



Considerations

Internal Bandwidth

- How large is my business?
- Do we have existing skills/ability in-house?
- Do we have time to learn?

Needs

- How many departments/functions touch HubSpot?
- Is the work relatively straightforward or more complex?
- Do we need help with initial setup? Ongoing maintenance? Site/collateral design? Copy?

Budget/ROI

- Does the volume/complexity of work justify a full-time salary? More than one salary?
- How does the full cost of a retainer compare to a salary plus benefits?

Knowledge Sharing

- What happens if a key person/champion leaves?



Hypha is a certified HubSpot Partner Agency. We help businesses of all sizes to maximize the value of their HubSpot investment. Have questions? Get in touch today at [hyphadev.io!](https://hyphadev.io)