



**CONNECT**

**LONDON 2024**

**Aligning Sales & Marketing Teams**



Hi,

I'm Naila Basit

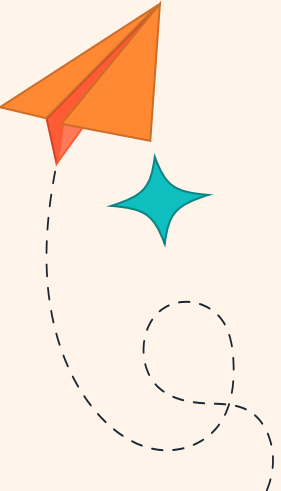
Senior Marketing  
Manager at HubSpot





Welcome

# Networking



**Lanyards**


**NETWORKING PROMPTS**

What is your 'go to' song to get in a winning mood?

What's the largest animal you could physically subdue with your bare hands?

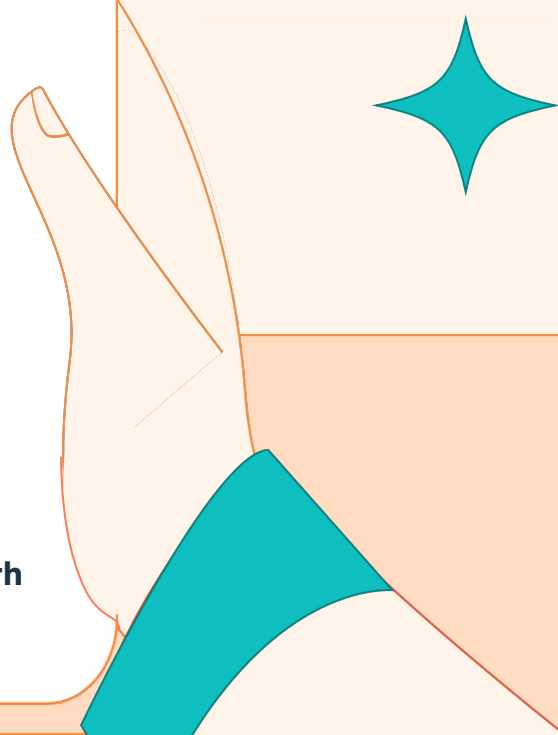
What's something that aliens would think is really strange about humans?

If you could live anywhere in the world, other than where you live now and where you were born, where would it be?

Is a hot dog a sandwich?

The complex block features a QR code with a central graphic that says "Welcome to CONNECT LONDON 2024" and includes a "HubSpot" logo. The background is orange and white with a green footer. There are decorative orange and teal stars and circles scattered around the page.

# Agenda

- 
- ✦ 9:10 - 9:35am **Unpacking Sales & Marketing Trends: UK & Ireland Focus**
  - ✦ 9:35 - 10:15am **Customer panel - How Sales & Marketing Work Better Together**
  - ✦ 10:15 - 10:45am **Break**
  - ✦ 10:45 - 11:15am **Changing of the Guard with Earnest Labs**
  - ✦ 11:15 - 11:45am **Unlock Your Growth Potential with AI**
  - ✦ 11:45 - 12pm **HubSpot Academy for Sales & Marketing**
  - ✦ 12pm - 2pm **Networking and Lunch**
  - ✦ 1pm - 2pm **Exclusive for HubSpot Customers: Customer Led Growth**

Hi,

I'm Sharan Bansal

Principal Marketing  
Manager at HubSpot



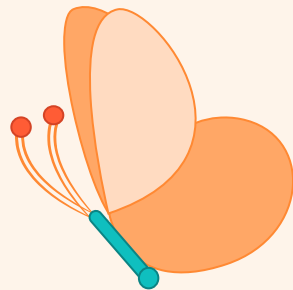
# HubSpot at a glance





**HubSpot's vision is  
to help millions of  
organisations**

**Grow  
Better**



Who we are



Why we exist

*Help millions of organizations grow better*

What we do

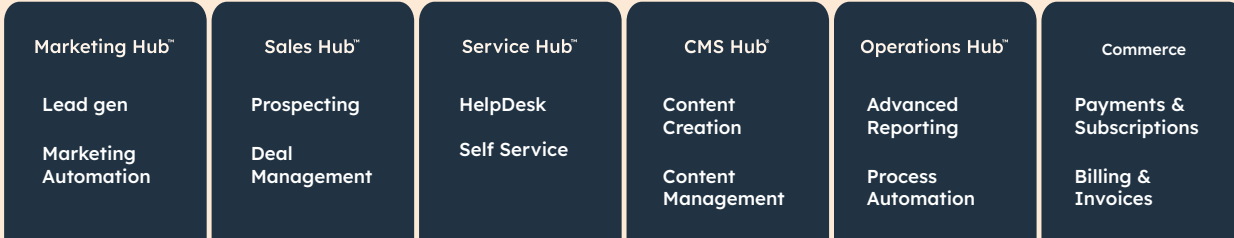
**A customer platform with a Smart CRM, engagement hubs, and a connected ecosystem that enable customer connection.**

How we do it

**⚡ AI-Powered**

Hubs

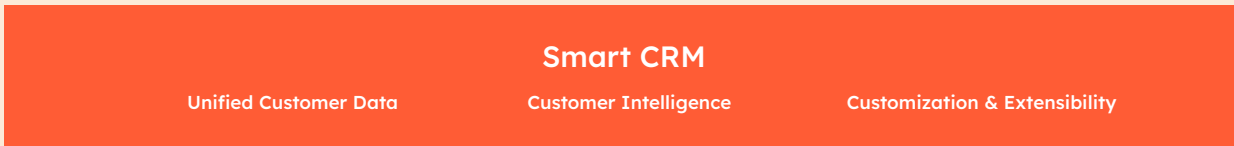
**⚡ AI-Powered**



System of **engagement**

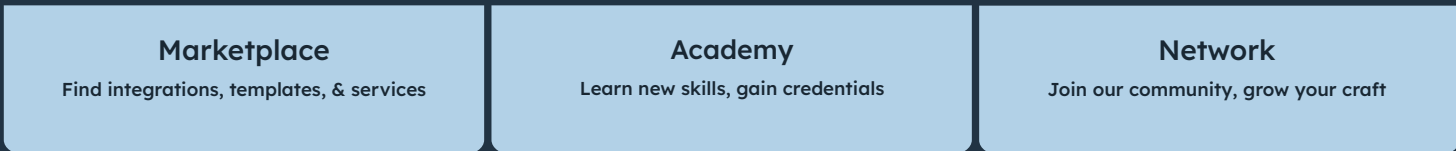
**Smart CRM:**

**⚡ AI-Powered**

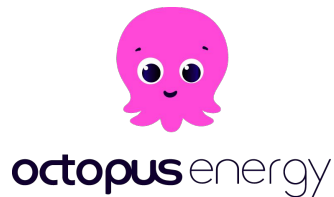


System of record

**Connected Ecosystem**



HubSpot is trusted  
by over **200,000+**  
customers in over  
**120** countries



# Why HubSpot?



HubSpot

 **Top 50**  
Sales Products

BEST SOFTWARE AWARDS  
2024

**Voted #1**  
 BEST SOFTWARE AWARDS



HubSpot

 **Top 50**  
Marketing & Digital Advertising Products

BEST SOFTWARE AWARDS  
2024

**Voted #1**  
 BEST SOFTWARE AWARDS

The background features a light beige grid pattern. Scattered throughout are various decorative elements: orange gears of different sizes, some solid and some dashed; orange and teal four-pointed stars; and small orange and teal circles. A large white speech bubble with an orange border is centered on the page, containing the main text.

# Unpacking Sales & Marketing Trends

What's happening in the UK & Ireland

Hi,

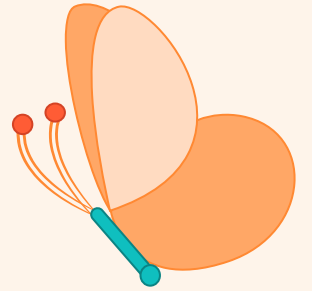
I'm **Julia Pilkes**

Senior Director, EMEA Marketing





# Trends



The all-new customer  
journey

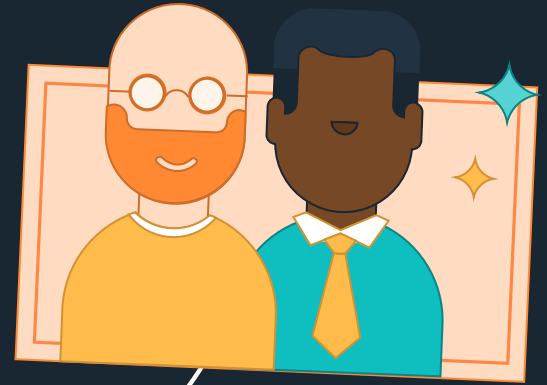
is unfolding  
fast



The background is a dark blue space scene. At the top, there are two four-pointed stars, one cyan and one orange, with a small red dot between them. In the bottom left, a yellow planet orbits a larger yellow planet on a dashed white path. A cyan rocket with a white star on its side is launching from the bottom left, leaving a dashed white trail. A yellow star and an orange planet are also visible in the lower right area.

**Information > Intelligence**

What does this mean  
for your sales and  
marketing?

