

HubSpot Marketing Fundamentals

A HUBSPOT CLASSROOM TRAINING

Day 1

Focus:

Understanding key marketing concepts and methods for driving traffic onto your website.

Level:

Beginner

Note:

This training covers the workflows tool which is not available in every subscription. You will have access to a sandbox portal for the duration of training.

Building Campaigns

Understand the methodology behind the HubSpot marketing tools and how you can organize your marketing efforts around a campaign.

Outlining Your Buyer Personas

Build actionable outlines of your buyer personas to aid in creating content for the buyer's mindset in each stage.

Managing Your Contact Data

Learn how to navigate the information in a HubSpot contact record and your contact settings.

Creating Content Clusters and Pillar Pages

Develop a content strategy that contributes to your SEO authority around your organization core topics is using the HubSpot Strategy tool.

Brainstorming Unique Blog Posts

Uncover methods for generating new blog post ideas that drive traffic to your website.

Social Publishing and Monitoring

Learn how to monitor your social presence and publish engaging content to your social networks from HubSpot.

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Day 2

Focus:

Optimizing your website for lead generation through content conversions.

Level:

Beginner

Note:

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Sources Reporting

Analyze information in the HubSpot sources report to discover opportunities and priorities in your web traffic sources.

Outlining a Buyer's Journey

Put yourself in your buyer's shoes to determine how they research and consume content when facing a particular problem or need.

Building a Conversion Path

Learn how to deliver a content offer with a call-to-action button, landing page, form, and thank you page.

Conversion Performance

Analyze the pages, referrals, and sources that are influencing a particular conversion.

Building Emails

Learn how to build a high performing email using the HubSpot email tool and best practices.

Email Performance

Locate key areas in HubSpot to review the health of your email sends and how well your messaging is resonating with your audience.

Campaign Performance

Review the performance of your entire campaign in one place and determine which efforts are driving the most traffic, contacts, customers, and revenue.

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Day 3

Focus:

Automating your database changes and lead nurturing using HubSpot workflows.

Level:

Beginner

Note:

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Building HubSpot Lists

Learn how to create lists in HubSpot to segment your email sends and your reporting efforts.

Automation Basics

Identify the purpose of marketing automation for your business and explore different use cases for implementing a HubSpot workflow.

Workflow Enrollment and Actions

Learn how leverage your data within HubSpot to accurately enroll the right contacts at the right time in your workflow and review the functionality of available actions.

Workflow Timeline Types

Determine how and when you should use different workflow timeline options.

Lead Nurturing Planning

Define goals for nurturing and learn tactics for determining how many emails to send in a workflow.

Designing a Nurturing Outline

Map out content you would like to use within your workflow and review new strategies for nurturing your leads.

Workflow Settings and Testing

Learn to use your settings to manage exclusion of contacts, email timing, and review tactics for testing your automation.

Nurturing and Campaign Performance

Locate areas within HubSpot to review nurturing and campaign performance.