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Get Expert Onboarding Services from HubSpot's Elite Solutions Partner

HubSpot Elite SOLUTIONS PARTNER PROGRAM

Content Hub™ ONBOARDING

INTRODUCTION

This scope of work outlines a strategic and tailored approach to the onboarding and training process for the HubSpot Content Hub. By focusing on key objectives, such as providing in-depth training on Content Hub functionalities and ensuring a solid understanding of its features, we aim to equip your team with the tools needed to thrive in their roles.

OBJECTIVE

- Provide comprehensive training on HubSpot's Content Hub to empower the marketing team.
- Ensure the team has a solid understanding of the Content Hub platform and its features.
- Enable the team to effectively utilize Content Hub to optimize their respective functions.

TRAINING TIMELINE

- The training will be conducted over a period of 90 – 120 days, with a detailed schedule provided upon agreement.

TRAINING APPROACH

- Training sessions will be conducted virtually, accommodating the remote nature of work.
- Modules will include presentations, live demonstrations, and hands-on exercises.
- Customized training materials, such as user guides and video tutorials, will be provided.
- Q&A sessions and interactive discussions will be encouraged to address specific queries and scenarios.
- Experienced HubSpot trainers will lead the sessions, providing insights into the platform and industry best practices.

RESPONSIBILITIES

- The client will provide access to the HubSpot Content Hub platform and ensure team members' availability for training sessions.
- Necessary resources and equipment for training sessions will be allocated by the client.
- The trainer will ensure the delivery of high-quality training and support materials, fostering a conducive learning environment.

SCOPE OF TRAINING

- **Content Hub Overview:** Introduction to content management capabilities and AI-driven tools.
- **Setup and Integration:** Configuring domains, settings, and integration with existing CMS platforms.
- **Content Creation & Management:** Utilizing drag-and-drop interfaces and AI tools for efficient content management across formats.
- **Content Tactics with AI:** Implementing personalized content tactics using Content Remix and Smart Content features.
- **Security & Compliance:** Establishing security measures, access controls, and compliance with data regulations.
- **Analytics & SEO Optimization:** Leveraging analytics for SEO strategies and detailed reporting for strategic decision-making.

DELIVERABLES

- Customized training plan and schedule tailored for each team.
- Total of 5 training sessions covering various aspects of Content Hub.
- Training materials, including presentations, user guides, and video tutorials.
- Hands-on exercises and assignments to reinforce practical learning.

*Inquire about additional discount options

Request a Consultation here or contact us today

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