



Learning Path Checklist

Top Certifications from World Certification Day 2020

SAVE this checklist on your computer so your progress is saved as you complete each step.

These were the most popular certifications that were taken during last year's World Certification Day event. If you've already taken one of these certifications, but it's expired, remember to retake and pass the exam to recertify.

Learning Path Details

Estimated time to complete: 25 hours

Experience Level: Beginner

This path is for:

- Anyone looking to participate in World Certification Week, but not sure where to start
- All marketing, sales, services, operations professionals that want to learn more about key industry topics and skills

Learning Path Curriculum

Step	Training	Details
Step 1 <input type="checkbox"/>	Inbound Discover the fundamentals of inbound, the inbound methodology and the flywheel and learn how to apply them to your business. The Inbound Certification Course teaches you how to run a successful inbound business, from marketing to sales to services.	Certification 7 Lessons 15 Videos (2 Hours)
Step 2 <input type="checkbox"/>	Inbound Marketing Learn inbound marketing techniques that range from content creation to social promotion to converting and nurturing leads and beyond. By the end of this certification course, you'll be well on your way to building your inbound marketing strategy.	Certification 10 Lessons 34 Videos (5 Hours)



WORLD CERTIFICATION WEEK

Grow your career, transform the world.

Step	Training	Details
Step 3 <input type="checkbox"/>	Content Marketing This certification course will give you an overview of how to become an effective content marketer.	Certification 14 Lessons 47 Videos (8 Hours)
Step 4 <input type="checkbox"/>	Email Marketing This email marketing course will teach you how to create an email marketing strategy that grows your business, and your career. From contact management and segmentation to email deliverability and analyzing your email sends, you'll learn how to build an email marketing strategy that is human and helpful and builds trust with your contacts. At the end of this course, apply what you've learned with the email marketing tools that come free in your account.	Certification 11 Lessons 15 Videos (4 Hours)
Step 5 <input type="checkbox"/>	Social Media Marketing The Social Media Marketing Certification will help you shape the conversation around your business, build loyalty, and attract new customers and partners. Building an effective social media strategy will expand all of your other inbound marketing efforts as well as build brand awareness, drive word of mouth, and attract buyers. In other words, social media is the ultimate way to do inbound marketing. Invest in your business' growth and your career by learning how to: build an effective social media strategy, set up social listening and moderation, create social content, extend your reach, excel in digital advertising, measure ROI, and more.	Certification 10 Lessons 39 Videos (6 Hours)

CONGRATULATIONS from HubSpot Academy on completing the Top Certifications from World Certification Day 2020 Learning Path!