



MARKETING AUTOMATION MANAGER

Izobraževalni program bo potekal v angleškem jeziku.

OPIS

Join us on live online course

MARKETING AUTOMATION MANAGER

Marketing automation is about the tool-supported planning, implementation and optimization of marketing processes for individualized marketing along the customer journey. Marketing and sales have been talking about the right information for years, at the right time, with the right content, the right person. **In short, this familiar phrase can be summed up as marketing through customers.** And that's what marketing automation is all about.

You can now find out how to implement this quickly in your company and increase your sales success in the long term in Slovenia's first online course to become a certified Marketing Automation Manager!

Statistics show that:

- Companies that grow using marketing automation **increase their sales by 32 percent.**
- **78 percent** of successful marketers cite marketing **automation as the leading reason for their improving revenue.**
- Sales teams that use marketing automation software increase their **productivity by 14.5 percent.**
- 63 percent of companies were **outpacing their competitors** with marketing automation.
- 74% surveyed British marketers believed **time-saving to be the biggest benefit of marketing automation.**

<https://www.benchmarkone.com/blog/marketing-automation-stats-to-get-company-buy-in/>

Your advantages:

- The only **comprehensive training course to become a certified Marketing Automation Manager** in Slovenia
- A real competitive advantage for companies, which will then be able to **conduct fully automated marketing** in the future
- **Save time** by no longer having to create newsletters manually, for example
- Use **media budget** more **efficiently**
- Have a better overview of monitoring the **success of campaigns**

Sign up now

LECTURER:

Michael Vaclav,

co-founder and managing partner of the company brandREACH, which specializes in marketing & sales automation, as well as shareholder of the B2B inbound marketing agency spacemarketing. "

Content

Interactive LIVE lecture, held online, exercises and practical examples, workshop

MODULE - Marketing Automation Theory - Part 1

(10:00-15:00)

- Introduction round, expectations & goals, agenda
- What is marketing automation and what is it not?
- Where does marketing automation come from?
- How has marketing automation evolved?
- Where will marketing automation go?
- Marketing automation strategy
- Marketing automation technology

MODULE - Marketing Automation Theory - Part 2

(10:00-15:00)

- Q&A Session & Short Recap
- Why Marketing Automation?
- Marketing automation in lead generation
- Marketing automation in lead re-engagement
- Marketing automation for up- & cross-selling
- Marketing automation for existing customer care
- Marketing automation in partner management
- Further user cases

MODULE - Marketing Automation Strategy - Part 1

(10:00-15:00)

- Q&A Session & Short Recap
- Inbound Marketing & Marketing Automation
- Outbound Marketing & Marketing Automation
- Buyer Profile Development (B2B/B2C)
- Buyer Personas Development
- Buyer's Journey Development
- Buyer's Journey Map Development

Additional date: Group Feedback Session

(10:00-12:00)

MODULE – Marketing Automation Strategy - Part 2

(10:00-12:00)

- Life cycle management
- KPIs & Optimization
- Practical work & appointment scheduling (individual presentations)
- Practical work:
- Development of a buyer persona (profile, persona, journey (map) based on the learned content.

Individual appointments for presentation of the results.

MODULE – Advanced Marketing Automation

(10:00-15:00)

- Q&A Session & Short Recap
- Contextual Marketing
- Scoring (Contact/Company/Deal)
- Account Based Marketing
- Sales enablement (B2B)
- Practical work & appointment scheduling (individual presentations)

Practical work:

Creation of a lead generation process based on the learned content including documentation & hypothesis, based on the created buyers journey map.

Individual appointments for presentation of the results.

MODULE – Marketing Automation Project Planning

(10:00-15:00)

- Q&A Session & Short Recap
- What is the right way to start a marketing automation project?
- What lessons can we draw from known errors?
- How is a **functional/requirement specification** created? **Pflichten-/Lastenheft**
 - Definition of requirements (departments, processes, ...)
 - Further criteria – best practice
- PoC
- Typical project phases
- Project team and roles
- Typical work packages

Closing, Feedback & Celebration

In addition each Participant will have **2 solo sessions with the lecturer** (dates will be fixed individually).

Diploma:

Upon completion of the course you will receive a **certificate “Marketing Automation Manager”** in the English language.

To whom the course is intended:

- People with experience in marketing, sales or PR **who want to deepen their knowledge in the field of digital marketing**
 - People who have already gained experience in a sub-area of online marketing and would now like to **get a compact, practical insight into the entire field** of online marketing
 - **Newcomers and interested parties who want to gain a foothold in the field and are interested in online marketing**
 - The self-employed, entrepreneurs and SMEs **who need online marketing in everyday life** to market themselves and their company
 - Returners who have worked in the field of marketing and **now want to update their online marketing knowledge**
 - People who completed their studies in marketing a long time ago and now want to **supplement their knowledge with modern aspects**
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Participant opinion:

"In Michael Vaclav's Marketing Automation Manager course, you will receive an intensive "deep dive". The course leader already has 7 years of experience with this topic, which will become increasingly important in the future. Michael Vaclav places a special focus on holistic, stringent strategic planning. He is also very good at engaging people with little know-how. Through tasks from your own areas of work, the acquired know-how is immediately transferred into practice."

Ingrid Eppensteiner

AVTORJI

Michael Vaclav

Michael Vaclav is co-founder and managing partner of the company brandREACH, which specializes in marketing & sales automation, as well as shareholder of the B2B inbound marketing agency spacemarketing. " In addition, as a board member of the Dialogue Marketing Association Austria (DMVÖ), he heads the "Expert Group Marketing Automation" and teaches Marketing & Sales Automation as a lecturer at the ISA (International Sales Academy) in the MBA course "International Sales Management" and at the University of Applied Sciences in St. Pölten in the master's course " Digital Marketing". Since 2021, Michael Vaclav is holding the training to become a "certified Marketing Automation Manager" in the region of Austria, Germany and Switzerland. Due to its great success, this format has now also been translated into English and will now also be open to an international audience in 2022.

SPLOŠNI POGOJI

Dostopne podatke za e-izobraževanje boste prejeli na vaš elektronski poštni naslov. Za proračunske porabnike veljajo plačilni pogoji v skladu z zakonodajo o javnih plačilih. S prijavo sprejemate ta določila in splošne pogoje.