HubSpot for Marketers

Intermediate Skills Session
January 28, 2025

Intros

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HubSpot Academy

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HubSpot Academy

Housekeeping

Your audio & video will be disabled

Use the Q&A tab for questions or concerns

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A recording & slides will be sent out within 24-48 hours.

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Agenda

1 Leveling up from basic to intermediate

2 Six common situations marketers face & how to tackle them

3 Live Q&A with Julie & Jorie

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What's the biggest challenge you have in generating quality leads?

Beginner

Intermediate

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Our Fictional Business:
Buzzword Breakthrough

- Buzzword Breakthrough is a B2B consulting firm that translates complex business trends and innovations into actionable strategies.

- They bridge the gap between hyped-up business trends and practical implementation, helping companies understand and apply emerging innovations without getting lost in jargon.

Our Fictional Business:
Buzzword Breakthrough

- "Wait, What Is That?" trend translation

- Market research that goes deeper than LinkedIn polls

- "No, Really, Here's How It Works" workshops

- Custom research reports with actual insights, not just buzzwords

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Ready to break through?

Six common situations

12 marketing solutions

Creating content that cuts through the noise

Managing on-brand content across different audiences

Publishing and monitoring social media

Creating and managing ads across accounts

Orchestrating campaigns that nurture leads

Putting together quick, but impactful, reports for execs

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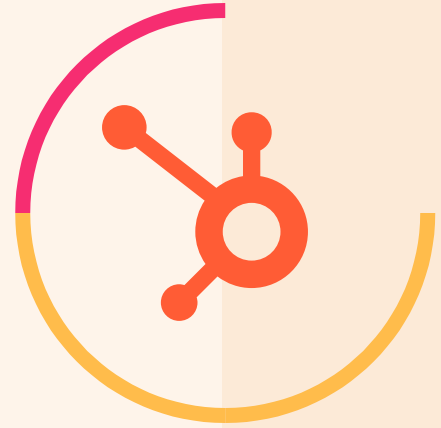HubSpot

Creating content that cuts through the noise

- Buzzword Breakthrough needs to create their flagship "No Jargon January" series, translating complex industry trends into insights.

- They feel podcasting would be one good medium for this, but haven't had the resources to start.

Key Features

- Content Agent [Pro]

- Content Remix [Pro]

Demo

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Managing on-brand content

The Situation

- Buzzword Breakthrough serves C-suite execs needing quick insights to implementation teams wanting technical details.

- They need to stay recognizable while adapting their content for different knowledge levels.
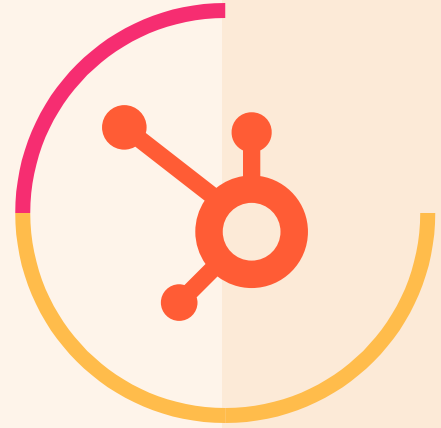
Key Features

- Brand Voice [Pro]

- Smart Content [Pro]

