

## Lesson 1: Understanding Marketing Hub

### Videos:

- Why is Marketing Hub important for an inbound business?
- How to navigate Marketing Hub
- How to use Marketing Hub as an all-in-one toolset
- How to use Marketing Hub to achieve your goals

### Topics:

- HubSpot Marketing Hub tool overview
- HubSpot CRM
- All-in-one marketing software
- Turning business goals into project plans

### Quiz Yourself:

- How does a marketing team use HubSpot CRM?
- How does Marketing Hub work with Sales Hub and Service Hub?
- How can you use all the Marketing Hub tools together?
- Which menus will you be using as a marketing user in HubSpot
- What is a KPI?
- What are three common metric goals marketers can improve using Marketing Hub?
- How can you identify areas of opportunity to grow your marketing strategy?
- Which kinds of campaigns match your areas of opportunity for growth?

## Lesson 2: Exploring the Contacts Database in HubSpot

### Videos:

- Why is a contacts database important?
- How do you use your contacts database?
- How to access your contacts database in HubSpot
- How to import contacts into HubSpot
- How to manually create contacts in HubSpot
- How to see information about a contact in HubSpot
- How to create custom contact properties in HubSpot

### Topics:

- Contacts in HubSpot
- HubSpot Contacts Database
- Contact management
- Importing contacts
- Organizing contacts
- Permission to contact

### Quiz Yourself:

- What is the purpose of a contacts database in HubSpot?
- True or false? Your contacts database is not built upon the CRM.
- What is the definition of contact management?

## Lesson 3: Using Buyer Personas in HubSpot

Videos:

- Why should you create buyer personas?
- How do you define your organization's buyer personas?
- How to add buyer personas in HubSpot

Topics:

- Buyer personas

Quiz Yourself:

- Why are buyer personas important?
- Who in the company should help in the buyer persona identification process?
- What types of questions should you ask to define your buyer personas?
- How do you add a buyer persona in HubSpot?

## Lesson 4: Creating a Content Strategy in HubSpot

Videos:

- Why should you create a content strategy with topic clusters?
- How to identify topic clusters with the HubSpot content strategy tool
- How do you identify new topic clusters?
- How do you create a pillar page?
- What are examples of pillar pages?
- How to report on content strategy in HubSpot

Topics:

- Content strategy
- Pillar pages
- Topic clusters
- Core topics
- Subtopics
- Search engine optimization

Quiz Yourself:

- Why are topic clusters important?
- What is a topic cluster?
- What is a core topic?

- What is a subtopic?
- How do you identify topic clusters in HubSpot?
- What is a pillar page?
- What are the various types of pillar pages?
- How do you create a topic cluster?
- How do you report on content strategy in HubSpot?

## Lesson 5: Creating a Campaign in HubSpot

### Videos:

- Why should you create campaigns?
- How to create a campaign in HubSpot
- How to report on campaigns in HubSpot

### Topics:

- Campaigns
- SMART goals
- Marketing Hub tools

### Quiz Yourself:

- Why are campaigns important?
- How do campaigns support content strategy?
- What's a SMART goal?
- How do you create a campaign in HubSpot?
- How do you report on a campaign in HubSpot?

## Lesson 6: Understanding Blogging in HubSpot

### Videos:

- Why should your business blog?
- How to create a blog post in HubSpot
- How to publish a blog post in HubSpot
- How to analyze a blog post's performance in HubSpot

### Topics:

- Blogging
- Content strategy
- Search engine optimization

### Quiz Yourself:

- Why is blogging important?
- How does blogging support content strategy?

- How does blogging support campaigns?
- How do you create a blog post in HubSpot?
- How do you optimize a blog post in HubSpot?
- How do you analyze a blog post in HubSpot?

## Lesson 7: Creating Landing Pages in HubSpot

### Videos:

- Why should you use landing pages?
- When to use gated versus ungated content
- What are the elements of a well-designed landing page?
- How to create a landing page in HubSpot
- How to report on your landing page performance in HubSpot

### Topics:

- The HubSpot landing page tool
- Conversion paths
- Gated content
- Ungated content
- Reports

### Quiz Yourself:

- What is a landing page?
- What are the components of a traditional conversion path?
- What is the relationship between landing pages and pillar pages?
- What are the four components of a typical landing page?

## Lesson 8: Creating Calls-to-Action in HubSpot

### Videos:

- What is a call-to-action button?
- What are the elements of a call-to-action button?
- How to create a call-to-action in HubSpot
- How to insert a call-to-action button in your HubSpot content
- How to insert a call-to-action button into your externally hosted content
- How to report on your call-to-action buttons in HubSpot

### Topics:

- The HubSpot CTA tool
- Aligning with your brand
- The buyer's journey
- Reports

Quiz Yourself:

- What is a call-to-action button?
- What stage of the buyer's journey can you create CTAs for?
- What are the three primary elements of a CTA?
- Why is it important that your CTA is action oriented?
- Where should you place your call-to-action button?

