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

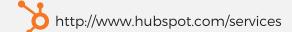
Campaign structure in HubSpot software Review content assets available for campaigns Workshop: Sketch out entire inbound campaign

| 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

