

# VISITS CAMPAIGN WORKSHOP

INTERMEDIATE



**We will be starting at 9:01 am ET.**

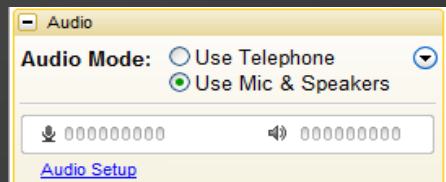
Use the Chat Pane in GoToTraining to Ask Questions!

1

Attended the Blogging, Keywords & Social Media Training Classes

2

Must have a goal of new visitors.





**Sarah Bedrick**

@sbedrick

#HubSpotting

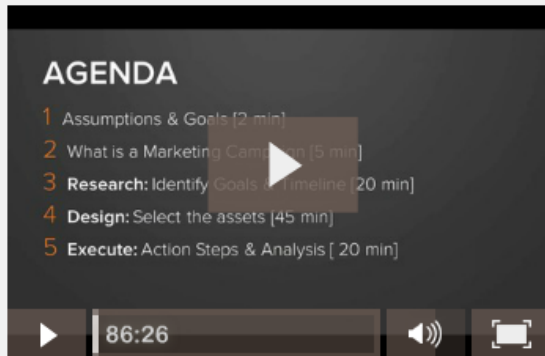
# HUBSPOT VISITS WORKSHOP ARCHIVE PAGE

## HubSpot Visits Campaign Workshop

[Go Back to HubSpot](#)

Watch the Class

Length: 86:26 | Airdate: 4/24/13



Want to attend this workshop again? [See upcoming times.](#)

Want to review your work? [Participate in Open Office Hours](#)

### Class Presentation Deck

- [Download the presentation](#)

### Class Resources

- [Download your campaign PDF](#)

### Additional Links

[An Introductory Guide to Paid Search](#)  
[The State of SEO & Internet Marketing](#)  
[10-Step Guide to Social Link Building](#)  
[Blogging for Business](#)  
[The Science of Email Marketing](#)  
[The State of Social Media Marketing](#)  
[Press Release Marketing Kit](#)  
[5-Step Guest Blogging Guide](#)

### Need software help?



[Find answers to your technical questions](#)

### Post to the forums.



[Ask questions to the HubSpot community](#)

### Have a question?



[Ask Professor Bedrick](#)

[@Sbedrick | LinkedIn](#)

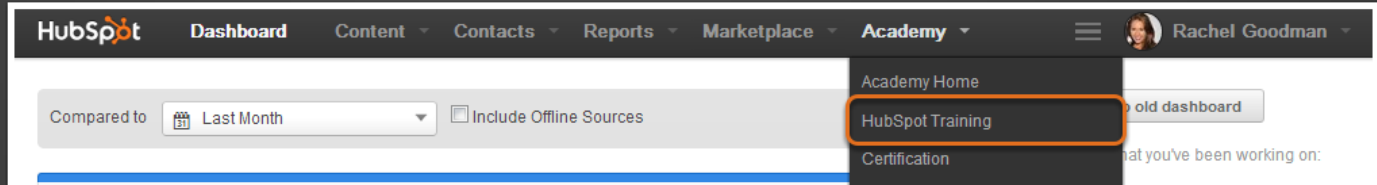
### Need help with your inbound campaigns?

Learn about professional services from HubSpot

[Download Now](#)



# ARCHIVE PAGES ACCESSIBLE IN HUBSPOT PORTAL



HubSpot Dashboard Content Contacts Reports Marketplace Academy Rachel Goodman

Compared to Last Month Include Offline Sources

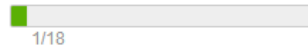
- Academy Home
- HubSpot Training**
- Certification

old dashboard

at you've been working on:

## Register for HubSpot Training

### HubSpot Training Classes



- ✓ 1. Goal Planning & Strategy
- **2. Buyer Personas**
- 3. Forms
- 4. Landing Pages
- 5. Calls-to-Action & Thank You Page
- 6. Keywords
- 7. Blogging
- 8. Contacts & Lists
- 9. Email
- 10. Social Media
- 11. Prospects
- 12. Sources & Competitors

### Buyer Personas: not complete

Millions of people use the internet every day. How can you make sure that the right ones find your site and like what they see when they get there?

