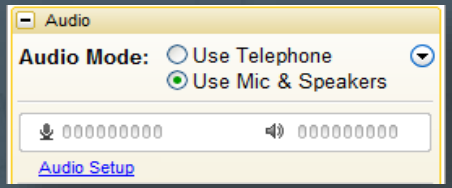
A LIVE CRITIQUE OF YOUR LANDING PAGES AND EMAILS



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar to Ask Questions!

1. Use the hashtag #InboundLearning on Twitter
2. Question of the day

HubSpot Academy

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Product Launch Recap Webinar

- Wednesday, September 23rd
- Introduction by Kipp Bodnar, HubSpot CMO
- 8 AM Eastern & 2 PM Eastern
- Register here: http://hubs.ly/H017j7N0

HubSpot
Mark Kilens
@MarkKilens

Isaac Moche
@Isaacmoche

HubSpot
Chris LoDolce
@chrislodolce

AGENDA

1. Live landing page critique
2. Share your landing page best practices
3. Live email critique
4. Share your email marketing best practices
5. Next steps and resources

The season of **change** is upon us.

There is no better time to modify your landing pages and emails.

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1 LIVE LANDING PAGE CRITIQUE

Copy and paste your landing page URL into the GoToWebinar question pane.

We'll critique as many as we can in 20 minutes.

2 SHARE YOUR LANDING PAGE BEST PRACTICES

Open the GoToWebinar chat pane and start sharing your landing page best practices.

We'll discuss the best practices that get mentioned the most.

3 LIVE EMAIL CRITIQUE

Copy and paste your HubSpot email preview URL into the GoToWebinar question pane.

We'll critique as many as we can in 20 minutes

4 SHARE YOUR EMAIL MARKETING BEST PRACTICES

Open the GoToWebinar chat pane and start sharing your email marketing best practices.

We'll discuss the best practices that get mentioned the most.

5 NEXT STEPS AND RESOURCES

BROADCAST NEXT STEPS

1 Apply the things you learned today to some of your landing pages and emails

2 Think about your overall landing page and email strategy and see where you can improve

3 Remember to always be adding value with your landing pages and emails

BROADCAST RESOURCES

1 Introduction to Landing Page training

2 Introduction to Email training

3 Landing page broadcasts

4 Email broadcasts

THANK YOU.

HubSpot Academy