



OUR SERVICES





Growth rarely comes from one tactic. It happens when marketing, sales, and technology are working together with a clear strategy behind them.

Modern Driven Media brings those pieces together. Our services span from CRM Implementation, website development, marketing strategy, process automation, and performance-driven campaigns—each designed to help businesses attract the right audience, convert more opportunities, and build systems that scale with them.

This guide is a closer look at the services we provide and how they work together to support sustainable, measurable growth.





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PRICING PHILOSOPHY

01 OUTCOME-BASED PRICING

Every package is offered at a flat fee, giving you complete clarity on your investment from the start. Our pricing is built around the value we deliver through thoughtful strategy, measurable outcomes, and shared accountability—creating the transparency and trust that every successful partnership deserves.

02 CLEARLY DEFINED SCOPE

Every package clearly outlines the deliverables included, with defined quantities and scope so everyone starts with the same expectations. If additional work is requested beyond the agreed scope, a change order will be reviewed and approved before any work begins.

03 RETAINER ANCHORED RELATIONSHIPS

Need support with a specific initiative? Individual services are available à la carte. For teams looking for a more comprehensive approach, our service packages follow a consistent Boost · Scale · Elevate framework across every service line—offering increasing levels of strategy, execution, and support based on your goals. Retainer bundles are designed to maximize impact by connecting efforts across channels, creating efficiencies, and building compounding results over time.



PRICING IN THIS GUIDE

To help you identify the right level of ongoing support, each service section in this guide includes our recommended retainer tier for that offering.

These recommendations highlight the level of support we believe will create the strongest outcomes based on the scope of the service and the results it is designed to achieve.

These pairings are a starting point—not a limitation.



OUR POSITION ON ARTIFICIAL INTELLIGENCE

At Modern Driven Media, we are not AI developers. We are the team that builds the strategic foundation AI can thrive on. Our value has never been rooted in the latest tool; it's in creating the architecture, strategy, and systems that empower organizations to leverage AI effectively and achieve sustainable growth.

We harness AI where it creates real value: accelerating execution, uncovering smarter insights, enhancing decision-making, and increasing efficiency. The result is faster delivery and stronger outcomes without sacrificing the human perspective that turns data into direction and ideas into impact.



**AI accelerates
what we do, but
our people are
what make the
difference.**



HUBSPOT CUSTOM ONBOARDING





HUBSPOT CUSTOM ONBOARDING

HubSpot Custom Onboarding is built to help teams get up and running in HubSpot with a setup that reflects how their business specifically works. Rather than forcing processes into a standard template, the service is focused on creating a stronger foundation inside the portal, supporting adoption across the platform, and helping teams start getting more value from HubSpot sooner.



What We Help With

This service is centered on shaping HubSpot around the way a business markets, sells, and supports customers. Depending on the client's goals, that can include data migrations, integrations and CRM implementation, onboarding and training for tools like Marketing Hub, Sales Hub, Service Hub, Revenue Hub or CMS Hub, and support configuring the portal in a way that feels more aligned with day-to-day operations.

It can also include work such as:

- Technical portal setup
- Data migration support
- Process documentation
- Process automation
- Reporting visibility
- User training and guided work sessions
- Custom Integrations





HUBSPOT CUSTOM ONBOARDING



WHY IT MATTERS

Launching HubSpot is only part of the process. The real value comes from setting it up in a way that fits how the business actually works. Custom onboarding helps create a portal that feels more usable, more relevant to the team, and easier to adopt from the start.

HOW WE APPROACH IT

Onboarding is built around your business. That means shaping HubSpot to fit your customer journey, internal processes, team responsibilities, and the way each hub needs to function day to day. Depending on the scope, that can include portal setup, support across hubs, and a more guided or hands-on rollout that helps your team get comfortable in the platform and start using it with more clarity from the start.

WHAT THE END RESULT LOOKS LIKE

The end result is a HubSpot portal built around the way the team does their work. Instead of a one-size-fits-all setup, the portal is structured to support clearer processes, better adoption, and a smoother connection across marketing, sales, and customer success.



HUBSPOT CUSTOM ONBOARDING PRICING

HubSpot Partner Support

Ongoing HubSpot support designed to help your team get more value from your platform through continuous optimization, campaign support, and strategic guidance. This service provides the expertise needed to keep your HubSpot portal running efficiently while identifying opportunities to improve performance across your marketing and sales efforts.

