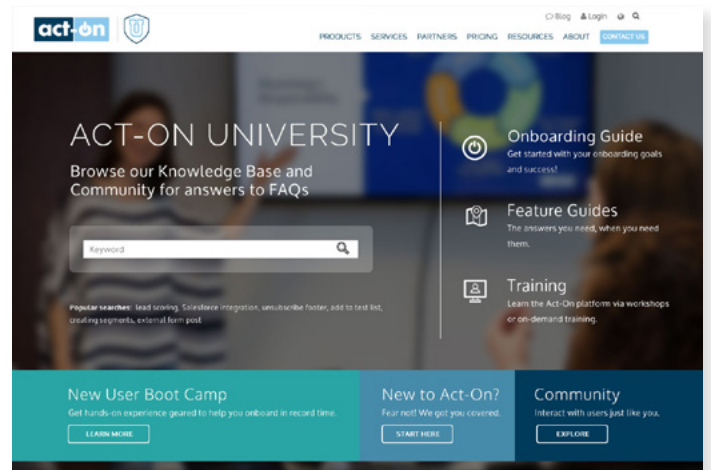


ACT-ON UNIVERSITY

PRIVATE TRAINING OFFERINGS

Let us help you promote your brand, generate more demand, and expand your reach! Whether you're new to Act-On or a seasoned veteran of marketing automation, we can help you learn the foundational and advanced functionalities of the Act-On platform through a variety of private training workshops. We offer courses that are geared to help you implement and set up your account, as well as help you market in every stage of the buyer's journey using the Act-On platform. During these workshops, you're going to learn how to fully leverage the Act-On platform, and you're going to see it in action as YOU begin working in your own Act-On profile at the same time!



TRAINING OFFERINGS

Account Setup	Brand Marketer	Demand Marketer	Expand Marketer
<p>Onboarding & Technical Overview</p> <p>Marketing Automation Strategy & KPIs</p>	<p>Social media</p> <p>Website Prospecting</p> <p>Inbound Marketing</p> <p>Content Publication</p>	<p>Marketing Automation</p> <p>Emails Deliverability</p> <p>Forms Nurture Programs</p> <p>List Segmentation</p> <p>Sales Alignment</p>	<p>Customer Marketing</p> <p>Referral Forms</p> <p>Customer Programs</p> <p>Emails Forms</p> <p>Segmentation</p>
<p>Create a solid foundation for your Act-On account, and learn about the basics of marketing automation strategy and success.</p>	<p>Build an inbound strategy, better connect with influencers, leverage social media, deploy marketing content, and increase website traffic.</p>	<p>Create forms, generate nurture programs and adaptive segments to quickly transition your prospects into the most qualified leads your sales team has ever seen!</p>	<p>Automate communications, create life-long relationships, and ultimately enable brand advocates to generate revenue.</p>

Why private training?

- Get to know Act-On based on your specific goals
- Convenient delivery: Learn virtually or in-person
- Flexible scheduling
- Hands-on learning
- See results first hand



Ready to get started? Awesome – first, select one of the options below:

- **Virtual Custom Workshops*** - \$1,500 per one-hour course tailored to your company
- **Two-day On-site Standard Workshops*** - \$7,500 + travel and expenses per engagement
- **Two-day On-site Custom Workshops** - \$10,000 + travel and expenses per engagement

* Select from any of the courses in the University course catalog.

Once you've made the choices, if you have any questions, or would like to create a custom training plan altogether, make sure to contact Act-On University at training@act-on.com

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more

www.act-on.com

