

HubSpot in B2B Marketing

This training focuses on the practical use of HubSpot in B2B marketing — from strategy design and process implementation to optimization and scaling. Participants learn how to leverage HubSpot to build a consistent lead generation system, manage the marketing funnel, run lifecycle marketing activities, and effectively align with sales.

The program is based on real implementations and hands-on experience from working with international marketing teams. As a result, it goes beyond tool features and focuses on how to use them effectively in a real business context.



Training recipients

This training is designed for marketing specialists and managers, professionals responsible for lead generation and campaign management who want to implement their activities in HubSpot, as well as for existing HubSpot users looking to structure their processes and better leverage the platform within their marketing strategy and collaboration with sales.



Benefits

- Ability to design a consistent marketing system in HubSpot
- Better understanding of the marketing and sales funnel and how it maps into CRM
- Ability to create and optimize lead generation campaigns
- Understanding of lifecycle marketing and marketing automation principles
- Ability to work with data and report on marketing performance
- Improved alignment between marketing and sales using HubSpot
- Awareness of common implementation mistakes and how to avoid them



Training program

1. The Role of HubSpot in B2B Marketing Strategy

- HubSpot as a system supporting the entire marketing and sales funnel
- Overview of key features for marketing and sales

2. CRM Structure and Data Management

- Contacts, companies, deals – how it works in practice
- Segmentation and contact database management
- Data hygiene and its impact on performance

3. Designing the Marketing Funnel in HubSpot

- Lifecycle stages and their alignment with the sales process
- MQL, SQL, lead scoring, and qualification
- Customer journey mapping

4. Marketing Campaigns and Lead Generation

- Forms, landing pages, and CTAs
- Multi-channel campaigns
- Integration of inbound and outbound activities

5. Marketing Automation and Lifecycle Marketing

- Creating workflows
- Automation scenarios
- Personalization of communication

6. Content Marketing in HubSpot

- Content management (blog, landing pages, email)
- Mapping content to the funnel

7. Marketing and Sales Alignment

- Lead handover processes
- Using CRM in cross-team collaboration
- Feedback loop

8. Reporting and Optimization

- Key metrics and dashboards
- Campaign performance analysis
- Marketing optimization strategies



Expected preparation of the participant

A basic understanding of digital marketing concepts is helpful, but no prior preparation is required.



Duration

2 days / 16 hours

Language

Training: English

Materials: English

Exam: English