

Inbound Plan

This Inbound Plan will help you reach your business goals with HubSpot. It is based on the inbound methodology and will teach you how to attract the right visitors to your site, convert them into leads, close them into customers, and delight those customers into promoters.

This is the [inbound methodology](#):



Each class focuses on a different tool or series of stages within the inbound methodology. Attend one class per week. There are six required classes. After you attend each class, repeat the steps listed below weekly, monthly, or as needed.

1. Goal Setting & Planning ([Register for the class](#))

- **ONE-TIME SETUP** Log in to HubSpot and complete the HubSpot account activation setup tasks
- **MONTHLY** Set a realistic traffic and lead goal in HubSpot
- **AS NEEDED** Register for the “Landing Pages” training class

2. Forms ([Watch the videos & register for the Lab](#))

- **AS NEEDED** Identify questions to gather information sales & marketing departments need and add custom fields
- **MONTHLY** Create 3 forms for different levels of perceived value (can be based on top, middle & bottom of the buying process).

3. Landing Pages ([Register for the class](#))

- **MONTHLY** Create a new piece of content or offer
- **MONTHLY** Create or update a landing page following the best practices

4. Calls to Action & Thank You Pages ([Register for class](#))

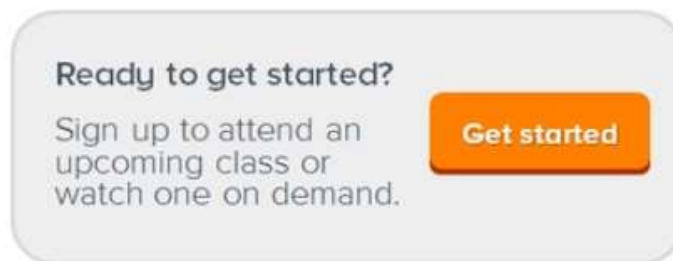
- **MONTHLY** Design or update a call-to-action using HubSpot or a third-party tool
- **MONTHLY** Create or update a thank you page following the best practices
- **AS NEEDED** Add your call to action to your site & make sure you have one on every website page
- **WEEKLY** Analyze your calls to actions' performance & think about ways to test and improve it.

5. Keywords ([Register for class](#))

- **INITIAL SET-UP** Add 50 or more relevant keywords to keyword tool
- **MONTHLY** Group keywords by campaigns to organize and track related keywords
- **WEEKLY** Use the recommendations tab to identify keywords you should write blog articles about

6. Blogging ([Register for class](#))

- **MONTHLY** Brainstorm and document blog article topics you need to write about
- **WEEKLY** Write at least 2 articles per week following best practices & pay attention to formatting
- **WEEKLY** Add a call to action at the end of each blog article and two to your blog sidebar



Once you've nailed the required elements of your Inbound Plan, feel free to [review the additional training classes available in your Academy training center.](#)