

Content Marketing Workshops

Half-Day HubSpot Tune Up

Full-Day HubSpot Bootcamp

Workshop Details

This 4-hour workshop will help your internal team better understand the building blocks of using HubSpot. With a simple introduction into buyer personas, blogging, landing pages, and video, your team will be better prepared to tackle the world of inbound marketing and customize the principles to best fit within your existing marketing strategy.

This full-day intensive workshop is a HubSpot bootcamp complete with activities that will help your team understand the importance of inbound marketing tactics. During this workshop we will start crafting a plan that you can use right away. We will help you understand how target audience, content creation, lead conversion strategies and video marketing can work within HubSpot to help you take your business to the next level.

Post-Workshop Deliverables

- One-Page Marketing Report & Website Assessment
- Content Calendar Template
- Buyer Persona Template
- Campaign Strategy Planning Document
- Video Strategy Planning Worksheet

- Full Marketing Report & Website Assessment (Keywords, Influencers, Competitors, Content, etc.)
- Content Calendar Template with One Month of Content Planned Out
- Buyer Personas Template with One Buyer Persona Fully Developed
- Campaign Strategy Document with One Offer Fully Developed
- Video Strategy Planning Worksheet Mapped with Overview, Key Messages and FAQ Video Plan

Recommended Attendees

Sales and Marketing Team

Key Business Stakeholders

Price

\$5000

\$8000