



Learning Path Checklist

Top Solutions Partner Certifications from World Certification Day 2020

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

Find out what your peers in the Solutions Partner program are learning, while also keeping your existing skills, knowledge, and certifications up to date. If you've already taken a certification and it's expired, remember to retake and pass the exam to recertify.

Learning Path Details

Estimated time to complete: 14 hours

Experience Level: Intermediate

This path is for:

- HubSpot Solutions Partners interested in what other Partners were learning on World Certification Day last year
- HubSpot Solutions Partners who want to keep their skills and their existing certifications up to date

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 6 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 8 Lessons 34 Videos (4:12 Hours)




WORLD CERTIFICATION WEEK

Grow your career, transform the world.

Step	Training	Details
Step 3 <input type="checkbox"/>	<p>Contextual Marketing</p> <p>In the Contextual Marketing certification course, you'll learn how to create a website experience tailored to your visitors' needs and preferences. The content in this certification is closely tied to who your contacts are and how they're segmented. To get the most out of this course, you should have at least 500 contacts in your HubSpot CRM and should feel comfortable with lead segmentation strategies. You should also have clearly developed buyer personas and content tailored to each stage of the buyer's journey.</p>	<p>Certification</p> <p>10 Lessons 34 Videos (5 Hours)</p>
Step 4 <input type="checkbox"/>	<p>HubSpot Marketing Software</p> <p>To do inbound marketing well, you need to start your journey with the marketing software the right way. It's a big platform with a lot of tools, and to get the most value out of them, you need a foundation of knowledge and an understanding of how they all work together. These lessons will equip you with the fundamental understanding you need to do marketing well using HubSpot.</p> <p>Note: The educational resources (such as Videos, Quizzes, and Workbooks) are free to go through. If you want to become certified, there are additional practical exercises that require a Pro or Enterprise HubSpot subscription.</p>	<p>Certification</p> <p>14 Lessons 71 Videos (3:25 Hours)</p>
Step 5 <input type="checkbox"/>	<p>HubSpot Sales Software</p> <p>The HubSpot Sales Software Certification demonstrates your ability to execute an inbound sales process using HubSpot CRM and Sales Hub. It is made up of 3 lessons. At the end of each class, you'll be given practical exercises so you can immediately apply what you learn. You will need to perform these actions in order to earn your certification. There is also a 50-question, multiple-choice test you will need to pass in order to get certified.</p>	<p>Certification</p> <p>3 Lessons 17 Videos (1:08 Hours)</p>



Step	Training	Details
Step 6 	<p>Service Hub Software</p> <p>The Service Hub Software Certification demonstrates your ability to execute an inbound service strategy using HubSpot's Service Hub. This certification course consists of six lessons that discuss customer journey mapping, and HubSpot tools such as help desk, knowledge base, and customer feedback. To showcase your knowledge, you'll be assessed through practical exercises and quizzes at the end of each lesson. At the end of the final lesson, you'll take a 60 question, multiple-choice exam to earn your certification.</p> <p>Note: The educational resources (such as Videos, Quizzes, and Workbooks) are free to go through. If you want to become certified, there are additional practical exercises that require a Pro or Enterprise HubSpot subscription.</p>	<p>Certification</p> <p>6 Lessons 24 Videos (1:42 Hours)</p>

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