



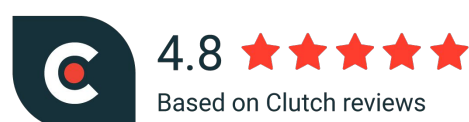
Unique HubSpot Support

A Hand-Holding Approach

digifianz



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★★★★★



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HubSpot Enhanced Implementation



With Hand-Holding



What's the difference to HubSpot's and other Onboardings?

Digifianz offers a new hand-holding approach that improves companies' experience in four crucial aspects:

1. **Hand-holding:** Our HubSpot Implementation specialists dedicate 50% more hours per Implementation to fully understand the company and implement crucial parts of the CRM
2. **Speed:** Our hand-holding approach means our Implementation usually takes 50% less time to complete.
3. **Know-how:** Our speciality is to provide the best talent to implement HubSpot. Digifianz is a top ranked HubSpot Diamond Partner, winner of Rookie of the Year and Customer First Awards — with +7 years of experience.
4. **Price:** Used to large scope implementations, our HubSpot Basic Implementation is offered at cost, so that we can help as many companies implement HubSpot as possible with just the support they need.

Is this Implementation for my company?

Our HubSpot Enhanced Implementation with Hand-Holding is for those who need more depth, personalization and speed. However it's not the best option for all companies. If these points apply, then they should be a good fit:

- They want to start using HubSpot right away.
- They are a small to midsize company with simple Marketing , Sales, Service and CMS processes/needs.
- They want to learn about HubSpot.
- They want their company to be able to use HubSpot independently.
- They need practical guidance to resolve specific industry related challenges.

What it requires

- 2 hours of availability per week for 4 to 5 weekly meetings.
- An average of 1 to 2 hours per week for independent tasks.
- No need for project management software — everything is done in HubSpot Projects.

↔ **Continue for scope details** ↔

Sales Hub Pro Enhanced Implementation



With Hand-Holding

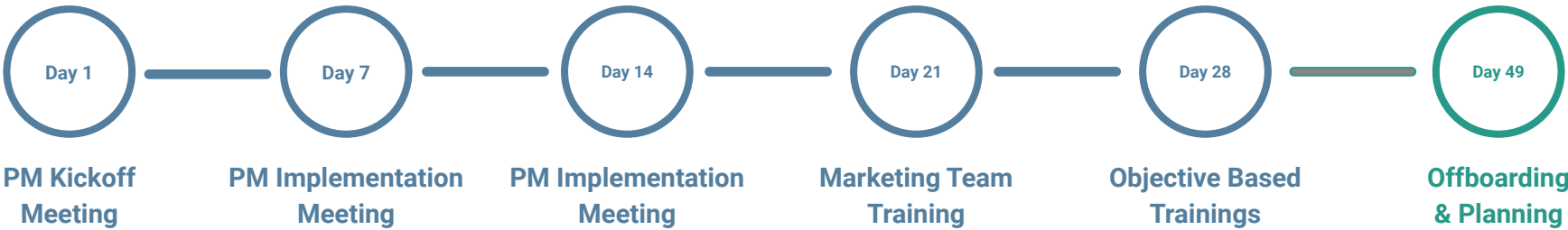


Items	Description	Digifianz HubSpot		
Sales Process Bootcamp	Detailed review of buyer's journey, current sales process and pain points. Discuss potential improvements, HubSpot tools integrations and automations, with the main objective of obtaining the details necessary to create a HubSpot oriented new sales process.	1	✓	✓
Users and Teams	Strategic team structure, roles and permission configuration for 1 (one) team. Pre-training users upload according to specific roles.	1	✓	
Pipeline Implementation	HubSpot Sales Hub sales process implementation: 15 custom properties, required properties, 1 pipeline, deal stages, 7 automations, notifications setup, documents usage, 7 snippets/templates/sequences/playbooks setup consultation, 2 quotes and signature setup.	1	✓	
Quality Assurance Workshops	Full sales process QA 1 hour meetings with leaders and corrections implementation.	2	✓	✓
Sales Team Training	90 minutes training session introduction to HubSpot CRM and Sales Hub basics (email integration, calendar integration, personal meeting link, calling tool, email signature, contacts creation and management, companies creation and management, sales activities: notes, email, phone call, tasks, schedule a meeting).	1	✓	
Sales Dashboard	Setup of a dashboard (up to 7 reports) that centers on your main sales indicators, activities and goals.	1	✓	
Offboarding meeting	Offboarding meeting and success plan presentation.	1	✓	✓