Includes:

- Everything included in the Care package
- Support for up to 1 campaign or automation project per month
- Ongoing workflow optimization and quality assurance
- List management and contact segmentation support
- Reporting reviews and dashboard updates to improve visibility into performance
- Monthly strategy call (60 minutes) to align on priorities and opportunities
- Same-day response SLA for support requests
- Quarterly HubSpot portal audit to identify optimization opportunities and maintain best practices

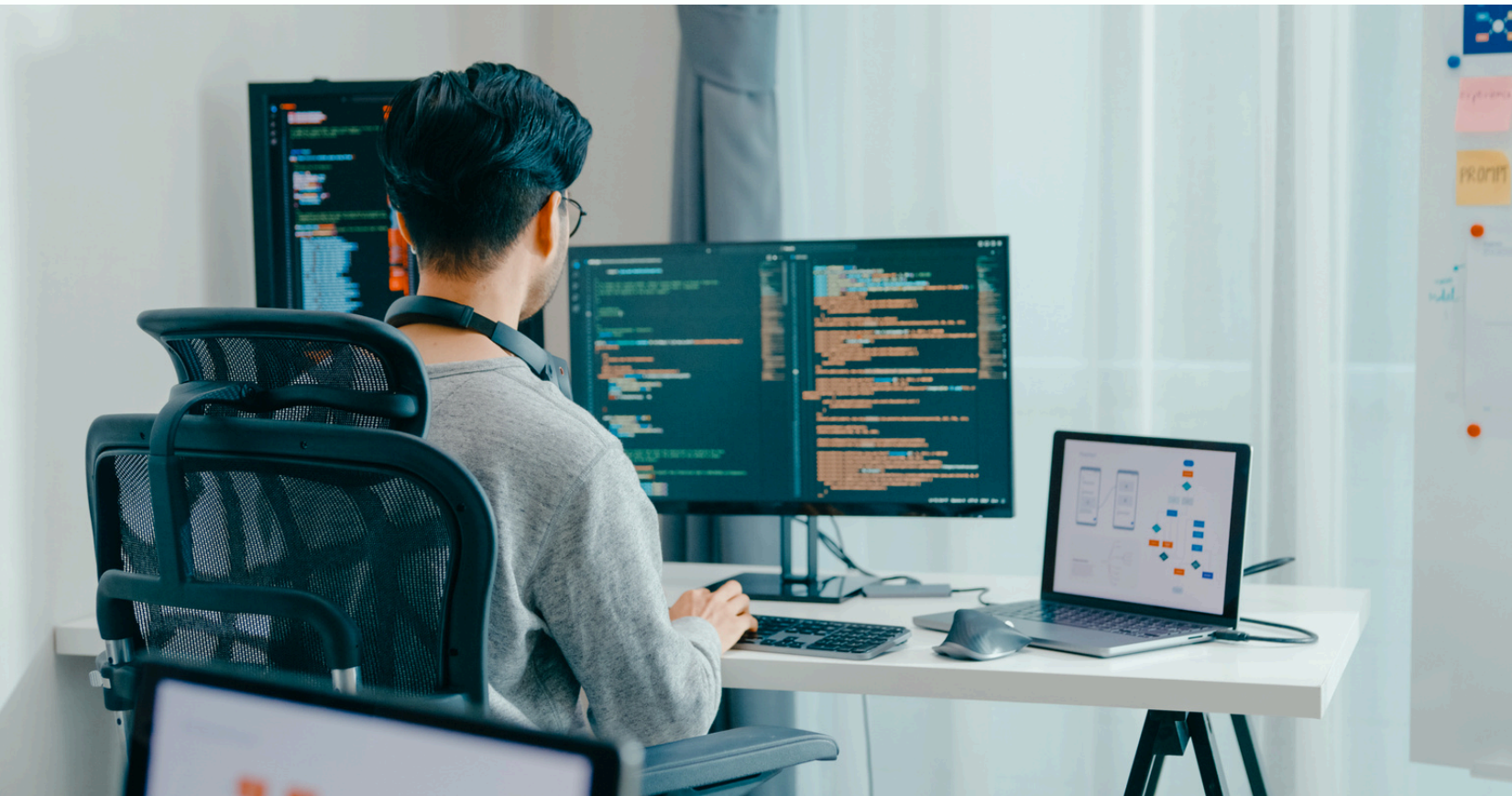
Best For: Marketing Hub and Sales Hub users looking for ongoing strategy, optimization, and platform support.