In order for your business to get found online by the right prospective buyer, you first need to define just who that person is. Building a strong model of this ideal customer, or Buyer Persona, is the key to successful Inbound Marketing. This class will teach you how to research, build, and use your buyer personas to guide your Inbound Marketing strategy.

[See available times](#)

[I've completed this](#)

Can't make this class? Check out the archive.

# AGENDA

- 1 Assumptions & Goals [2 min]
- 2 What is a Marketing Campaign [5 min]
- 3 **Research:** Identify Goals & Timeline [20 min]
- 4 **Design:** Select the assets [45 min]
- 5 **Execute:** Action Steps & Analysis [ 20 min]

# 1 ASSUMPTIONS & GOALS

# ASSUMPTIONS:

- 1 You've attended our HubSpot Training Classes
- 2 You understand your marketing assets, resources & goals.
- 3 You can spend 5-10 hours a week executing on a campaign

## TODAY'S GOAL:

To develop a strategic & customized Visits campaign.





# 2 WHAT IS A MARKETING CAMPAIGN?

# OUR INBOUND CAMPAIGN FRAMEWORK

- 1 Research: Goals & Timeline
- 2 Plan: Select marketing elements
- 3 Execute: Action Steps



## Inbound Campaign Framework

Create and execute your inbound marketing campaign within the specified timeline to reach your goal.

### Research: Add your SMART marketing goal

Goal:

Timeline:

### Plan: Add the elements to be used in your plan (tools, resources, etc.)

Contact your account manager if needed.

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

### Execute: Delegate action items

Who is responsible for action items above and when?

	Date	Person	Action
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

# What is an **Inbound Campaign**?

- Paid Search
- Examine Lead Quality
- A/B Testing
- On-Page SEO
- Off-Page SEO
- List Segmentation
- Custom Lead Scoring
- Create/Audit Buyer Personas
- Blog
- Import & Email
- Social Media
- Press Releases
- Create MQL Definition
- Guest Posting
- Audit Email Marketing
- Optimize Thank You Pages
- Match Visits to Landing Page
- CTAs in Blog Sidebar/Posts

It's cherry-picking the right strategies to hit a specific goal in a specific timeline

# What is an Inbound Campaign?

- Paid Search
- Examine Lead Quality
- A/B Testing
- On-Page SEO
- Off-Page SEO
- List Segmentation
- Custom Lead Scoring
- Create/Audit Buyer Personas
- Blog
- Import & Email
- Social Media
- Press Releases
- Create MQL Definition
- Guest Posting
- Audit Email Marketing
- Optimize Thank You Pages
- Match Visits to Landing Page
- CTAs in Blog Sidebar/Posts

TODAY = VISITS GOAL.



## Inbound Campaign Framework

Create and execute your inbound marketing campaign within the specified timeline to reach your goal.

**Research:** Add your SMART marketing goal

1

Goal:

Timeline:

**Plan:** Add the elements to be used in your plan (tools, resources, etc.)

Contact your account manager if needed.

2

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

**Execute:** Delegate action items

Who is responsible for action items above and when?

3

	Date	Person	Action
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

.....➤ **FILL  
THIS OUT!**

# 3 RESEARCH: IDENTIFY GOALS & TIMELINE



## Inbound Campaign Framework

Create and execute your inbound marketing campaign within the specified timeline to reach your goal.

**Research:** Add your SMART marketing goal

1

Goal:

Timeline:

**Plan:** Add the elements to be used in your plan (tools, resources, etc.)

Contact your account manager if needed.

2

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

**Execute:** Delegate action items

Who is responsible for action items above and when?