## Lesson 9: Creating Forms in HubSpot

Videos:

- Why should you use a form?
- When should you use a form?
- How to create a form in HubSpot
- How to use form submission notifications in HubSpot
- How to manage your form submission data in HubSpot
- How to embed your HubSpot form externally
- When to disable cookies on your HubSpot forms

Topics:

- The HubSpot forms tool
- Gated content
- Ungated content
- Conversion paths
- The buyer's journey
- Reports
- Cookie tracking

Quiz Yourself:

- Why should you capture data about your contacts?
- Where is your form submission data stored in HubSpot?
- What stage of the buyer's journey are forms most effective?
- How much information can you reasonably ask for your offers?
- When should you disable cookies on your HubSpot forms?

## Lesson 10: Understanding Social Media in HubSpot

Videos:

- Why is social media an important part of your HubSpot strategy?
- How to set up your social accounts in HubSpot
- How to use your social monitoring tool in HubSpot
- How to create a Twitter stream in HubSpot
- How to use your publishing tool in HubSpot

- How to set up a social publishing schedule in HubSpot
- How to bulk upload social posts into HubSpot
- How to analyze your social posts in HubSpot
- How to use your social reporting tool in HubSpot

#### Topics:

- Social media and inbound
- Social monitoring
- Social engagement
- Social media publishing
- Social media measurement
- Social media reporting

#### Quiz Yourself:

- How is social media important to your Inbound strategy?
- What are some ways that social media can attract customers to your business?
- What is one thing that you should keep in mind while building your social strategy?
- Why are campaigns important in social media?
- What are some ways to connect your social efforts and campaigns?
- How do you create a social post in HubSpot?
- How do you publish a social post in HubSpot?
- How do you set up a Twitter stream in HubSpot?
- What kinds of Twitter streams can you create?
- How do you create a publishing schedule in HubSpot?
- How do you bulk upload to HubSpot?
- How do you analyze your social posts in HubSpot?
- What is the significance of the social media reports in HubSpot?

## Lesson 11: Understanding Workflows in HubSpot

#### Videos:

- Why is marketing automation important?
- How to get started with automation in HubSpot
- How to create a new workflow and select its type in HubSpot
- How to set a workflow goal in HubSpot
- How to add enrollment triggers to your workflows in HubSpot
- How to add actions to your workflows in HubSpot
- How to test your workflow in HubSpot
- How to review the settings of your workflow in HubSpot

#### Topics:

- Automation
- Email
- Contacts
- Goals

Quiz Yourself:

- The definition of \_\_\_\_\_ is the software that exists with the goal of automating your marketing actions.
- True or false? Marketing automation is only used for nurturing leads.
- What is a series of automated actions that trigger based on a person's behaviors or contact information?

## Lesson 12: Understanding Segmentation in HubSpot

Videos:

- Why is segmentation important?
- How do you build segments?
- What types of segments can you create?
- When should you use a segment vs. a report?
- How to create a segment in HubSpot
- Where to use segmentation in HubSpot

Topics:

- Segmentation
- Contact management
- Contacts database
- Lists
- Filters
- Reports

Quiz Yourself:

- What is the action of breaking up your [contacts](#) into smaller groups of similar people called?
- True or false? There's a difference between a report and a list.
- What indicates the stage that your conversations are at with contacts? What tracks the stages of your conversations with contacts?

## Lesson 13: Understanding Email in HubSpot

Videos:

- Why is email marketing important?
- How do you get started with email marketing in HubSpot?
- How to create a new email in HubSpot
- How to draft an email in HubSpot
- How to add contacts to an email send in HubSpot
- How to review your email in HubSpot before sending
- How to review your email in HubSpot after sending

Topics:

- Email marketing

- Email
- Connection between email and all your conversations across channels

Quiz Yourself:

- What strategy do you use to market your products and services and nurture relationships in a human and helpful way?
- True or false? Your email and conversational channels work together to create relationships and experiences with people.

## Lesson 14: Understanding Reporting in Marketing Hub

Videos:

- Why should you report on your marketing efforts?
- What are the engagement metrics in HubSpot?
- How to use your HubSpot dashboard
- Why should you use your traffic analytics report in HubSpot?
- How to use your sources report in HubSpot
- How to use your topic cluster report in HubSpot
- How to use your pages report in HubSpot
- How to use your advanced traffic report in HubSpot
- What are the sources metrics in HubSpot?
- How to use your reporting library in HubSpot

Topics:

- Inbound marketing strategy
- Inbound methodology
- Engagement metrics
- HubSpot reporting tools
- Sources metrics

Quiz Yourself:

- What role should reporting play in your inbound marketing efforts?
- What is a session?
- What are the benefits of the traffic analytics reports?
- What are sources metrics?
- How are sources metrics determined in HubSpot?