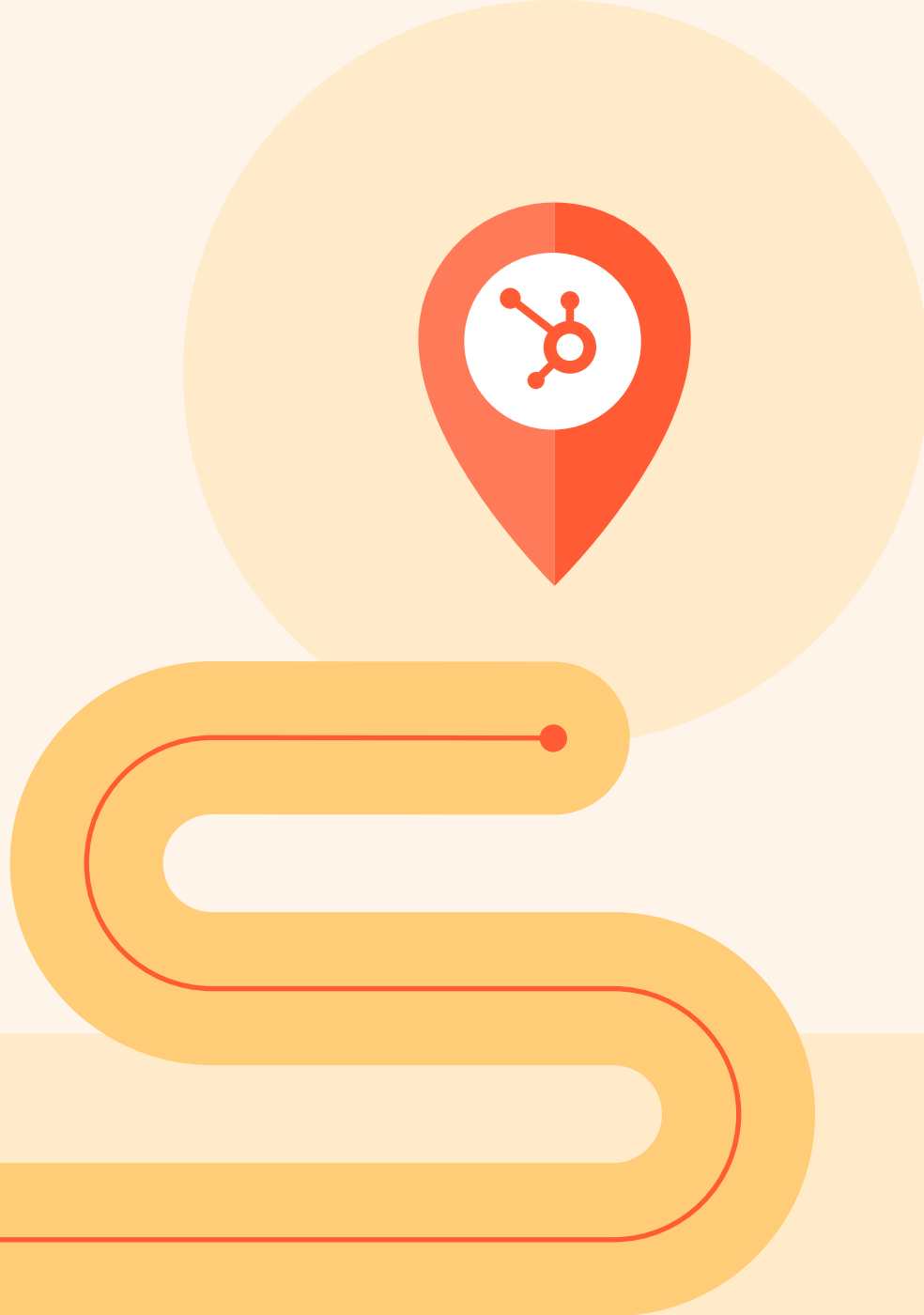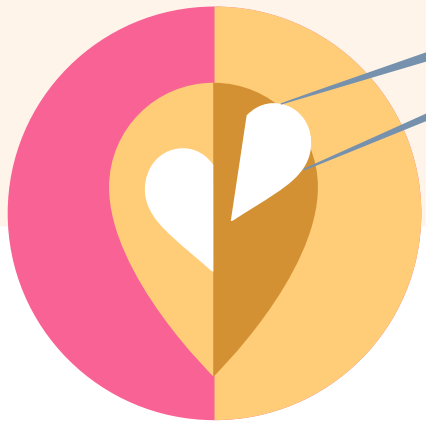Marketing Hub™