Investment: \$3,500/month





HUBSPOT CMS DEVELOPMENT





HUBSPOT CMS DEVELOPMENT

A website should do more than sit alongside the rest of your marketing tools. HubSpot CMS development is about building a digital presence directly within HubSpot so your website, landing pages, and blog feel more connected, more manageable, and more useful. It creates a stronger foundation for brands that want their site to support growth.

01 WHAT WE CAN HELP WITH

This service covers the development of websites and web assets inside HubSpot CMS. That can mean building a full site from the ground up, migrating an existing site into HubSpot, or creating the templates and modules that make ongoing updates easier.

It can also include landing page and blog template development, giving teams a more consistent and scalable way to manage content across the site.

02 WHY IT MATTERS

A lot of businesses end up with a website that looks polished on the surface but feels clunky behind the scenes. Updates take too long, pages are hard to manage, and the site does not connect as smoothly to the rest of HubSpot as it should.

HubSpot CMS development is meant to clean that up. The work is focused on creating a site that is easier to manage internally, more aligned with the rest of the platform, and better set up to support conversion.



HUBSPOT CMS DEVELOPMENT



03 HOW WE APPROACH IT

We build your site to be flexible, consistent, and easier to manage over time. That can include custom templates, reusable modules, and a content structure that supports a better user experience, stronger lead generation, and a smoother path for future updates.

04 WHAT THE RESULTS LOOK LIKE

The result is a stronger website foundation inside HubSpot. Your website, landing pages, and blog work within the same platform as the rest of your marketing and CRM activity, creating a setup that is more streamlined, scalable, and easier to manage over time.





HUBSPOT CMS DEVELOPMENT PRICING

Custom Site Build Scale Package

A fully customized website built to support your brand, marketing goals, and long-term growth. This service includes strategic site architecture, custom HubSpot CMS development, and the tools your team needs to manage and optimize the site after launch.

Includes:

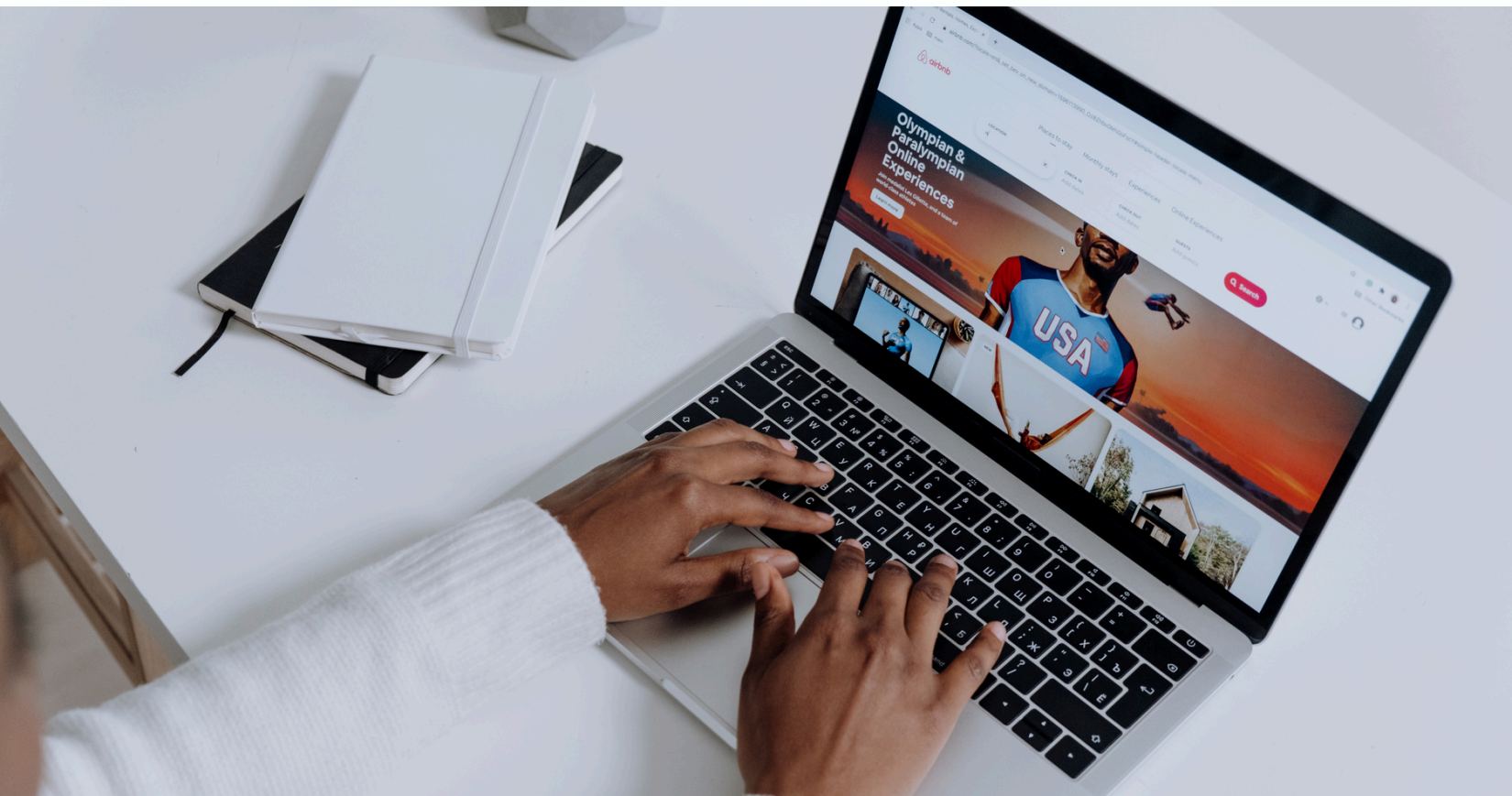
- Up to 8 unique page templates designed and developed for your website needs
- Up to 15 pages built, populated, and configured with your content
- Up to 8 fully editable custom modules to create flexible, reusable page elements
- Global theme setup, including header, footer, typography, and core design settings
- Custom blog template and listing page configuration
- HubDB integration when needed for dynamic content management
- Forms, CTAs, and pop-ups configured to support lead generation efforts
- Mobile-first quality assurance and testing across devices
- Two rounds of design and development revisions
- Two CMS editor training sessions to help your team confidently manage the site moving forward

