HubSpot Training: Mastering Customer Relationship Management (Beginner)

Module 1 — Understanding the Logic of a Modern CRM

- The role of a CRM in an organization: objectives, benefits, and limitations
- Differences between CRM, marketing automation, and sales tools
- Overview of HubSpot (CRM, Marketing, Sales, Service) and common use cases
- Best practices: adoption, data quality, and follow-up discipline

Module 2 — Getting Started with the HubSpot Environment

- Interface discovery: navigation, menus, views, and search
- Essential settings: profile, company details, preferences, units
- User management: roles, access rights, and security principles
- Work organization: dashboards, shortcuts, and startup methodology

Module 3 — Structuring Your Customer Database

- Creating and managing contacts, companies, and associations
- Understanding properties: standard fields, custom fields, field types
- Data import and cleanup: formats, duplicates, and consistency rules
- Effective segmentation: filters, views, and lists for targeting

Module 4 — Centralizing Interactions and Customer Follow-Up

- Activity timeline: notes, emails, calls, meetings, and traceability
- Task creation and management: priorities, reminders, organization
- Managing interaction history: search, sorting, and key information
- Daily routine: a simple method to ensure nothing is missed

Module 5 — Capturing Leads Effectively

- Conversion principles: visitor → lead → contact journey
- Form creation: fields, validation, messages, and best practices
- Website integration: tracking, embedding, and data consistency
- Conversion pages: structure, calls to action, and compliance principles

Module 6 — Communicating with Your Contact Database

- Campaign preparation: objectives, audience, messaging, and scheduling
- Email creation: content, subject lines, personalization, segmentation

- Best practices: deliverability, consent, frequency, and quality
- Performance analysis: open rates, clicks, and optimization opportunities

Module 7 — Automating Simple Actions

- Understanding automation: triggers, conditions, and actions
- Basic automations: notifications, assignment, follow-up, reminders
- Structuring a simple journey: post-form or post-interaction automation
- Best practices: avoiding over-automation, testing, and monitoring

Module 8 — Organizing Support and Request Follow-Up

- Structuring customer request handling: tracking logic and priorities
- Centralizing exchanges: traceability and internal collaboration principles
- Organization methods: categories, statuses, and urgency levels
- Continuous improvement: standardizing responses and reducing delays

Module 9 — Measuring and Managing Performance

- Defining relevant KPIs: acquisition, conversion, follow-up, engagement
- Dashboards: reading, widgets, and essential indicators
- Interpreting results: trends, anomalies, and corrective actions
- Improvement planning: adjusting messages, segments, and processes

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MySQL Training: Stored Procedures and Triggers

Introduction

Overview of MySQL.
Course objectives: optimize stored procedures, explore alternatives, and master advanced data processing functions.

Module 1: Review of SQL Query Writing

- Write simple and complex SQL queries.
- Use WHERE, GROUP BY, HAVING, and ORDER BY clauses.
- Joins (INNER, LEFT, RIGHT, FULL) to combine tables.
- Use subqueries and nested queries.

Module 2: Optimization and Alternatives to Stored Procedures

- What is a stored procedure and when to use it?
- Advantages and limitations of stored procedures.
- Optimization techniques: indexing, reducing nested queries, managing transactions.
- Alternatives: materialized views, prepared statements, and application-level solutions.

Module 3: Best Practices and Data Management in MySQL

- Table structuring, efficient indexing, and performance diagnostics.
- Query optimization: specific SELECTs, pagination, and join techniques.
- Text management: CONCAT(), SUBSTRING(), REPLACE(), cleaning and formatting.
- Number processing: SUM(), AVG(), ROUND(), MOD(), statistical and financial calculations.

Module 4: Advanced Data Comparison and Manipulation Functions

- Date comparison functions: NOW(), CURDATE(), DATEDIFF(), TIMESTAMPDIFF().
- Combined processing of text and numeric data in MySQL.
- Use of regular expressions for advanced data cleaning.

Module 5: Using Cursors and Looping Techniques

- Definition, syntax, and usage context of cursors in MySQL.
- Practical examples: iterating through records and performing repetitive operations.

Conclusion and Final Case Study

- Summary of key concepts.
- Integrated case study: implementing optimization, advanced functions, and cursors.

PowerPoint Essentials: Design, Structure & Impact

Module 1: Mastering the Basics of Microsoft PowerPoint

- Create and organize slides with a professional structure.

- Integrate relevant and well-structured textual content.
- Add impactful visuals to enhance your message.

Module 2: Streamlining with Slide Masters

- Understand the strategic role of slide masters for consistency.
- Create and modify masters to ensure visual coherence.
- **Hands-on Exercise:** design a custom theme aligned with brand identity.

Module 3: Creating Professional Templates

- Define templates and understand their impact on productivity.
- Build tailored templates for consistent presentation design.
- Integrate logos, color palettes, and brand elements.
- **Workshop:** develop a template based on a corporate brand guide.

Module 4: Advanced Text and Image Handling

- Optimize text layout: columns, alignment, special effects.
- Enhance visuals: cropping, filters, background removal.
- **Workshop:** boost the visual impact of an existing presentation.

