PROJECT THIRTY SIX

HUBSPOT ONBOARDING AND IMPLEMENTATION

Your HubSpot. Your teams. Your way.

Start with the foundations. Add what your business needs. Every successful HubSpot implementation starts with a properly configured CRM. From there, choose the Sales, Marketing, Customer Service, Operations or Revenue packs that suit your business.

£295

CRM Foundation, charged once per HubSpot account

From £450

Starting price per pack, set by your HubSpot edition

No seat fees

We charge for capabilities, not the number of users

THREE SIMPLE CHOICES

Start with the foundations. Add what you need.

01

CRM Foundation

Every implementation starts here: £295, once per HubSpot account.

02

Your edition

Match the HubSpot edition you're buying: Starter, Professional or Enterprise.

03

Your packs

Add the Sales, Marketing, Service, Operations or Revenue packs you need, plus optional add-ons.

REQUIRED

ONE-OFF

CRM Foundation Pack

£295

A properly configured HubSpot CRM, ready for your people, processes and data.

- ✓ Initial account configuration
- ✓ Essential CRM settings
- ✓ Contact, company and deal record foundations
- ✓ Core properties and data structure
- ✓ Basic user permissions
- ✓ Initial CRM readiness checks
- ✓ Handover

Required for every new implementation, charged once per HubSpot account. Waived only when onboarding has already been completed or an established HubSpot instance is in place, subject to verification.

CHOOSE YOUR EDITION

STARTER

Essential setup for smaller teams. Some automation and AI features aren't available on Starter.

PROFESSIONAL

Automation, sequences, scoring and reporting for growing teams.

ENTERPRISE

Governance, advanced permissions and multi-team processes.

Your onboarding edition must match the HubSpot subscription you're buying. It decides which features are available and how complex the setup is, so it sets the pack prices.

COMPARE HUBSPOT EDITIONS AND PRICING →

ALL PACKS AND OPTIONS

BUILD YOUR PACK ONLINE →

Prices by HubSpot edition.

Pack prices are starting prices. Customisations and variations can change them, and we'll always confirm your price before any work starts. CRM Foundation is a fixed one-off fee.

PACK	STARTER	PROFESSIONAL	ENTERPRISE
REQUIRED			
CRM Foundation Once per HubSpot account	**£295**	**£295**	**£295**
CORE PACKS			
Sales Pack Turn HubSpot into a system that helps your sales team sell.	From **£450**	From **£1,450**	From **£2,450**
Marketing Pack Attract, nurture and convert more of the right customers.	From **£950**	From **£2,450**	From **£3,450**
Customer Service Pack Deliver better customer service with less manual effort.	From **£450**	From **£1,450**	From **£2,450**
Operations Pack Make HubSpot work the way your business works.	From **£950**	From **£1,950**	From **£2,950**
Revenue Pack Quote, price and get paid from inside HubSpot.	From **£750**	From **£1,750**	From **£2,950**
OPTIONAL ADD-ONS			
Reporting Add-on Know what's happening, why it matters and what to do next.	Included*	From **£450**	From **£950**
AI Activation Add-on Put HubSpot's AI capabilities to work on real business problems.	Included*	From **£750**	From **£950**

*On Starter, basic reporting and AI enablement are included in your core packs where your licence supports it. Pricing excludes VAT where applicable. HubSpot software, seats, credits and third-party costs aren't included.

EXAMPLE COMBINATIONS, ILLUSTRATIVE AND SUBJECT TO SCOPE CONFIRMATION

STARTER

A sales team getting started

CRM Foundation	£295
Sales Pack	from £450
Total	From **£745**

PROFESSIONAL

Sales and marketing together

CRM Foundation	£295
Sales Pack	from £1,450
Marketing Pack	from £2,450
Total	From **£4,195**

ENTERPRISE

One platform for every team

CRM Foundation	£295
Sales Pack	from £2,450
Marketing Pack	from £3,450
Customer Service Pack	from £2,450
Operations Pack	from £2,950
Total	From **£11,595**

PACK BY PACK

What each pack includes.

Scope changes by edition, because each HubSpot edition unlocks different features. Prices shown are starting prices; customisations and variations can change them, and your scope and price are confirmed in your proposal before work starts.

CORE PACK

Sales Pack

Turn HubSpot into a system that helps your sales team sell.

STARTER — From £450

- One sales pipeline
- Deal stages and essential properties
- Contact and company configuration
- Email and calendar connections
- Meeting scheduling
- Basic sales dashboard
- Team training

PROFESSIONAL — From £1,450

- Sales process discovery
- Pipeline configuration
- Sales automation
- Sequences and productivity tools
- Forecasting configuration
- Sales dashboards
- Eligible AI-assisted sales features
- Training and handover

ENTERPRISE — From £2,450

- Advanced sales processes
- Team permissions and governance
- Advanced automation
- Forecasting and performance management
- Sophisticated sales reporting
- Process documentation
- Training and handover

CORE PACK

Marketing Pack

Attract, nurture and convert more of the right customers.