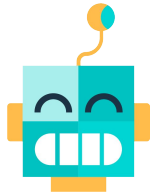


# Today's customers...

1

## Use AI

“Compare Microsoft Teams to Slack”



2

## Are anonymous

75%

of B2B customers won't fill out a form to access content

3

## Want relationships

84%

already know about your products and services, and how they compare your competitors.

67% of sales professionals said they expect AI to help buyers so much they'll make important buying decisions in 2024 without ever talking to a rep.

Change is  
hard



# But the opportunities are huge



## £395k

31% of top sales performers have closed deals over £395,000 without ever meeting the buyer face to face.

## 215%

Marketers whose brands provide a personalised experience are 215% more likely to say their strategy is effective than those who don't.

# What needs to change?

## Old Habits

- Live walkthroughs
- Features and benefits
- Formal sales process

## New expectations

- On-demand demos
- Self-guided tours
- Free trials
- Self-serve pricing packages

Strategic Guidance | Partnerships | Valued Consultants

**Let's talk about  
the A word**



# Alignment

**104%**

Aligned sales and marketing teams are 104% more likely to reach their goals.



# Alignment



**104%**

Aligned sales and marketing teams are 104% more likely to reach their goals.

**-30%**

But only ~ 30% have achieved it.

# Alignment



**104%**

Aligned sales and marketing teams are 104% more likely to reach their goals.

**-30%**

But only ~ 30% have achieved it.

**96%**

And 9 in 10 say this undermines the experience.

**Alignment is the  
secret to better  
leads, stronger  
sales and more  
ROI.**



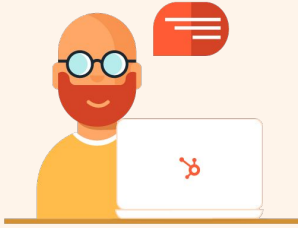
An illustration of a hand with a teal sleeve holding the top edge of a white rectangular sign with a thin orange border. The background is a light orange gradient with decorative elements like orange and teal stars and dots.

**3 pillars**

An illustration of a hand with a yellow sleeve holding the right edge of a white rectangular sign with a thin orange border. The background is a light orange gradient with decorative elements like orange and teal stars and dots.

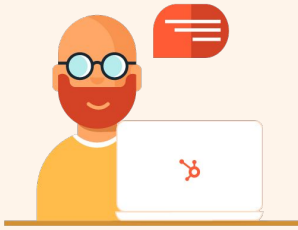
**to align teams  
in 2024**

# 3 pillars to align teams in 2024

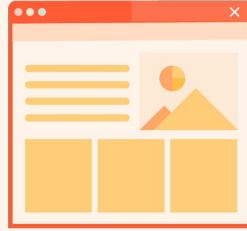


✓ Reimagine Roles

# 3 pillars to align teams in 2024

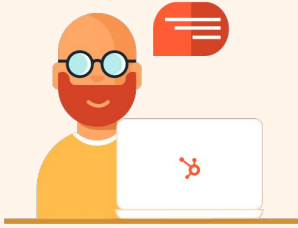


✓ **Reimagine Roles**

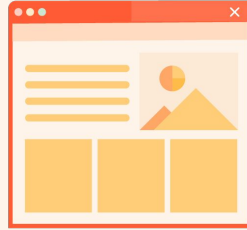


✓  
**Collaborate  
on Content**

# 3 pillars to align teams in 2024



✓ Reimagine  
Roles

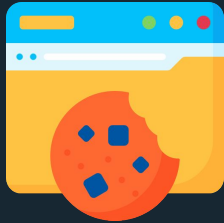


✓ Collaborate  
on Content

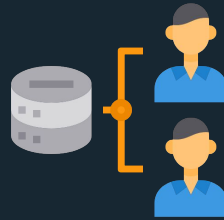


✓ Change  
Data Approach

# How data is changing



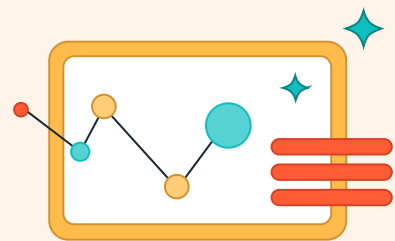
**Third-Party Data**



**First-Party Data**



# Third-party data is out



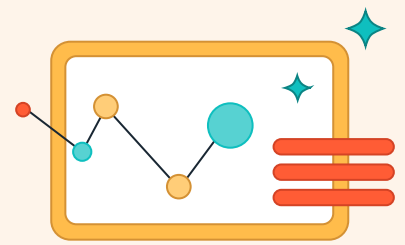
**84%**

of marketers say data privacy changes are affecting strategy.

**76%**

say Google's phaseout of third-party cookies will make marketing more difficult.

# First-party data is in



**Social media  
conversations**

**Online chats**

**Surveys**

**App usage**

**Customer  
service  
interactions**

**Customer  
feedback**

**Email opt-ins**

**Newsletter  
subscriptions**

**What happens  
next?**



# Top Marketer Goals for 2024



**40%**

want to exceed sales targets

**33%**

want to go after new markets

**20%**

want to shorten the sales cycle

## Top Sales Professional Goals for 2024

**29%** Want to improve sales & marketing alignment

**27%** Said improving alignment would result in the most growth for their companies

## Trim your tech stack

How many SaaS apps do you think the average company has?

