an introductory

GUIDE TO SWITCHING FROM MARKETO TO HUBSPOT

NEW BREED
Unified Marketing + Sales™
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Marketing automation can be incredibly complex, and the choice of which software platform you choose to use for strategy execution is vital to ensuring long-term success.

Since you’ve taken the time to download this guide, odds are you’re already a Marketo customer. That being said, we’re going to proceed under the assumption you have existing experience with Marketo and at least a basic understanding of marketing automation.

I think it’s safe to assume that you’re also not as happy with Marketo as you’d like to be, causing you to assess other alternatives. Our goal throughout this e-book is to help you find which platform is best for your business and, if that means switching from Marketo to HubSpot, just how you should start that process.
Considerations Before Migrating

The differences between HubSpot and Marketo

Let’s start off by reviewing the key differences between the two platforms. It’s easy to get wrapped up in who has feature X and who has feature Y. However, we encourage you to instead frame the question as, “Which software is going to help me become a more sophisticated marketer and make that process easier?”

HubSpot does this by giving you the software, consulting, and education you need in order to be effective (not to mention its extensive partner ecosystem). It’s a holistic software that gives you tools from a CMS (HubSpot calls it a content optimization system, or COS) and all the same marketing tools you have in Marketo such as email marketing, list management, marketing automation and CRM integration.

As you likely know, Marketo is an incredibly robust tool that fits the needs of many advanced marketers. However, for many the Marketo software can be overwhelming and overly complex. You may have even experienced this for yourself.

We asked HubSpot what some of the most common reasons they see customers leaving Marketo are:

- Complex, difficult to execute system
- Lack of training, guidance and support
- Need for new lead generation and inbound marketing

We’ve compiled testimonials on the above points from former Marketo, current HubSpot customers to shed light on the differences between the two platforms.
Market to: Complex, difficult-to-execute system

Some Marketo customers find it difficult to execute on the campaigns that help them solve core problems such as generating new leads and nurturing them throughout the buyer’s journey. For them, the price they pay for nice-to-have features isn’t worth the trade-off of a high barrier to entry.

“Very time consuming and not an easy product to use. The learning curve is quite steep. Setting up the entire system is chaos. When you see the demo it looks great, but getting to the point where your system is set up to be able to do everything they do in their demos is a lot of work and difficult. You DO need a full time person and someone who knows coding to do the designs unlike they had said. Fun tool, but not simple to use or set up.” - Current Marketo customer; read the full review on G2Crowd.

HubSpot: Lead and demand generation PLUS marketing automation

“The difference I see between HubSpot and other tools is that HubSpot is a complete solution. With HubSpot I get both demand generation and marketing automation capabilities, which allows us to generate highly qualified leads and nurture them through our sales process. Through demand generation and content creation, we’re able to generate new, qualified leads for our team.” - Former Marketo customer Chad Pollitt. Read more testimonials here.

“We’ve seen great results with using HubSpot. We’re seeing almost 3x the amount of traffic and leads to our site. We’ve also doubled our email marketing list. For the leads we’re generating, our sales and marketing teams have actionable data since we’re able to close the loop on our marketing efforts; we’re able to see what’s working and what’s not for driving customers to our business.” - Former Marketo customer Ethan Griffin. Read more testimonials here.
Differences between Marketo and HubSpot

HubSpot: Comprehensive training, guidance and support

It’s important to remember that marketing software is not plug-and-play, and you’ll want to have the peace of mind that you’ll have the support, guidance and education you need to be successful with your software vendor. That’s why HubSpot offers:

- A partner ecosystem of certified agencies such as New Breed that can help you craft your strategy and implement it effectively within the HubSpot software.

- Unmetered phone, Web and Twitter support: No matter what you pay for HubSpot, you always have the ability to pick up the phone (or request a phone call) and ask questions or request technical support.

- On average HubSpot holds 10–13 classes per week that cover everything from goal planning and SEO to automated workflows. HubSpot offers not only self-paced learning from on-demand videos and webinars, but also interactive live labs led by inbound professors that feature examples from other customers.

“The combination of HubSpot’s intuitive system and helpful customer service has made it easy for us to get our marketing done. Our previous marketing automation system was difficult to use and clunky; we would reach out for additional help, but they were unresponsive. I found that I would have to escalate my requests in order to be heard. We ended up having to hire a consultant to help us with the implementation and day-to-day tasks. We kept spending time and money, but weren’t seeing any results in return.” - Former Marketo customer Ethan Griffin.

