

COASTAL CONSULTING REACHES PLATINUM TIER AS A HUBSPOT SOLUTIONS PARTNER

Agency Reaches Platinum Tier Six Months After Joining HubSpot's Solutions Partner Program and Eight Months After it was Founded

WILMINGTON, NC - NOV 23, 2021 - [Coastal Consulting](#), a leading partner for business-to-business organizations integrating HubSpot and Salesforce to achieve their sales and marketing goals, today announced they have reached the platinum tier of [HubSpot's Solutions Partner Program](#) six months after they joined, making them one of the fastest partners to earn this prominent status.

[HubSpot](#), a leading CRM for scaling companies, works hand-in-hand with partner experts to grow their businesses through inbound services, software, and support. The Solutions Partner Program is an ecosystem of experts that offer marketing, sales, customer service, web design, CRM, and IT services. It's a global community that believes putting customers first is the key to growth and enables its members to offer a wide breadth of more sophisticated solutions across the entire customer experience.

Coastal Consulting has grown its business by guiding teams using HubSpot and Salesforce by optimizing their integrations and adopting the inbound methodology. With a people-first approach in all aspects of the business, their solutions are easy to understand and paired with in-depth training to prepare their clients for long-term success.

Coastal Consulting is on a mission to become the number one preferred partner for organizations integrating HubSpot and Salesforce to achieve their sales and marketing goals, and they are well on their way to achieving that mission. Notable milestones and achievements include:

- Became a platinum partner on November 15, 2021, after joining the HubSpot Partner Program in May of 2021. Coastal Consulting is 8 months old with 4 team members.
- Reached the gold tier on July 23, 2021, after joining the HubSpot Solutions Partner Program in May of 2021
- Increased month-over-month (MoM) revenue 206% from March to November 2021 with a sustained 23% profit margin while taking on 0 debt or outside investments
- The firm holds 30 active HubSpot Certifications and 4 active Salesforce Certifications
- 5-star platinum Solutions Partner Agency per client ratings on the [HubSpot Solutions Directory](#):
<https://ecosystem.hubspot.com/marketplace/solutions/coastalconsulting>

"The team at Coastal Consulting has been integral to my success in building a marketing tech stack in the last two organizations I've run as Head of Marketing. Their approach has

helped me to not only clean up and rebuild our HubSpot and Salesforce instances, I've also expanded my system expertise along the way," said BetterLesson Vice President of Marketing, Jess Cameron. "Their insight and experience have been invaluable for the architecture and management of our systems, giving me more accurate data to measure and scale the impact of our marketing programs."

"We at HubSpot could not be more proud of the Coastal Consulting team for becoming one of the fastest US HubSpot partners to reach the platinum tier," said twelve year HubSpot Channel Sales veteran, Jill Fratianne, "Lauren and her team are dedicated to solving complex martech and CRM implementations while providing premium technical solutions helping our customers see quick success. The sky's the limit for this incredible team and we can't wait to see what the future holds for our partnership."

"Recognition from HubSpot acknowledges our commitment to helping our clients achieve their sales and marketing goals by smoothly and successfully integrating HubSpot and Salesforce," said Coastal Consulting Founder and Chief Marketing Officer, Lauren Kennedy. "We are excited to be a valuable and recognized platinum partner in HubSpot's Solution Partner Program. I am so humbled and proud of the work our team has accomplished in such a short period of time. I can't wait to see how we grow in 2022."

About Coastal Consulting:

[Coastal Consulting](#) is a Salesforce Consulting Partner and a Certified HubSpot Platinum Solutions Partner and is proud to be one of the fastest partners to have achieved that milestone after joining the program.

Coastal Consulting is on a mission to be the #1 preferred partner for the HubSpot Salesforce integration. Taking a people-first approach, we provide strategic support with marketing automation and revenue operations for B2B organizations looking to learn and grow with HubSpot and Salesforce. Founded in 2021 and based in Wilmington, NC, Coastal Consulting has a fully remote workforce across the US and an international client base.

Visit us online at coastalconsulting.co

FOR IMMEDIATE RELEASE: 11/23/21 Coastal Consulting
Lauren Kennedy: press@coastalconsulting.co