STARTER — From £950

- Marketing account configuration
- Forms and lead capture
- Contact segmentation
- Email templates
- Basic campaign setup
- Essential marketing reporting

PROFESSIONAL — From £2,450

- Marketing process discovery
- Advanced segmentation
- Lead scoring
- Nurture workflows
- Campaign configuration
- Marketing attribution and reporting
- Eligible AI marketing capabilities
- Training and handover

ENTERPRISE — From £3,450

- Advanced segmentation
- Complex customer journeys
- Marketing governance
- Approval processes where supported
- Advanced attribution
- Multi-team marketing operations
- Training and documentation

CORE PACK

Customer Service Pack

Deliver better customer service with less manual effort.

STARTER — From £450

- Ticket pipeline
- Shared inbox
- Ticket properties
- Basic support processes
- Essential service reporting
- Team training

PROFESSIONAL — From £1,450

- Service process discovery
- Ticket automation
- Routing configuration
- SLA configuration where supported
- Knowledge base foundations
- Eligible AI customer agent configuration
- Service dashboards
- Training and handover

ENTERPRISE — From £2,450

- Advanced service workflows
- Multi-team routing
- Sophisticated governance
- Advanced automation
- Service performance reporting
- Process documentation
- Training and handover

CORE PACK

Operations Pack

Make HubSpot work the way your business works.

STARTER — From £950

- CRM data structure
- Core record configuration
- Standard properties
- Basic data imports
- User permissions
- Essential operational configuration

PROFESSIONAL — From £1,950

- Data architecture
- Workflow automation
- Standard integrations
- Data quality processes
- Permission configuration
- Operations reporting
- Training and handover

ENTERPRISE — From £2,950

- Advanced CRM architecture
- Data governance
- Sophisticated permission structures
- Complex process configuration
- Integration planning
- Advanced data quality controls
- Technical documentation

CORE PACK

Revenue Pack

Quote, price and get paid from inside HubSpot.

STARTER — From £750

- Product library setup
- Quote templates and branding
- Simple quotes from deals
- Payment links where supported
- Revenue properties on deals
- Team training

PROFESSIONAL — From £1,750

- Quote-to-cash process discovery
- CPQ configuration: products, pricing and discount rules
- Quote approval workflows
- Payments and subscriptions where supported
- Invoicing setup where supported
- Revenue dashboards
- Training and handover

ENTERPRISE — From £2,950

- Advanced CPQ: price books, bundles and multi-currency where supported
- Multi-level approval governance
- Contract and renewal processes
- Billing and finance system integration planning
- Revenue recognition reporting
- Process documentation
- Training and handover

OPTIONAL ADD-ON

Reporting Add-on

Know what's happening, why it matters and what to do next.

STARTER — Included

Basic reporting is included in your core packs where your Starter licence supports it.

PROFESSIONAL — From £450

- Custom dashboards
- Funnel reporting
- Revenue KPIs
- Management reporting
- Reporting handover

ENTERPRISE — From £950

- Executive dashboards
- Advanced cross-functional reporting
- Revenue performance analysis
- Advanced data modelling where supported
- Governance and reporting documentation

OPTIONAL ADD-ON

BREEZE AI SERVICES →

AI Activation Add-on

Put HubSpot's AI capabilities to work on real business problems.

STARTER	PROFESSIONAL	ENTERPRISE
Included	From £750	From £950

Basic AI enablement is included in your core packs where your Starter licence supports it.

- ✓ AI readiness assessment
- ✓ Use-case discovery
- ✓ Eligible Breeze agent configuration
- ✓ Knowledge source setup
- ✓ Testing and validation
- ✓ HubSpot Credits budgeting
- ✓ Training and handover

- ✓ Multi-team AI activation
- ✓ Advanced governance
- ✓ Agent deployment planning
- ✓ Credit consumption management
- ✓ Performance monitoring
- ✓ AI process optimisation

SCOPE AND TERMS

What's not included.

QUOTED OR BILLED SEPARATELY

- HubSpot licensing
- Additional seats
- HubSpot Credits and Capacity Packs EXPLAINED →
- Third-party software
- Major CRM migrations
- Bespoke API development
- Complex ERP integrations
- Large-scale data cleansing
- Custom software development
- Ongoing campaign management
- Unlimited training or configuration

GOOD TO KNOW

Your actual cost is confirmed first

Most clients pay list price, but due to variations, options and the unique nature of each business, onboarding requirements vary. We'll always confirm your actual cost before any work commences.