Module 5: Embedding Dynamic Content (Excel, Video, Audio)

- Insert and sync Excel charts in real time.
- Add and configure video and audio to energize your content.
- **Exercise:** create interactive and immersive slides.

Module 6: Customized Animations and Transitions

- Explore animation types available in PowerPoint.
- Design custom effects to add rhythm and flow.
- **Exercise:** craft a high-impact animated presentation.

Module 7: Collaborating and Sharing with Ease

- Leverage comment and version tracking tools.
- Collaborate in real-time using Office 365 and OneDrive.
- Apply best practices for smooth teamwork and file sharing.

Recommended Complement: Visual Creation with Office 365

- [Publisher Training – Creating Marketing and Print Documents](#)

Typography Fundamentals: Mastering the Art of Visual Communication

Introduction to the Typography Training

- Understand what typography is and its central role in visual communication
- Briefly explore the history of typography to grasp its evolution and key trends
- Learn to classify typefaces by style, usage, and origin

Decoding Typeface Anatomy

- Identify baseline, x-height, ascenders, and descenders
- Understand the vertical structure of letters (stems, ascenders, descenders, etc.)
- Master essential typographic terminology (serifs, counterforms, line spacing, etc.)

Mastering Typeface Grouping

- Discover the main type families (serif, sans-serif, script, display, etc.)
- Differentiate between typeface, font, and font weight
- Learn how to pair and combine typefaces for clarity, hierarchy, and visual harmony

Integrating Typography into Graphic Design

- Design bold and expressive typographic layouts
- Create type-based posters to deliver a strong visual message
- Develop sigils and monograms from typographic elements
- Use drop caps creatively to enhance editorial layout

Logo Design Training

Introduction to the Logo Design Training

This training introduces you to the fundamentals of logo creation, a cornerstone of any brand identity strategy. Through a structured and hands-on approach, you will learn to design logos that are coherent, impactful, and

aligned with a brand's core values.

Understanding the Fundamentals of a Logo

- Definition and role of a logo in brand communication
- Graphic styles: visually delivering the right message
- Principles of layout and visual balance
- Anatomy of an effective logo

Core Components of a Logo

- Typography: choice, legibility, and impact
- Colors: psychology and strategic combinations
- Illustration: relevance and visual consistency
- Stylization: visual transformation and simplification

Stylization in Design

- Definition of graphic stylization
- Professional simplification techniques
- Essential aesthetic principles
- Creating distinctive brand identities

Key Terms in Visual Identity

- Logotype
- Visual signature
- Symbol
- Acronym
- Monogram
- Emblem

Construction Lines

- Definition of construction lines
- Use in logo structure and alignment
- Techniques for creating grids and guides

Graphic Standards Guide

- Logo variations (color, black & white, etc.)
- Clear space and visual protection rules
- Recommended fonts
- Corporate color palette and usage

Training Wrap-Up

By the end of this training, you'll be able to design a professional logo, master its variations, and ensure consistency through a visual standards guide — a key asset for any brand looking to strengthen its identity.

Planner Training: Mastering Project and Task Management

Module 1: Advanced Task Tracking

- Use the **Charts view** to monitor overall progress
- Use the **Calendar view** to track due dates
- Group and filter tasks (by assignee, priority, or status)

Module 2: Structuring Complex Projects

- Naming conventions and logical organization of buckets
- Distributing roles and tasks by department or project phase
- Best practices for long-term or cross-functional projects

Module 3: Multi-Team Collaboration

- Manage multiple plans within a shared environment
- Track contributions from different teams
- Coordinate across departments and project owners

Module 4: Useful Integrations

- Link Planner to Outlook to track personal tasks
- Combine usage with Microsoft To Do
- Store and centralize documents using SharePoint

Module 5: Usage Optimization

- Tips to reduce unnecessary notifications
- Organize tasks by milestones, sprints, or activity types
- Best practices for plan readability and clarity

Module 6: Practical Cases and Group Discussions

- Apply concepts to a real-world case suggested by participants
- Group or individual demonstrations
- Feedback and sharing of best practices

Graphic Design Fundamentals — Build a Strong Creative Foundation

Course Details — Introduction to Graphic Design

Learning Objectives

- Understand the fundamentals of graphic design and its professional applications.
- Master the core principles: color, typography, layout, composition, and stylization.
- Learn how to create a complete visual identity (logo, brand guidelines, color palette…).
- Complete hands-on projects to solidify your skills: moodboards, logos, mockups, brand systems.