Read more testimonials here.
“The biggest thing that’s different with HubSpot is that it eliminates the obstacle to getting our marketing done...We can do things quickly and efficiently. HubSpot offers the right tools for what we need to do, and we can do it very easily. We found that HubSpot is just more practical. We’re actually able to do the things we wanted to do from the very start.” - Former Marketo customer Jeff Furst. Read more testimonials here.

**HubSpot: Out-of-the-box reporting**

It’s true that you can use other tools to do inbound along with Marketo (Wordpress, Hootsuite, etc.). But only HubSpot allows you to report on these efforts effectively and couple them with your other marketing initiatives. HubSpot makes this possible because as all of your tools and data live in one place, giving you a clear apples-to-apples comparison of which initiatives are working toward your bottom line and which are not.

“One of the biggest differences with using HubSpot is with their reporting. I can track my visits, leads, blog performance, and landing page conversion rates on one, easy-to-read dashboard. With other products, the reporting wasn’t as easy to use. I felt like I had to dig to find usable information. HubSpot’s reporting allows me to see my key metrics at a high level, but also drill down into individual campaigns. - Former Marketo customer Chad Reinholz. Read more testimonials here.

“I look at our HubSpot Sources report daily to see what’s happened in the past year, last 30 days, as well as that day. Because I’m able to see extremely granular data, I’m able to spot trends that I may have otherwise missed or that might be on the horizon. I also spend a lot of time on our Page Performance report tracking our blog analytics. Since content marketing is such a large part of what we do, I want to be able to give real-time feedback to our blog contributors. With HubSpot, I’m able to see which pieces of content are resonating with our audiences, allowing us to continually improve our efforts.” - Former Marketo customer Chad Pollitt. Read more testimonials here.
At the end of the day, features are always going to be important as well. Here’s a list we’ve compiled of:

- Common misconceptions about HubSpot functionality
- Elements that HubSpot does not have that Marketo does
- Elements that HubSpot might not do as well natively with workarounds

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Business Case</th>
<th>HubSpot</th>
<th>Potential Workaround or Implementation Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports native SFDC objects</td>
<td>Required to use Salesforce CRM</td>
<td>Yes</td>
<td>N/A - Native functionality</td>
</tr>
<tr>
<td>Supports native SFDC ownership</td>
<td>Required to use Salesforce CRM</td>
<td>Yes</td>
<td>N/A - Native functionality</td>
</tr>
<tr>
<td>User permissions</td>
<td>Allows strict management of who is accessing critical settings</td>
<td>Yes</td>
<td>N/A - Native functionality</td>
</tr>
<tr>
<td>List creation</td>
<td>Allows marketers to target specific groups most efficiently</td>
<td>Yes</td>
<td>N/A - Native functionality</td>
</tr>
<tr>
<td>Preview tool</td>
<td>Allows marketers to see what content will look like in multiple browsers, devices, etc.</td>
<td>Yes</td>
<td>N/A - Native functionality</td>
</tr>
<tr>
<td>Custom lead scoring</td>
<td>Scoring based on activity of buying, allows marketers to nurture at the most relevant level</td>
<td>Yes</td>
<td>However, HubSpot lead scoring is not as robust as Marketo’s lead scoring functionality</td>
</tr>
<tr>
<td>Folder organizational system</td>
<td>Allows marketers to search quickly for a file based on projects, campaigns, etc.</td>
<td>Yes</td>
<td>But only available in certain tools (such as Lists)</td>
</tr>
<tr>
<td>Google Analytics tagging</td>
<td>Allows marketers to easily measure effectiveness/results</td>
<td>Yes</td>
<td>You can use Google Analytics and HubSpot tagging at the same time</td>
</tr>
<tr>
<td>Requirements</td>
<td>Business Case</td>
<td>HubSpot</td>
<td>Potential Workaround or Implementation Tips</td>
</tr>
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<td>------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td>---------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>If/then branching</td>
<td>Allows marketers to segment a workflow to different groups based on a variety of criteria options</td>
<td>Yes</td>
<td>Cannot branch off of opens or clicks, so you have to create multiple lists and then use those; must choose one set of criteria for YES, and then NO is anything else</td>
</tr>
<tr>
<td>Progressive profiling</td>
<td>Allows marketers to auto-populate fields and gather additional information from prospects and customers to better target</td>
<td>Yes</td>
<td>N/A - Native functionality</td>
</tr>
<tr>
<td>Ability to test email content itself for spam scoring and deliverability</td>
<td>Any testing editing marketers can do to be proactive in ensuring emails will be delivered same time in the long run</td>
<td>Yes</td>
<td>N/A - Native functionality</td>
</tr>
<tr>
<td>Auto-capitalize first letter in contact property fields</td>
<td>Allows proper grammar when addressing first name and the save contact entered lower case letters</td>
<td>Yes</td>
<td>You can use HubL to modify capitalization of personalization token values</td>
</tr>
<tr>
<td>Custom reporting</td>
<td>Allows marketers to measure effectiveness of efforts</td>
<td>Yes</td>
<td>Not easily able to pull performance against multiple workflows, emails, etc. However, with HubSpot Enterprise much more detailed reporting is gained.</td>
</tr>
<tr>
<td>API throttle</td>
<td>Proper management is vital to ensuring uptime of Salesforce systems, ERP, or any sales/support teams</td>
<td>Yes</td>
<td>N/A - Native functionality</td>
</tr>
</tbody>
</table>
## HubSpot features and workarounds