Marketing Hub Pro Enhanced Implementation



With Hand-Holding



Items	Description		Digifianz	HubSpot
Project Management	90 minutes project management meetings to check-in on progress, review objectives and implement core elements.	4	✓	✓
Privacy, Consent & Notifications	Turn on GDPR functionality and enable: cookie consent banner, notice and communication consent checkbox form field, unsubscribe links for sales one-to-one and sequences emails. Notifications settings setup in Account & Billing Categories.	1	✓	
Users and teams configuration	Strategic team structure, roles and permission configuration for 1 team. Pre-training users upload according to specific roles.	1	✓	
Tracking Code Configuration	Install HubSpot's tracking code on 1 website.	1	✓	
Brand Kit setup in HubSpot	Setup the company logo, default colors, and company information that display on meetings links, sales documents, quotes, chatflows, and other HubSpot content for 1 brand.	1	✓	
Buyer Personas upload	Add buyer personas (up to 5 Profiles) on the Persona HubSpot Property, setting up basic automations for property based categorization.	1	✓	
Social media networks integration	Connect social media accounts (up to 4 networks) to HubSpot to create and publish social posts, and track social media engagements in HubSpot (Facebook & Instagram, Twitter, LinkedIn, YouTube).	1	✓	
Paid ads networks integration	Connect ads accounts (up to 3 networks: Facebook Ads, Google Ads, LinkedIn Ads) and activate ad tracking in HubSpot.	1	✓	
Domain configuration	Domain connection (one domain) and hosting setup to publish HubSpot-hosted content online and email sending.	1	✓	

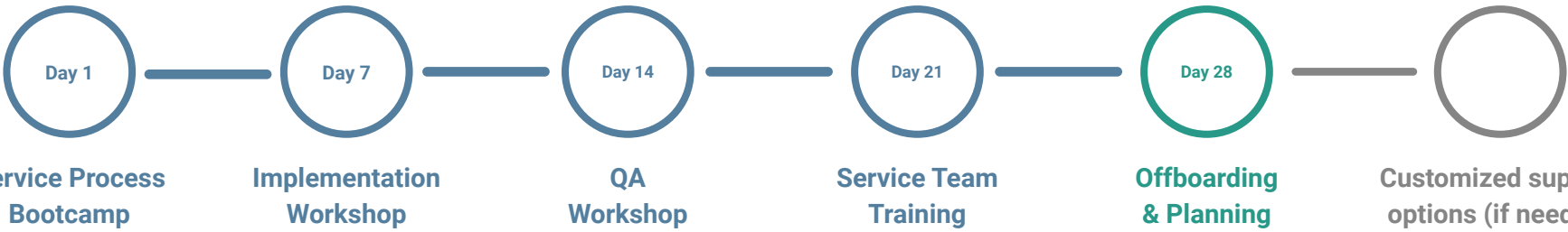


Items	Description		Digifianz	HubSpot
Lifecycle Stages setup	Setup of basic workflows automations based on properties and form submissions to set the Lifecycle Stage HubSpot Property for Company or Contact Records (up to 7 workflows).	1	✓	
Custom Properties creation	Creation of up to 10 Contact or Company custom properties (Single checkbox, Multiple checkboxes, Date picker, File, Number).	1	✓	
Records customization	Customize default object creation properties and record sidebars (properties & sections) for contacts and companies.	1	✓	
Chatbot setup	Use HubSpot Chatflows Tools to create 1 live chat or bot bot with one specific objective: conversion, support, content sharing.	1	✓	
Marketing dashboard	Setup of a dashboard (up to 8 reports) that centers on your main marketing indicators, activities and goals.	1	✓	
Email Marketing setup	Configuration of default email size, colors, email footer information and subscription settings.	1	✓	
Form configuration	Initial setup of 3 basic campaign forms: Subscription forms, Content Offer forms, Contact Forms.	3	✓	
Blog Setup	Blog general settings setup for 1 blog listing: subscriptions, language, comments, social sharing, authors, tags.	1	✓	
Marketing Team Basic Training	90 minutes training session introduction to HubSpot CRM and Marketing Hub basics (email integration, calendar integration,contacts creation and management, companies creation and management, properties, lists, ads, email, social, landing pages, blog).	1	✓	✓
Strategic Objective Based Trainings	Highly personalized workshop meetings to train and build within the marketing hub depending on strategic needs: Campaigns, Lead Capture, Website, Landing Pages, Blog, Social, Email, Ads.	2	✓	
Offboarding Meeting	Offboarding meeting and success plan presentation.	1	✓	✓

