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HubSpot Certification Review

I am excited to share that earlier this semester I completed the Social Media Marketing Certification through HubSpot Academy. This course helped me learn new skills that I believe will help me execute successful marketing campaigns on all social media platforms.

One of my favorite parts of the certification process was the video-formatted lessons. I feel this helped me engage more with what I was learning, and hear from multiple people.

Although I grew up in an age of ever-changing social media, I feel that I approached this course not knowing much about marketing campaigns. I am happy to say, I feel confident in my skills after taking this HubSpot course and learning from Dr. Bates' social media class. I am more than excited to apply this new knowledge to my social media platforms and see how my content will change.

Some of the key takeaways I received from HubSpot were:

1. Learn how to develop a strategy

Developing a strategy is one of the key points, and what stood out to me most. I feel once you develop a strategy on how to go about certain marketing campaigns, you will become most successful.

2. Content creation and best practices to create the best content

Learning how to create content centered around marketing campaigns was very noteworthy for me. As mentioned previously, I did not know much about marketing campaigns (besides what I had learned in class), so I found it interesting to learn more about this. In creating the best content that markets to your specific audience, HubSpot mentioned you always want to cater to your specific audience.

3. Understanding analytics

Lastly, learning more about how analytics are such an important part of your content was another key takeaway. After learning more about the GRIN tool, and KPI's I feel I can better understand how marketing campaigns truly affect your content. I believe analytics are truly one of the most important takeaways from the HubSpot certification and is something I believe will help hinder my social media content.