



Learning Path Checklist

Getting Started with HubSpot Free

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

The Getting Started with HubSpot Free learning path will teach you the fundamentals of the inbound methodology, how to approach marketing and sales from an inbound perspective and provide an overview of HubSpot Sales Software.

Learning Path Details

Estimated time to complete: 7.5 hours

Experience Level: Beginner

This path is for:

- Professionals, students, or career changers looking to get started with the fundamentals of the inbound methodology and approach to Marketing and Sales, as well as the basics of HubSpot Sales Software.
- Existing HubSpot users who want a refresher on inbound and HubSpot fundamentals

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 (1:54 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"/>	Inbound Sales The Inbound Sales Certification covers the basics of an inbound approach to sales. This course is for individual sales reps who are looking for actionable tips to use in their next call or meeting. You'll learn how to identify new prospects, connect with them, explore their needs, and advise them on a path forward.	Certification 5 Lessons 21 Videos (2 Hours)
Step 4 <input type="checkbox"/>	HubSpot Sales Software 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.	Certification 3 Lessons 17 Videos (1:08 Hours)

CONGRATULATIONS from HubSpot Academy on completing the Getting Started with HubSpot Free Learning Path!