Modules & Content

Module 1 — Graphic Design Fundamentals

- What is graphic design?
- The 4 essential pillars: color theory, imagery, typography, composition

Module 2 — Color & Palettes

- Color theory (contrast, harmony, symbolism…)
- Create cohesive and accessible color palettes
- Tools and inspiration to choose the right colors
- **Project 01:** Design moodboards and color palettes for various brands

Module 3 — Stylization & Visual Simplification

- Image stylization: schematization, visual expression, abstraction
- Techniques for graphic simplification
- **Project 02:** Deconstruct and stylize imagery for a brand identity

Module 4 — Typography & Hierarchy

- Type anatomy, typographic styles, font families
- Hierarchy, readability, spacing, kerning
- Choosing fonts based on brand identity
- **Project 03:** Create a font and type system for a brand

Module 5 — Layout & Composition

- Layout basics: grids, alignment, whitespace, contrast, repetition

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- Grid systems: rule of thirds, spiral, Fibonacci
- **Project 04:** Build a layout based on a client brief

Module 6 — Logo Design

- Understanding logo types: logotype, symbol, monogram, emblem
- Construction lines and visual consistency
- **Project 05:** Design a logo from a stylized image

Module 7 — Brand Guidelines

- Build a complete brand style guide (visual identity system)
- Integrate color palette, fonts, logo usage rules
- **Project 06:** Create a full brand guide for a fictional company

Learning Format

- Balanced mix of theory, live demos, and hands-on workshops
- Step-by-step projects to build a complete brand identity
- Visual supports, online resources, analysis grids

Who is this course for?

- Beginners in graphic design
- Self-taught creatives seeking structure and foundational theory
- Entrepreneurs, students, content creators

Mastering Team Collaboration: An Essential Slack Training

Introduction to Slack
Benefits of Slack compared to email
Slack versus email
Main features
Creating your Slack workspace
Customizing your Slack workspace
Creating channels
Collaborating — messages
Collaborating — sharing documents and files
Collaborating — searching for information
Managing a channel — roles and permissions
Managing a channel — roles and permissions

Brochure & Leaflet Design Fundamentals – Create Impactful Print Communications

Introduction to Brochure Design

- Definition of a brochure and its role in marketing communication
- Strategic applications: promotion, information, lead generation
- Fundamentals of effective layout and page design

Structuring Information for Impact

- Understanding information hierarchy: principles and best practices
- Highlighting key messages for better readability
- Visually organizing content into clear information groups
- *Practical workshop: structuring content for a brochure*

Designing a High-Performance Folded Leaflet

- Identifying the right content based on communication goals
- Selecting the appropriate format for distribution and target audience
- Exploring brochure types (bi-fold, tri-fold, accordion, etc.)
- *Workshop: fold simulation and dummy creation*

Professional Manufacturing & Design

- Standard and custom formats: benefits and limitations
- Balancing layout with content volume
- Segmentation techniques for better clarity and engagement
- Designing a visual journey for the reader
- Considering physical impact: 3D perception and tactile experience
- *Workshop: creative research and concept development*
- *Workshop: full design of a professional folded leaflet*

Writing newsletters: An art to

reach your customers?

Almost anyone can write a newsletter, as long as they have a base with MailChimp or another such software. However, not everyone can write a good newsletter. That is to say, write a newsletter that will bring an excellent return on investment for very few unsubscribes.

At Doussou Formation, we offer two training courses related to this objective which will certainly help your sales: E-Mailing (Newsletter Training) and MailChimp.

MailChimp: What is it?

It is undoubtedly the best known platform for managing your newsletters. Very flexible, intuitive and with a neat interface, MailChimp is an essential ally. One of the major strengths of using this type of software rather than sending your newsletters through Outlook is that it offers several measurement tools. Indeed, you will be able to see if people have received your emails, opened them and how many of them have unsubscribed. After many measures, you will be able to adapt your strategies in order to better achieve your goals in terms of E-Mailing.

MailChimp training at Doussou Formation

At Doussou Formation, we offer several training courses, one of which is aimed exclusively at learning MailChimp. The handling of this tool is not witchy. Nevertheless, MailChimp offers so many possibilities that it remains essential to know them if you want to get out of the game and get the best return on investment.

Together, let's see what MailChimp is and what its strengths are. Next, we'll explore setting up your account, as well as your campaign settings. Finally, we will look at how you can personalize your newsletters with MailChimp to improve your conversion rate.

Our trainers have more than 20 years of experience in marketing and the newsletter remains an accessible tool, but the mechanics of which must be understood. Learn MailChimp this year with Doussou Formation and reach your goals.

E-Mailing training at Doussou Formation

If you want to learn the basics of the newsletter, this is the ideal training to do so. MailChimp is a powerful tool, but if you don't know what a newsletter is or how to use it for your purposes, you better start with the

basics.

Fortunately, Doussou Formation offers this course! A newsletter is intended for your mailing list to announce information to them. It goes without saying that by personalizing it, you will get a better return on investment. People have very little time and their attention span is short (think of a goldfish). So you want to stand out and have them read your messages. Here is precisely what you will see with us during the E-Mailing training.

Thus, we will present the content of a good newsletter, but also the container. That is to say the marketing strategy surrounding it. You will have the opportunity to put your knowledge into practice in a practical workshop where you will have to design a newsletter by meeting certain criteria. The legal question now arises in Canada when sending newsletters, you will also see it so as not to be surprised. Finally, which is possibly the most important, you will learn how to measure the performance of your latest newsletter and understand the data in order to improve it.

MailChimp Getting Started Training:
https://www.doussou-formation.com/formation/formation-mailchimp/

E-Mailing Training (Newsletter):
https://www.doussou-formation.com/formation/formation-e-marketinge-mailing/