Investment: Starting at \$18,000





MARKETING HUB IMPLEMENTATION





MARKETING HUB IMPLEMENTATION



Marketing Hub Implementation is about setting up HubSpot so teams can focus on building the structure behind campaigns, automation, lead flow, and reporting instead of dwelling on manual work.

What We Help With

This service covers the setup and configuration needed to make Marketing Hub work the way the business needs it to. That can include campaign asset setup, automation, lead capture, email structure, and reporting visibility.

Why It Matters

Marketing tools are only useful when they are set up with purpose. Without the right structure, campaigns become harder to manage, automation gets messy, and reporting does not give a clear picture of what is working and what's not.

Marketing Hub Implementation is meant to create a cleaner setup from the start so marketing has a stronger system for execution, measurement, and growth.



MARKETING HUB IMPLEMENTATION



How We Approach It

The work starts with the structure marketing needs to run well in HubSpot. That means mapping how leads come in, setting up the automations that support follow-up, organizing the campaign assets the team will use, and building reporting that gives a clear view of performance.

What the End Result Looks Like

The end result is a Marketing Hub setup that gives the team a clearer way to run campaigns, automate key touchpoints, and track performance inside HubSpot. Instead of disconnected activity, marketing has a stronger operational foundation inside the platform.





MARKETING HUB IMPLEMENTATION PRICING



Marketing Hub Scale Package

A complete Marketing Hub Pro setup designed to help your team build a stronger marketing foundation, streamline campaigns, and gain better visibility into performance. This service includes configuration, automation, reporting, and training to help your team maximize the value of HubSpot.

Includes:

- Everything included in the Marketing Hub Boost package
- Up to 3 custom email templates configured for your marketing campaigns
- Up to 6 forms built and optimized for lead capture
- Up to 5 workflows created to automate key marketing processes
- Contact segmentation setup, including up to 10 lists for targeted campaigns
- UTM and campaign tracking framework to improve attribution and reporting
- Marketing dashboard setup with up to 8 performance reports
- Two training sessions to help your team confidently manage and optimize HubSpot

Investment: \$6,500



SALES HUB IMPLEMENTATION





SALES HUB IMPLEMENTATION

Sales Hub Implementation is about setting HubSpot up to support your sales team. It covers the structure behind your pipeline, deal stages, task management, and core sales tools so reps have a clearer process to follow and better visibility into what needs attention next.