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Business Case</th>
<th>HubSpot</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Supports custom SFDC objects</td>
<td>Required to use business intelligence data, subscription, and survey objects</td>
<td>No</td>
<td>Custom integration via Bedrock</td>
</tr>
<tr>
<td>A/B testing in workflows</td>
<td>Allows marketers to test without being in a live environment affecting currently live elements</td>
<td>No</td>
<td>Build multiple workflows</td>
</tr>
<tr>
<td>Test/Sandbox environment</td>
<td>Allows marketers to test without being in a live environment affecting currently live elements</td>
<td>No</td>
<td>Go live and monitor</td>
</tr>
<tr>
<td>Send throttling</td>
<td>Allows marketers to space sends and throttle based on best practices</td>
<td>No</td>
<td>Send all at once or start small, clone the email and send to the larger group</td>
</tr>
<tr>
<td>Supports HTML import</td>
<td>Greater flexibility around design and creative efforts</td>
<td>No</td>
<td>Required to use templates and WYSIWYG editor</td>
</tr>
<tr>
<td>System can schedule email sends for specific days of the week or times of the day based on customer activity</td>
<td>Allows marketers to nurture at the most relevant level</td>
<td>No</td>
<td>One send time for all contacts</td>
</tr>
<tr>
<td>Emails can be shared across campaigns</td>
<td>Reusing content saves time and fosters messaging consistency across campaigns</td>
<td>No</td>
<td>Choose one campaign; close an email and resave for separate campaigns</td>
</tr>
<tr>
<td>Ability to define one or more reply-to email boxes based on business rules</td>
<td>Having a reply-to email address gives customers a quick and easy way to contact the proper team based on the response</td>
<td>No</td>
<td>Must choose one option</td>
</tr>
</tbody>
</table>
# HubSpot features and workarounds

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Business Case</th>
<th>HubSpot</th>
<th>Potential Workaround or Implementation Tips</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognize dates in any format</td>
<td>Allows marketers to use proper formatting based on country</td>
<td>No</td>
<td>Use U.S. standard date format</td>
</tr>
<tr>
<td>Sending emails based on time zones</td>
<td>Allows marketers to send emails at optimal times based on location</td>
<td>No</td>
<td>Create one time and send to all</td>
</tr>
<tr>
<td>Dynamic forms that provide questions based on answers</td>
<td>Allows marketers to be smart about questions to get best data on a contact to nurture as targeted as possible</td>
<td>No</td>
<td>Create one form to use for all</td>
</tr>
<tr>
<td>Notifications when social publishing fails</td>
<td>Allows marketers to quickly identify and correct an issue</td>
<td>No</td>
<td>Manually check to see if failures occurred; but there is a tab specifically to view these messages</td>
</tr>
<tr>
<td>Forward to a friend feature for emails</td>
<td>Allows marketers to target a segment that may not have been accessible otherwise</td>
<td>No</td>
<td>No workaround</td>
</tr>
<tr>
<td>Ability to send operational emails</td>
<td>Allows marketers to send emails without the unsubscribe option for operational communications; reduces need for multiple email tools</td>
<td>Yes</td>
<td>Transactional emails are available in HubSpot for an additional monthly fee</td>
</tr>
<tr>
<td>Daily email send count report</td>
<td>Allows marketers to spot check number of emails sent by workflow by day</td>
<td>No</td>
<td>Manually export send report and enter into Excel file to manipulate</td>
</tr>
</tbody>
</table>

