HubSearch

2024

HUBSPOT ECOSYSTEM SALARY GUIDE

AN ANNUAL REPORT FROM HUBSEARCH | 2024 EDITION



WHAT'S NEW IN 2024…

Thank you for reading the 2024 HubSpot Ecosystem Salary Guide proudly presented by HubSearch! In this year's release you can look for a number of changes that will make this report more concise, more actionable, more direct and broadly more valuable to both employers and individual professionals.

We're experiencing seismic shifts as an ecosystem that will present opportunities and challenges. The HubSpot partner program has changed, the partners themselves are having to change and HubSpot's customers are demanding different services and leaning more into hiring in-house HubSpot talent.

2023 was a hell of a year - this guide will summarize our findings and give you strategies to put the data to work.

HubSearch, the global leader in HubSpot recruitment, has a unique position in the ecosystem that provides us access to a wealth of data. In any given year we have in-depth conversations with hundreds of HubSpot partners and customers about their hiring plans, team structure, role definition, salary bands and people strategies. Simultaneously, we have conversations with thousands of HubSpot professionals about their experience, skills, accomplishments, career goals and salary requirements. Said another way - we are in an extremely unique position to report back to you: members of the HubSpot Ecosystem.



JASON AZOCAR
FOUNDER & CEO, HUBSEARCH

Key Insights

There were a number of factors that made 2023 a unique and challenging year. A shifting focus of HubSpot partners and customers, the integration of AI and the massive shift from the realities of the "COVID economy" to life after presented opportunities and pitfalls for organizations and individuals.

Here are the top 5 insights we took from 2023:

1

HubSpot partners & customers are hiring more technical professionals.

The vast majority of placements made by HubSearch in 2023 were for a technology forward role like HubSpot Admin, RevOps & Operations, Solutions Engineer / Architect or Developer. Our ecosystem is skewing less marketing, more technical services.

2

Content specialized HubSpot partners will face existential threats from AI.

AI has and will continue to present opportunities and threats within the HubSpot ecosystem, none more acute than the threat to content creation & deployment specialized agencies. This service offering in particular is vulnerable to disruption from AI.

3

HubSpot customers are investing in HubSpot Admins

Nearly ½ of HubSearch's placements in 2023 were for HubSpot customers, primarily HubSpot Admin's. With continued strong adoption of the CRM, the need for an internal administrator is rising substantially and we expect that trend to continue.

4

North American HubSpot partners are hiring in LatAm.

There is a strong trend amongst HubSpot partners to reduce the cost of talent and the cost of delivery. We are seeing all tiers of HubSpot partners hire delivery team members in lower talent cost markets like Brazil & Colombia.

5

Digital Marketing salaries have stagnated.

For the first time since the first release of this report, we are seeing stagnation in a key segment: Digital Marketers. Salaries have stopped growing and in some circumstances have started to reverse a strong 4 year growth trend.

COMMUNITY INPUT

We greatly value the insights and perspectives of organizations in our ecosystem; the HubSpot solution partners and customers. 2023 was a year that made it crystal clear that our ecosystem is evolving as HubSpot positions itself to sell up-market and to land customers with more sophisticated, more technical needs.



John Heritage - President, Evenbound

“2023 presented significant changes for Evenbound. Our team grew significantly and we needed to make strategic hires who held deep technical knowledge. This enabled part of our strategy to focus on high-value, CRM projects for mid-market and enterprise organizations. HubSearch helped us rapidly find and hire amazing candidates.”



Dave Scilabro - Chief Growth Officer, Harvest ROI

“Unlike more traditional HubSpot Partners focused on demand gen marketing, our view of the opportunity in the HubSpot Partner ecosystem lies in optimizing HubSpot as a fully connected CRM suite through Process Architecture, Solution Engineering, and Systems Integration and have built our team to address those opportunities.”