3

	Date	Person	Action
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>



# WHAT IS YOUR GOAL & TIMELINE





# SMART Goal Setting

# SMART GOAL SETTING

**S** Specific

**M** Measurable

**A** Attainable

**R** Relevant

**T** Timely

# SMART GOAL SETTING – Inbound Style

**S** Specific

**M** Measurable

**A** Attainable

**R** Relevant

**T** Timely

# SMART GOAL SETTING

 Specific: Visits, Leads or Customers

# SMART GOAL SETTING

**S** Specific: Visits, Leads or Customers

**M** Measurable: Provide a number

# SMART GOAL SETTING

- S** Specific: Visits, Leads or Customers
- M** Measurable: Provide a number
- A** Attainable: Understand benchmarks

## Settings

Sarah Bedrick (Host User)

sbedrick@hubspot.com

[My Profile](#)[My Email Notifications](#)

thegirlsguidetobeer.com

Product: Enterprise

Account #: 100483

[Company & Billing Info](#)[Social Media Settings](#)[Manage Users](#)[Manage User Notifications](#)[Application List](#)[Enterprise Settings](#)**Goals**[Update Center](#)

Integrations

[Salesforce.com Integ](#)[API Access](#)[Marketplace App Aut](#)

Content

[Domains](#)[Website Settings](#)[Website Theme](#)[Website Template](#)[Blog Email Settings](#)[URL Mappings](#)

Application

[Content Settings](#)[Contacts Settings](#)[Reports Settings](#)

Admin Links

[Replace String Globally](#)

## Goals

Prioritize your marketing goals and start developing a comprehensive plan for achieving them. Want to learn how to set SMART goals? Attend our [Goal Planning & Strategy Class](#).

## Set your long-term SMART marketing goal

My goal is  new  in  months

To reach your SMART goal, you'll need at least 500 new visits per month.

## Set your monthly SMART goals

Visits  per month Median Top 50%

Below are your monthly historical conversion rates, as well as the median and 50th percentile rates for our more than 7,000 customers.

	Your Last Month	Top 50%	Median
Visits	6,042	5,254	1,508
Visits Conversion Rate	0.20%	1.9%	0.93%
Leads	12	100	14
Leads Conversion Rate	0.0%	33%	7.1%
Customers	0	33	1

	Your Last Month	Top 50%	Median
Visits	6,042	5,254	1,508
Visits Conversion Rate	0.20%	1.9%	0.93%
Leads	12	100	14
Leads Conversion Rate	0.0%	33%	7.1%
Customers	0	33	1

# SMART GOAL SETTING

- S** Specific: Visits, Leads or Customers
- M** Measurable: Provide a number
- A** Attainable: Understand benchmarks
- R** Relevant: Relates back to overall end goal



# SMART GOAL SETTING

- S** Specific: Visits, Leads or Customers
- M** Measurable: Provide a number
- A** Attainable: Understand benchmarks
- R** Relevant: Relates back to overall end goal
- T** Timely: Include time-frame

# 4 DESIGN: SELECT THE ASSETS



## Inbound Campaign Framework

Create and execute your inbound marketing campaign within the specified timeline to reach your goal.

**Research:** Add your SMART marketing goal

1

Goal:

Timeline:

**Plan:** Add the elements to be used in your plan (tools, resources, etc.)

Contact your account manager if needed.

2

**Execute:** Delegate action items

Who is responsible for action items above and when?

3

Date	Person	Action
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Questions? [✉ academy@hubspot.com](mailto:academy@hubspot.com)

# WHAT ELEMENTS

.....➔ DO YOU

# NEED TO

# FOR THE

# PLAN?

# Your Strategy **Menu**:

**8 ways** to get more visitors

- Paid Search
- On-page SEO
- Off-page SEO
- Blog
- Import & Email
- Social Media
- Press Releases
- Guest Posting



Consider what **assets** you will build.