If you want to dive into this further, here are some additional resources from both HubSpot and Marketo:

- [HubSpot vs. Marketo Informational Web Page](#)
- [Marketo vs. HubSpot Informational Web Page](#)
Now that we have a better understanding of the core differences between the two platforms, let’s dive into the specific steps you need to begin to make the move from Marketo to HubSpot.

What you’ll first notice when you log into HubSpot is the vast difference from Marketo in the folder structure and user interface.

To make this easier, here’s a glossary of some of the basic terminology and how it differs across both tools:

<table>
<thead>
<tr>
<th>HubSpot</th>
<th>Marketo</th>
</tr>
</thead>
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<tr>
<td>List</td>
<td>Smart List</td>
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<tr>
<td>Workflow</td>
<td>Flow</td>
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<tr>
<td>Contacts</td>
<td>Lead Database</td>
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<td>Filters</td>
<td>Contact Properties</td>
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<tr>
<td>Content</td>
<td>Local Asset Gallery</td>
</tr>
<tr>
<td>Design Manager</td>
<td>Design Studio</td>
</tr>
<tr>
<td>Campaigns</td>
<td>Programs</td>
</tr>
<tr>
<td>Recipes</td>
<td>Marketo Program Library</td>
</tr>
<tr>
<td>Keywords</td>
<td>SEO</td>
</tr>
<tr>
<td>Events</td>
<td>Interesting Moments</td>
</tr>
</tbody>
</table>
Working backward will be the most efficient game plan when migrating to HubSpot (or any marketing-automation platform for that matter). Meet with the people that are involved and map what they’re trying to accomplish, what is most important to them and what needs to be migrated. Marketing-automation platforms can get messy if not properly maintained, and there’s no need to carry over that mess from one platform to another. In fact, it’s well worth the extra work upfront to make sure the end result of the migration in HubSpot is clean and ready to go.

We recommend starting with active campaigns and identifying associated landing pages, emails and other assets attributed to those campaigns that need to be migrated. These are the types of documentation you need to compile:

- Audit of your Marketo implementation
- Inventory active lists
- Inventory of contact field mappings (contact and company)
- Inventory of embedded forms and identify form location
- Inventory of forms with hidden properties
- Inventory of landing pages
- Inventory of required fields for forms

Document these existing assets in a master spreadsheet that you can use as a reference point for the remainder of the migration project. A few areas to which you’ll want to pay particularly close attention are the lead scoring rules and form strategy. Some of the lead scoring logic available in Marketo is not yet available in HubSpot. You’ll need to adapt your rules accordingly if you’re leveraging that functionality. Regarding forms, we’ve found that a portal migration is a great time to reassess your form strategy and move a very clean implementation into HubSpot. We’ll generally start with five core forms (top-of-funnel, middle-of-funnel, bottom-of-funnel, trial, contact us and demo).
Initial HubSpot Setup

Campaign and asset migration

Before you being migrating these defined assets into HubSpot, you'll want to ensure you have completed the basic setup steps in your HubSpot account. HubSpot will take you through this process step-by-step with in-app instructions, or you can work through them with your account representative or partner agency. This will include the setup of your primary and subdomains, IP filtering for reporting and a few other basic steps.

Now that your HubSpot portal is ready to go and we have all the assets from Marketo clearly documented we’re going to walk through the migration of your key campaign assets, landing pages, workflows, and emails.

