

TRAINING

Hubspot

LEARNING OBJECTIVES

- Understand the HubSpot ecosystem and its main modules
- Learn how to create marketing campaigns and manage sales pipelines
- Automate customer relationships and recurring tasks
- Analyse performance to optimise marketing and sales actions

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, sales and customer relationship professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
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DETAILED PROGRAM

- Introduction to HubSpot
 - Presentation of the platform and its Hubs (CRM, Marketing, Sales, Service)
 - Account creation and configuration
 - Workspace organisation, user roles and permissions
- CRM and contact management
 - Creating and managing contact, company and deal records
 - Dynamic lists, segmentation, filters and imports
 - Custom dashboards
- Marketing campaigns and email marketing
 - Creating marketing emails, forms and landing pages
 - Automation with simple workflows
 - Lead nurturing, lead scoring and behavioural scenarios
- Sales pipeline and sales automation
 - Structuring a sales pipeline
 - Opportunity tracking, tasks and sales email sequences
 - Interaction tracking, email templates and productivity tools
- Customer service and support
 - Setting up a ticketing system
 - Knowledge base, live chat and chatbot
 - Customer feedback and satisfaction surveys
- Performance tracking
 - Analysing marketing and sales KPIs
 - Reports, dashboards and attribution
 - Optimising actions using data
- Practical workshop
 - Creating a complete inbound marketing campaign
 - Setting up a pipeline and a workflow
 - Analysis and reporting

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to efficiently manage contacts, campaigns and sales using HubSpot, automate marketing and sales processes, and accurately track their performance.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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