What We Help With

This service includes configuring the pieces of Sales Hub that shape day-to-day sales activity inside the platform. That can include setting up pipelines and deal stages, organizing rep tasks and activity tracking, and getting the right sales tools in place so follow-up, outreach, and deal movement happen in a more structured way.

Typical Work Can Include:

- Pipeline and deal stage setup
- Task and activity management
- Email, calling, and calendar integration
- Playbooks, sequences, quotes, payments, and invoicing setup



SALES HUB IMPLEMENTATION

Why it Matters

Without the right setup, HubSpot becomes a place where deals are stored instead of a tool that helps move them forward. Sales Hub Implementation is meant to give the team a cleaner process, better day-to-day visibility, and a setup that supports follow-up and pipeline management without adding unnecessary friction. MDM's broader HubSpot positioning also emphasizes shaping the platform around the business rather than forcing the business into a standard setup.

What the End Result Looks Like

The end result is a Sales Hub setup that gives reps a clearer way to manage opportunities, stay on top of activity, and use HubSpot as part of the sales process instead of around it. That creates a more organized pipeline and a stronger structure for moving deals forward.





SALES HUB IMPLEMENTATION PRICING



Sales Hub Scale Package

A comprehensive Sales Hub Pro setup designed to help your team streamline sales processes, improve pipeline visibility, and create a more efficient approach to managing leads and opportunities. This service includes CRM configuration, sales automation, reporting, and training to help your team get the most from HubSpot.

Includes:

- Everything included in the Sales Hub Boost package
- Onboarding and configuration for up to 10 users
- Up to 3 sales pipelines configured to align with your sales process
- Up to 50 custom properties created to capture the data your team needs
- 5 sales sequences built to support prospecting and follow-up efforts
- Lead rotation and deal automation setup, including up to 10 workflows
- Sales dashboard setup with up to 5 custom reports for performance tracking
- Individual meeting links configured for each sales representative
- Two training sessions to help your team confidently use and manage HubSpot

Investment: \$6,500





REVENUE HUB IMPLEMENTATION



REVENUE HUB

Revenue Hub turns fragmented sales, billing, and CRM data into a more connected revenue engine. It aligns your people and your processes around quoting, contracts, billing, payments, renewals, and reporting.

What We Help With

We help teams strategize and execute a quote-to-cash system within HubSpot, so revenue activity is easier to manage from first quote to final payment. That can include faster quote-to-close workflows, smoother renewals and expansions, stronger team alignment, and shared revenue reporting that gives sales, customer success, finance, and leadership a clearer view of the same numbers.

Typical Work Can Include:

- Payment processing configuration
- Product library creation
- Custom quote development
- Subscription and billing setup
- Subscription and billing migration
- Quote-to-cash workflows
- Accounting software integration
- Consistent revenue reporting





REVENUE HUB



Why It Matters

Revenue leaks often come from bad data, inconsistent processes, and limited visibility. Revenue Hub helps close those gaps by giving teams one connected source of truth. Reps can spend more time selling, customer success can get more context, and leadership can build forecasts from real pipeline and revenue data.

How We Approach It

We start by understanding how revenue moves through the business today, from quoting and approvals to contracts, billing, renewals, and reporting. From there, we design the HubSpot setup around the way your team actually sells, while prioritizing clean data, clear workflows, and a smooth transition for customers.

What the End Results Look Like

The end result is a connected HubSpot platform that supports revenue across the organization. Teams get more accurate pipeline and revenue visibility, AI-powered and automated workflows that reduce manual effort, a shorter path from quote to cash, and a stronger way to identify and close renewal and expansion opportunities without disrupting the customer experience.





REVENUE HUB IMPLEMENTATION PRICING



Revenue Hub Scale Package

Designed for organizations that have outgrown basic CPQ tools or platforms like PandaDoc and need a more connected approach to quoting, contracts, subscriptions, and billing. Revenue Hub Mid provides the structure and automation needed to manage moderate billing complexity while creating a scalable foundation for revenue operations.

