



## Learning Path Checklist

### Newest HubSpot Academy Certifications

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

The Newest HubSpot Academy Certifications learning path will keep up to date with what's new from HubSpot Academy, while also helping you take your industry knowledge to the next level with deep-dives into four specific disciplines.

### Learning Path Details

Estimated time to complete: 13 hours

Experience Level: Beginner

This path is for:

- Existing HubSpot users who want to stay up to date with the latest from HubSpot Academy
- All marketing, sales, services, operations professionals that want to learn more about key industry topics and skills

### Learning Path Curriculum

Step	Training	Details
<b>Step 1</b> <input type="checkbox"/>	<a href="#">Digital Advertising</a> Today's digital advertisers require many skills to be successful: design, audience targeting, optimization, analysis, and more. Organic content channels are flooded and not reaching as many people as before, so paid advertising is an effective way to get your content to the top of people's feeds (and their minds). In this certification course, you'll learn everything you need to create a customer-centric advertising strategy, including journey-based advertising, bidding and targeting strategies, paid search, social media advertising, programmatic, reporting, and more.	Certification  10 Lessons 34 Videos (3 Hours)



Step	Training	Details
<b>Step 2</b> <input type="checkbox"/>	<a href="#">Digital Marketing</a> Digital Marketing is any kind of marketing that happens on a digital platform. Whether it's on your website, your social media, or through email, it's digital marketing. On the other hand, Inbound Marketing is a business methodology that attracts customers by creating valuable content and experiences tailored to them. It's a way to market (usually using digital marketing tactics) that draws in qualified leads, rather than blasting a message out to a mass audience. The Digital Marketing Certification Course will teach you how to become an effective digital marketer with an inbound-first mindset.	Certification 9 Lessons 36 Videos (4:01 Hours)
<b>Step 3</b> <input type="checkbox"/>	<a href="#">SEO</a> Learn all things SEO, including website optimization, link building, keyword research, and much more.	Certification 6 Lessons 24 Videos (2:21 Hours)
<b>Step 4</b> <input type="checkbox"/>	<a href="#">HubSpot Reporting</a> Learn how to incorporate data driven decision making at your organization with the use of the HubSpot reporting tools. This certification course consists of eight lessons that discuss data literacy, and HubSpot reporting tools across the CRM, Marketing Hub, CMS Hub, Sales Hub, and Service Hub. To showcase your knowledge, you'll be assessed with quizzes and worksheets at the end of each lesson. At the end of the final lesson, you'll take a 60 question, multiple-choice exam and a hands-on practicum to earn your certification.	Certification 8 Lessons 23 Videos (3:26 Hours)

**CONGRATULATIONS from HubSpot Academy on completing the Newest HubSpot Academy Certifications Learning Path!**