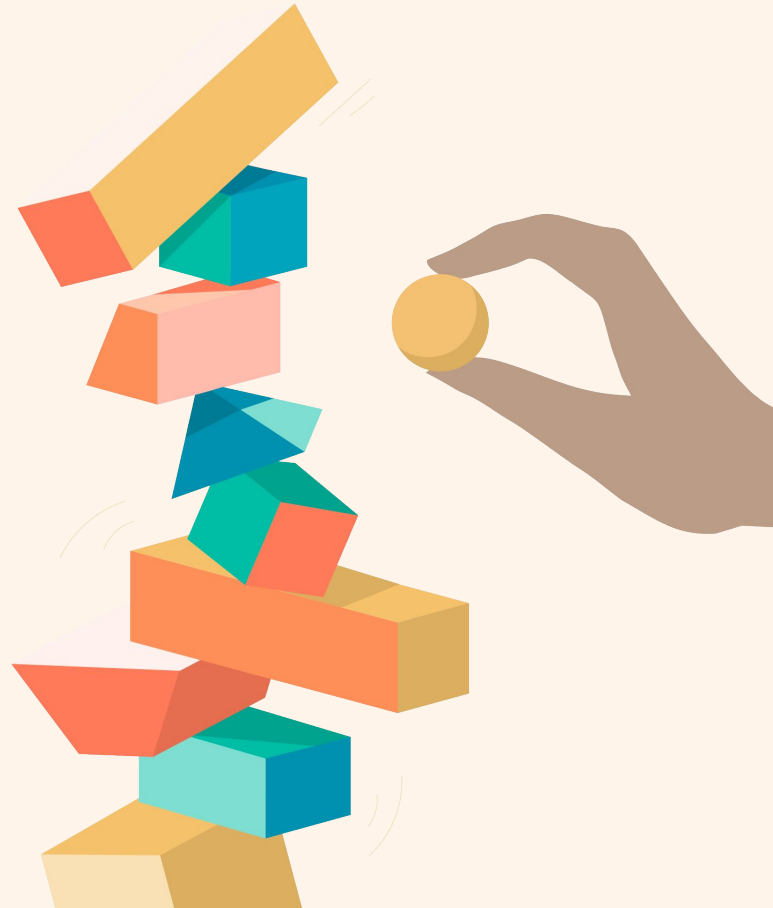


**254**  
**SaaS apps today**



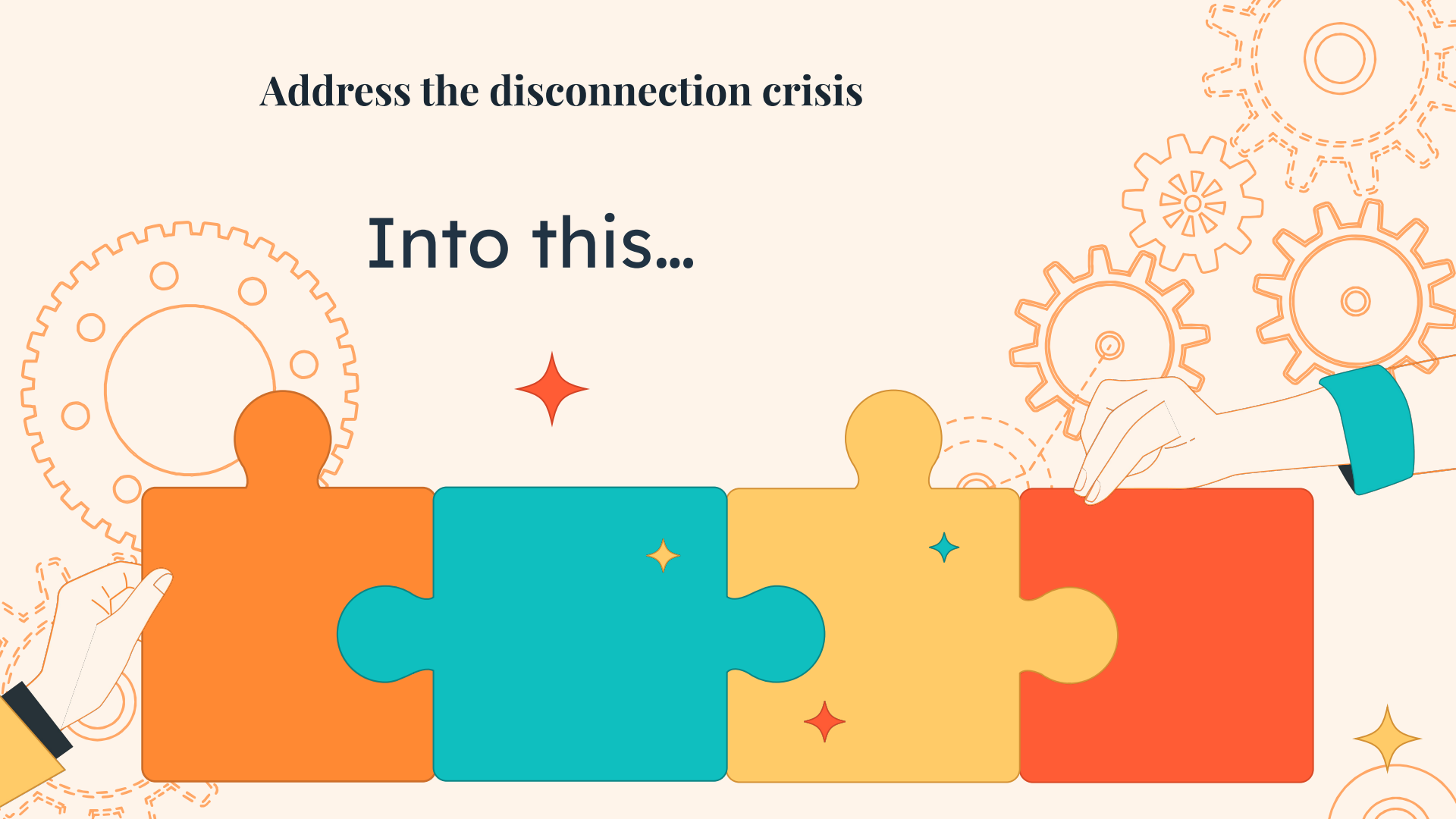
# Address the disconnection crisis

Turn this...



**Address the disconnection crisis**

**Into this...**



# Support the self-service journey

Sales professionals who provide self-service tools are **47% more likely to be over goal** than those who don't.



## But what does that look like?

On-demand demos

Free trials

Customer stories

User reviews

Chat bots

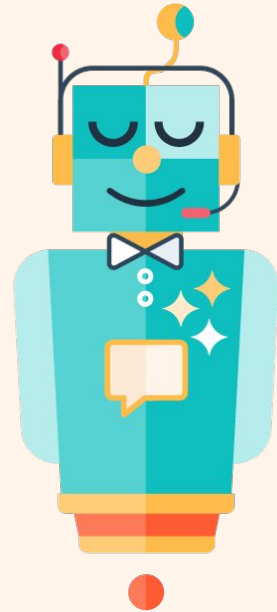
Using HubSpot to

**stay ahead**



# HubSpot AI

With HubSpot AI, all of the latest customer and content creation tools are built right into your Hub — no need to switch between platforms.

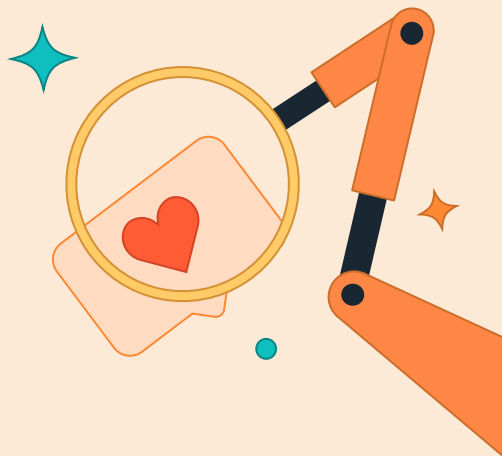


# HubSpot Connect

When sales and marketing have a shared system for data, communication and strategy, the two teams operate as one unified organisation.



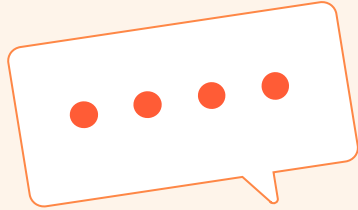
# More to explore



✦ [A Guide to Accelerating Business Efficiency in 2024](#)

✦ [The 2024 Sales Trends Report](#)

✦ [The 2024 State of Marketing & Trends Report](#)



**Thank You!**



# Customer Panel

## How Sales & Marketing Work Better Together



**Jonathan Sabarre**

Director of Marketing  
Newcastle University



**Catherine Kehoe**

Head of Rev Ops  
Bright



**Lubna Quraishi**

Head of Marketing  
teamwork.com



**Seona Tully**

Senior Sales Director  
HubSpot

# Break





# The Changing of the Guard

How to engage  
the next generation  
of B2B buyers

**EARNST LABS**

1981



5990%



New  
technologies

New  
channels

New  
content





+

# INNOVATION

anchored in real life





How they live

What's important

How they interact with the world



+

# Five Insights

+  
+





The new  
B2B buyer  
wants to be  
entertained



# The insight:

- + The average millennial spends **100 minutes** per day watching videos online
- + Millennials spend an average of **1.5hrs** per day on games consoles
- + **1/3** of the population is made up of auditory learners
- + **3.7 hours** is the average mobile screen time per day

# What to explore:

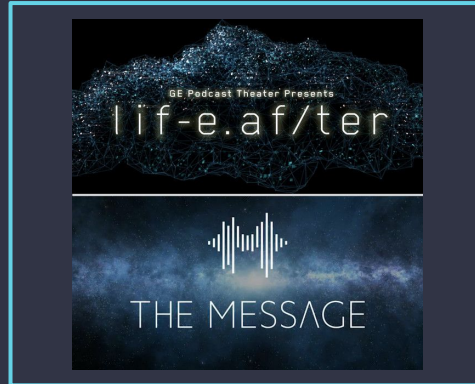
## Explore Gaming



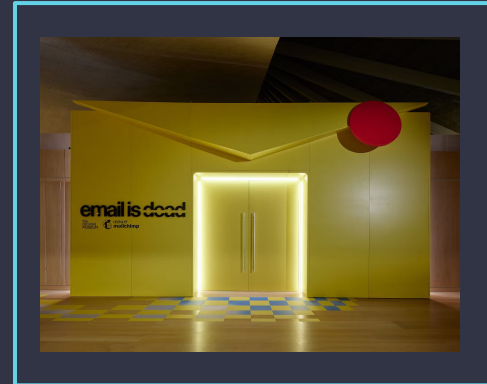
## Explore Documentaries



## Explore Podcasts



## Explore Experiences



The new  
B2B buyer  
is discovering  
brands and  
products in  
new ways



# The insight:

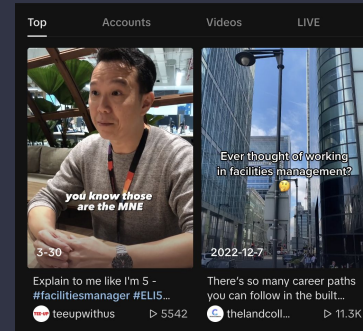
- + **22%** of Millennials say they find out about a new product or service through TikTok.
- + **50%** of UK households own a voice assisted device that they use on a regular basis
- + **51%** say they are comfortable using an Ai assistant tool to buy a product or service
- + **32%** of AR users use the technology simply because they like it.

# What to explore:

## Explore Mixed Reality



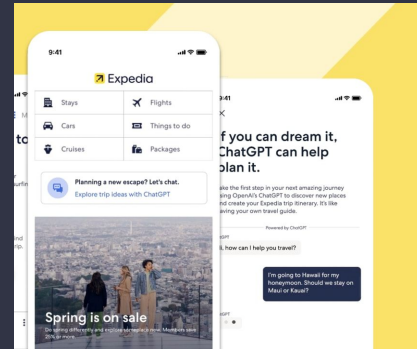
## Explore New Channels




## Explore Voice



## Explore Ai Search





**The new  
B2B buyer is  
influenced by  
their communities  
and the creators  
within them**

# The insight:

- + **80%** of Millennials say they trust influencers.
- + **49%** say influencer recommendations are more engaging than regular adverts
- + **69%** of B2B brands say they are looking into building their own communities.
- + **62%** of B2B sales are influenced by professional reviews and peer recommendations.

