

## WEBSITE PLATFORM RECOMMENDATION

# Why HubSpot Content Hub is the smart choice for our website

Our website should do more than look good. It should generate leads, work hand in hand with our CRM, and free up the marketing team to move quickly without waiting on developers. **HubSpot Content Hub does exactly that.** Here is the case in plain terms.

### WHERE KINGSMEDE'S WEBSITE IS TODAY

#### What works today

- Low cost to keep online and run day to day.

#### What it is costing us

- It is hard-coded, so almost every change needs a developer.
- It is slow, both to load for visitors and to update for us.
- The Kingsmede team cannot easily manage it on their own.
- It leans on plugins, and plugins are an ongoing security risk.

The low running cost is real. But it comes at the expense of speed, independence and security. **That is the opportunity cost of staying where we are:** slower campaigns, constant reliance on developers, and a site that does not pull its weight on growth.

## WHAT HUBSPOT CONTENT HUB CHANGES

### The marketing team moves faster

Pages, blogs and landing pages get built and edited by marketers, not developers. Less waiting, less back and forth, more campaigns shipped.

### The website talks to our CRM

Content changes automatically by who is viewing it. We can show the right message by location, lifecycle stage or contact list, and run gated content for leads, all from one place.

### Built-in AI handles the busywork

Translation, on-brand writing, video captions, chapters and clips are built in. The team produces more without buying and stitching together extra tools.

### Lower maintenance and lower risk

Hosting, security, backups and updates are handled by HubSpot. Fewer plugins to manage means fewer things to break and less reliance on outside support.

## THE HONEST TRADE-OFF

### HubSpot Content Hub is stronger when the goal is

- Marketing efficiency and lead generation
- Personalised, CRM-connected experiences
- Built-in gated content and memberships
- Faster execution for a non-technical team

### WordPress is stronger when the goal is

- Open-source flexibility with no platform limits
- The broadest plugin and theme ecosystem
- A developer-led approach to the site
- Full control over the hosting and codebase

## THE BOTTOM LINE

If the priority is **marketing results, a website connected to our customer data, and a team that can execute without technical bottlenecks**, HubSpot Content Hub is the right fit. And it does not force a risky all-at-once switch. We can keep WordPress where it makes sense and bring HubSpot in for the content experiences that drive growth.