Campaigns

In Marketo this functionality is accessed under Marketing Activities > New and looks like:

![Image of the Marketo interface for importing programs]

Select a Program to Import

Subscription: Marketo Program Library

Import Programs:

- Basic Drip Nurture
- Data Management
- Email with Landing Page
- Email with Progression Statuses
- Interactive Portals
- Landing Page with Autoreponder
- Lead Lifecycle 2
- Program Import Sweepstakes

Sales Available Campaigns:

- Scoring - Spark Edition
- Scoring - Standard and Select Editions
- Sync New Leads to CRM
- Webinar with Event Adapter
- Webinar without Event Partner
To bring this over into HubSpot, navigate to **Content > Campaigns** in the main menu:

Once here, click the **Create a New Campaign** button in the upper-right-hand corner, which will take you to the campaign dashboard screen. This will look quite different than what you’re used to in Marketo. Instead of simply selecting the folder, name, type and channel, seen here...
...HubSpot is going to prompt us to add a description, start date, end date budget and persona to our campaign as well as our campaign goals, and will look like this:

From there we are given the option to tag existing assets with this campaign in the menu below, or in this case we'll be tagging the different assets related to this campaign as we migrate them. We'll discuss the steps below now that the campaign has been created.
Email

To start, navigate to the email tool in Marketo and select one of the emails you’ve designated that needs to be migrated. Open it up the WYSIWYG editor. It will likely look something like this:

Now in HubSpot you can find the email tool under the Content menu:
In the upper right corner of this screen, select “Create a new email” and select the template you’d like to use (HubSpot comes with 20 ready-to-go templates out of the box) so the odds are good you can find a template that will work without needing to create one. From there HubSpot’s email WYSIWYG will open and you can copy and paste the HTML from your existing Marketo email directly into the HTML editor in HubSpot.
There are a few other nuances you'll want to keep in mind. In Marketo setting the email-sender information happens at the top of the email and looks like this:

Create a killer email marketing campaign and increase your conversion rates by following this easy-to-use checklist.
In HubSpot, that information can be found above the WYSIWYG and will look like this (also remember to add this email to our recently created campaign in this menu as well):
And if you’re going to be adding personalization tokens to the emails, as you know in Marketo this appears as:

In HubSpot you can find the personalization tokens in the menu under **Insert > Insert personalization**:
Once your email is ready, you can navigate to the Sending tab from the editor and select whether you want this email to be sent to a target list or used in automated workflows:

These basics should get you on your way in bringing over your emails from Marketo into HubSpot. For an in-depth and complete step-by-step guide, you can also reference HubSpot’s detailed user guide on email here.
Lists

Next up we’ll want to migrate all our lists from Marketo to HubSpot. As with the emails, the HubSpot lists tool will likely feel very intuitive.

While in Marketo these lists are accessed in the **Lead Database SMART List** section of the tool (as seen below):

![Marketo Lead Database SMART List](image)

In HubSpot we’ll find lists under the **Contacts** tab:
In Marketo list segmentation is done by dragging contact or company properties from the right side of the screen into the list:

![Marketo list segmentation](image)

In HubSpot this will work very similarly except that instead of dragging your properties into the list from the left of the screen you will be selecting them from a drop-down list. So for example, if I were to recreate the above segmentation as seen in Marketo within HubSpot, it would look like this:

![HubSpot list segmentation](image)
This process should now enable you to carry over all your necessary contact lists. One incredibly important thing to remember is that in the migration you will be losing all of your analytical data on the contacts such as the number of website visits, email opens, page views and more, and will only be able to carry over explicit contact properties such as Title, Company Name, Email address, etc.

You can also find more detailed information on HubSpot's lists in its user guide.
Landing Pages

Now you’ll want to migrate your landing pages from Marketo into your HubSpot portal. Just as the email editors are similar in both platforms, so are their landing page tools. For example, the landing page editor in Marketo looks like this:

In HubSpot, access the landing page tool through the Content > Landing Pages menu:
Once there, click the blue **Create a new page** button in the upper-right corner—similar to the first step we’ve taken in the other tools. Select the template you want to use (HubSpot will provide 23 templates you can use out of the box).

Once in the editor you’ll be able to:

- Give your page a title
- Select the URL at which you want the page to live
- Copy and paste the HTML from your Marketo page into the HubSpot editor
In the migration process, it’s our recommendation to publish all these pages to the HubSpot development domain for the time being. We’ll discuss the transfer over to the final domain in the go-live section shortly.

You can also find HubSpot’s in-depth user guide on landing pages here.

