

Virtual CRM Manager

XEN Subscription

Overview

[Product Page](#)



XEN

Virtual CRM Manager

Summary

The problem we're trying to solve

- Admin + Agency
- Proactive + Reactive

Who it's for

- Mid-large and enterprise
- Avoid internal hiring
- Inherited HubSpot

How it works

- Subscription = all inclusive

Pricing



In a nutshell

Overview

- Proactive management of your HubSpot portal, including
 - administrative items
 - campaign items
- Monthly subscription (pause/cancel anytime)
- Access to experienced HubSpot experts
- Helping companies make the most of their HubSpot investment
- Pricing model based on coverage (not features) - similar to Netflix model



The problem

Problem to solve

- Companies need a mix of **Admin** plus **Agency** items
 - **Admin** = all the settings, properties, security, best practices, training
 - **Agency** = all the assets, campaigns, reporting
- Don't want to (or can't) hire an internal CRM Manager role
- Immediate **access** to a team of HubSpot experts
- Anxiety: Have **inherited** HubSpot and don't know 'if it is set up properly'
- FOMO: Not sure if they are **using everything** they could be

Problem to solve

Admin (Proactive management)

- Settings
 - Organisation (naming, archiving, folders)
 - Best practices
-
- Training
 - New Features
-
- Business process automation

Agency (Reactive assets)

- Campaigns
 - Assets (pages, forms, emails, lists, CTAs, reports)
-
- Strategy
 - Insights
-
- Sales and marketing automation
 - Attribution

Good fit

Who this is for

- Mid-large companies and enterprises
 - Marketing and sales managers
 - General managers
- Possibly inherited their HubSpot portal
- Time poor (don't have time to look after 'all the HubSpot stuff')

Use Cases

You've **inherited** HubSpot

- HubSpot was selected and implemented by someone no longer in the company
- You've inherited the system
- Not sure what's in place, and whether it is optimised
- Not sure if you're using everything properly
- Not sure if there are more tools you could be using

You've **upgraded** HubSpot

- You've been using HubSpot for a while but recently upgraded to a higher tier
- You're not sure what the new features are you should prioritise
- You're not sure if current processes can be improved

You've **continued** HubSpot

- You've been using HubSpot for years, but it has become a mess
- You're looking for help to organise and maintain it
- You haven't kept up with all the new features
- You want to ensure you are using all the features

You've **expanded** HubSpot

- You've added another Hub to your portal
- You want to get started using the new features asap
- You want to unblock previously manual processes



How it works

Subscription Model

- All-inclusive model
- Access to all services
- Cancel/Pause/Upgrade/Downgrade anytime
- Unlimited access to the team
- Unlimited access to the team (email, meetings)
 - Unlimited Advisory sessions
 - Unlimited Training sessions
 - Unlimited Planning sessions
 - Unlimited WIP catch-ups
- Management of all settings, tools, users, objects (Best practices)
- Creation/maintenance of all properties, assets (Campaigns)
- Automation of sales, marketing, service and business processes (Efficiency)
 - Pipelines, lifecycle stages, internal notifications
- Tracking and reporting across all channels (Effectiveness)



Pricing

Subscription Pricing Model

- Subscription based on coverage required
 - Monthly subscription ranges from \$16K per month to \$3K per month
 - Use our [subscription pricing calculator](#)

- Four questions:
 1. Which HubSpot Hubs do you want us to manage
 2. How many contacts
 3. How much automation
 4. How many campaigns



Next steps

Next steps

- Book in for a call to discuss further
- See if it is a fit for you



Other options

Other options

HubSpot On-Demand

- Ad-hoc hourly rate access

HubSpot Coaching

- Weekly sessions with HubSpot Strategist
- A mix of guidance and implementation on the call



About XEN

Certifications



HubSpot Platinum Partner

XEN has been a HubSpot Certified Partner since 2012.

XEN is one of the most HubSpot exam certified agencies in Asia Pacific.



Google Partner

XEN has been a Google Partner since 2010, working with the full suite of Google tools including certification in Google Ads.



Databox Premier Partner

XEN has attained the highest level of the Databox partner program, demonstrating expertise in all aspects of their reporting and dashboarding platform.

Contact Craig



02 8006 4428 | 0413 489 388



craig@xen.com.au



www.xen.com.au



404 / 56 Hercules Street
Chatswood, NSW 2067, Australia