



COURSE

MARKETING AUTOMATION

Course Overview

- Marketing Automation process is the latest technology worldwide joined the digital marketing in order to align marketing and sales processes through effective demand generation and lead management, this module will help you to know how to attract and keep customers through selecting the right marketing automation solution with understanding all available solution and selecting the right one that fit with your strategy. You will be able to implement a successful marketing automation process that improves your response rates, your customer journey and your ROI.

What Will You Learn?

By the end of this course you will be able to do the following:

- Know how can your business benefit from marketing automation.
- Design integrated digital marketing communication user journey.
- Manage leads life cycle and customer relations successfully.
- Learn how to nurture your leads for better conversion.
- Design and optimize e-mail marketing campaign.

Who Sould Attend?

- Marketing Managers
- Media Managers
- Digital Marketing Team

12 Total Course
HOURS
3 DAYS (4 hrs each)



Course Outline:

Marketing Automation (MA) Landscape and Features

- Why you need marketing automation solution.
- Marketing automation definition and landscape.
- Marketing automation benefits for sales and marketing.
- The must be features and components in MA.
- Discover MA top service providers and compare them.
- Management of lead lifecycle.
- Customer relation management (CRM) essentials

Email Marketing for Better Customer Retention

- Email designed template and optimization.
- Automated triggered email communication.

How To Design Integrated Digital Marketing Communication User Journey

- User journey builder essentials and its components.
- A step by step guide for how to design the perfect journey.
- Case study on predefined user journey scenarios.

Lead Nurturing for Better Conversion

- Lead nurturing definition and its essentials.
- Lead nurturing stages to generate more sales.

What Is Lead Scoring And Its Mechanism

- Why does business need lead scoring?
- Getting started with lead scoring
- Explicit and implicit scoring basics
- How to setup your scoring list (demographic)
- Online body language (behavioral) scoring
- Bad behaviors (implicit data) scoring
- Case study on applying lead scoring on several systems.

Future Of Customer Relation Management

- The future of social CRM.

