

Marketing Pro Onboarding



Marketing Hub Pro Onboarding	Task Overview	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12
Basic Technical Setup + Reporting Review	- Traffic and website analytics	█											
Segmentation Workshops - LF Stages + Personas	- Lead capture and conversion paths - Segmenting your data		█										
Data Formatting, Import & Mapping*	- How your data lives in HubSpot - Consulting to migrate/import data		█	█	█								
Automation & Buyer Journey Strategy	- Email marketing - Content Strategy - Internal lead assignment set up			█	█	█	█						
Forms, Emails, Landing Pages, Dashboards & Report Setup	- Campaign setup and analysis					█	█	█	█				
1st Campaign Launch	- Email marketing - Content Strategy - Automated lead nurturing								█	█	█	█	
User Training, Documentation & Handoff													█

*This time estimate is based on a single legacy CRM migration into HubSpot, covering no more than 4 default object types (contacts, companies, deals, tickets). Data syncs/imports from multiple, languages, sources or CRMs, custom object mapping, bespoke integrations or large database imports will need additional scoping beyond this example timeline.

<https://www.noisylittlemonkey.com/hubspot-marketing-onboarding>

