

Day 1 Agenda

9:00am

| **Welcome & Introductions**

| **Buyer Personas: The Cornerstone of Content Marketing**

| **Buyer's Journey: How to Develop Content for Your Personas**

12:00pm

| **Lunch**

1:00pm

| **Contacts Database & Segmentation**

Smarter segmentation & scoring

Identifying properties for future segmentation

| **Campaigns**

Campaign structure in HubSpot software

Review content assets available for campaigns

Workshop: Sketch out entire inbound campaign

| **Email Best Practices**

Creating emails that your prospects want to receive

Workshop: creating email in your HubSpot software

5:00pm

| **Wrap Up**



Day 2 **Agenda**

9:00am

| **Welcome & Knowledge Check**

| **Conversion Path Development & Best Practices**

Best practices for HubSpot apps

Workshop: Executing in your HubSpot software

12:00pm

| **Lunch**

1:00pm

| **Blogging & Keywords**

Inbound approach to SEO

| **Social Media**

Best practices for engaging your personas on social channels

| **Lead Nurturing**

Lead nurturing best practices

Moving leads through the buyer's journey

Workshop: Building workflows in your HubSpot software

| **Reporting: High-Level to Granular Data**

Walkthrough of HubSpot reports

Determine which reports to monitor going forward

4:30pm

| **Q&A / Next Steps**