From Salesforce to HubSpot

The Road to Marketing Hub Enterprise

HubSpot

We often hear that the pain of switching marketing platforms outweighs the benefits made by the switch.

At HubSpot, we love debunking that notion.

Our team moves public companies, tech unicorns, B2C brands, and companies in regulated industries from legacy software to HubSpot every day, with minimal disruption to their businesses. That said, we know migrating away from a legacy platform can feel a little like undergoing open-heart surgery...while you're awake.

The good news? We've put together a pretty stellar team of surgeons.

We've done this more than a few times in the last 15 years. Not just with Salesforce, but also with Marketo, ActiveCampaign, Pardot, Eloqua, and — increasingly — a cobbled collection of tools.

Currently using Salesforce? Since there's no substitute for social proof, let's hear from a HubSpot customer who made the switch (and lived to tell the tale, with tangible returns on investment).

Discover where "deeply powerful" meets "easy to use" with Marketing Hub Enterprise.

Learn more

How to Switch from Salesforce Marketing Cloud (and Save $$$)

SANDOW
DESIGN GROUP

Why HubSpot?

To meet the needs of its four B2B brands and multiple business units, SANDOW Design Group needed to spend less time, money, and resources consolidating data and systems and more time building deeper connections with customers.

SANDOW Design Group powers the design and materials industries through innovative content, tools, and integrated solutions.

Previous Platform:	Time on HubSpot:	Industry:	Hubs:
Salesforce	**3 Years**	**Consumer Services**	**Marketing Hub Enterprise HubSpot CRM**

Location:	Employees:
NAM	**200+**

Challenge:

With their cobbled Salesforce tech stack, SANDOW:

- Needed a developer to build workflows and landing pages
- Struggled to manage their total cost of ownership
- Couldn't quickly engage leads
- Lacked transparency and a complete picture of new opportunities

Solution:

By switching to HubSpot, SANDOW:

- Made it possible for every brand and business unit to build their own marketing campaigns
- Introduced an all-in-one solution and single source of truth for all
- Aligned Sales and Marketing
- Increased their ability to share personalized and timely content

Results:

97% Less time needed to build campaigns

30% Growth in B2B email subscribers

1000s Of dollars saved

View full case study

Quick Evaluation Guide

Salesforce

⊗ Cobbled Together

Salesforce was built through acquisitions, which means your experience and connections can differ depending on the products you're using.

⊗ Complicated Controls

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 train current employees to become Salesforce administrators.

⊗ Hidden Costs

Salesforce charges for 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 you extra.

VS

HubSpot

✓ All-On-One

HubSpot was built in-house on a single code base, which means you get a unified experience that's easier for your team to adopt and use.

✓ Quicker Activation

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. Customers have the freedom to organize and administer their CRM without needing to hire a dedicated admin.

✓ Transparent Pricing

HubSpot's advertised pricing includes all the features you need, and you only pay for additional revenue-generating sales seats.

> ## HubSpot has removed the barrier for our smaller teams and brands that don't necessarily have the technical expertise on staff.

Building landing pages was more technical in Salesforce than we could have imagined and beyond the capability of my team. We needed an outside developer to hard code them. With HubSpot, we don't have to rely on anyone external to set up a landing page or code an email. When we want to do something, we can do it rapid-fire.

Elise Gabriele

Director of Digital Marketing Operations,
SANDOW Design Group

Learn more

HubSpot