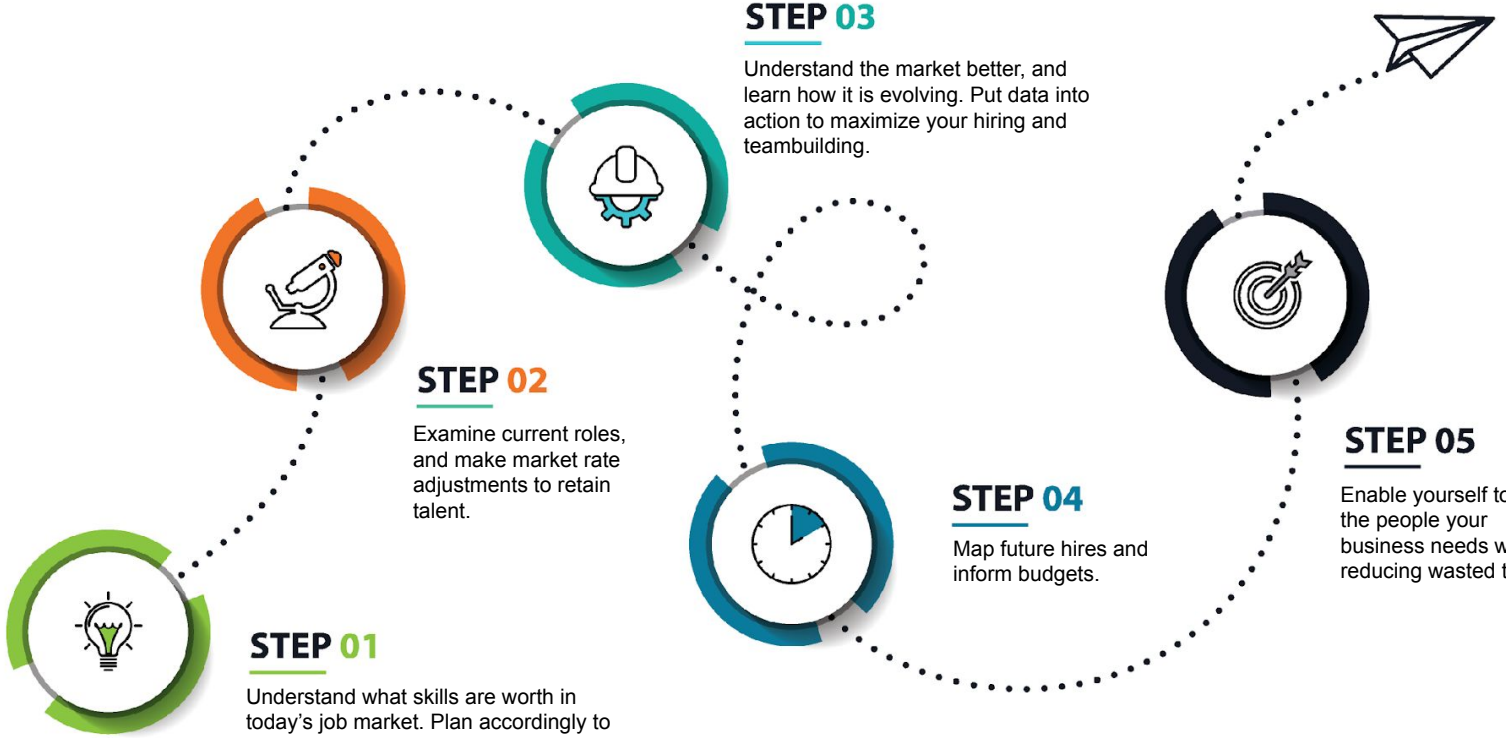


Jake Levin - Co-Founder & COO, SparkPlug

"SparkPlug's sales incentive platform uses HubSpot extensively. We hired a HubSpot Administrator in early 2024 through HubSearch to help us optimize our HubSpot instance, manage custom-coded solutions and get the most out of our data. HubSpot is much more than just our marketing tools or CRM, it is the infrastructure on which we've built many of our internal tools that help manage the admin backend of our product."

EMPLOYERS: HOW TO USE THIS GUIDE

You can use this guide to inform hiring and budget decisions, re-align your compensation packages to be more competitive and retain talent, and help to diversify the experience mix of your team.