# What to explore:

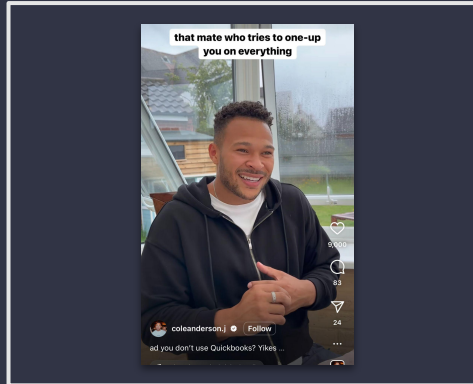
## Explore Community Building



## Explore Loyalty +



## Explore Co-Creation



## Explore Partnerships



# The new B2B buyer wants and needs balance



# The insight:



- + **53%** of employees say they are currently worried about job security
- + **77%** have experience burnout in their current role
- + Brands showing empathy in their marketing see a **43% rise** in customer loyalty
- + Women now make up **28% of C-Suite** roles, a growth of **6% year on year.**

# What to explore:



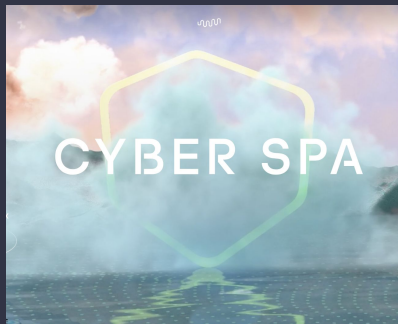
## Explore Helping

The programme	Help me, don't sell to me									
The audience type	E.g. Small Business									
The kind of issues they're facing	E.g. Internal issues (staff)					E.g. External issues (customers)				
Key issues identified and ranked	1	2	3	4	5	1	2	3	4	5
Identifying your role	Where does your brand fit?					Where does your brand fit?				
Spotting strategic opportunities to improve customers situation	How could you be helpful?					How could you be helpful?				
Examples, evidence and proof of this approach	Who's done it well? (brands and resources)					Who's done it well? (brands and resources)				

## Explore a New Message



## Explore tackling health



## Explore campaigning



**The new  
B2B buyer  
wants to leave  
their impact  
on the world**



# The insight:

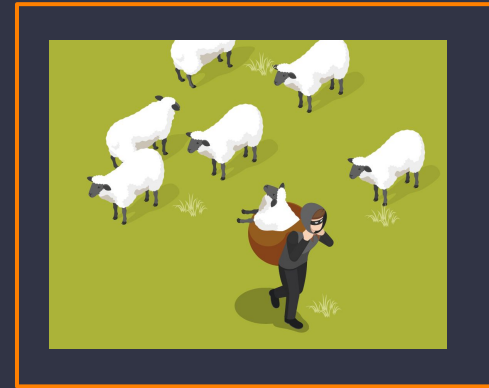
- + **64%** of B2B buyers prefer brands with a clear sustainability agenda.
- + **58%** of B2B buyers prefer engaging with companies that stand for a cause or showcase strong ethics.
- + Content addressing inclusivity and diversity sees **47%** more engagement
- + **72%** of B2B buyers consider a brand's environmental and social stance before finalising a purchase.

# The opportunity:

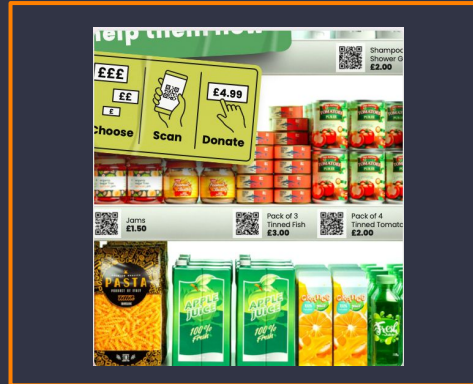
## The Sustainability opportunity



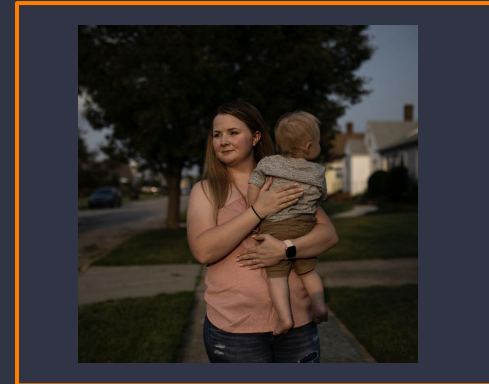
## The topical opportunity



## The Charity opportunity



## The Celebration opportunity



# So, the new B2B buyer...



wants to be entertained



is discovering brands and products in new ways



is influenced by their communities



wants and needs balance



wants to leave their impact on the world

...are you ready?





# Comments, questions and queries?



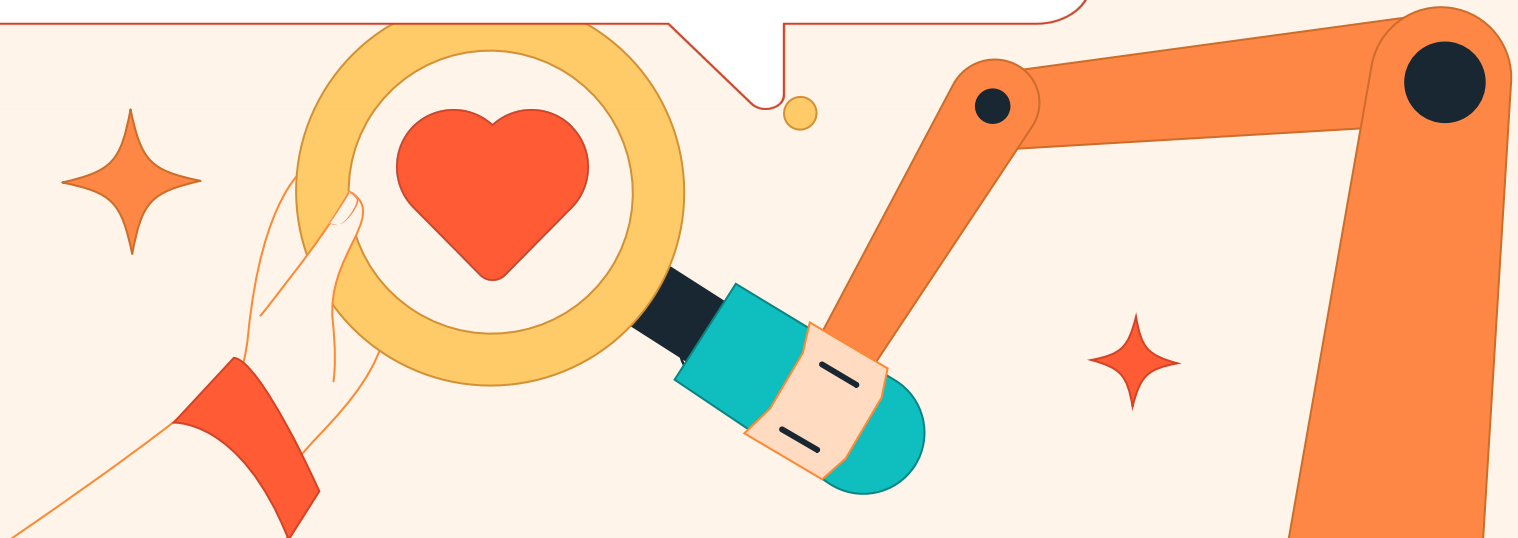
**EARNEST**

23 Fitzroy Street  
London  
W1T 4BP



[www.earnest-labs.co](http://www.earnest-labs.co)  
[m](#)

# How Marketing & Sales Use HubSpot AI



Hi,

I'm Irina Nica

SEO Pro turned PMM  
now working on ⚡ HubSpot AI



# Let's talk about



What opportunities does  
**Generative AI** bring?

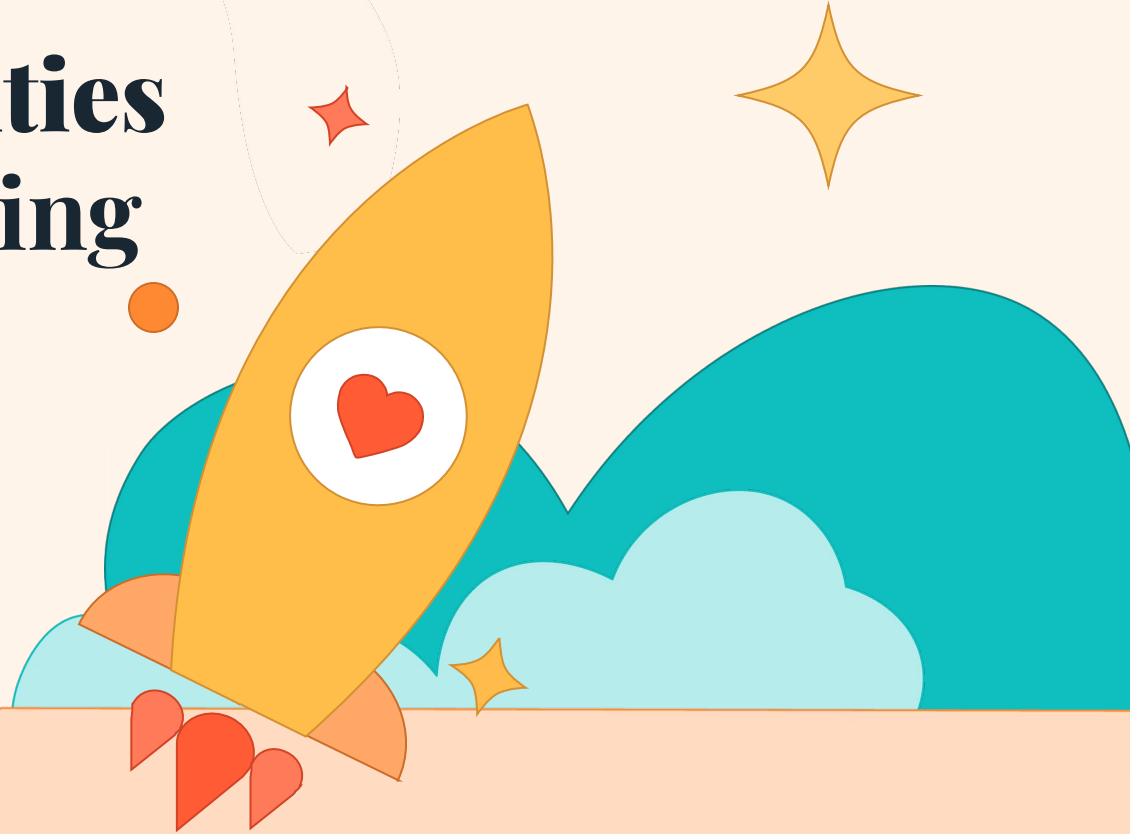


How should **GTM leaders** use  
**Generative AI** to grow?



