Marketing Hub Fundamentals

A HubSpot Classroom Training

Course Goal

Implement the inbound methodology and HubSpot
Marketing Hub tools to attract, engage,
and delight new contacts and customers.

Best for . . .	Subscription Recommendation
Individuals responsible for: • Generating leads and Marketing Qualified Leads • Improving web traffic • Email nurturing • Reporting on performance **Course Level:** • Beginner	**Marketing Professional and Enterprise** Training is best suited for these subscriptions, as they will be able to access all the tools covered in the demos, best practices, and activities in training. If you have Marketing Free or Starter, you will be able to use a Customer Training portal for the duration of training. Please note, several sections include tools that are unavailable in the Free and Starter subscriptions.

Scroll to see more

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Training Outline

Day 1

Introduction
Traffic Analytics
Marketing Goals
Custom Properties
Buyer Personas
Buyer's Journey
SEO
Topic Clusters

Day 2

Conversion Paths
Forms
Landing Pages
CTAs
Lists
Campaigns
Reporting Ecosystem

Day 3

Nurturing Audiences
Nurturing Goals
Workflow Enrollment
Workflow Actions
Timeline Types
Email Optimization
Testing and Auditing
Closing Resources

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Day 1

How can I attract new leads to my website?

It all begins with a strong foundation: understanding your marketing goals and solidifying your inbound strategy. Once established, you'll continue to build on these strategies using HubSpot's Marketing Hub tools. Optimizing your site for search engines will make it easier than ever for buyers to find your valuable content.

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Day 1

01

Interpret Your
Traffic Analytics

Analyze your web performance and identify your web and conversion sources.

02

Get to Know
Your Buyer

Create a foundation for your marketing strategy by building Personas and Buyers Journeys.

03

Search Engine
Optimization

Organize your web and blog content to better grow your authority around relevant core topics.

Day 2

How can I convert traffic on my website?

Become a pro at generating leads and prompting conversions on Day 2. You'll learn how to optimize forms and target your audience with more personalized conversion tactics. You'll also learn how to drive more traffic to your conversion points using the campaigns tool.

Day 2

01

Conversion Paths

Explore different methods for lead generation using forms, chatflows, and pop-up forms.

02

Contact Segmentation

Segment your database for more personalized marketing using both property and behavioral data.

03

Building Campaigns

Use Campaigns to aggregate and report on common marketing efforts.

04

Reporting Ecosystem

Familiarize yourself with the different reporting tools you can use to monitor your marketing performance.

Day 3

How can I better nurture my leads and customers?

Automation is a game changer when it comes to making your day-to-day more efficient. On our final day of training, you'll learn the ins and outs of automation in HubSpot. Feel confident using the workflows tool, planning a personalized nurturing strategy, and automating data management.

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Day 3

01

Plan Your Nurturing Strategy

Understand how to plan your lead and customer nurturing to grow relationships with your contacts.

02

Build Automated Workflows.

Discover the ins and outs of HubSpot's marketing automation tool, Workflows.

03

Construct and Optimize Emails

Create remarkable emails to better engage with your contacts.

04

Analyze Your Nurturing Strategy

Identify the strengths and weakness of your nurturing tactics..

"I have taken this training a couple of times over the years with different companies and have to say that the way it has evolved is really impressive. Trainers have always been great but I really love the format now--wonderful mix of lecture vs activities, right amount of info per module and appropriate mix of tech /best practice/strategy content.

You get much more than if you had just scanned through the documentation online. It was an excellent use of my time, even after taking it before. Great job. I honestly wouldn't change anything. Thanks!"

Alyssa Galeros Keefe
Senior Director of Marketing

The Energy Project®

"I had a great experience this week at the marketing fundamentals training. I loved the format of the course where there was equal time learning and 'playing'. I feel comfortable now that I have the full landscape of capabilities and best practices for linking them together."

Jenna Connolly

Director of Accounts

JustJump
MARKETING

The training was amazing! So informative and educational and also very engaging! I am so glad that I made the decision to attend!

Karly Field
Chief Marketing Officer

NXTsoft

"Great class for giving me a good overview of the product and what it can do. Because I'm new to the product, and the company, I now feel better equipped to use and support the application."

Elzia Sekou
Lead Application Engineer

DELIVERING TRAINING IN
OVER 80 CITIES WORLDWIDE!

Now being delivered virtually to ensure you can still receive training from the comfort of home.

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Our Trainers

Here to Help

You'll love the hands-on approach of every training. A dedicated HubSpot professional will guide you through your marketing tools and strategies. Each trainer is engaging, talented, and, most importantly, here to help you reach your full potential as a HubSpot user.

All About You

Helping You Succeed

At HubSpot we know our customers are driven, skilled, and motivated people often wearing many hats. You are a critical component to your company's success with HubSpot. Whether you want to sharpen your individual skills or feel empowered to make a positive impact back at the office, this is the training for you.

FAQs

What Subscription Level is Best?

We're so glad you asked!

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Professional and Enterprise
Training is best suited for these subscriptions, as they will be able to access all the tools covered in the demos, best practices, and activities in training.

Free and Starter
Training is still beneficial for these subscriptions, as they will be able to use a Sandbox portal for the duration of training. Be aware several sections include tools that are unavailable in the Free and Starter subscriptions.

Visit our pricing page or contact your CSM for more details on HubSpot Subscription pricing.

"I learned so much during those 3 days and I'm already implementing some of what I learned in my day-to-day activities."

Julie Gould
Director of Marketing
mindSpark

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What is the learning environment like?

"The Trainers were exceptional: Extremely knowledgeable, upbeat and supportive. The material covered all the right areas and the examples were spot on."

Jackie McKechnie
Founder/Senior Consultant
Bumplogic

Our learning environment is upbeat, engaging and inclusive. We know that everyone learns a little bit differently, so we've incorporated slide presentations, tool demos, practical application activities, and discussions to demonstrate best practices. Don't be shy! We love questions and encourage conversation so our attendees can also learn from each other

Sign Up Today

Join us for Training!

Sign Up Here

Have questions?
Email customertraining@hubspot.com