STEP 01

Understand what skills are worth in today's job market. Plan accordingly to attract talent.

STEP 02

Examine current roles, and make market rate adjustments to retain talent.

STEP 03

Understand the market better, and learn how it is evolving. Put data into action to maximize your hiring and teambuilding.

STEP 04

Map future hires and inform budgets.

STEP 05

Enable yourself to hire the people your business needs while reducing wasted time.

EMPLOYEES: HOW TO USE THIS GUIDE

The professionals that comprise the “employee” or “candidate” portion of our audience should use this guide to ensure that you are being paid fair market value for your skills, better negotiate with your employer if you feel underpaid, and as a resource to help guide you as you map out your personal career goals and trajectory.

1. **Understand what your skills are worth in the market if you’re job hunting.**

2. **Have a conversation with your manager if you’re seeking a rate adjustment.**

3. **Support your compensation conversations with data.**



Understanding THE DATA

The slides to come will break down our analysis of compensation data into three career segments; junior, mid-career and senior. We exclude entry level because it is extremely rare that individuals in this category have acquired enough HubSpot product skill to accurately describe themselves as “HubSpot professionals”.



It is important to remember that skill and years of experience are not always the primary drivers of salary. Current employer salary bands play an equally critical role.

HUBSPOT ADMINISTRATOR

A HubSpot Administrator is how HubSpot customers get the maximum benefit from their subscription and is comparable to a Salesforce Administrator. An Admin is highly proficient in multiple core hubs within HubSpot, generally at least Sales and Marketing. This role exists exclusively within HubSpot customer organizations, often interacts directly with that customers' solution partner and is ultimately responsible for the CRM, the data housed within it and defining how teams interact with it. This person will also take a primary role in automation, reporting and integrations.

WATCH

Watch HubSpot Academy Professor Kyle Jepson interview Jason Azocar, CEO at HubSearch on Why the HubSpot Admin is the Next Big Hire!

JUNIOR:
1-3 YEARS
$82,000-$95,000

MID-CAREER:
4-7 YEARS
$95,000-$128,000

SENIOR:
8+ YEARS
$128,000-$160,000

THINGS TO CONSIDER

This role is in high demand! It is rapidly evolving and following the early trajectory of "Salesforce Admin." HubSpot is working on a certification program.

Mid-level experience means higher level of ops and marketing automation with a deeper skill set across Marketing & Sales Hubs. At this tier, look for a candidate to have integration management experience.

Senior tiers should include experience across multiple hubs, with expert knowledge of Marketing & Sales, and crossover with Marketing Ops. Look for understanding of portal audits, data schema & third-party integrations.

ACCOUNT STRATEGIST

We have seen, over and over through the years, agencies combining the Digital Marketing Strategy and Account Management / Client Success functions. We hope to standardize the title of “Account Strategist” for this hybrid position. This role exists exclusively within agencies.

An Account Strategist has HubSpot experience in the Marketing, Sales and/or Service Hubs, is the primary point of contact for a client, leads onboarding and discovery, leads strategy and planning and is likely hands-on in delivery. This person, at the more senior levels, is also likely leading a delivery pod or set of pods. The Account Strategist is equal parts a relationship, strategy and delivery management professional.

JUNIOR:
1-3 YEARS
$73,000-$88,000

MID-CAREER:
4-7 YEARS
$88,000-$115,000

SENIOR:
8+ YEARS
$115,000-$140,000

THINGS TO CONSIDER

Anyone in the junior end of this salary band is not yet a true Account Strategist. They are either a great AM gaining strategy skills or a marketing strategist learning account management.

Account Strategists are in high demand. In fact, this is one of our most requested roles to fill from HubSpot Partners.

A Digital Strategist, while still partly tactical, is more concerned with the holistic marketing program design, development, deployment, and results. An Account Strategist offers that value plus exceptional client management.

DIGITAL MARKETER

There are many different types of Digital Marketers with varying focus, but generally a Digital Marketer is the person responsible for brand awareness, demand, lead generation and day-to-day usage of HubSpot MarketingHub. This person builds strategies and execution plans to utilize various tools, channels, and deployment methodologies to achieve a company's demand and lead gen goals. This person is also responsible for reporting campaign performance.