BUILD YOUR PACK →

Priced per account, not per seat

We charge for configuring and activating business capabilities, not for the number of users.

Bigger requirements are quoted separately

Major migrations, bespoke API work, ERP integrations and large data clean-ups are scoped first, so you know the cost before we start.

CRM MIGRATIONS → INTEGRATIONS →

Payment terms

Invoiced in full on commencement, due within 14 days unless otherwise confirmed in writing.

TERMS OF BUSINESS →

BUYING HUBSPOT IS THE EASY PART

Making it work is what matters.

A CRM is only as effective as the people, processes and data behind it. Without proper implementation, businesses risk poor adoption, unreliable reporting, inefficient workflows and missed opportunities.

53.5%

Less likely to churn

Customers with a smooth onboarding experience were 53.5% less likely to churn. This is about customer onboarding generally.

SOURCE: ROCKETLANE, 2025, CITED BY HUBSPOT

7×

More likely to meet objectives

Projects with excellent change management are about seven times more likely to meet objectives than those with poor change management.

SOURCE: PROSCI

49%

Adoption is the biggest people problem

Slow user adoption made up 49% of the people-related CRM problems in Forrester's 2009 research.

SOURCE: FORRESTER, 2009

46%

Data quality holds sales back

46% of sales professionals using AI agents say data quality issues hurt their sales.

SOURCE: SALESFORCE, STATE OF SALES, 2026

71%

Time spent not selling

UK and Ireland sales reps said they spend 71% of their time on non-selling tasks.

SOURCE: SALESFORCE, 2024

Independent research on onboarding, change management, adoption and data quality. These aren't Project36 results.

HOW WE DELIVER

STEP 1

Define the working model

We agree users, journeys, ownership, reporting needs and the role of each HubSpot hub.

STEP 2

Prepare the data

We map, clean and validate the information that needs to move.

STEP 3

Configure and connect

We build pipelines, properties, automation, permissions, integrations and reporting.

STEP 4

Test, train and launch

Real users test real scenarios before the system becomes the normal way of working.

ONBOARDING, ANSWERED

Your questions, answered.

How much does HubSpot onboarding cost?

Every implementation starts with the £295 CRM Foundation. Pack starting prices then range from £450 to £3,450 each depending on your edition; customisations and variations can change them, and we'll confirm your price before any work starts. All prices are one-off and exclude VAT where applicable.

BUILD YOUR PACK →

Can I purchase just a Sales Pack?

Yes. CRM Foundation plus a Sales Pack is a complete starting point for a sales team.

What is the difference between Starter, Professional and Enterprise onboarding?

Your onboarding edition must match the HubSpot edition you're buying, because each one unlocks different features, so the work and the price change. Starter covers essentials, Professional adds automation and reporting, Enterprise adds governance and multi-team setup.

Does the price include HubSpot software?

No. HubSpot licences, seats, credits and any third-party software are billed separately.

HUBSPOT PRICING EXPLAINED →

Can you migrate from another CRM?

Yes. We assess the source data, mapping, dependencies and risks before any migration work begins. Simple imports fit within the packs; major migrations are scoped and quoted separately.

MIGRATION TO HUBSPOT →

How long does onboarding take?

It depends on the packs you choose and how quickly decisions are made on your side. We'll confirm a timeline in your proposal.

Why is CRM Foundation compulsory?

Sales, marketing and service all depend on the same records, properties and permissions. Setting them up once, properly, stops every later pack from building on a weak base.

Is onboarding charged per user?

No. We charge for configuring and activating business capabilities, not for the number of seats you buy.

Can I add more packs later?

Yes. Foundation is charged once per HubSpot account, so later packs are priced on their own.

Can existing HubSpot customers purchase packs?

Yes. You can add the packs you need without buying a whole new implementation. The £295 Foundation fee is only removed when Project36 has already done that work, or we've agreed an equivalent foundation is in place. Having a HubSpot account on its own doesn't waive it. If your account needs fixing first, we'll find it during discovery and quote for it.

What happens if my requirements are more complex?

Migrations, bespoke API work, ERP integrations and large data clean-ups are scoped and quoted separately, so you know the cost before we start.

INTEGRATIONS AND DEVELOPMENT →

Will you train our team?

Yes. Training and adoption are part of making the setup useful, not an optional extra.

HUBSPOT TRAINING →

PROJECT THIRTY SIX

NEXT STEP

HubSpot gives you the platform. Project36 makes it work.

Build your onboarding pack online to see your total, then send it to us for a proposal. We'll confirm the scope, timeline and anything your account needs before we start.

BUILD YOUR PACK	**project36.io/hubspot-onboarding** →
TALK TO AN EXPERT	**project36.io/contact** →
CALL US	**01905 958 912** →