Marketing Hub Fundamentals

3 Days  20 Demos  28 Activities  14 2019 Average Attendees

This 3-day Marketing Hub course has been sunset in favor of a more virtually-suitable catalogue of live courses. If you have questions please reach out to customertraining@hubspot.com

View Our Course Offerings

Scroll to see more
Training Outline

Day 1
- Introduction
- Marketing Goals
- Custom Properties
- HubSpot Records
- Buyer Personas
- Buyer’s Journey
- SEO
- Topic Clusters
- Pillar Pages
- Blogging
- Traffic Analytics

Day 2
- Campaigns
- Conversion Paths
- Forms
- Landing Pages
- CTAs
- Chatflows
- Pop-Up Forms
- Lists
- Social Media
- Ads
- Reporting Ecosystem

Day 3
- Email
- Workflow Enrollment
- Workflow Actions
- Timeline Types
- Nurturing Audiences
- Nurturing Goals
- Email Frequency
- Email Planning
- Testing and Auditing
- Email Performance
- Closing Resources
Day 1
How can I attract new leads to my website?

- **Understand Your Data**
  Store, manage, and understand your data in HubSpot.

- **Get to Know Your Buyer**
  Create a foundation for your marketing strategy by building Personas and Buyers Journeys.

- **Search Engine Optimization**
  Organize your web and blog content to better grow your authority around relevant core topics.

- **Interpret Your Traffic Analytics**
  Analyze your web performance and identify your web and conversion sources.
Day 2
How can I convert traffic on my website?

Building Campaigns
Use Campaigns to aggregate and report on common marketing efforts.

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

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

Social Media
Optimize engagement with your audience on social platforms to better attract and convert new leads.

Ad Audiences
Create a more segmented and personalized ad experience for your leads by developing ad audiences in HubSpot.

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?

Construct and Optimize Emails
Create remarkable emails to better engage with your contacts.

Build Automated Workflows.
Discover the ins and outs of HubSpot’s marketing automation tool, Workflows.

Plan Your Nurturing Strategy
Understand how to plan your lead and customer nurturing to grow relationships with your contacts.

Analyze Your Nurturing Strategy
Identify the strengths and weakness of your nurturing tactics.