- Conditional Logic in Forms [Pro]
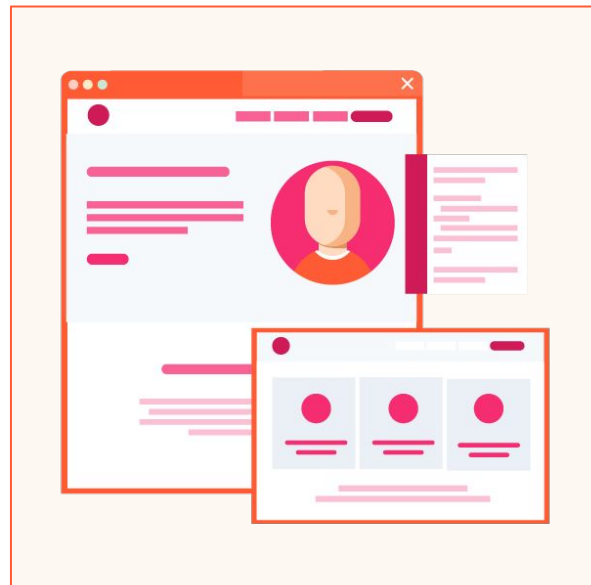
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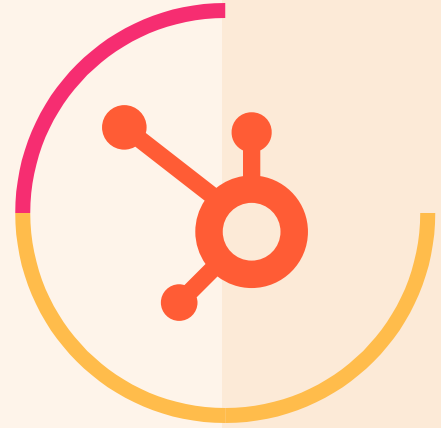# Publishing and monitoring social media

The Situation

- The team manages multiple social channels where they share "Trend Translation Tuesday" posts and innovation insights.

- They need to coordinate consistently posting across channels and monitor engagement.

Key Features

- Social Agent [Pro]

- Social Insights [Ent]
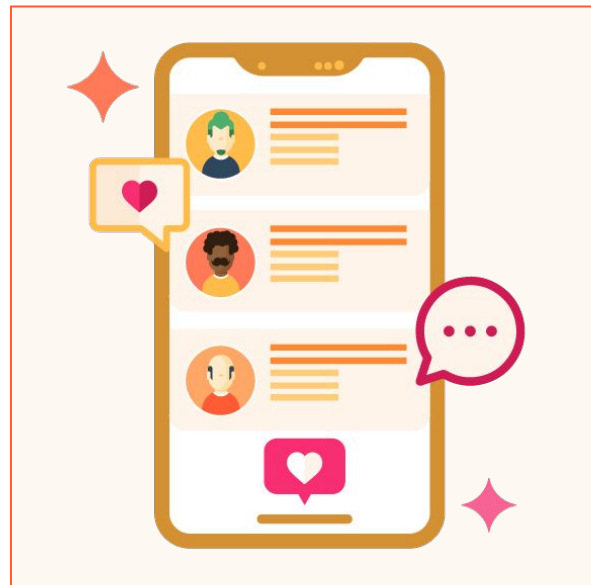
Demo

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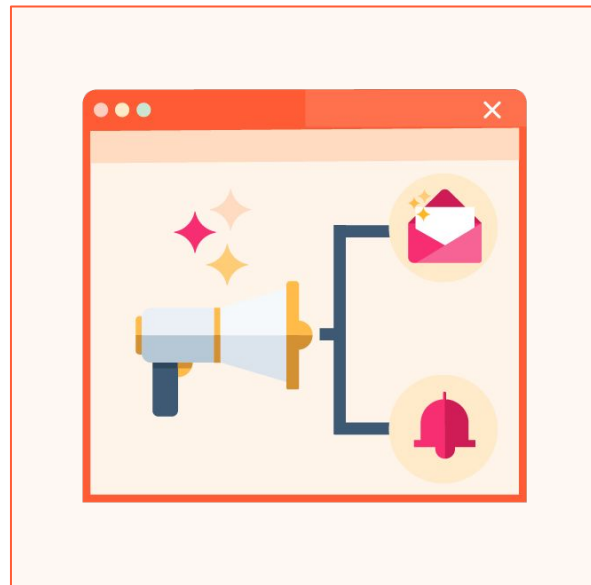Putting together quick, but impactful, reports for execs