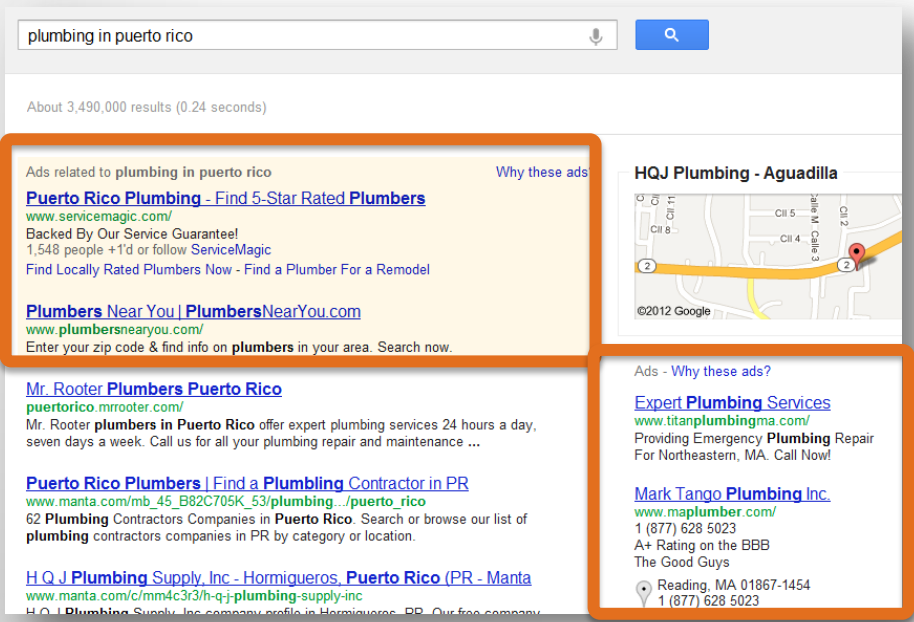
# Your Strategy **Menu**:

**8 ways** to get more leads

- Paid Search
- On-page SEO
- Off-page SEO
- Blog
- Import & Email
- Social Media
- Press Releases
- Guest Posting



Consider what **assets** you will build.



# PAID SEARCH

## [considerations]

- 1 You have budget
- 2 You have a shorter time-frame
- 3 You understand PPC – or have the time to learn

## Page Detail - HubSpot Certification Program

<http://academy.hubspot.com/certification>

This month to date

[Back to Pages List](#)

11,961

Views from this month to date

Page Details

On Page SEO	79%
Ranked Keywords	3
Inbound Links	103
CTAs	0
Social Media	

### Meta Description there is one problem with this page's meta description [dismiss all](#)

- ✖ Meta description is missing [dismiss](#)  
There is no meta description for this page. All pages should have a unique description fewer than 150 characters in length.
- ✔ Meta description isn't too long
- ✔ Meta description is unique
- ✔ Meta description does not contain page title

### Calls To Action there is one problem with this page's calls to action [dismiss all](#)

- ✖ Page has no Calls To Action [dismiss](#)  
We did not find a HubSpot CTA on this page. We recommend you have a CTA on every page. If you have a non-HubSpot CTA, simply dismiss this error.



# ON-PAGE SEO

## [considerations]

- 1 You understand keywords
- 2 You have a short, mid or long-term time-frame
- 3 You can access important on-page SEO details

## Links

6,570

Total Links Found

499

Total Linking Domains Found

2

Total Average Authority

This month to date

academy.hubspot.com

Find links for any domain

Search...

Authority	Domain	Links	Visits	Contacts	Customers	First Link	Last Activity
2.8	<a href="#">bmose14.com</a>	1	1	0	0	04/14/2013	04/14/2013
0	<a href="#">teofi.com</a>	1	2	0	0	04/14/2013	04/14/2013
0	<a href="#">sparkreaction.com</a>	1	2	0	0	04/13/2013	04/13/2013
0	<a href="#">minternetmarketing.com</a>	1	1	0	0	04/12/2013	04/12/2013

### Write Blog Posts

Choose topics that help you get more leads and customers.

### Export These Links

Export these links to open in other programs.



# OFF-PAGE SEO

## [considerations]

- 1 You understand the importance of inbound links
- 2 You have a mid or long-term time-frame
- 3 You want to build authority for your website



## 10 Ways to Make Your Leads Totally Hate Your Guts

Posted by [Corey Eridon](#)

Fri, Aug 17, 2012 @ 08:00 AM

 Comments

 31

 Like

384

 Tweet

17

 +1

159

 Share

### ● INTRODUCTORY

A few months ago, we gave you some very important advice on [how to ensure your site visitors despise you](#). Assuming you did the opposite of everything on that list, you're probably seeing those site visitors convert into leads at a pretty nice rate. But that presents a whole new set of problems ... now, you have plenty of opportunities to make your *leads* despise you.



That's almost worse, isn't it? You take a person from site visitor to lead, you think the next step is a new customer, and **BAM**, you do something to totally grind their gears and fall completely out of their favor. So close. Sooo close.