How can **HubSpot AI** help?

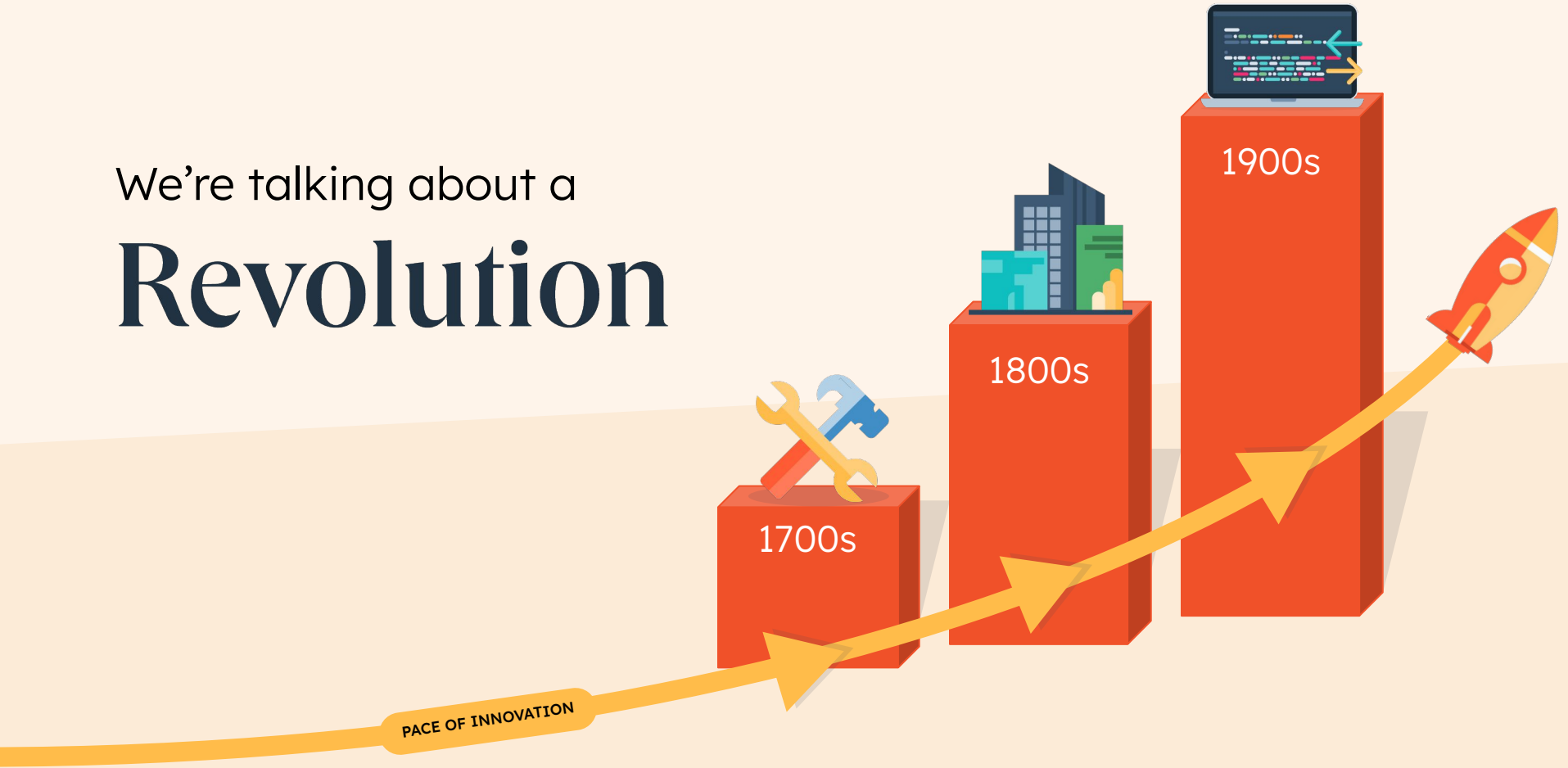
**What opportunities  
does Gen A.I. bring  
for businesses?**



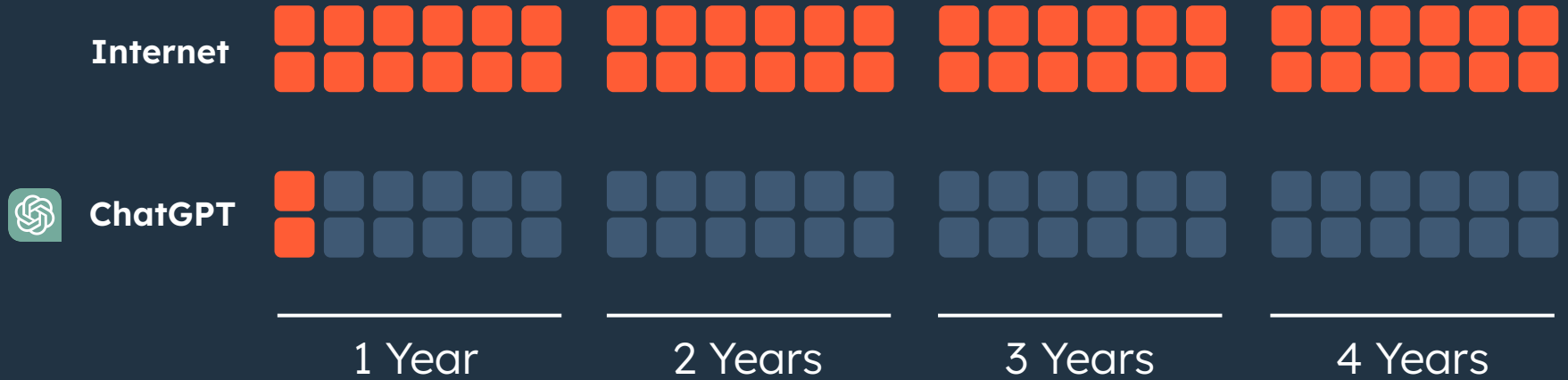
Generative AI is quickly transforming how we **work, consume, and interact.**



We're talking about a  
**Revolution**



# Time taken to reach 100 million users.



80%

of SMB leaders believe that AI makes it easier to compete against larger businesses in their industry

*source: HubSpot Research, April 2023*

67%

of SMB leaders say that if AI/automation were fully implemented in their company, the business would see unprecedented growth

*source: HubSpot's State of AI Survey*

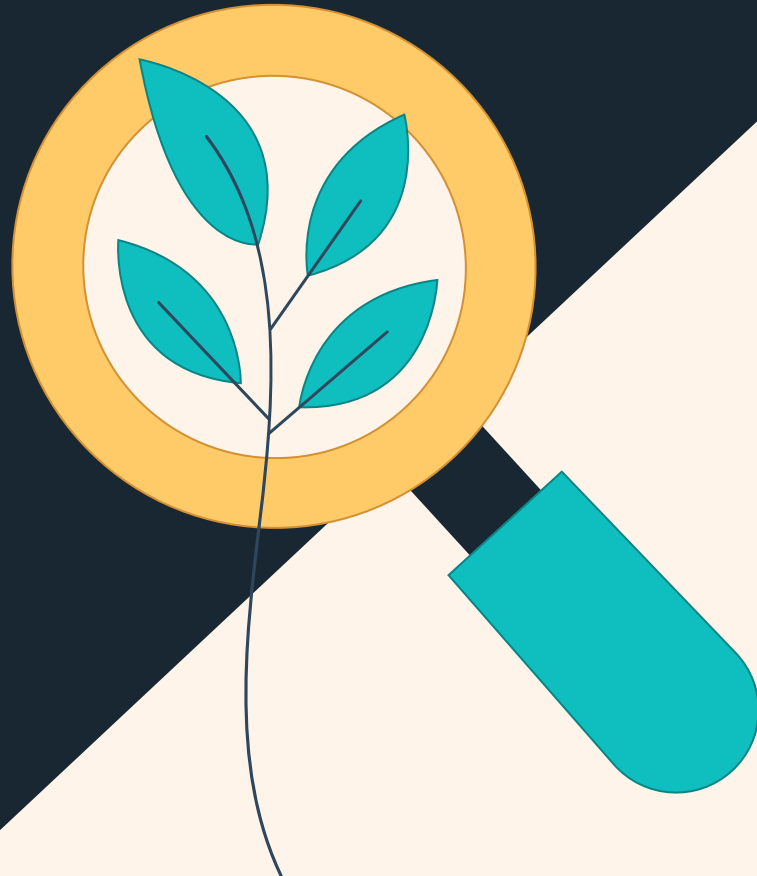


The main benefits of AI are increased effectiveness, time savings on manual tasks, increased productivity, and a more personalized customer experience

*source: HubSpot's State of AI Survey*



How should  
Marketing &  
Sales use GAI to  
grow?



