

Follow-Up Resources from “Skills Session”

HubSpot for Marketers

Create Breakthrough Content

Content Agent

Create engaging, AI-generated content straight from your CRM.

Content Remix

Repurpose existing text, webpages, images, or audio & video files into new content.

Manage On-Brand Content

Brand Voice

Establish the personality and tone for all of your AI-generated content.

Smart Content

Display different versions of your content based on viewer attributes.

Conditional Form Logic

Create digestible, relevant multi-step forms that reduce drop-offs.

Publish & Monitor Social

Social Agent

Craft effective AI-generated social media posts across various platforms.

Social Insights*

Monitor your social inboxes and get weekly reports on key takeaways.

Intermediate

Create & Manage Ads

Audiences

Specify who should see your ads on Meta, Google, and LinkedIn — within HubSpot.

Google Enhanced Conversions

Optimize ad delivery by syncing your CRM lifecycle stage changes from HubSpot.

Create Lead-Nurture Campaigns

Campaign Management

Create, manage, and report on multiple assets in one place.

Lead Scoring

Evaluate and prioritize your highest-value leads with custom criteria.

Create Impactful Reports

Marketing Analytics Suite

Review performance across channels and gain valuable contact insights.

Customer Journey Analytics*

Measure and optimize your marketing with reports that show which efforts are paying off across the customer journey.

KEY:

Available in Content Hub Pro

Available in Marketing Hub Pro

*Enterprise Only