If you don't want to experience the painful feeling of alienating those leads you fought so hard to get, reference this list of stuff *not* to do to your leads once they convert. Opposite Day is in effect starting ... NOW!

#### 1) **Make it nearly impossible for leads to get their hands on your offer.**

You might even consider gamifying the process, making the "Download" link bounce around your thank-you page like a pinball so your lead has to really *work* to grab that ebook.



# BLOG POSTS

## [considerations]

- 1 You understand the importance of inbound links
- 2 You have a mid or long-term time-frame
- 3 You want to build authority for your website

A close-up photograph of a hand holding several US dollar bills. The bills are fanned out, showing various denominations and serial numbers. The text "Blog posts are assets." is overlaid on the image in a large, white, sans-serif font, with the word "assets" highlighted in orange. The background is dark, making the money and the text stand out.

Blog posts  
are **assets**.

# BLOG ←.....●

- Evergreen “How to”: great for organic search

# BLOG ←.....●

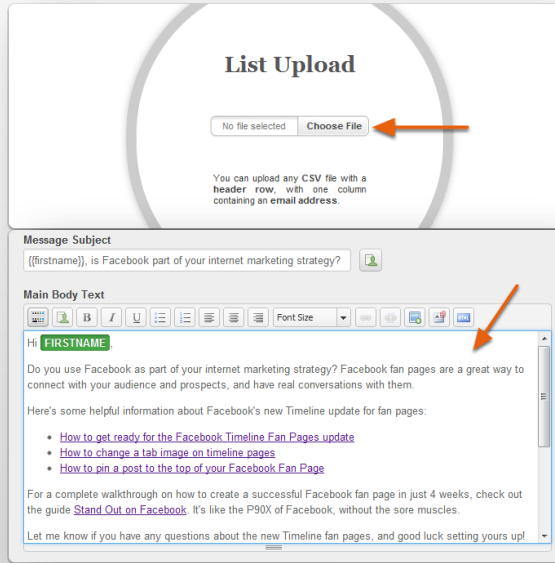
- ❑ **Evergreen “How to”:** great for organic search
- ❑ **Controversial posts:** great for getting people’s attention

# BLOG ←.....●

- ❑ **Evergreen “How to”:** great for organic search
- ❑ **Controversial posts:** great for getting people’s attention
- ❑ **Research posts:** great for putting outbound links on your pages, as well as getting inbound

# BLOG ←.....●

- ❑ **Evergreen “How to”:** great for organic search
- ❑ **Controversial posts:** great for getting people’s attention
- ❑ **Research posts:** great for putting outbound links on your pages, as well as getting inbound
- ❑ **Fun, light hearted posts:** Great for social media.



# IMPORT & EMAIL

## [considerations]

- 1 You have contacts to email & marketing offer to pitch
- 2 You have a long-term timeline
- 3 You have enough content to create a workflow campaign

Status	Account	Message	Clicks
●		eCommerce Success Story : In the News, Inc. <a href="http://hub.a...">http://hub.a...</a> Primary link: <a href="http://www.hubspot.com/customer-case-studies/bi...">http://www.hubspot.com/customer-case-studies/bi...</a>	21
●		Great feedback on our blog article today - "Why Landing P...	57
●		Throw away your company's vacation policy - CBS News <a href="http...">http...</a> Primary link: <a href="http://www.cbsnews.com/8301-500395_162-57422675...">http://www.cbsnews.com/8301-500395_162-57422675...</a>	19
●		Throw away your company's vacation policy - CBS News <a href="http...">http...</a> Primary link: <a href="http://www.cbsnews.com/8301-500395_162-57422675...">http://www.cbsnews.com/8301-500395_162-57422675...</a>	33
●		Throw away your company's vacation policy - CBS News <a href="http...">http...</a> Primary link: <a href="http://www.cbsnews.com/8301-500395_162-57422675...">http://www.cbsnews.com/8301-500395_162-57422675...</a>	294



# SOCIAL MEDIA

[considerations]

- 1 You have a short, mid or long-term time-frame
- 2 You understand the cocktail party analogy



## 5 Actionable Skills to Improve Inbound Marketing Innovation

Posted by Pamela Vaughan

Wed, Aug 31, 2011 @ 07:00 PM

Comments

19

Like

254

Tweet

6

+1

114

Share

*This is a guest blog post written by Jamie Turner, founder of the 60 Second Marketer. He is an in-demand marketing speaker who is currently writing a book entitled "Go Mobile" with Jeanne Hopkins, director of marketing for HubSpot.*

I'm currently at [Dreamforce](#) in San Francisco reporting on some of the new and innovative concepts that are being discussed here. Dreamforce is hosted by [Salesforce.com](#), which is an unusually forward-thinking organization that was recently ranked by [Forbes](#) as the most innovative company on the planet.