# THE NEW PATH FORWARD

This way →

Use Generative AI like an  
assistant/co-pilot/co-worker to

- automate rote tasks
- empower with high-value intelligence

Generative AI enables marketers to create high quality content that **performs better, even faster.**

63%

of marketers using AI to make content say it performs better than content made without gen. AI

3+

On average, marketers using gen. AI save 3+ hours per piece of content



Generative AI enables sales reps to spend more time selling and creating outreach that is **more personalized + effective.**

72%

of salespeople using AI/automation say it helps them build rapport faster

86%

of salespeople using AI say it makes their prospecting efforts more effective



How can  
HubSpot AI  
help?



# HubSpot has been using AI for years

Data enrichment

Lead scoring

Conversation Intelligence

& more

The screenshot displays the HubSpot 'Calls' interface. On the left, a table lists recorded calls with columns for 'Call Title', 'Call Summary', and 'Call Status'. The right pane shows a 'Call Review' window for a specific call, featuring a timeline, a transcript, and a 'Share ID' option. The transcript shows a conversation between 'Sam Reddel' and 'Vicki Rodriguez' discussing business plans and product features.

Call Title	Call Summary	Call Status
Call with Carlos Garcia	Create and send quote with discount direct	
Call with Anthony Brewer	Interested in premium package. Follow up	
Call with Maider Gilbert	Intro call regarding business process	
Call with Vicki Rodriguez	Schedule follow-up about what she was thinking	
Call with Gary Bridgus	Demised product for business use case. Th	
Pat Long's Zoom Meeting	Pat Long's Zoom Meeting	

**Call Review**

Transcript

We've been going thru in the current conditions

**Sam Reddel** 0:12  
Got it. So what platform are you using now?

**Vicki Rodriguez** 0:14  
Currently we use **ADP** for our business. We like it so far. It's not perfect. But it does what we need.

**Sam Reddel** 0:20  
OK. I find a lot of businesses like yours using **ADP**. You mentioned that in your pitch. Why is that?

**Vicki Rodriguez** 0:26  
I'm looking for a solution. How much time do you have?

**Sam Reddel** 0:28



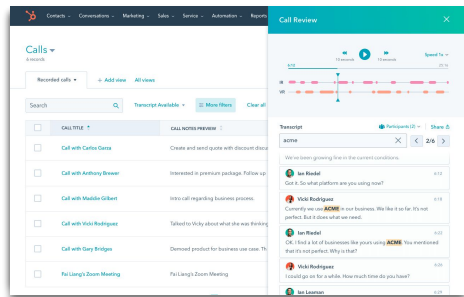
HubSpot has been using  
AI for years

Data enrichment

Lead scoring

Conversation Intelligence

& more

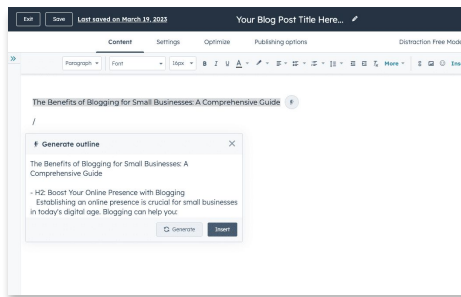


In 2023 we engineered  
generative AI across  
our platform

AI Assistants

ChatSpot

Free AI microapps



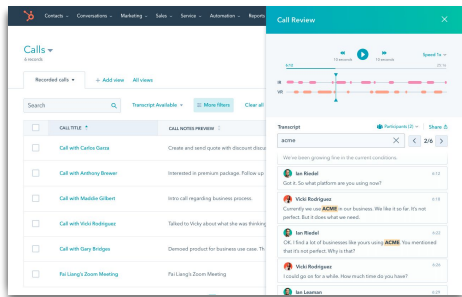
HubSpot has been **using**  
**AI** for years

Data enrichment

Lead scoring

Conversation Intelligence

& more

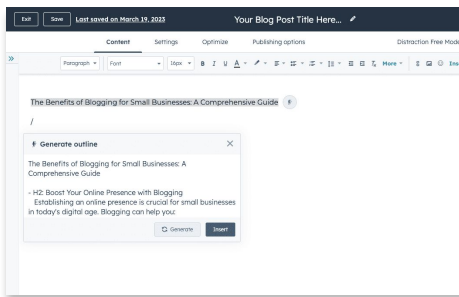


In 2023 we engineered  
**generative AI** across  
our platform

AI Assistants

ChatSpot

Free AI microapps



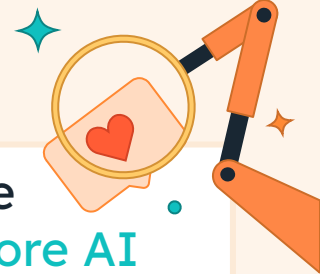
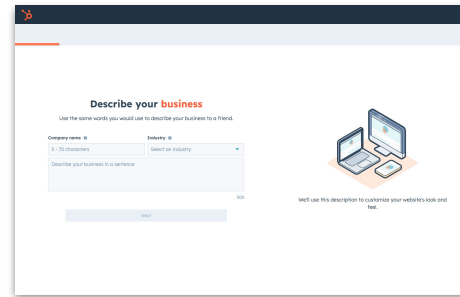
This year we're  
investing in **more AI**  
use cases  
& innovations

AI Forecasting

Image Generation

Website Generator

& more



# Marketers

HubSpot AI helps you spark creativity, improve ROI, and increase efficiency.



## Tackle daily tasks

- Create engaging marketing email copy and subject lines
- Generate SEO-driven content ideas and copy
- Generate images
- Create copy for campaign assets like landing pages, social posts, ads, CTAs, SMS
- Turn text prompts into a fully-functional website
- Generate reports using natural language

## Improve business results

- Generate more leads and sales
- Increase website traffic
- Reach higher conversion rates
- Increase revenue
- Reduce marketing costs
- Scale marketing efforts
- Faster time-to-market

Campaigns (1)

+ [New campaign](#)

 [Zen Plants Campaign](#)

[Create new asset](#) ▾

## Blog posts ▾

Generate blog post Analyze ▾ Create

All posts (3) ▾ All drafts All scheduled Recently published Updated by me + Add view ▾

Search content 🔍 Blog ▾ Publish status ▾ More filters Actions ▾ Save view

<input type="checkbox"/>	NAME AND URL 🌐	PUBLISH... 🌐	BLOG 🌐	UPDATED DAT... 🌐	UPDATED BY 🌐	CREATED DATE (GMT+1) 🌐
<input type="checkbox"/>	<a href="#">Exploring Different Types of Sushi: A Beginner's Guide (English)</a> No URL preview 🌐	Draft	Zen Plants	Aug 21, 2023 11:02 AM	Irina Nica	Aug 21, 2023 11:02 AM
<input type="checkbox"/>	<a href="#">Improved Productivity and Reduced Stress: The Benefits of O...</a> 59784119.hs-sites.com/zen-plants/improved-productivity-and-reduced-stress-...	Draft	Zen Plants	Aug 10, 2023 7:01 AM	Irina Nica	Aug 10, 2023 6:57 AM
<input type="checkbox"/>	<a href="#">Unleashing the Power of Nature: How Office Plants Improve Pr...</a> No URL preview 🌐	Draft	Zen Plants	Aug 9, 2023 11:54 AM	Irina Nica	Aug 9, 2023 11:53 AM

< Prev 1 Next > 25 per page ▾

# Sales People

HubSpot AI helps you transform the way reps prospect and sell.



## Tackle daily tasks

- Draft sales emails on desktop or on mobile
- Transcribe calls & call coaching
- Automatically score leads
- Enrich contacts and company data
- Get quick status updates
- Create reports using natural language
- Generate AI-powered forecasting reports

## Improve business results

- Save time on redundant tasks and spend more time selling
- Forecast sales more accurately, faster
- Prioritize deals that are more likely to close
- Craft more personalized outreach emails
- Fill the pipeline faster

New Message

Recipients

Subject

Templates Meetings Tasks Sequences Snippets Documents Log 0/0 Track

Write an email for me

Kipp Bodnar  
CMO at HubSpot

Check out our latest [AI-powered tools](#)

Sans Serif Bold Italic Underline Text Color Background Color Bulleted List Numbered List Indented List Quote Link Unlink

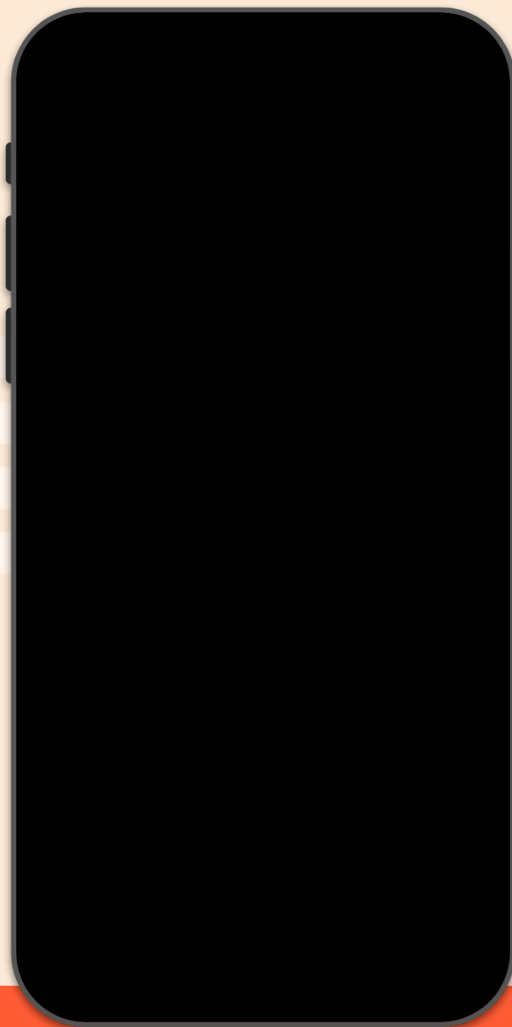
Send Attachments Emojis Images Links Videos Drawings

