

The HubSpot Ignition typically includes all of the Framework items highlighted in green.
But we'll tailor this based on your priorities in HubSpot.

To download your Framework, visit xen.com.au/framework.

The HubShots Framework							
Before Starting	Stage 1: Foundation	Stage 2: Enablement	Stage 3: Efficiency	Stage 4: Effectiveness	Stage 5: Empowerment	After	
	A focus on: Basics	A focus on: Activity	A focus on: Automation	A focus on: Attribution	A focus on: Continuous Improvement		
Activity	No tracking on website Using spreadsheet or Inbox for leads	<input type="checkbox"/> Tracking script in place <input type="checkbox"/> Manual entry of contacts	<input type="checkbox"/> Basic Forms in place <input type="checkbox"/> Email tracking (inbox add-in) <input type="checkbox"/> Importing contacts manually <input type="checkbox"/> WordPress plugin (if appropriate)	<input type="checkbox"/> Custom properties on contacts, deals, etc <input type="checkbox"/> Activity feed <input type="checkbox"/> Lifecycle stages <input type="checkbox"/> Logging phone calls (HubSpot Calls) <input type="checkbox"/> Tasks <input type="checkbox"/> Connect Calendar	<input type="checkbox"/> Calling in HubSpot <input type="checkbox"/> ABM (target accounts) <input type="checkbox"/> Custom objects (Enterprise)	<input type="checkbox"/> Association labels	Everything tracked
Assets	No content strategy No assets	Marketing <input type="checkbox"/> Simple free theme (or CLEAN Basic) <input type="checkbox"/> Simple landing page <input type="checkbox"/> Simple email template <input type="checkbox"/> Simple lists	<input type="checkbox"/> Advanced theme (CLEAN Pro) <input type="checkbox"/> Proper landing pages <input type="checkbox"/> Proper email templates <input type="checkbox"/> Basic lists - building blocks <input type="checkbox"/> Email newsletters + campaigns <input type="checkbox"/> Slide-in forms (pop-ups) <input type="checkbox"/> Basic forms	<input type="checkbox"/> Campaign items (pages, emails, forms, etc)* <input type="checkbox"/> Content personalisation <input type="checkbox"/> SEO optimisation of content* <input type="checkbox"/> Marketing emails (for nurturing)* <input type="checkbox"/> Advanced lists <input type="checkbox"/> Advanced forms (progressive + conditional) <input type="checkbox"/> Slide-in forms behavioural targeting <input type="checkbox"/> HubDB tables	<input type="checkbox"/> Smart content <input type="checkbox"/> CTAs <input type="checkbox"/> Folders	<input type="checkbox"/> A/B testing of emails* <input type="checkbox"/> A/B testing of pages* <input type="checkbox"/> Multivariate testing of pages* <input type="checkbox"/> Private content <input type="checkbox"/> Sandboxes <input type="checkbox"/> Content staging <input type="checkbox"/> Partitioning	A complete library of optimised assets
		Sales <input type="checkbox"/> Simple views on contacts	<input type="checkbox"/>	<input type="checkbox"/> Meeting links <input type="checkbox"/> Advanced views on contacts and deals	<input type="checkbox"/> Sales emails (for nurturing) <input type="checkbox"/> Documents <input type="checkbox"/> Product library <input type="checkbox"/> Quote templates <input type="checkbox"/> Sales collateral	<input type="checkbox"/> Playbooks	
		Service <input type="checkbox"/> Simple views on tickets	<input type="checkbox"/>	<input type="checkbox"/> Chat flows (chatbots and live chat) <input type="checkbox"/> Conversations Inbox <input type="checkbox"/> Advanced views on tickets	<input type="checkbox"/> Templates <input type="checkbox"/> Snippets <input type="checkbox"/> Surveys <input type="checkbox"/> Knowledge Base	<input type="checkbox"/> Ticket pipelines for business processes <input type="checkbox"/> Customer portal <input type="checkbox"/> NPS surveys	
Automation (+ Integration)	No automated follow ups No integration	Marketing <input type="checkbox"/>	<input type="checkbox"/> Automatic creation of contacts <input type="checkbox"/> Simple TV email Simple integrations (in built): <input type="checkbox"/> Ad platforms connected <input type="checkbox"/> GSC connected <input type="checkbox"/> Social channels connected	<input type="checkbox"/> Email nurture workflows* <input type="checkbox"/> Social scheduling* <input type="checkbox"/> SMS campaigns (with integration) <input type="checkbox"/> Ad audience syncing to platforms <input type="checkbox"/> Lead syncing	<input type="checkbox"/> Lead scoring <input type="checkbox"/> Private apps (API) Custom integrations (require coding) <input type="checkbox"/> Native integrations <input type="checkbox"/> Aircall <input type="checkbox"/> PandaDoc <input type="checkbox"/> Chili Piper	<input type="checkbox"/> Cold/dormant contact warmups <input type="checkbox"/> Workflow audits* <input type="checkbox"/> Approval processes	Business processes automated