As you know, innovation is the fuel that drives any successful company. Oh, sure, there are other things that make a company successful, like a great sales force, a terrific marketing department, and a finely-tuned [lead generation](#) program. But innovation is what keeps successful companies one step ahead of its competition. Without it, the company will gradually lose steam and, eventually, fade away.




# GUEST POSTING

## [considerations]

- 1 You already have a healthy, consistently updated blog
- 2 You have a short, mid or long-term time-frame
- 3 You know how to research and curate a list of industry-specific blogs

**iReach Online Press Releases** Launch Uninstall

★★★★★(6) [Write A Review](#) | By Dan Hennes



PR Newswire  
United Business Media  
ENGAGE OPPORTUNITY EVERYWHERE

Higher visibility  
More traffic  
Greater distribution  
Reach 1,000+ websites instantly with iReach™,  
PR Newswire's online press release distribution platform.

Distribute your content (press releases, white papers, blog posts, etc) online to over 1,000 websites including Yahoo and a number of regional and niche sites, increase your SEO & make your content findable by search engines including Google, and use links in your content to drive traffic to your site with iReach powered by PR Newswire.

If you want to distribute a blog post you wrote in HubSpot, it's easy! iReach integrates with the HubSpot Blog API to automatically pull in your selected blog post.

iReach also adds HubSpot tracking code to the links in your content so you can track your effectiveness.

We have also integrated with HubSpot's Event API so now you can see the impact of your iReach distribution on your traffic and lead generation.

For information on best practices and tips to use with your content, [click here](#).

**PRICE**  
Paid: \$179 per press release

**SUPPORT**  
[App Help](#)  
[Email Developer](#)

**INSTALLS**  
640 current  
2 last seven days

**TAGS**  
[SEO](#), [Analytics](#), [Content](#)



# PRESS RELEASES

## [considerations]

- 1 You have budget for paid services
- 2 You have a short or mid-term timeline
- 3 You have something to announce & know how to write a captivating press release



COMBINE ALL OF THESE

# COMBINE ALL OF THESE



- **1** Blog about an industry leader, and mention them on Twitter.

# COMBINE ALL OF THESE



- **1** Blog about an industry leader, and mention them on Twitter.




**Cyrus Shepard** @CyrusShepard

5 Feb

Watch all previous SEOMoz Mozinars, for free:

[seomoz.org/webinars#past](https://seomoz.org/webinars#past)

 Retweeted by Rand Fishkin

Expand

# COMBINE ALL OF THESE



- **1** Blog about an industry leader, and mention them on Twitter.
- **2** Ask Twitterverse or experts a question – and combine them all



# COMBINE ALL OF THESE



- 1 Blog about an industry leader, and mention them on Twitter.
- 2 Ask Twitterverse or experts a question – and combine them all
- 3 Combine related content – to turn it into an offer to post in social media.



# 5 EXECUTE: ACTION STEPS & ANALYSIS



## Inbound Campaign Framework

Create and execute your inbound marketing campaign within the specified timeline to reach your goal.

**Research:** Add your SMART marketing goal

1

Goal:

Timeline:

**Plan:** Add the elements to be used in your plan (tools, resources, etc.)

Contact your account manager if needed.

2

**Execute:** Delegate action items

Who is responsible for action items above and when?

3

	Date	Person	Action
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			
<input type="checkbox"/>			



WHO  
WILL DO  
WHAT &  
WHEN?

# YOU ARE THE PROJECT MANAGER



### Design: Identify your Campaign Assets

Take stock of what assets will be built. e.g. landing pages, emails, blog posts?