# AI Sales Email Summarization

---

Available on iOS

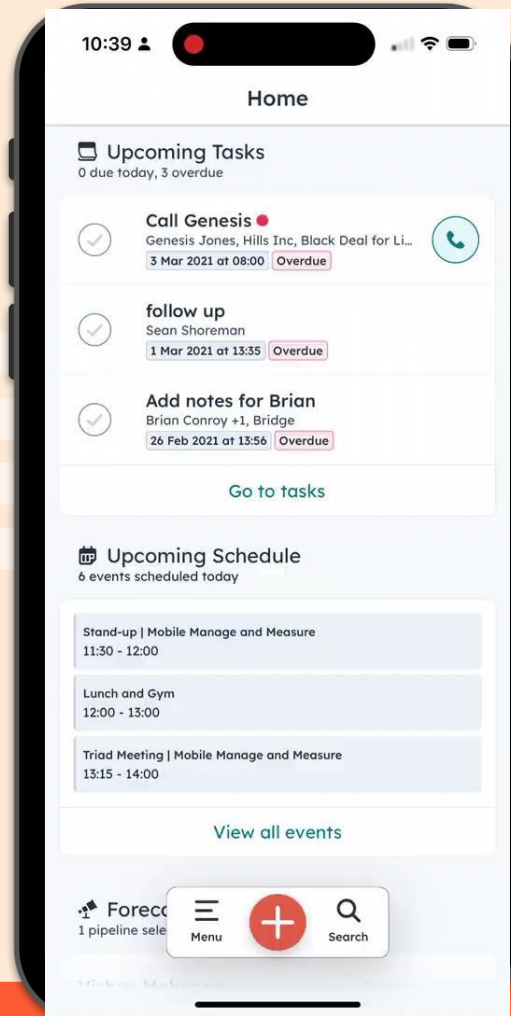
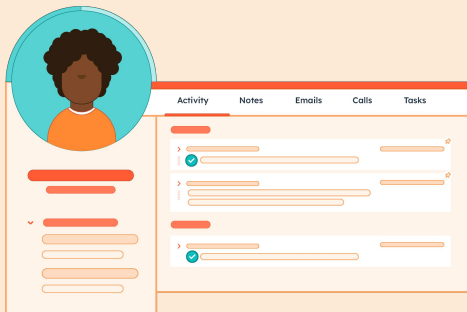
Instantly summarize long email threads so your sales reps can engage with prospects quicker.



# AI Report Generation

## Sales Use Case

Quickly create a report by simply using natural language. Ask what you want to know and let HubSpot AI create the report for you (desktop and mobile)





AI offers great **growth opportunities** for Marketing and Sales



HubSpot AI is **embedded on our customer platform**, no context switching

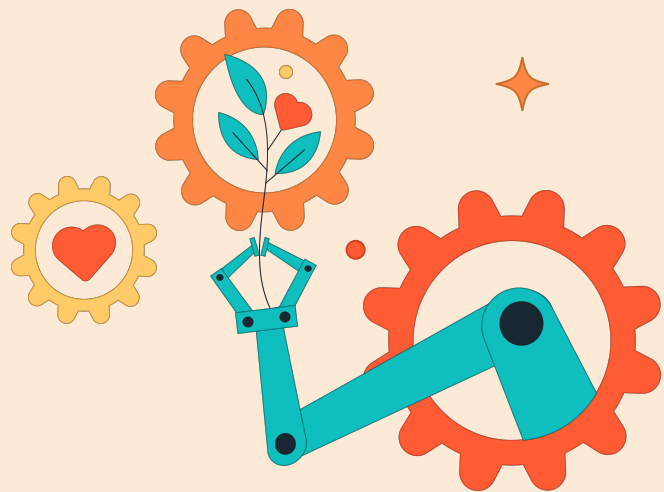


HubSpot AI features and tools are **included in all tiers, Free+**



**Key  
Takeaways**

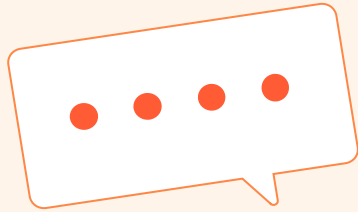
# Useful Stuff



✦ Wanna get started with GenAI, no strings attached? [ChatSpot.com](https://www.chatspot.com)

✦ Already using HubSpot and want to learn more about AI? [HubSpot.com/AI](https://www.hubspot.com/ai)

✦ Have questions about data security and privacy? [HubSpot.com/legal-stuff](https://www.hubspot.com/legal-stuff)



HubSpot



# Thanks!



Connect with me:

[Linkedin.com/in/irinanica](https://www.linkedin.com/in/irinanica)





# HubSpot Academy for Sales & Marketing

*Victoria Gütter, Manager HubSpot Academy*






What do you know about  
**HubSpot Academy?**



Intention for our time  
together today

After this session  
you will be able to...



- **Explain.** The purpose of Academy
- **Explore.** How beneficial Academy can be for you

And in the weeks to come...

- **Leverage.** What you now know about Academy to your day to day.

Academy  
gives us a  
powerful way  
to connect



with customers  
around the  
world.

Why does HubSpot Academy exist?

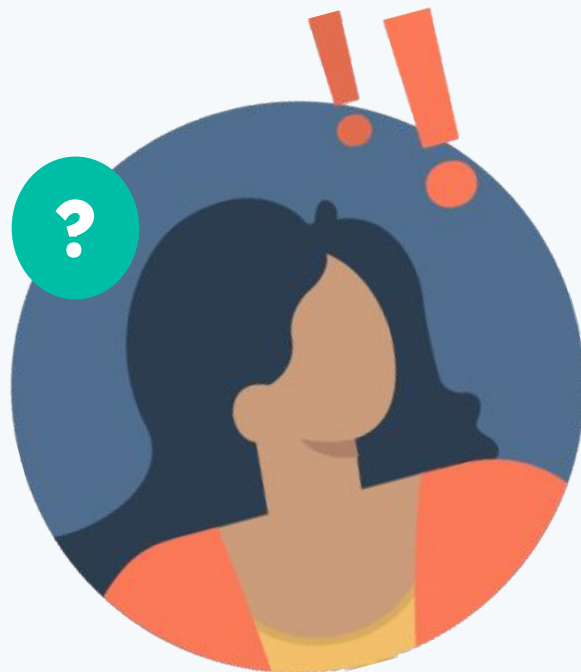
## Our Customers crave connection.

**I want to learn from people** who are like me and who are ahead of me.

My job is hard. **I want reassurance** that I'm doing this right.

Hybrid is lonely. **I want a safe space** for seeking empathy and feedback.

I want get the most out of HubSpot, but **I don't know how.**





## HubSpot Academy's purpose

Empower a global learning community  
through **content, experiences** and  
**credentials.**

**Our customers** are empowered to  
maximize their career potential and  
are set-up for success when using  
**HubSpot's** capabilities.

# 2012

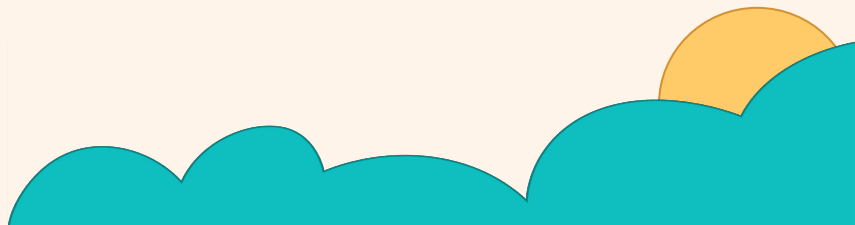
- 1 hour long webinar 3x a day
- Live facilitated training
- English & NAM only
- Internally created content
- No Credentials



# 2024

- **6+ languages** (FR, DE, ES, JA, and PT) available to learn in and 23 global Professors
- **50 Certifications** available to customers and partners with over 700 lessons
- **6 Accreditations**
- **On-demand, live, cohort, and community learning**
- Cohort-learning experiences like bootcamps
- Custom playlists for learners

*And so much more...*





So how can **you** use  
HubSpot Academy?

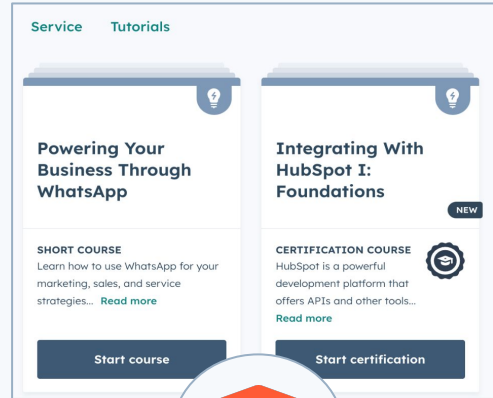
# Today, HubSpot Academy...

