

Since 2007, Making IT Experts & Products

Course: HubSpot CRM

Duration: 20 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, Salesforce, Sap
- Microsoft Excel
- Ethical Hacking



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Syllabus on the Next Page ..



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+91 9895490866

+91 8301010866

join@nestsoft.com

www.nestsoft.com

HubSpot CRM Training Syllabus (20 Hours)

Mode: Live Online / Offline | Level: Beginner to Intermediate | Total Hours: 20 hrs

Module 1: Introduction to CRM & HubSpot (1.5 hours)

- * What is CRM?
- * Benefits of using a CRM system
- * Overview of HubSpot ecosystem
- * HubSpot CRM vs traditional CRMs
- * Types of HubSpot Hubs: Marketing, Sales, Service, CMS, Operations

Module 2: Getting Started with HubSpot CRM (2 hours)

- * Creating a HubSpot account
- * Navigating the HubSpot dashboard
- * Setting up user roles & permissions
- * CRM settings & configurations
- * Connecting your business email with HubSpot


Module 3: Contacts, Companies & Deals Management (3 hours)


- * Creating and importing contacts
- * Organizing data with properties
- * Managing companies and associations
- * Creating and managing deals
- * Using filters and views for segmentation


Module 4: Sales Pipeline & Automation (2 hours)

- * Understanding the sales funnel
- * Setting up custom deal stages

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- * Creating multiple pipelines
- * Task management & follow-ups
- * Using workflows for automation (basic level)

Module 5: Email Marketing in HubSpot (2.5 hours)

- * Designing and sending email campaigns
- * Managing email lists
- * Personalization & smart content
- * A/B testing
- * Analyzing open rates and click rates

Module 6: Forms, Lead Capture & Landing Pages (2 hours)


- * Creating embedded forms and pop-up forms
- * Integrating forms with landing pages
- * Lead scoring basics
- * Tracking form submissions and lead sources
- * Introduction to HubSpot CMS (basics)


Module 7: Reporting & Analytics (2 hours)

- * Dashboard overview
- * Customizing reports
- * Tracking sales performance
- * Monitoring contact activity
- * Exporting and sharing reports

Module 8: Integrations & Productivity Tools (1.5 hours)

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- * Connecting HubSpot with Gmail/Outlook
- * Calendar and Meeting scheduling
- * HubSpot Chrome Extension
- * Integrating with tools like Zoom, Slack, Google Sheets, etc.
- * Using the HubSpot mobile app

Module 9: Real-Time Project + Internship Orientation (2.5 hours)

- * Design and launch a real campaign using HubSpot
- * Hands-on: Contact management, lead nurturing, basic automation
- * Internship task briefing & weekly tracker
- * Preparing portfolio & showcasing experience
- * Guidance for placement interviews

Outcomes:

- * Confidence using HubSpot CRM tools
- * Hands-on project for resume/portfolio
- * Foundation for digital marketing, sales, or CRM job roles
- * Certificate of Completion + Internship experience

(Click on Course for more details)


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- Thank You -

N.B: This syllabus is not final and can be customized as per requirements / updates.

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