Includes:

- Payment Processor selection and configuration
- Product library build (with up to 25 products)
- Quote template development with rule configuration
- Contract configuration with key revenue fields and dates
- Subscription, billing, and staggered line-item date setup
- Approval workflows and field-level permissions
- Payments activation
- Payment link and checkout set-up
- Initial training and post-implementation QA

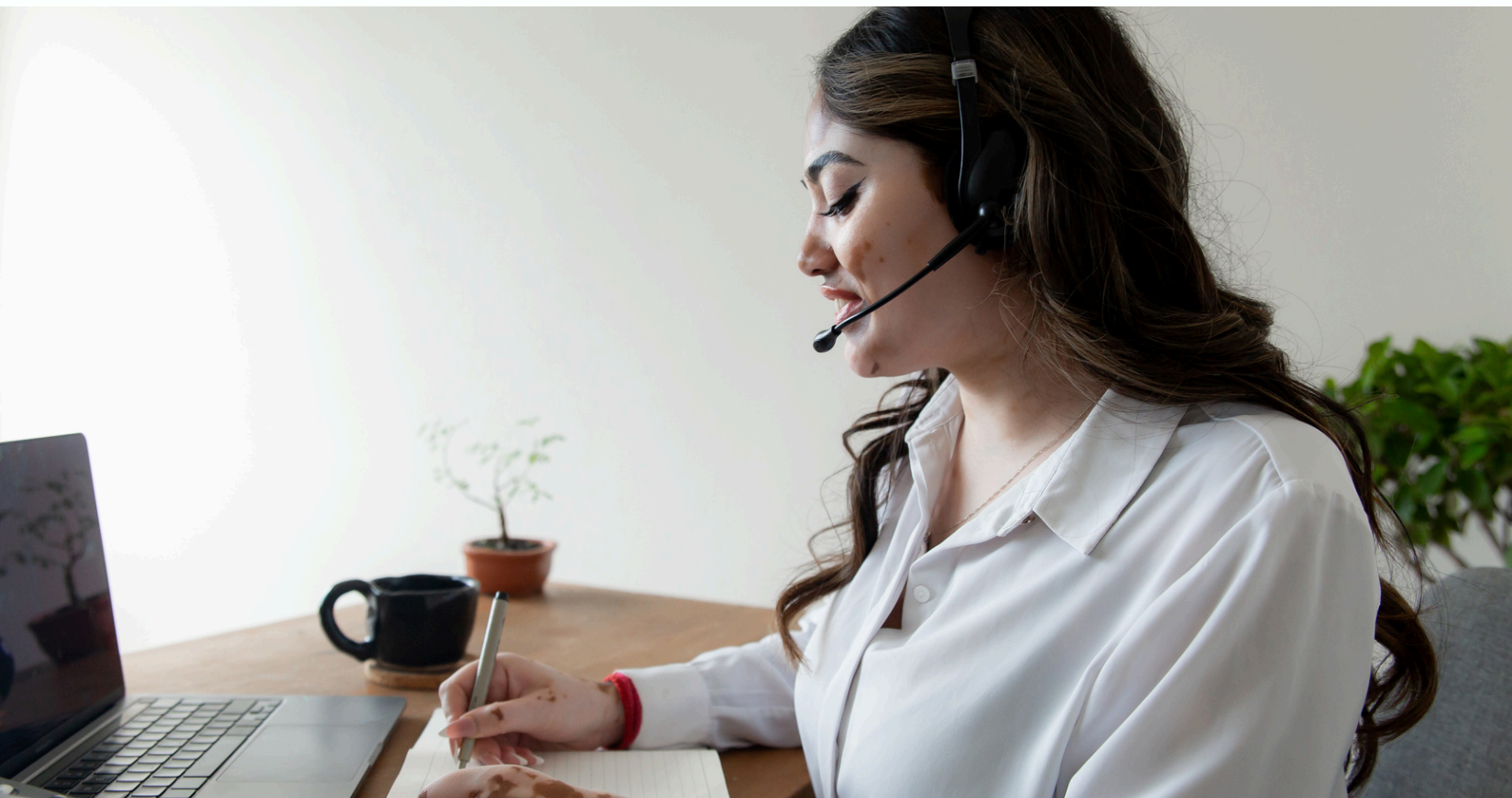
Best For: Organizations with moderate billing complexity looking to streamline revenue operations and create a scalable process within HubSpot.

Investment: starting \$6,500 (one-time fee)





SERVICE HUB IMPLEMENTATION





SERVICE HUB IMPLEMENTATION



Service Hub Implementation is about setting HubSpot up to support how your team handles customer questions, service requests, and ongoing support. It puts the structure behind tickets, service workflows, and customer-facing resources in place so support is easier to manage and more consistent across the team.

