

Top HubSpot Resources for Marketing Beginners

HubSpot is a versatile platform that simplifies marketing efforts and helps teams work more efficiently. Whether you're managing contacts, creating content, or analyzing performance, HubSpot has the tools you need to get the job done.

To help you make the most of its features, this guide highlights essential resources and key tools to boost your marketing success!!

General Resources

To get started, these foundational HubSpot resources will help you familiarize yourself with the platform and its capabilities:

- [HubSpot Get Started Knowledge Base](#)
- [HubSpot Marketing Hub Software](#)
- [Understanding Marketing Hub](#)



Cheat Sheet

Save these handy cheat sheets to reference key functions and make your workflow more efficient!

- [Properties Cheat Sheet](#)
- [Portal Cheat Sheet](#)
- [Objects Cheat Sheet](#)
- [Workflow Cheat Sheet](#)
- [Reporting Cheat Sheet](#)
- [Data Quality Cheat Sheet](#)



Now that you have some staple resources let's explore HubSpot's key features that can enhance your marketing efforts. Below is a breakdown of each of these tools along with resources to help you get started.

Landing Page

HubSpot's offers a user-friendly landing page builder with templates that help your landing page to capture leads and drive conversions.

- [Read this](#) to discover what landing pages are, how to create them, and why they're key to marketing success.
- Read this article for detailed steps to customize and publish your landing page to optimize marketing results. [Read here](#)
- This video walks through building a landing page from scratch. [Watch here](#)

Email

Email is a popular tool in HubSpot used by many marketers because of the ease of building and reporting.

- This is a step-by-step article from the Hubspot Knowledge base on how to build emails in HubSpot. [Read here](#)
- Watch the HubSpot support tutorial to see the email builder in action. [Watch here](#)
- Dive even deeper and take your skills to the next level with HubSpot's Email Marketing Software Certification Course. [Take the course](#)

Contact Management & CRM Integration

Managing contacts and integrating with a CRM is essential for tracking leads and nurturing relationships.

- This article introduces the basics of contacts and how they are used. [Read here](#)
- This next article takes us through all aspects of HubSpot CRM and how it can impact our marketing strategies. [Learn here](#)
- See HubSpot's CRM in action with a step-by-step video tutorial for beginners. [Watch here](#)

Form

HubSpot's Forms allow businesses to gather important visitor information and include that data in various parts of HubSpot.

- This article provides a step-by-step guide on setting up and styling forms in HubSpot. [Learn here](#)
- For those visual learners, watch HubSpot's tutorial video on creating and styling forms. [Watch here](#)
- Get hands on with HubSpot's free lesson on designing and placing forms into your site. [Start here](#)

Blogging

HubSpot's Blogging feature is the easiest way for marketers to create, manage, and optimize blog content.

- Learn how to create and customize blog posts effectively on HubSpot. [Read here](#)
- Check out this HubSpot support video for a step-by-step tutorial on starting a blog in 2024. [Watch here](#)
- Discover how to manage your blog template and settings in HubSpot. [Find out here](#)

Social Media

HubSpot's social media tool is invaluable for marketers to manage their social media and analyze its performance.

- Check out this video for a friendly walkthrough of using HubSpot's social media management software. [Watch here](#)
- Learn how to create, edit, and publish effective social posts with this helpful HubSpot support article. [Read here](#)
- Boost your social media skills by taking [this course](#) for practical tips and strategies.

Workflows

HubSpot's workflow tool offers easy-to-use yet powerful automation features that help simplify tasks and improve efficiency.

- Get started with this HubSpot Academy lesson on workflows in HubSpot, perfect for mastering the basics. [Start here](#)
- Learn the technicalities of how to build a workflow that automates your business processes. [Read here](#)
- Watch this guide video to dig even deeper into everything you need to know about using workflows efficiently. [Watch here](#)

Lead Scoring

HubSpot's lead scoring tool helps businesses prioritize leads by assigning value, making it easier to focus on high-quality prospects.

- Get started with this beginner's guide on lead scoring in HubSpot, introducing key features, best practices and the set up process. [Read here](#)
- Discover how to tailor lead scoring to your specific marketing goals with this HubSpot support article. [Find out here](#)
- Watch this detailed video tutorial to learn how to effectively implement lead scoring in HubSpot. [Watch here](#)

Analytics

HubSpot's analytics tool provides valuable insights into all aspects of your marketing performance, helping businesses make strategic decisions.

- Get an overview on leveraging HubSpot analytics to optimize your marketing efforts. [Read here](#)
- Discover how to make the most of HubSpot analytics tool with this insightful guide. [Learn here](#)
- Watch this tutorial to get a closer look on creating and customizing reports. [Watch here](#)



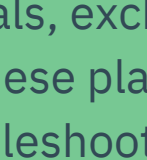
casey@caseycohub.com

Let's connect!
Email me or set up a meeting today!

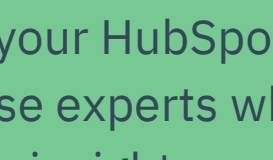


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Join the Community



Join the HubSpot community to connect with professionals, exchange ideas, and find support. These platforms are great for advice, troubleshooting, discussions, and more!



To deepen your HubSpot knowledge, follow these experts who regularly share insights and tips.

Where to Engage

- [Sprocketeer Slack Group](#)
- [HubSpot Tips and Tricks](#)
- [User Groups](#)
- [HubSpot Community](#)
- [HubHeroes Community](#)

People to Follow

- [Kyle Jepson](#)
- [George B. Thomas](#)
- [Chris Carolan](#)
- [Danielle Urban](#)
- [Casey Hawkins](#)
- [Jennifer Nixon](#)
- [Cameron Collins](#)
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