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Course : Marketing Automation, optimizing your marketing campaigns

Synthesis course - 1d - 7h00 - Ref. MKO
Price : 990 CHF E.T.

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Marketing Automation enables you to better target your prospects and individualize your customer relationships by automating and optimizing certain tasks. This training course will show you how to use these devices effectively, generate leads and improve your marketing engagement.

🎯 Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Automate your marketing campaigns
- ✓ Optimize lead generation on digital channels
- ✓ Implement efficient lead nurturing and scoring workflows
- ✓ Using a Marketing Automation platform effectively

Intended audience
Marketing managers and directors, sales managers and directors, anyone in charge of Webmarketing projects.

Prerequisites
Basic knowledge of web marketing.

Practical details
Hands-on work
Theoretical input, demonstrations and case studies.

Course schedule

PARTICIPANTS
Marketing managers and directors, sales managers and directors, anyone in charge of Webmarketing projects.

PREREQUISITES
Basic knowledge of web marketing.

TRAINER QUALIFICATIONS
The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS
The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.
Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Managing prospects with Marketing Automation and Lead Nurturing

- Understand the notion of marketing automation: what can be automated and what can't.
- Understand the role and implementation of behavioral data.
- Know the functionalities of a Marketing Automation platform: landing pages, emails, scoring, workflows...
- Understand the risks associated with Marketing Automation.
- Choosing the right Marketing Automation platform for your needs: advantages, strengths, limitations...
- Develop your first automation scenarios and deploy workflows.
- Manage prospects upstream with Lead Nurturing: use of Personas, integration of the conversion tunnel...
- Measure the effectiveness of your nurturing workflows.

2 Use Lead Scoring to qualify prospects and leads

- Understanding Lead Scoring.
- Define implicit scoring or "demographic".
- Define explicit or behavioral scoring.
- Define your negative scoring.
- Create your own labels.
- Evaluate your scoring rules and optimize your approach.

3 Linking marketing automation and CRM

- Understand the differences between marketing automation tools and CRM.
- Understand the main limitations of CRM.
- Understand the importance of coupling CRM with Marketing Automation.
- From marketing to "smarketing".

4 Measure the effectiveness of your Marketing Automation actions

- Define your revenue targets.
- Determine the number of Marketing Qualified Leads and Sales Qualified Leads generated.
- Know your average conversion rate.
- Know the engagement rate on social media.
- Discover the most effective contact points.

Dates and locations

REMOTE CLASS
2026 : 23 June, 15 Dec.