		Sales <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Automatic creation of deals <input type="checkbox"/> Assigning owners <input type="checkbox"/> Internal notifications <input type="checkbox"/> Assigning lifecycle stages No code integrations: <input type="checkbox"/> ConnectWise, Zapier, Salesforce, Dynamics, Shopify, Qwilr, etc	<input type="checkbox"/> Sequences <input type="checkbox"/> Automated deal pipeline stages <input type="checkbox"/> Automated quote creation <input type="checkbox"/> Calculated values	<input type="checkbox"/> Call transcriptions	
		Service <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> Automatic creation of tickets	<input type="checkbox"/> Automated ticket pipeline stages <input type="checkbox"/> Automated feedback surveys	<input type="checkbox"/> Reviews and testimonials <input type="checkbox"/> Automated business processes in tickets <input type="checkbox"/> SLAs on Conversations/Tickets	
Attribution	No analytics No measurement of improvement	<input type="checkbox"/> Google analytics	<input type="checkbox"/> Simple reports <input type="checkbox"/> Simple dashboards <input type="checkbox"/> Pixels inserted (ideally via GTM)	<input type="checkbox"/> Scheduled reports <input type="checkbox"/> Scheduled dashboards <input type="checkbox"/> HubSpot campaigns <input type="checkbox"/> Traffic sources analytics <input type="checkbox"/> Tracking URL builder	<input type="checkbox"/> Custom reports <input type="checkbox"/> Ad reporting - ROI <input type="checkbox"/> Campaign reporting + attribution <input type="checkbox"/> Content attribution <input type="checkbox"/> Team performance (sales, service) <input type="checkbox"/> Deal forecasting <input type="checkbox"/> Analytics views <input type="checkbox"/> Custom behavioural events	<input type="checkbox"/> Attribution reports <input type="checkbox"/> Revenue analytics <input type="checkbox"/> Commission calculations <input type="checkbox"/> Product reporting <input type="checkbox"/> Attribution models <input type="checkbox"/> Customer Journey <input type="checkbox"/> Influenced vs Attributed revenue	Clarity on what is working and why
Administration	No security process No settings process	<input type="checkbox"/> Security: Basic <input type="checkbox"/> Company settings <input type="checkbox"/> Domain connected <input type="checkbox"/> Company branding setup <input type="checkbox"/> NeverLog settings global <input type="checkbox"/> Lifecycle stage default settings	<input type="checkbox"/> Personal settings + notifications <input type="checkbox"/> NeverLog settings personal <input type="checkbox"/> Marketing contacts management <input type="checkbox"/> Email sending domain <input type="checkbox"/> XML sitemap <input type="checkbox"/> Assigning Seats <input type="checkbox"/> Bot filtering + IP exclusion <input type="checkbox"/> Enable Betas <input type="checkbox"/> Content Assistant	<input type="checkbox"/> Security, Permission sets, Teams, Presets <input type="checkbox"/> Notification profiles <input type="checkbox"/> User management <input type="checkbox"/> Privacy (cookies) settings <input type="checkbox"/> Redirects <input type="checkbox"/> Currencies* <input type="checkbox"/> Record customisation (eg contact layouts)	<input type="checkbox"/> Email Preference sets <input type="checkbox"/> Goals	<input type="checkbox"/> Duplicate contacts* <input type="checkbox"/> Delete contacts* <input type="checkbox"/> Archive assets (old workflows, products)* <input type="checkbox"/> Delete assets (old reports and dashboards)* <input type="checkbox"/> Attribution interaction types <input type="checkbox"/> Security Centre <input type="checkbox"/> Data Quality	Portal maintained
Strategy	Ad-hoc, reactive No business strategy No marketing strategy	<input type="checkbox"/>	<input type="checkbox"/> Simple segmentation <input type="checkbox"/> Getting the foundation in place	<input type="checkbox"/> Advanced segmentation <input type="checkbox"/> Naming conventions <input type="checkbox"/> Campaign strategy <input type="checkbox"/> Content strategy <input type="checkbox"/> Ad strategy	<input type="checkbox"/> Personas	<input type="checkbox"/> Continuous improvement <input type="checkbox"/> Business processes in HubSpot	Clear, proactive strategies for business growth
Training	No training plan	<input type="checkbox"/> CRM Basics <input type="checkbox"/> Views	<input type="checkbox"/> Settings <input type="checkbox"/> Plugin <input type="checkbox"/> Basic sales tools - contacts, deals, views <input type="checkbox"/> Basic marketing tools - email, pages, forms	<input type="checkbox"/> Using the HubSpot app <input type="checkbox"/> Customising your setup <input type="checkbox"/> Notifications <input type="checkbox"/> Advanced sales tools - email, pages, forms <input type="checkbox"/> Advanced marketing - workflows	<input type="checkbox"/> Reporting <input type="checkbox"/> Buyer's Journey <input type="checkbox"/> ChatGPT <input type="checkbox"/> Midjourney and image tools	<input type="checkbox"/> Latest features	Fully trained team using latest tools