3 blog posts per week

list of 10-15 target keywords

4 new thank you pages

2 workflow campaigns, attach to TOFU LPs

2 new CTAs for blog sidebar

### Execute: Delegate Action Items

Date

Person

Action

by Jan 15th

Chris

research and curate list of 10-15 low-hanging fruit keywords

[ongoing]

Rachel

write & publish 3 SEO-optimized blog posts a week

by Jan 31st

Mark

new CTA buttons for A/B testing + 2 new CTAs for new offer

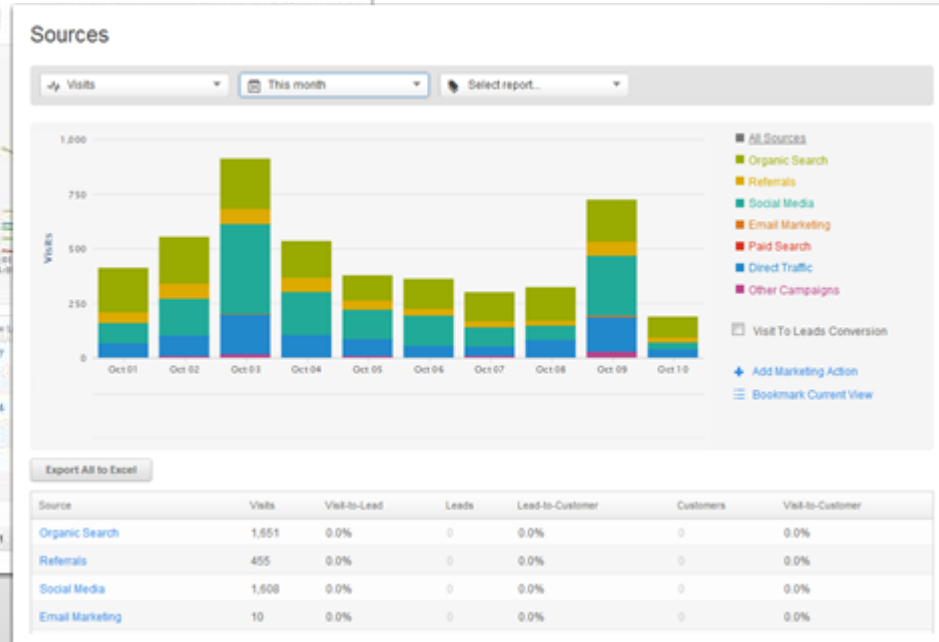
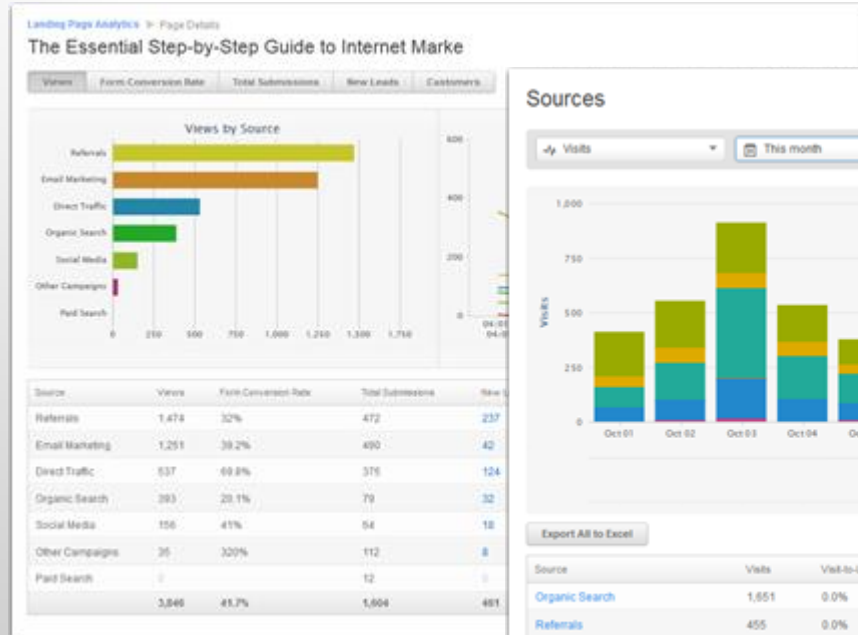
by Feb 7th

