Introduction to Marketing Automation («MAAUTO»)

Nowadays, marketing and sales managers need to know exactly where prospective customers are in the customer journey. Marketing automation management systems facilitate the complex and time-consuming work and allow the precise customer approach.

Duration: 1 day
Price: 850.–

Content

Marketing Automation connects marketing and sales via a comprehensive technological platform to automatically identify customer needs and trigger interactions. Marketing Automation follows rules and is based on methods, but must be strategically planned, evaluated and continuously developed for each company.
This seminar will provide you with the necessary knowledge to implement Marketing Automation-smart.

- Advantages, benefits, and limitations of marketing automation
- Platforms and key features
- Examples of automation
- Workshop "Find potential for your situation/company"
- Live demo of a platform
- How to implement marketing automation correctly?
- Workshop "Plan your own strategy"
- Using ChatGPT & Co. for content creation and personalization
- Tips and procedures for tool evaluation and implementation

Key Learnings

- The most important marketing automations, functions and systems
- Prioritizing the potential of automations for your own business
- Developing a marketing automation strategy for your business
- Drafting a plan for the implementation of the sales engine
- Knowing what to consider regarding the German Data Protection Regulation (GDPR)

Target audience

This course is aimed at sales managers, marketing managers and online marketers who want to improve closing efficiency and deploy comprehensive integrated marketing automation

Requirements

Recommended is interest in advancing in digitalization, specifically for marketing and sales. Attendance at the following courses or equivalent knowledge is a requirement:

- Online Marketing Crash Course – Everything you need to know («OCRASH»)

Additional information

Please bring your own laptop with you.

You can use it to store what you have seen and learned directly in your environment and use it

immediately for your daily work in the company. If you do not have a laptop, we can provide you with **digicomp**
computer. After registering for the course, please contact info@digicomp.ch.

Any questions?

We are happy to advise you on +41 44 447 21 21 or info@digicomp.ch. You can find detailed information about dates on www.digicomp.ch/courses-media-communication/digital-marketing/marketing-automation-ai/course-introduction-to-marketing-automation