We've seen stagnation in salary growth in this set of roles after a 4 year trend of strong growth.



THINGS TO CONSIDER

Digital Marketing Specialist is a common role with a vast range of responsibilities, and the role can differ between agency and brand side. Our placements vary from $60-130k based on candidates' experience and technical skills.

Digital Marketers with robust HubSpot knowledge should find themselves at the top end of each salary band for their experience level.

Marketing operations, strategy, and management roles are natural evolutions of a career for a digital marketer, as long as they are adding leadership or operations skills to their resume along the way.

REVENUE OPERATIONS

Perhaps the most misused title in our world, let's define it once and for all. A RevOps professional is first and foremost an ops professional who merges the technology and process considerations of sales, marketing and customer success functions to remove silos and optimize the revenue generation process. A RevOps professional aligns business goals with technology, process and reporting across the 3 key revenue functions.

RevOps functions exist both within HubSpot customers and sophisticated agencies. This is among the fastest growing segments within the HubSpot ecosystem.



THINGS TO CONSIDER

It's difficult to break into RevOps early in your career. You need systems knowledge and the ability to synthesize and report on complex data. RevOps pros are nearly always sales or marketing ops pros who have expanded their skills.

RevOps professionals are strategists first, tactical second. Within HubSpot customers RevOps pros are commonly paired with a HubSpot Admin providing strategy and execution in a dynamic duo.

RevOps enabled agencies are growing faster and more consistently than traditional content and inbound focused agencies. Only the most sophisticated HubSpot partners can offer RevOps as a service.

HUBSPOT SOLUTIONS ENGINEER / ARCHITECT

We've seen demand in this bucket surge in 2023! This is an agency specific role, but more than that, it is a role specific to sophisticated CRM implementation / migration focused HubSpot partners. The emergence of this role as a primary search request for HubSearch in 2023 is strong evidence that a small cohort of HubSpot partners are leaning into what we believe to be the future of the ecosystem: CRM driven integration / migration projects, in particular SalesForce to HubSpot migrations.

This person is extremely technical, strategic and consultative in nature. They are able to explain highly technical scenarios in a digestible way, and architect complex technological blueprints for administrators and technologists to implement. They are proficient in training, documentation development, and running tech stack audits.



THINGS TO CONSIDER

We see this role on the HubSpot partner side advising HubSpot customers during their implementation or migration period.

Mid-level experience includes migrating multiple organizations from MAPs with complexities such as custom CRM field mapping, complex workflows, marketing operation process migration, etc.

Senior level includes experience with highly complex integrations and migrations, likely for mid-market or enterprise HubSpot customers.

HUBSPOT DEVELOPERS

A HubSpot Developer is a web developer who has specialized in creating effective websites and/or web apps within the HubSpot CMS using various tools and development languages, some specific to HubSpot. This person will typically be skilled with technologies including HTML/CSS, JavaScript, Hubl and the HubSpot CMS. This is not a software engineer building object oriented code, but rather a web developer or full-stack developer highly skilled at leveraging the HubSpot CMS and possibly working with API's.

This has become one of the most common hires made in a nearshore location like Colombia.



THINGS TO CONSIDER

HubSpot specific programming experience with HubL is rare and highly in demand. This experience drives employee salary up.

Knowledge of more complex development languages like JavaScript or Python changes the salary guidance substantially as you move closer to Software Engineer territory.

Developer salaries should increase with full-stack experience, especially in developing custom, complex integrations. There is a vast difference between a front-end developer and a full-stack developer.

Put it into action...
EMPLOYERS

The first step is to talk with someone you trust who has deep experience in Recruiting, People Operations & Retention strategy. There may be “low-hanging fruit” optimizations you can easily make. A trusted advisor can help you see what may not have been obvious to you. Here are some example scenarios of where this guide can come into play:

Your people are leaving for other opportunities.

If you are struggling with attrition, below market pay is likely a component. People leave positions for a host of reasons, but compensation is often a primary driver.

