training code: DM-B2B / Inbound_marketing / EN

Inbound Marketing in Practice

The training “Inbound Marketing in Practice” provides a practical introduction to planning and executing inbound marketing activities in B2B companies, with a strong focus on processes rather than just tools. Participants will learn how to design inbound strategies based on real customer needs, the buying journey, and the company’s business objectives.

The goal of the training is to structure and optimize inbound marketing activities in line with actual sales processes, customers, and the tools used within the organization. Participants work on their own examples, personas, content, and data to design a coherent inbound marketing system — from defining buyer personas, through planning content along the customer journey, to measuring ROI.

Training recipients

The training is designed for marketing teams and joint marketing–sales teams that want to implement or optimize inbound marketing within their organization.
The program is particularly suited for companies using HubSpot or another CRM system, or those planning to implement CRM tools as part of their marketing and sales processes.

Benefits

- Ability to create buyer personas based on real customer needs
- Ability to plan and create content and experiences that attract potential customers
- Understanding the jobs-to-be-done concept in marketing
- Ability to map content to the customer buying journey

- Knowledge of when and how to combine inbound marketing with outbound activities
- Better understanding of inbound marketing processes supported by HubSpot
- Ability to measure the ROI of inbound marketing activities
- Knowledge of how to optimize marketing processes using automation strategies and AI tools

Training program

1. Introduction to Inbound Marketing
- What inbound marketing is and when it works best
- Inbound vs. outbound – differences and synergies

2. Buyer Personas and Jobs-to-Be-Done
- Traditional buyer personas vs. the JTBD approach
- Identifying real customer problems and needs

3. Mapping Content to the Customer Journey
- Stages of the customer journey
- Types of content for different decision stages
- Content as a tool for education and sales

4. Inbound and Outbound in One System
- When inbound alone is not enough
- How to combine inbound and outbound activities
- Example scenarios

5. HubSpot in Inbound Marketing (Process Perspective)
- How HubSpot supports inbound marketing processes
- Examples of workflows, lead nurturing, and reporting

6. Measuring Effectiveness and ROI
- Key inbound marketing KPIs
- Performance analysis and optimization

Expected preparation of the participant

No specific prior preparation is required from participants.

Duration

1 days / 8 hours

Language

Training: english
Materials: english