Service Hub Pro Enhanced Implementation



With Hand-Holding



Items	Description	Digifianz HubSpot		
Service Process Bootcamp	Detailed review of buyer's journey, current service process and pain points. Discuss potential improvements, HubSpot tools integrations and automations, with the main objective of obtaining the details necessary to create a HubSpot oriented new service process blueprint.	1	✓	✓
Tickets pipeline configuration	HubSpot Service Hub service process implementation: 1 support form configuration, 15 custom properties, required properties, 1 pipeline, ticket stages, 7 automations, notifications, documents, 7 snippets/templates/sequences setup consultation.	1	✓	
Users and Teams and inbox	Strategic team structure, roles and permission configuration for 1 team. Pre-training users upload according to specific roles.	1	✓	
Quality Assurance	Full sales process QA 1 hour meetings with leaders and corrections implementation.	2	✓	✓
Knowledge base	Set 1 knowledge base domain, customize knowledge base access, set 1 base language, favicon selection, set 1 support form, activate related articles, customize article feedback consent.	1	✓	
Support bot/chat	Use hubspot Chatflows Tools to create 1 live chat or bot bot with one specific objective: conversion, support, content sharing.	1	✓	
Customer survey	Setup of 1 customer satisfaction survey, customer loyalty survey or conduct customer support survey	1	✓	
Service Team Training	90 minutes training session introduction to HubSpot CRM and Service Hub basics (email integration, calendar integration, personal meeting link, calling tool, email signature, contacts creation and management, companies creation and management, use team inbox and chat, service activities: notes, email, phone call, tasks, schedule a meeting).	1	✓	✓
Service Dashboard	Setup of a dashboard (up to 5 reports) that centers on your main service indicators, activities and goals.	1	✓	
Offboarding Meeting	Offboarding meeting and success plan presentation.	1	✓	✓



A quick recap of our industries, projects and budgets

Digifianz is **headquartered in the US** with **operations in Latin America and Europe**. This structure allows for our unique positioning of a **highly-qualified talent pool** paired with a competitive advantage of **cost effective rates**.

As a remote-first company, we have specialists working from the U.S., Europe, México and Argentina.

United States

40% of client base

Small to large business

México

50% of client base

Medium to large business

Latam & Europe

10% of client base

Medium to large business

Projects

HubSpot Implementation and Support (all Hubs and plans) / Web Development & Design / Growth Consultancy / Blog Articles / Social Media Calendar / Content Offers / Marketing Emails / Automated Workflows / Audiovisual Content

Industries

Logistics & 3PL / Home improvement & construction / Branding and commercialization / Real Estate / Health / Education / SaaS / Software Dev & IT / Consulting

Budgets

- Minimum budget for Implementations: \$739 **NEW!**
- Minimum budget for Ongoing Services: \$1,999 x month
- Average ticket: \$3,500 x month

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Logistics / 3PL



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Aduaeasy

carsync

LOCATIONWORLD

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PROJECTS 4 ROOFING
Your Local Conservatory Roof Conversion Specialist



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Branding and commercialization

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BRANDID.



