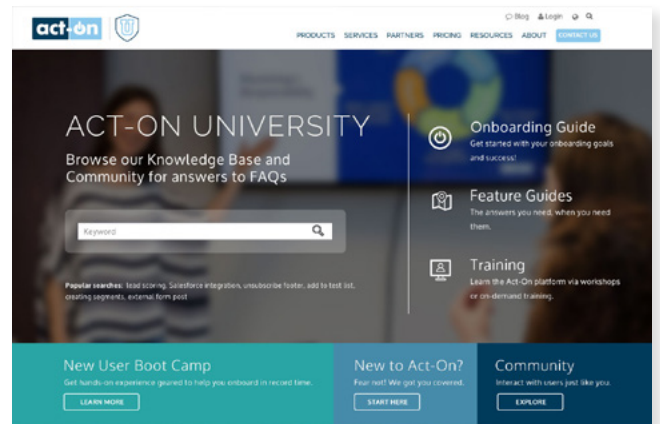


ACT-ON UNIVERSITY

NEW USER BOOT CAMP

Foundational Training for New and Returning Users

Act-On's New User Boot Camp is a hands-on experience geared to help you implement – and see return on – your Act-On account in record time. As an attendee you'll learn how to fully leverage the Act-On platform, set the foundation for your marketing automation success, and move towards completion of your marketing automation goals. New User Boot Camp covers basic marketing strategy, complemented by step-by-step walk-throughs of important Act-On features.



What's covered at New User Boot Camp?

Each day of the boot camp will focus on completing standard projects that can be used to meet onboarding requirements. After each day of the boot camp, you'll be provided with homework assignments that will reinforce what you learned that day.

LEARNING TOPICS

DAY 1	DAY 2	DAY 3
Marketing Automation Overview	Converting with Forms	Lead Nurture Programs
Website Prospector & SEO	Lead Management	Identify & Track Marketing Qualified Leads
Building Landing Pages	Design & Deploy Email	Customer Welcome Programs
Social Publisher & Listener	Trigger a Targeted Message	Grow Your Pipeline with Referrals

To enroll in New User Boot Camp, contact your Regional Sales Manager or email training@act-on.com

FAQs

Why should I sign up for New User Boot Camp?

The New User Boot Camp is an intense 3-day workshop that will teach you what you need to know and complete for your onboarding journey. Our Learning Consultants will focus on helping you finish your onboarding journey during the boot camp while helping you market across the buyer's journey.

Who should attend?

We welcome anyone who is serious about completing the onboarding journey as quickly as possible, or take a refresher course to ensure their Act-On account is properly set up. If you thrive in an in-person, small group environment, this is for you! You will be with peers who are looking to accomplish a range of similar goals, so come prepared to get things done. **You must have Marketing User privileges in your Act-On account.*

Are there prerequisites for New User Boot Camp?

Glad you asked! Yes, there are prerequisites that must be completed prior to joining the boot camp. [Click here](#) These normally take 1-2 weeks to complete, so keep that in-mind when registering for a boot camp. (Learning Consultants will verify completion of the pre-requisites prior to each session and reach out to accounts whose requirements have not been met.)

Where are the boot camps located, and when do they happen?

Boot camps are scheduled once every month, and run Tuesday-Thursday. Each day is scheduled for 9:00 AM until 4:30 PM local time. Dates and locations for currently scheduled boot camps are available in the University [here](#).

Is there a fee to sign up for a boot camp?

Yes, the fee for the 3-day bootcamp is \$750 per seat. Students are responsible for making their own travel arrangements to and from the session.

How do I sign up?

Contact your Regional Sales Manager, and they will send you the proper paperwork. Once the paperwork has been returned, you will be contacted by one of our Learning Consultants with registration confirmation.

What do I need to bring to the boot camp?

You will need to bring:

- A laptop
- Your Act-On login credential
- Your CRM Admin credentials
- An eagerness to learn and accomplish projects

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