What We Help With

This service covers the setup needed to tailor Service Hub to your team's day-to-day support operations. That can include building out ticket pipelines, setting up automation tied to service tasks, creating a knowledge base, and configuring the tools that help teams manage customer communication more clearly.





SERVICE HUB IMPLEMENTATION



Why it Matters

Support teams need a clear system for managing requests, follow-up, and ongoing service work. Without that structure, tracking becomes inconsistent and HubSpot is less useful than it should be. Service Hub Implementation creates a more organized setup for handling support inside the platform.

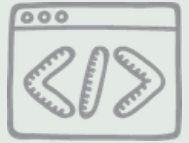
How We Approach It

The work starts by outlining the support process. That includes how requests come in, how tickets should be routed, which pipelines and stages are needed, what can be automated, and which self-service resources should be available to customers. From there, Service Hub is customized around that structure so the team has the tools, workflows, and visibility needed to manage support more clearly and consistently.

What The End Results Look Like

The end result is a Service Hub setup that gives the team a clearer structure for managing tickets, support tasks, and customer communication inside HubSpot.

SERVICE HUB IMPLEMENTATION PRICING



Service Hub Scale Package

A complete Service Hub Pro setup designed to help your team deliver a more efficient, scalable customer support experience. This service includes help desk configuration, automation, knowledge management, reporting, and training to help your team streamline support operations and improve customer satisfaction.

Includes:

- Everything included in the Service Hub Boost package
- Up to 3 ticket pipelines configured to align with your support processes
- Up to 40 custom ticket properties created to capture the information your team needs
- SLA policy configuration to establish clear service expectations and response standards
- Knowledge base setup, including up to 10 articles built and configured
- Up to 2 customer feedback surveys configured (CSAT or NPS)
- Up to 8 ticket automation workflows to streamline support processes and reduce manual tasks
- Service dashboard setup with up to 6 custom reports for tracking performance and customer insights
- Two training sessions to help your team confidently manage and optimize HubSpot Service Hub

Investment: \$7,500



HUBSPOT TRAINING



HUBSPOT TRAINING

HubSpot Training is designed to help teams use the platform with more clarity, consistency, and confidence. The focus is on helping users understand how to use HubSpot in a way that supports their role, their responsibilities, and the way the business works.

What We Help With

This service covers training built around the parts of HubSpot the team needs to use most. That can include guidance on core tools, workflows, reporting, contact and deal management, and the day-to-day actions that keep work moving inside the platform.

Training Can Be Shaped Around:

- Specific hubs or tools
- Team roles and responsibilities
- Platform processes and workflows
- Day-to-day platform use





HUBSPOT TRAINING



Why It Matters

A HubSpot portal can be set up well and still go underused if the team does not know how to use it confidently. Training helps close that gap by giving users a clearer understanding of how the platform fits into their work and what they need to do inside it.

How We Approach It

The work starts by identifying what the team needs to know, what parts of HubSpot they use most, and where confusion or inconsistency tends to happen. From there, training is built around the platform as it is actually being used, so guidance feels more relevant, easier to apply, and more useful in practice.

What the End Results Look Like

The end result is a team that is better equipped to use HubSpot in a consistent and practical way. This means the business has clearer adoption across the platform and a stronger foundation for getting value from the tools already in place.





HUBSPOT TRAINING PRICING

HubSpot Training à la cart Options

Empower your team to get more value from HubSpot with hands-on training tailored to your platform, processes, and goals. Whether you're onboarding new users, introducing additional Hubs, or providing advanced team training, our sessions combine practical instruction with real-world application so your team can use HubSpot with greater confidence and efficiency.

Single Hub Admin or End-User Training — \$650

A focused 90-minute session designed for administrators or end users working within a single Hub. Ideal for onboarding new team members, refreshing knowledge, or covering specific features and best practices.

Multi-Hub or Team Workshop — \$2,250

A collaborative half-day workshop (3–4 hours) designed for teams working across multiple HubSpot Hubs. Sessions are customized to your workflows and include hands-on guidance, process optimization, and best practices to improve adoption across your organization.

Full-Day Custom Training — \$4,000

A comprehensive full-day training program, available onsite or virtually, tailored to your team's unique goals and HubSpot environment. Ideal for organizations implementing new processes, expanding HubSpot usage, or providing in-depth training across multiple teams and business functions.



