XEN

Helping growing businesses turn HubSpot into a system their teams actually use.

Connect marketing, sales, and service into one clear platform so leads move smoothly, teams know their next step, and leaders see what's working.

Focus on clarity, automation, and visibility.

The XEN 5-Stage HubSpot Framework

Stage 1 — Foundations
Build a clean, logical setup from day one. Aligning CRM structure, pipelines, lifecycle stages, and permissions.
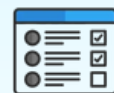
Stage 2 — Track Everything
All key interactions live in one place, from website activity and forms to emails, ads, sales, and support.

Stage 3 — Automation
Replace manual work with smart automation. Lead routing, follow-ups, notifications, and handovers run smoothly on their own.

Stage 4 — Attribution
See what's actually driving results. Channels and campaigns are clearly tied to outcomes.

Stage 5 — Continuous Improvement
HubSpot evolves with your business. We provide ongoing guidance to keep performance improving.

Optimising Your Set Up in HubSpot

CRM and Sales Hub
- Clean, reliable contact and company data
- Clear ownership of deals, tasks, and follow-ups
- Simple dashboards teams actually use

Marketing Hub
- Traffic via SEO, ads, social, and content
- Lead capture via forms, email, and automation
- Testing and optimisation to improve results

Service Hub
- Ticketing, inboxes, and chat set up for real support workflows
- NPS and surveys
- Analytics for performance and visibility

AI that's useful
- Appropriate integration of AI in processes
- Guidance on the updates that actually matter

How Teams Work With XEN

Every business needs different outcomes from HubSpot at different stages. Some teams need targeted fixes. Others want ongoing ownership without hiring internally. We offer flexible engagement models that adapt as your needs change.

HubSpot On-Demand
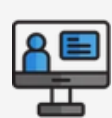Ad-hoc fixes, projects, and specialist support

Virtual HubSpot Manager
Proactive, ongoing management of your HubSpot portal

HubSpot Training
Practical training to help teams work confidently in HubSpot

AI Activation
Guidance on HubSpot AI tools and feautes that provide value

Why Businesses Choose XEN

HubSpot feels messy ⟶ **We bring clean structure**
Leads fall through ⟶ **Automation closes the gaps**
Unclear performance ⟶ **Attribution brings clarity**
Too much manual work ⟶ **Processes are streamlined**

XEN focuses on making HubSpot reliable, understandable, and usable at scale.

Ready to Talk?
Contact us →

XEN create

The Design Agency for Companies who use HubSpot

What we create

Strategic design deliverables built to support Stages 1 to 3 of the **Loop Marketing Design Framework**

Stage 1: Express
A focus on: **Messaging**

- ✓ Logos
- ✓ Style guide
- ✓ Brand guide
- ✓ eBooks & PDFs
- ✓ Brochures & Flyers
- ✓ Zoom/Teams backgrounds
- ✓ Business cards
- ✓ Videos

Stage 2: Tailor
A focus on: **Content**

- ✓ Websites
- ✓ Landing pages
- ✓ Smart content
- ✓ Email signatures
- ✓ CTAs
- ✓ Videos
- ✓ Social profile banners

Stage 3: Amplify
A focus on: **Promotion**

- ✓ Email templates
- ✓ Newsletters
- ✓ Social posts
- ✓ Ad banners
- ✓ Trade show booths
- ✓ Blog images
- ✓ Merchandise & swag
- ✓ Infographics
- ✓ Videos

∞ Loop Marketing

Optimised for Loop Marketing

The **Loop Marketing Playbook** helps marketing teams create continuous growth cycles by focusing on messaging, content, promotion, and improvement.

Our **Loop Marketing Design Framework** brings this strategy to life in HubSpot with structured, scalable design systems that align with every stage of the loop.

The XEN Create 5-Step Website Design Process

From sleek one-pagers to full business websites, we design and build sites that look great and support your goals. With more than 10 years of experience across 100s of sites, our proven process ensures every site is functional, polished, and purpose-driven.

Stage 1
Research
We work with you to define your audience, journeys, and website structure.

Stage 2
Content
We gather, create, or migrate content needed to bring the site to life.

Stage 3
Design and Build
We design and build your site in stages, starting with the homepage and refining through feedback.

Stage 4
Deployment
We test, optimise, and launch your site smoothly with minimal downtime.

Stage 5
Ongoing Support
We continuously improve and update your site as your business grows.

The XEN Create Difference

Speak to your designer
Skip the tickets. Talk to your designer directly and get it done faster.

Rapid response
Need a tweak today? We move at your speed. Same-day when possible.

Plan all your outcomes at once
Batch your design tasks. We'll help you plan so nothing stalls.

Never use a stock image again
We craft original AI visuals (Midjourney) tailored to your brand, with full rights.

HubSpot expertise
We design and implement, directly in your portal, from pages to posts.

Check out our **Showcase page** to see our design solutions in action

Experience the XEN Create difference, where every design challenge is met with smart, tailored solutions.

Get Started →