

Lesson 1: Understanding the Fundamentals of Inbound

Lesson description:

Inbound is a method of attracting, engaging, and delighting people to grow a business that provides value and builds trust. As technology shifts, inbound guides a company to do business in a human and helpful way. The inbound approach to doing business is more human and customer-centered. Learn about why this shift has happened, how buying behaviors are evolving, and the fundamentals of an inbound business.

Videos:

- What is inbound?
- What is the inbound methodology?
- What are the fundamentals of an inbound business?

Topics:

- Inbound definition
- Inbound methodology
- Inbound principles
- Company purpose
- Business goals
- Buyer personas
- Buyer's journey

Quiz Yourself:

- What is inbound?
- What are the stages of the inbound methodology?
- What are the fundamentals of an inbound business?
- What are the inbound principles?
- Why is developing your company purpose important?
- What is a buyer persona?
- What are the buyer's journey stages?

Lesson 2: Growing Your Business With a Flywheel Model

Lesson description:

It's easy to visualize your business as a funnel because any time you look at a graph representing a conversion process, the chart itself is shaped like a funnel. A flywheel is a machine that stores rotational energy. When you add energy to a flywheel, it starts to spin. If you add more energy to it, it spins faster. And unlike a funnel, where the only way to maintain a constant speed is to keep adding more to it, the flywheel will continue spinning. From a business perspective, the rotation of the flywheel represents the growth of your business. Happy customers provide the energy that fuels that growth. Everything you do should be done with the goal of creating customers who will add positive energy to the flywheel and accelerate your company's growth.

Videos:

- What is a flywheel?
- Combining Funnels and Flywheels

Topics:

- Flywheel
- Flywheel versus funnel
- Sales process
- Flywheel metrics

Quiz Yourself:

- What is a flywheel?
- Why is the inbound methodology a flywheel?
- Why would you use the method of a flywheel instead of a funnel?
- How do you combine a funnel approach with a flywheel approach?

Lesson 3: Creating a Company Purpose

Lesson description:

Why was your company founded? What mission was it created to fulfill? It's an important thing to know, especially if you want to implement an inbound strategy. Inbound is all about making your company easy to find for the people who need your help. But before you can do that, you need to understand the job your company was founded to do.

Videos:

- The importance of defining your company's purpose
- Identifying your company's purpose

Topics:

- The Golden Circle
- Company culture
- Jobs Theory

Quiz Yourself:

- Why is a company purpose important?
- What is The Golden Circle?
- How is company culture part of your company purpose?
- What is the Jobs Theory?
- What components make up a job story?
- What are the different job dimensions?

Lesson 4: Setting Business Goals

Lesson Description:

No matter the size of your business, you have the opportunity to align everyone behind a set of shared goals or visions that everyone is working toward. To take that first step, together, down a targeted path that will take you where you need to be, you need shared business goals to create a sense of accountability and a basis for transparency across teams.

Videos:

- Why do you need to set business goals?
- How to set a goal that aligns with your company's purpose
- How to prioritize short-term and long-term business goals
- How HubSpot aligns its teams behind its goals

Topics:

- OKR framework
- Objectives
- Key results
- Three horizon framework
- MSPOT

Quiz Yourself:

- What is the OKR framework?
- How are objectives defined?
- How are key results defined?
- How can key results be graded?
- What is the three horizon framework? What is each horizon?
- What does MSPOT stand for?

Lesson 5: Creating Buyer Personas

Lesson Description:

If you want your company to grow better, you need a deep understanding of your ideal customer. To get there, we recommend creating a buyer persona. A buyer persona is a semi-fictional representation of your ideal buyer based on data, interviews, and some educated guesses. It's essentially a definition of your ideal buyer presented in a way that sounds like it's talking about a specific person. This makes it easy for your team to remember your persona and keep them in the front of their minds.

Videos:

- Why are buyer personas an important part of your inbound strategy?
- How to create a buyer persona

Topics:

- Buyer personas
- Buyer persona ownership
- Buyer persona creation
- Using a buyer persona
- Sources for buyer persona information

Quiz Yourself:

- Who should create your persona?
- How do you create a persona?
- What ways can personas be used?
- What are the different sources that can help you create your persona?
- When are personas considered complete?

Lesson 6: Developing the Buyer's Journey for your Business

Lesson Description:

The buyer's journey is the active research process someone goes through leading up to making a purchase. It's a fundamental part of an inbound strategy because it's a framework you can use to empathize with your prospects. Your potential buyer is focused on either identifying their problem, understanding which options could alleviate their problem, or comparing their top choices when they're ready to make a purchase.

Videos:

- What is the buyer's journey?
- How to create a buyer's journey

Topics:

- The buyer's journey
- Awareness stage
- Consideration stage
- Decision stage
- Buyer's journey creation
- Content strategy

Quiz Yourself:

- What is the buyer's journey?
- What are the different stages of the buyer's journey?
- How is the awareness stage defined?
- How is the consideration stage defined?
- How is the decision stage defined?
- What terms are used in the awareness stage? Consideration stage? Decision stage?
- What are typical content topics for the awareness stage? Consideration stage? Decision stage?