

## Questions answered incorrectly:

- Scenario: One of your clients was initially excited about the prospect of migrating to HubSpot from their previous MarTech stack, but is having second thoughts. You were planning on chatting with them about setting goals for their overall marketing strategy, but you notice they seem to be preoccupied with technical concerns centering around the migration. What should you do?
- Which of the following tasks should you review in preparation for your first call with a client? Select all that apply.
- True or false? After the initial project planning conversations have given you a chance to conduct a full discovery and understand project objectives, you should prepare and submit a formal project plan to your stakeholders.
- Which of the following questions does NOT fit in your final conversation with the client?
- What is the purpose of designating informed stakeholders in the responsibility matrix? Select all that apply.
- Which of the following roles should be included on your firm's Marketing Hub implementation team? Select all that apply.
- True or false? The marketing operation lead's job is to make sure all stakeholders are working as a team and driving the project forward. They call the plays that are executed by the technology specialist, marketing operations lead, and other roles.
- Which of the following action items should be included in a Marketing Hub implementation's development stage? Choose all that apply.
- True or false? Solutions Partners should use third-party SEO tools like Moz Pro and Ahrefs to evaluate search volume for subtopic prioritization.
- Which of the following is NOT an example of advertising automation?
- Scenario: Your client is in multiple markets and needs to have variations of their landing pages in different languages. Their goal is to find a solution that is best for SEO, as they want to rank highly across these markets. What do you recommend?
- In order to determine which integrations need to be built between existing apps of a client's tech stack, and what data will be impacted, what information should solutions partners track in the planning section of the platform audit worksheet? Select all that apply.

## Questions answered correctly:

- Which of the following is NOT a reason that marketing or MarTech implementations often fail?
- Scenario: Your champion at a client's firm is pushing back against changing their marketing automation strategy, even though your research and discovery clearly show their approach isn't effective. Instead of being receptive to your ideas, the idea of changing too many processes makes them uncomfortable - especially since they personally built many of the old processes. What should you do?
- Which of the following is NOT a quality assurance benefit of building a Marketing Hub implementation plan?
- True or false? Your team should insist on having all major stakeholders join planning meetings and consider having the CMO, IT, Sales managers, and other internal departments involved in the first few calls. Securing this buy-in up front will set the whole organization up for success.
- True or false? HubSpot estimates the implementation process could take anywhere from 90 days to a whole year, depending on the size of the Marketing Hub implementation and number of affected users.
- Which of the following best describes the experience of working with an Enterprise client (as opposed to what you would experience with Professional clients)?

- If a client is asking you who they should invite to the first implementation consulting call, what is the best option below?
- How often should you be having onboarding calls with your clients to check on their progress?
- When migrating off of another system, what are some key pieces of information you should be aware of when having the migration discussion with the client?
- True or False? HubSpot Support can answer any questions about any software that integrates with HubSpot.
- What are some helpful things to understand about your client before recommending how they should import their data into HubSpot?
- When mapping data from a custom object from Salesforce to HubSpot, which of the following are considered viable options for a data migration? Select all that apply.
- True or false? The definition of success for a project should include relevant metrics, and each definition of success should be specific, measurable, attainable, relevant, and timely.
- True or false? Each Marketing Hub implementation project should have ambitious goals. At the beginning of the process, work with the client's team to set high thresholds for campaign KPIs, email deliverability benchmarks, landing page conversion rates, and more.
- Which of the following should you set up with your client after their Marketing Hub migration is complete?
- True or false? Partners should assign three responsible individuals to each deadline-based task, to ensure that the project runs smoothly.
- Which of the following action items should be included in a Marketing Hub implementation's planning stage?
- Scenario: During your first call, you review your clients goals in their account. They are interested in changing the goals that were originally set during the sales process. Should you allow them to switch out the goal projects?
- Which of the following is NOT an example of a lead magnet?
- Which of the following are ways you could help your client segment their email lists?
- True or false? HubSpot's guide to GDPR or CAN-SPAM shouldn't be mistaken for legal advice. Always consult a legal advisor or authoritative site, such as FTC's website, to make sure you're operating within the law.
- What are the main components of a topic cluster?
- When working with B2B clients who may be interested in pursuing ABM, you'll have to adjust your approach to focus on the following:
- True or false? It is difficult to know what type of prospects or accounts make up a client's email list until they've tested the variables via A/B testing.
- Which of the following is a typical email marketing KPI? Select all that apply.
- Which of the following is NOT one of the marketing attribution models available within HubSpot?
- Select all that apply. There are inherent flaws in using the funnel as a methodology, including:
- Which of the following is a potential business challenge encountered by Marketing leaders?