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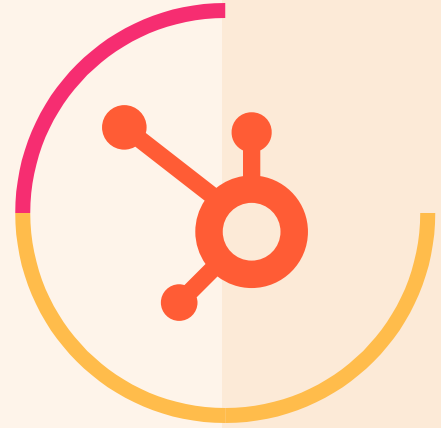# Creating and managing ads across accounts

The Situation

- Buzzword Breakthrough runs targeted ad campaigns for various their various services.

- They need to manage different ad sets for distinct buyer personas, like "The Overwhelmed Innovation Director" and "The Skeptical CEO."

Key Features

- Audiences

- Google Enhanced Conversions

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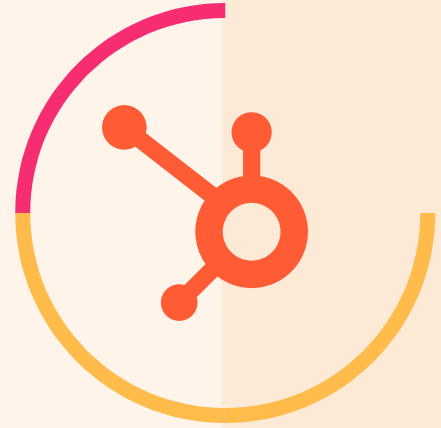# Orchestrating campaigns that nurture leads

The Situation

- When someone fills out a form on the /breakthrough landing page, Buzzword Breakthrough kicks off a nurture campaign.

- They need to coordinate email sequences, content offers, and sales team touchpoints.

Key Features

- Campaign Management [Pro]

- Lead Scoring [Pro]

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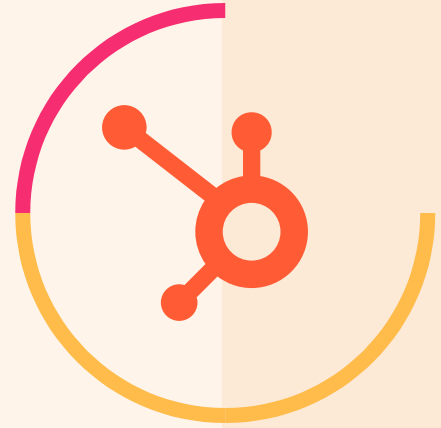# Putting together reports for execs

The Situation

- The marketing team needs to report on how their "straight-talk" approach is performing.

- They need to quickly pull together metrics showing how their strategy is driving revenue—without getting lost in vanity metrics.

Key Features

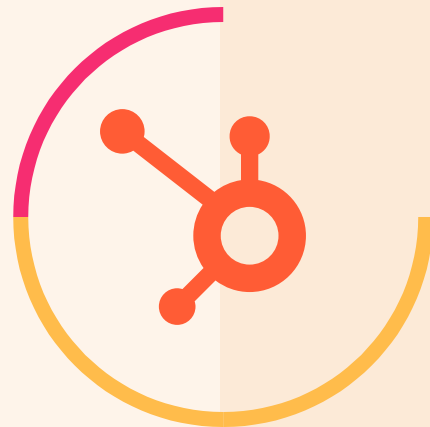- Marketing Analytics Suite [Pro]

- Customer Journey Analytics [Ent]

Demo

Helpful Resources

Let's Chat!

Fill out the poll to get in touch with our team and chat through your specific use case!

Resources

- **Catch up with our feature cheat-sheet |** One-Sheet
- **Get up to Speed |** Academy Courses
- **Keep the questions coming |** HubSpot for Marketers AMA

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Live Q&A

Thank You

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