MARKETING



MARKETING

Marketing is focused on building awareness, earning trust, and generating qualified interest over time. It combines strategy, messaging, and execution to connect with the right audience, answer real customer needs, and create meaningful opportunities for growth.

What We Help With

This service encompasses the planning, creation, and optimization of marketing assets, along with the behind-the-scenes work that ensures campaigns reach the right audience and deliver meaningful results. That can include:

- Marketing Strategy
- Content Marketing
- SEO / AEO
- Email Marketing
- Website Design & Development
- Paid Media



MARKETING



MARKETING STRATEGY

Every successful marketing initiative starts with a strategy. We develop data-driven content plans that align with your business goals, target audience, and buyer journey—ensuring every piece of content has a purpose and contributes to measurable growth.

CONTENT MARKETING

Great content fuels every stage of the buyer's journey. We develop search-optimized blogs, premium guides, website copy, email content, social media assets and omni-channel campaigns that educate your audience, establish your expertise, improve search visibility, and generate qualified leads. Every piece of content is strategically created to support your marketing goals and deliver long-term value.

SEO / AEO

Search has evolved beyond keywords. Our SEO and Answer Engine Optimization (AEO) strategies help your business build authority, improve visibility across traditional search and AI-powered platforms, and connect with high-intent audiences at every stage of their journey.



MARKETING



EMAIL MARKETING

Build stronger customer relationships with personalized email campaigns that educate, nurture, and convert. From automated workflows to promotional campaigns and sales sequences, we create strategic email experiences that keep your audience engaged throughout the buyer's journey.

WEBSITE DESIGN & DEVELOPMENT

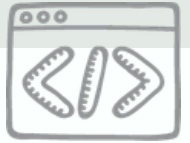
Your website is your most valuable digital asset. We design and develop high-performing websites that combine exceptional user experience with strategic messaging, SEO best practices, and conversion-focused functionality—creating digital experiences that support long-term business growth.

PAID MEDIA

Reach the right audience at the right time with targeted advertising strategies across search, social, display, and remarketing. We combine strategic planning, audience targeting, ongoing optimization, and performance analysis to maximize your advertising investment and drive measurable ROI.



MARKETING



Why It Matters

Effective marketing helps a business attract the right audience, build credibility, and create meaningful opportunities to engage with potential customers. By combining the right strategies and channels, it increases qualified traffic, strengthens brand awareness, and guides prospects from initial interest to informed decision-making and action.

How We Approach It

Every engagement begins with a clear objective, whether that is increasing brand visibility, generating qualified traffic and leads, strengthening customer engagement, or supporting business growth. From there, we develop a strategic marketing plan that aligns the right channels, campaigns, and tactics to achieve those goals, ensuring each initiative works together as part of a cohesive, results-driven strategy.

What the End Results Look Like

The end result is a stronger marketing foundation that helps the business increase visibility, build credibility, and create more opportunities to attract, engage, and convert qualified prospects. Rather than relying on disconnected tactics, every marketing effort works together to support awareness, strengthen customer relationships, and drive measurable business growth.



MARKETING PRICING

Marketing Boost Package

Designed for organizations that need consistent marketing execution and strategic guidance without the commitment of a fully integrated marketing program. The Boost Retainer establishes a strong foundation by focusing on visibility, content, SEO, and performance measurement while providing ongoing strategic support to keep marketing efforts moving forward.

Includes:

- Strategic SEO guidance, including 2 SEO content outlines per month and quarterly technical site crawls
- One long-form content initiative per quarter using client-provided copy
- Two short-form content pieces written by our team each month
- Quarterly business review supported by real-time marketing dashboards and performance reporting
- Bi-weekly 30-minute strategy touchpoints to review progress, priorities, and next steps
- Paid media services available as an add-on when additional campaign support is needed

Best For: Organizations looking to build a consistent marketing presence, improve search visibility, and execute a focused marketing strategy with ongoing expert guidance.

Investment: \$5,500/month



At Modern Driven Media, we believe great marketing starts with understanding the people behind the business. Our innovative team is passionate about helping organizations connect with their audiences, streamline their marketing efforts, and achieve meaningful growth.



Whether you're looking for strategic guidance, creative support, or a trusted partner to help bring your vision to life, we're here to help. We welcome the opportunity to learn more about your goals and explore how we can support your success.

Reach out to our team anytime—we'd love to start the conversation.

