Goskills

Marketing Automation: Crafting Campaigns that Convert

GoSkills online course syllabus

Skill level
Beginner

Lessons
20

Pre-requisites
No prior experience needed

Video duration
43m

Estimated study time
43m 19s

Instructor
Jeffrey Staats

Introduction

1 Intro to marketing automation
Marketing automation is an important tactic all B2B marketers should know.

Automation Mindset

2 Understanding the benefits
Understanding the benefits of automation will allow you to quickly ramp up your marketing efforts.

3 Achieving buy-in
The key to a successful marketing automation program is securing buy-in from the company.

Automation Terminology

4 Inbound vs outbound
Marketing automation campaigns can be either inbound or outbound marketing based on business need.

5 Defining a MQL
It is important to understand what is considered a Marketing Qualified Lead for alignment and reporting.

6 Defining a SQL
It is important to understand what is considered a Sales Qualified Lead for alignment and reporting.

7 Creating a customer journey
Creating a customer journey is extremely beneficial prior to implementing a marketing automation campaign.

Automation Uses

8 ### Lead generation

Generating new leads is a central part of the reason companies use marketing automation.

9 ### Sales enablement

Supporting sales efforts while a prospect is in the sales funnel is an important use of marketing automation.

10 ### List management

Keeping your CRM information up-to-date and active is a great use case for marketing automation.

11 ### Nurture marketing

Staying top of mind with prospects in your marketing funnel prior to being a sales lead is why marketing automation is used.

12 ### Customer retention

The easiest way to more revenue is by deepening the relationship with your clients.

Automation Setup

13 ### Setting goals

Aligning the overall business goals with your marketing strategy is key for automation to support the right activities.

14 ### Identifying your target audience

Choosing the right audience is a crucial first step in developing a successful marketing automation campaign.

15 ### Developing your marketing strategy

Matching solid marketing strategies with your target audience helps support the right person, right time, right message philosophy.

16 ### Building a workflow

The most important piece in executing a successful marketing automation program is building the workflow.

17 ### Testing your campaign

A marketing automation campaign can turn ugly if not tested properly prior to launch.

Implementation and Optimization

18 Measurement and reporting

Measuring the effectiveness of your campaign is essential to ensuring you reach your goals.

19 Campaign optimization

Automation campaigns should always be optimized to fix poor performers or improve results.

Conclusion

20 Build your campaign

Thank you for watching this course!

Go to GoSkills.com