**Workflows**

Workflows, or flows as they’re known in Marketo, work much like lists in both tools. For example, when building a flow in Marketo we can see the potential criteria on the right to drag into our automation:
Similar to the lists, when we view this in HubSpot we'll see the potential action in a drop-down menu. Then we can select the desired result of that action in the subsequent dropdowns:

This way we can carry over all of our automation workflows from Marketo into HubSpot. Again, keep in mind that implicit data won’t be carried over from Marketo such as email clicks, so you’ll only be able to migrate the workflows that use explicit trigger data retroactively. Of course, once your HubSpot portal is live you’ll begin to collect this information on new contacts moving forward so that this type of segmentation will work again.

You can also find HubSpot’s user guide on workflows [here](#).
CRM Integration

Of course the final core piece of functionality you’ll need to carry over from Marketo is your CRM integration. HubSpot integrates natively with Salesforce. If you’re not using Salesforce already, and you have a small sales organization without sophisticated business intelligence, you can use the HubSpot CRM on its own. Otherwise, we’d recommend contacting Bedrock Data to help implement a custom integration with your existing CRM.

You won’t want to cause any downtime in your sales process so we recommend leaving the Marketo integration up and running during this process, as it’s fine to have both Marketo and HubSpot integrated with Salesforce simultaneously.

Before you begin your integration, you must:

- Be using either HubSpot Professional or Enterprise
- Be using either Salesforce Professional, Enterprise or Unlimited
- Have top-level Salesforce administrator privileges (if on Salesforce Professional Edition)
- Have top-level Salesforce administrator privileges OR full-object-level and full-field-level security permissions (if on Salesforce Enterprise or Unlimited Edition)

The API itself is really straightforward to set up, and HubSpot provides a guide to help you through each step of the process, which is documented in great detail here. If you run into any integration issues, we’ve written about some simple solutions to solve your problems.

The biggest thing you’ll need to consider is any additional custom property mappings that you’ll need to add to the out-of-the-box integration. Think about what information you need to pass between your Salesforce and HubSpot portals. To get started, here are five key contact properties (with examples) that are crucial to aligning marketing and sales.

Campaign and asset management:

**CRM Integration**
Going Live

Now that all the assets you need to get HubSpot up and running have been carried over, it’s time to make the switch to go live.

The first step will be to import your contacts. This can be done either by uploading a .csv file into HubSpot or by importing your contacts from Salesforce directly.

Once your contacts are in your database, the next step is to make your landing pages live. If you recall, you left your new HubSpot landing pages on the HubSpot development domain. To take them live you’ll update your CNAME record in your DNS settings to point to the HubSpot domain instead of Marketo’s.

To add a domain to HubSpot, you’ll need to navigate to the Domain Manager which can be found in the menu via Content > Content Settings > Domain Manager where you’ll see the development domain you’ve used previously to set your landing pages.

Once you’re there, select Connect Another HubSpot COS Domain.
You’ll now want to add your primary domain or any other domain you’re using for hosting your landing pages. Since this is slightly different for each domain registrar, here are the links to instructions for four of the major registrars (a complete list can be found here):

- GoDaddy
- Network Solutions
- eNom
- A generic cPanel name server (Blue Host, Host Gator, Host Monster)

Making this update in HubSpot will now result in a clean switch over from your Marketo landing pages to your new HubSpot pages.
Conclusion
Making the switch happen at your organization

Both HubSpot and Marketo have great platforms, but if you’re currently using Marketo and believe that HubSpot is in fact a better fit to help your organization meet its goals, don’t wait. Switching from one marketing automation platform to another does not have to be a prohibitively daunting task.

Take the time to document and think through your assets, identify what you’re seeking from the new platform and bring these assets methodically from Marketo to HubSpot. You’ll be up and running in no time with a clean HubSpot instance that’s ready to drive leads from the top of the funnel to the bottom.

And of course, if you’re looking for a vendor to help support you in making the switch or have any questions about what has been covered in this guide, please don’t hesitate to reach out. We look forward to continuing the conversation with you.

“HubSpot has the sophistication, it has the scale, it has the functionality…and it have the vision that gives us the confidence to entrust our marketing platform to them.”

Michael Freeman, Shortel
Watch Shortel’s HubSpot story
We have broken the barrier between marketing and sales with a product and solution set designed to drive revenue and increase return on your marketing investment.

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- Lifecycle Marketing
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- PubHub Blog
- HubSpot-Salesforce Integration
- Marketing Automation Platform Migration

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