



Learning Path Checklist

Getting Started with HubSpot Professional

SAVE this checklist on your computer so your progress is saved as you complete each step.

The Getting Started with HubSpot Professional learning path will teach you the fundamentals of HubSpot Software.

NOTE: *Though all the educational resources in these certifications are free to go through, to complete the certification you will need to complete practical exercises that require a Pro or Enterprise HubSpot subscription.*

Learning Path Details


Estimated time to complete: 11 hours

Experience Level: Beginner

This path is for:

- Professionals, students, or career changers looking to get started with the fundamentals HubSpot Software
- Existing HubSpot users who want a refresher on HubSpot fundamentals

Learning Path Curriculum

Step	Training	Details
Step 1 	<p>HubSpot Marketing Software</p> <p>To do inbound marketing well, you need to start your journey with the marketing software the right way. It's a big platform with a lot of tools, and to get the most value out of them, you need a foundation of knowledge and an understanding of how they all work together. These lessons will equip you with the fundamental understanding you need to do marketing well using HubSpot.</p> <p>Note: The educational resources (such as Videos, Quizzes, and Workbooks) are free to go through. If you want to become certified, there are additional practical exercises that require a Pro or Enterprise HubSpot subscription.</p>	<p>Certification</p> <p>14 Lessons 71 Videos (3 Hours)</p>




WORLD CERTIFICATION WEEK

Grow your career, transform the world.

Step	Training	Details
Step 2 <input type="checkbox"/>	<p>HubSpot Sales Software</p> <p>The HubSpot Sales Software Certification demonstrates your ability to execute an inbound sales process using HubSpot CRM and Sales Hub. It is made up of 3 lessons. At the end of each class, you'll be given practical exercises so you can immediately apply what you learn. You will need to perform these actions in order to earn your certification. There is also a 50-question, multiple-choice test you will need to pass in order to get certified.</p>	<p>Certification</p> <p>3 Lessons 17 Videos (1 Hour)</p>
Step 3 <input type="checkbox"/>	<p>Service Hub Software</p> <p>The Service Hub Software Certification demonstrates your ability to execute an inbound service strategy using HubSpot's Service Hub. This certification course consists of six lessons that discuss customer journey mapping, and HubSpot tools such as help desk, knowledge base, and customer feedback. To showcase your knowledge, you'll be assessed through practical exercises and quizzes at the end of each lesson. At the end of the final lesson, you'll take a 60 question, multiple-choice exam to earn your certification.</p> <p>Note: The educational resources (such as Videos, Quizzes, and Workbooks) are free to go through. If you want to become certified, there are additional practical exercises that require a Pro or Enterprise HubSpot subscription.</p>	<p>Certification</p> <p>6 Lessons 24 Videos (2 Hours)</p>
Step 4 <input type="checkbox"/>	<p>HubSpot CMS for Marketers</p> <p>The HubSpot Sales Software Certification demonstrates your ability to execute an inbound sales process using HubSpot CRM and Sales Hub. It is made up of 3 lessons. At the end of each class, you'll be given practical exercises so you can immediately apply what you learn. You will need to perform these actions in order to earn your certification. There is also a 50-question, multiple-choice test you will need to pass in order to get certified.</p>	<p>Certification</p> <p>7 Lessons 32 Videos (2 Hours)</p>



Step	Training	Details
Step 5 	HubSpot CMS for Developers This course contains lessons and resources to help web developers learn how to build and manage websites on the HubSpot CMS. You'll learn how to use the CMS tools to create a wide variety of assets, and how to maximize your effectiveness with these tools to streamline your process and increase your productivity.	Certification 6 Lessons 27 Videos (3 Hours)

CONGRATULATIONS from HubSpot Academy on completing the Getting Started with HubSpot Professional Learning Path!