#2: Academy



## Live

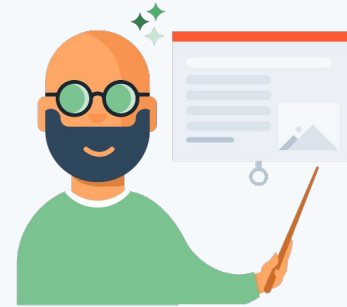
Personalized education & credentials in person & virtual at events all around the world



## On-Demand

Self-serve education & credentials on the Academy app

with



## Professors

Internal educators in 6 languages

# Where can you find Academy

The screenshot displays the HubSpot Academy interface. At the top, navigation links include 'My learning', 'My saved items', 'My team', and 'Partner training'. A user profile for 'HubSpot software @' is visible. The main content area is titled 'SmartBug' and features a 'Catalog' dropdown. On the left, there are sections for 'In progress' (Salesforce Integration Certification) and 'Recommended for you' (SEO For Website Migrations). The central column lists 'HubSpot accreditations' and 'HubSpot certifications'. The right column shows '515 Reviews' for SmartBug, including a review by Courtney Sembler She/her, who is a Director at HubSpot Academy. Below the reviews, there are sections for 'Connect with me' (LinkedIn) and 'Earned certifications' (Social Media Marketing, HubSpot Sales Software, HubSpot CMS For Marketers, Service Hub Software, Digital Marketing, Inbound Marketing).

**HubSpot accreditations @**

- Advanced CMS Implementation Accreditation
- HubSpot CRM Implementation Accreditation
- HubSpot Onboarding Accreditation
- HubSpot Platform Enablement Accreditation

**HubSpot certifications @**

- Client Management
- CMS Hub Implementation
- Content Marketing
- Contractual Marketing
- Data Integrations Certification
- Delivering Client Success
- Delivering Sales Services
- Developing a Sales Plan
- Digital Advertising
- Digital Marketing
- Email Marketing
- Frictionless Sales
- Growth-Driven Design Agency
- Growth-Driven Design
- Guided Client Onboarding
- HubSpot CMS for Developers II
- HubSpot CMS for Developers
- HubSpot CMS For Marketers
- HubSpot Marketing Software
- HubSpot Reporting
- HubSpot Sales Software
- HubSpot Solutions Partner
- HubSpot Trainer Certification
- Inbound Marketing Optimization
- Inbound Marketing

**515 Reviews**

Filter reviews: All stars - All industries

★★★★★ 5/5  
Jun 30, 2023

**Excellent Marketing Partners**

SmartBug has been a wonderful addition to our agency's support to a larger firm, which always seems to be able to jump in and assist when I need to find vendors that truly serve as an extension to our team (Shawn and Peyton are rockstars), they provide excellent recommendations, the deliverables are mostly, I find their model of customizing with them. By not being locked into a set partnership based on new priorities and initial

**Services provided**

Branding, content creation, customer marketing, search engine optimization, social media, etc.

**Aaron Caffarel** - Hospital Health Care | 10/5

Helpful 0/5 | Report

★★★★★ 5/5  
Jun 22, 2023

**We could not have been as successful as we were not for the SmartBug team**

I am enjoying working with the SmartBug team their compiled knowledge and expertise are in complicated sales process and even made big made which was a daunting task easier for us they relate to their clients made meetings pro

**Services provided**

CRM Migration, CRM Implementation, and prog

**Courtney Sembler She/her** [Edit](#)

Director, HubSpot Academy at HubSpot

Currently, I am operating as a Director of the HubSpot Academy team focused on developing educational content for a global audience. Check out my INBOUND22 presentation Slides: <https://bit.ly/academyinbound22>

Member since September 2021 | San Francisco, CA, USA  
Information Technology and Services (Industry)

**Current goal**  
Meeting new people [Edit goal](#)

**Connect with me** [Edit](#)

[in](#)

Academy Community

**Earned certifications**

- Social Media Marketing Certification Course**  
Earned May 7, 2019
- HubSpot Sales Software**  
Earned Feb 7, 2020
- HubSpot CMS For Marketers**  
Earned Jul 10, 2020
- Service Hub Software**  
Earned Jul 10, 2020
- Digital Marketing**  
Earned May 21, 2021
- Inbound Marketing**  
Earned Jan 20, 2022



## Welcome to ChatSpot

I'm the AI-powered assistant designed to help your business grow

Ask HubSpot Academy how to build a list in HubSpot?

Start chatting

Need ideas? I have dozens of unique data sources. Try a prompt template to see what I can do

Add company

Craft elevator pitch

Design customer feedback survey

Generate image

Learn with HubSpot Academy

Research company

Research technology

See all templates



Data is not used to train models & your HubSpot data is never shared with third parties

Query HubSpot Academy's 6000 videos via ChatSpot via AcademyAI

# Academy Playlists

Enable customers and partners to **self-serve** their HubSpot software journey and **support learning** towards career goals.

And here's why & how...



## Digital Marketing Strategy

Playlist

My playlists



**Digital Marketing Strategy** [Edit playlist](#)

[Start playlist](#) [Share](#)

Fast-track your career in digital marketing with practical training in the top nine digital marketing domains — inbound, content marketing, SEO, website optimization, video marketing, digital advertising, email marketing, social media, and analytics.

**Includes:**

- 1 certification
- 12 lessons

### Playlist items

6 items | [Drag to reorder](#) | [Deselect to remove](#)

Search for content to add

- **Inbound**  
Learn the inbound methodology and the flywheel as a core part of any inbound business.  
Certification | 7 lessons | 5 hours
- **Enhancing a Website's SEO**  
Optimizing your website content for search helps you drive organic traffic to your website by providing a great website experience for people and web crawlers...  
Lesson | 27 minutes
- **SEO Basics**  
In this lesson, you'll learn the history of search engines and how they became ingrained in our day-to-day lives. You'll discover how search engines like Google cr...  
Lesson | 34 minutes
- **Optimizing Your Website For Search Engines in HubSpot**  
SEO, or search engine optimization, is huge in marketing. Content that's easy to find means more visibility for your business — and more potential customers. To ...  
Lesson | 40 minutes
- **Understanding the Inbound Principles**  
It's not enough to talk about why your business should adopt the inbound methodology. You need to apply a set of best practices, or guidelines, to your business...  
Lesson | 22 minutes
- **SEO Reporting**  
In this lesson, you'll learn why reporting on your SEO progress is key to success. You'll determine which metrics you need to be tracking and how to report on you...  
Lesson | 30 minutes

 **Playlist complete**

## Academy Playlists: Create, assign, share

- Managers **onboarding** large teams to HubSpot
- **New hires** familiarizing themselves with HubSpot software and terminology
- Admins curating HubSpot **best practices** and sharing them with their team
- Students and professionals looking to change roles or **learn new job responsibilities**
- **Power users** looking to share their favorite content with users outside of their organization

# Academy Playlists: Here is how

HubSpot Academy   My learning   My saved items ▾   My team

HubSpot software ⌵   Joe Daly ▾

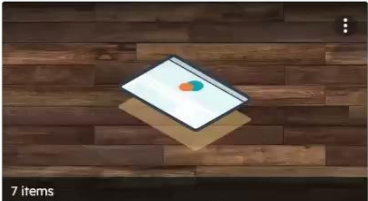
## My playlists

Keep tabs on everything you want to learn

Create playlist

1-2 of 2 results


Filter by: Created by ▾



7 items

### Demo Playlist

Demo




5 items

### Marketing Pro

This is a test for marketing teams

0:00



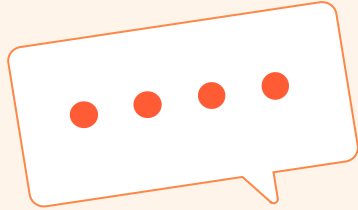
Help

# Sales & Marketing Alignment Playlist



**Happy learning!**





HubSpot

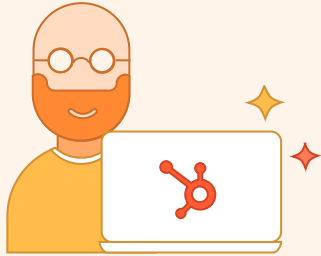


# Wrap-Up.





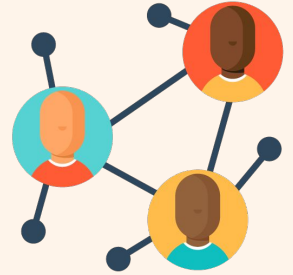
**Educational  
Content &  
Experiences**



**Learning  
community**



**Credentials**

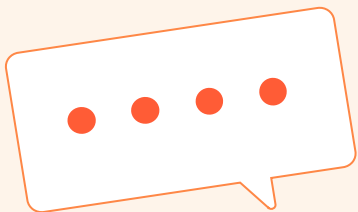


**The success of  
customers &  
partners at  
scale**

**Questions,  
thoughts,  
comments?**

**Let's connect!**





HubSpot



# Thank You!

SCAN HERE

TO LEAVE  
FEEDBACK



# Lunch Break