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Real Estate

LIFULL CONNECT

HOMIE

dotproperty
MOVING ASIA ONLINE

tokko
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Health



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Global Research Tools Collaborative

Boston Scientific
Advancing science for life™

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Education



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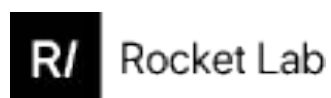
SaaS



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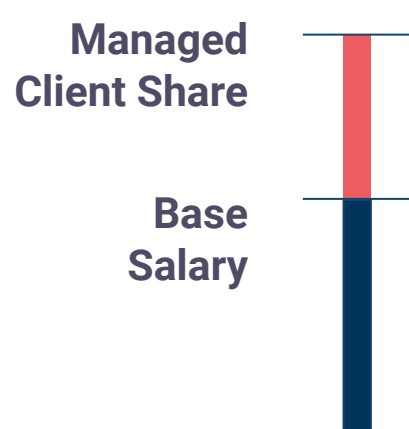
A team with a true sense of ownership

Our team can implement and support HubSpot Marketing, Sales, Service, CMS and Operations Hubs.

We also create content marketing, inbound, outbound and performance campaigns for all stages of your prospect's buyer's journey.

Though the experience of each one of our clients is tailor-made to fit their needs.

Tired of excessive bureaucracy and the traditional agency model, Digifianz grows under a different way of organizing and developing a company. We were born as an agency, **but we are trying to break that mould by answering the following question:**



Why would I act like a business owner when I'm an employee?

Fewer accounts, flexible hours, a holistic HubSpot-centric approach, and shared income aligned with client success make our team unique.

Our incentives are structured so that the client's success is immediately translated into the our team's success. Our aim is not to sell blog posts or a specific amount of training sessions, but to bring value and receive value from our customers. [Learn more about our framework.](#)



Why do agencies suck?

And why **Digifianz** is different.

1) Agencies don't understand their client's business

Employees manage as many accounts as possible to maximize profit, providing support for only a small section of your business, while offering very restrictive service bundles. This combination gives no incentive to really take the time to understand the value generated by your business, and how you can become more successful.

2) Agencies suffer from an out of control employee turnover.

Lack of depth and too many accounts means work is tedious, repetitive, and of low value. The best professionals look for challenges, continuous learning and holistic business knowledge. So it's only natural that the best people quickly burn out and leave agencies, leaving you to start over with someone new.

3) Agencies leave junior and unqualified teams to deal with you.

Monotony and high turnover means that agencies have to rely on junior profiles or quick unqualified hires to fill the gaps and keep the wheels turning. If your team is constantly changing, building a culture and consistent quality service is nearly impossible.

DFZ – A team model based on value before profit.

When you work with our team, your consultant blocks off hours for your company in their schedule. You will be one of their few accounts, allowing them to understand your business end to end, to ensure a holistic approach to marketing, sales, service, operations and CMS within HubSpot.

DFZ – A team with a true sense of ownership.

Our team manages fewer accounts in a holistic manner, which makes their work and your experience deeper and more meaningful. Their incentives are also aligned with yours, with 20% to 40% of our team's monthly income directly determined by what our clients invest in us. This allows us to keep and train the best.

DFZ – Stability for knowledge development.

Income based on client success, fewer accounts and holistic approaches create stable relationships between our team and our clients. This combined with 6+ years of HubSpot experience and an exclusive Digifianz Product Team means we create, keep and easily transmit our know-how to clients and new team members unlike any traditional agency.



4) Agencies lack transparency and innovation.

Strict service packages and poorly prepared teams mean that agencies are always fixing the consequences of their bad service. There's no time to teach clients how to do anything, plan for new ideas or diversify. This is the real extent of what most agencies can do for you, so they'll try to keep things that way.

DFZ – Business mindset instead of pre-packaged services.

Our aim is not to sell blog posts or a specific amount of training sessions, but to bring value and receive value from our customers. In our experience this means joining your team to understand your business as a whole and help you implement HubSpot and optimize it to your specific needs.



We don't provide a one-size-fits-all approach.

Being an exclusive HubSpot Partner means we don't just do one thing. Our team works with all the areas of a company in mind: marketing, sales, customer service, operations and web development.

View some examples of what our team does to help you Attract, Capture, Nurture, Close, Onboard and Delight.

See our services knowledge base >>



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