Alan

build emails for 2 new workflow campaigns

# ANALYZE AND MEASURE RESULTS

## RINSE AND REPEAT



# FOLLOW UP IN OUR WORKSHOP OFFICE HOURS

- Let us review your work!
- Every other Tuesday from 4-5pm EST
- Join here: [academy.hubspot.com/workshop-office-hours](https://academy.hubspot.com/workshop-office-hours)

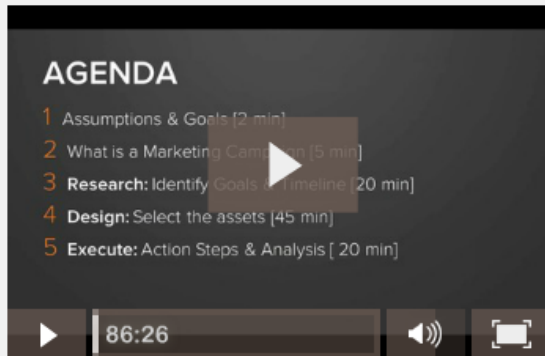
# HUBSPOT VISITS WORKSHOP ARCHIVE PAGE

## HubSpot Visits Campaign Workshop

[Go Back to HubSpot](#)

Watch the Class

Length: 86:26 | Airdate: 4/24/13



Want to attend this workshop again? [See upcoming times.](#)

Want to review your work? [Participate in Open Office Hours](#)

### Class Presentation Deck

- [Download the presentation](#)

### Class Resources

- [Download your campaign PDF](#)

### Additional Links

[An Introductory Guide to Paid Search](#)  
[The State of SEO & Internet Marketing](#)  
[10-Step Guide to Social Link Building](#)  
[Blogging for Business](#)  
[The Science of Email Marketing](#)  
[The State of Social Media Marketing](#)  
[Press Release Marketing Kit](#)  
[5-Step Guest Blogging Guide](#)

### Need software help?



[Find answers to your technical questions](#)

### Post to the forums.



[Ask questions to the HubSpot community](#)

### Have a question?



[Ask Professor Bedrick](#)

[@Sbedrick | LinkedIn](#)

### Need help with your inbound campaigns?

Learn about professional services from HubSpot

[Download Now](#)



# ARCHIVE PAGES ACCESSIBLE IN HUBSPOT PORTAL

The screenshot displays the HubSpot Academy interface. At the top, the navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. The user 'Rachel Goodman' is logged in. A dropdown menu for 'Academy' is open, with 'HubSpot Training' highlighted. The main content area shows 'Visits & Leads' for the current month compared to the last month, with a 'Wow!' notification. Below this is a 'Register for HubSpot Training' section. The 'Goal Planning & Strategy' class is highlighted, and a list of 13 training classes is shown on the left. A button 'See available times' is visible, and a link 'Can't make this class? Check out the archive.' is highlighted with an orange box and an arrow pointing to it. At the bottom, a table shows training metrics.

HubSpot Academy Dashboard

Visits & Leads This month compared to last month

Wow! Keep doing what you're doing, because it's working. Capitalize on the traffic with new CTAs.

Register for HubSpot Training

HubSpot Training Classes

0/13

- 1. Goal Planning & Strategy
- 2. Landing Pages
- 3. Calls to Action
- 4. Keywords
- 5. Blogging
- 6. Email
- 7. Social Media
- 8. Page Performance
- 9. Content Management System
- 10. Contacts & Lists
- 11. Sources & Competitors
- 12. Prospects
- 13. Intro to Workflows

**Goal Planning & Strategy: not complete**

Get ready for your first set of HubSpot training classes by attending this Goal Planning & Strategy class. You'll learn how to set goals for your marketing and communicate these goals to your HubSpot consultant and account manager. You'll also find out how we'll be working together to achieve those goals using specific buyer personas and marketing campaigns. Buyer personas and campaign marketing is at the core of the HubSpot method, and will help you earn more of the right kind of visits, leads, and customers.

See available times I've completed this

Can't make this class? Check out the archive.

Name	Visits	Submissions	Conversion Rate
35 Pre-Designed Email Templates To Go	77,362	56,172	73%

Forms Imports



THANK YOU.

