

# AGENDA

## HUBSPOT TRAINING: CREATING EFFECTIVE INBOUND CONTENT

### MORNING

#### INTRODUCTIONS

Get to know your HubSpot trainer and your peers in the small group workshop.

#### GETTING STARTED WITH INBOUND CONTENT

Understand inbound content creation with the inbound methodology, personas and the buyer's journey. Define the custom buyer's journey for your buyer persona.

#### HOW TO MAP YOUR CONTENT TO THE BUYER'S JOURNEY

Audit your existing content by developing a content inventory and performing a content analysis to identify holes and opportunities in your content library.

#### BEST PRACTICES FOR CREATING QUALITY CONTENT OFFERS

Plan and create the outline for a new premium content offer for lead generation.

### AFTERNOON

#### BRAINSTORMING TOPICS AND CONTENT CLUSTERS

Map out content clusters for the topics most important to your persona.

#### WRITING BLOG TITLES AND BUILDING AN OUTLINE

Brainstorm multiple blog article titles for one of your content clusters. Outline one high-quality, comprehensive blog article.

#### HOW TO REPURPOSE YOUR CONTENT

Learn how to squeeze more juice out of each content offer by creating derivative, complementary content offers.

#### BECOMING A CONTENT MACHINE

Create a content calendar and repeatable editorial process.