

The "All-in-One" Weapon

Made for Shape-Shifters of All Sizes

The B2B Ammunition

Key Features

CRM Tools, Marketing Automation, Content Management, Email Marketing, Social Media Marketing, Create and Optimize Landing Pages, Lead Management, Reporting and Metrics, Site Keyword Tool, and SEO tools

Marketing Automation, Account-based marketing, Email, Mobile, Social, Digital Ads, Web, Marketing Analytics, and Content AI

Marketing automation, B2B marketing analytics, Salesforce Engage, and Einstein account-based marketing

Target User

- "All-in-one Inbound Marketing Software"
- Catered to small and medium businesses
- Best for handling one brand
- Cannot manage multiple brands within one single account
- Separate accounts need to be set up for each brand

- Small to mid-sized businesses
- Built-in capability to handle multiple brands (through the use of Workspaces and Partitions)
 - Workspaces are separate areas in Marketo that contain marketing assets like programs, landing pages, emails and more.
 - Partitions operate like separate databases. Each partition has its own people that do not combine with other partitions.

- Ideal for Salesforce users
- Exclusively for B2B marketing
- Cannot work with B2C

Price

- Ranges from \$500 to \$10,200/month (based on the number of contacts)
- Full feature pricing = \$2,400/month
- Starting price = \$200/month
- Setup fee = \$600
- Starting # of users = 2 Users
- Cost per extra user = \$50

- Ranges from \$895+/month (based on the number of contacts)
- Full feature pricing = \$3,195/month
- Starting price = \$895/month
- Setup fee = \$895
- Starting # of users = 10 Users

- Starts at \$1000+/month (based on the number of contacts)
- Full feature pricing = \$3,000/month
- Starting price = \$1,000/month
- Setup fee = \$1,000
- Starting # of users = 1 User
- Cost per extra user = \$50/month

Ease of Use

- Hubspot's interface is user-friendly
- Great for beginners
- Visual editor to help envision workflows
- Basic social media tools great for beginners

- "Created by marketers for marketers"
- Very intuitive for non-technical marketers to understand
- Daily marketing tools are flexible and easy.
- Ability to clone workflows and clone across brands making it quick and efficient

- "Do More, Stress Less"
- Pardot's dashboard is clear, with well-labeled tabs and icons
- Very user-friendly
- Great for businesses looking to enhance the power and insight of their Salesforce CRM
- Customizable automation tool

Support

- Hubspot's live support is responsive and helpful
- In-person and online training
- Hubspot learning center: Hubspot Academy
- Community forums
- Tweet at and interact with @HubSpotSupport
- Call-in support

- Assigned personal consultant to assist through onboarding and training
- Various training "classes," available
- Less extensive than Hubspot Academy
- Expert consulting
- Strategic advisory
- Creative services
- Customer support available via phone, email or online chat

- Technical support via in-app chat and email
- Office hours available daily through Pardot's Client Advocate team
- Free live, weekly training, including webinars
- Access to Pardot's Idea Exchange
- Local user groups in cities across the globe
- Unlimited access to the Pardot Knowledge Base and an online Customer Hub of resources