If you are losing your people, use this guide to make sure you can eliminate compensation as the driver.

You are having your offers rejected.

Rejected offers are painful! You have spent the time to interview, you’ve found someone perfect for you team, only to get a “no” when you make your offer. This is a key indicator that your salaries are not aligned with the market. Compare your ranges to the ranges in this guide.

Build retention plans to keep your people.

Simply increasing pay is not always an option, especially for smaller budget restrained companies.

Use this guide to help build career trajectory and retention plans with your team. Help your people understand that you want them to grow, you have specific numbers in mind and a plan to get them there.

No matter what, if you are below market rates you are increasing the risk of turnover. The cost to replace a high performer is always greater than increasing their compensation to market rates.

Create a free profile on Sprocket Jobs today to see the latest HubSpot opportunities!!

www.sprocketjobs.com

Put it into action... HUBSPOT PROFESSIONALS

HOW TO TALK TO YOUR MANAGER

If you're below market rates, the first thing you should know is that the vast majority of companies aren't underpaying you intentionally. If you feel you are underpaid, it's time to have a conversation with your manager. It can feel very intimidating, but leave the worry at your desk and instead, bring data with you to start the discussion, and utilize some of the suggestions below.



6 TIPS FOR COMPENSATION CONVERSATIONS

1. Present data about market rates and how your compensation and skillset compare.
2. Be prepared with data about your performance, productivity, and output.
3. Have a quantified amount of money you're looking for.
4. Show how your contributions directly impact the company's performance and success.
5. Reinforce how much you love the company and your role, and the reasons you feel you've earned the raise.
6. Be prepared to hear "we can't offer that right now" and to counter with "I understand, let's build me a plan to get there".

HubSearch

THE GLOBAL LEADER IN HUBSPOT RECRUITMENT.

We enable HubSpot partners and customers to hire the talent they need to grow. After 5 years in business and nearly 400 placements made, we have built the largest and deepest network of HubSpot professionals of any organization in the world. We have a suite of service designed to help you get the talent you need:

NORTH AMERICA RECRUITMENT

- Risk free, 100% success based pricing
- Fulltime, Contract, Freelance options
- 90 day guarantee on placements

COLOMBIA

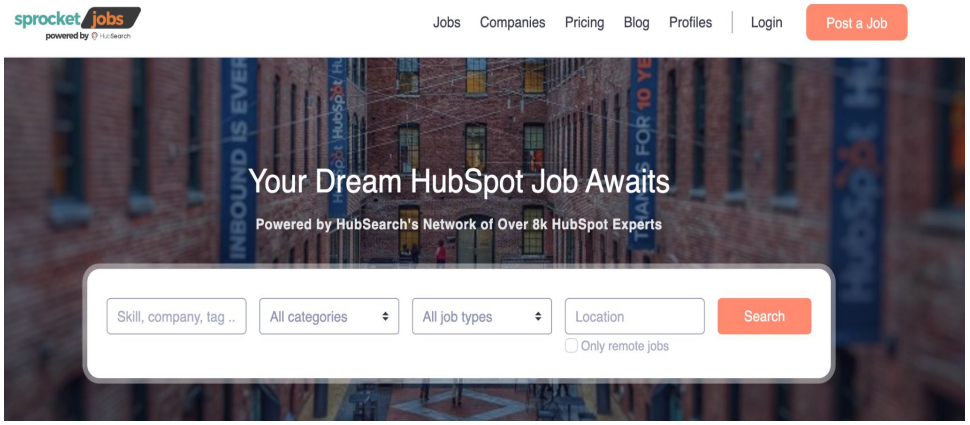
- HubSearch owns a recruiting org in Colombia
- Hire Colombian talent, HubSearch handles all employment, payroll and compliance
- Save 25% - 40% on your cost of talent

SPROCKET JOBS

A HubSpot specific job board, just launched in March of 2024, designed to give employers a low-cost, self-serve option to access HubSearch's 8k+ deep candidate network.

Use code "SalaryGuide24" to claim a free single 30 day post (worth $349)

www.sprocketjobs.com





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