

# ACT-ON UNIVERSITY

## MARKETING AUTOMATION MASTERS WORKSHOP

Are you interested in moving beyond the basics of Act-On and marketing automation? Ready to dive deeper into marketing automation strategy, and create actionable steps to generate better leads and higher revenue numbers? We have the course just for you!

The Marketing Automation (MA) Masters Workshop is a live, interactive 2 ½-day workshop designed for Act-On users who have developed a thorough understanding of platform functionality, and are looking to maximize their investment by applying strategic marketing automation principles to their Brand, Demand, and Expand marketing efforts.

### What makes up the Act-On University Marketing Automation Masters Program?

MA Masters is an advanced level course for Act-On users to develop their strategic marketing skills. In this workshop, we cover key performance metrics, effective content strategies, and automated methodologies for high performance marketing programs. On the last day, you'll be tested on the topics covered throughout the course to ensure understanding, retention, and practice of the methodologies of effective marketing automation. Upon completion, you'll be awarded a certificate and badge that you can proudly display in your office and on your professional social media accounts!

#### SAMPLE AGENDA AND LEARNING TOPICS

	DAY 1	DAY 2	DAY 3
 Morning	What is Marketing Automation Strategy?  Meaningful Personas  Defining Buy Stages	Organizing Actionable Lists  Developing a Channel Plan  Tailoring Content	Topical Knowledge Exam  Mindmap Exam  Flow Chart Exam
 Afternoon	Mapping the Buyer Journey  Interpreting Behavior Signals  Marketing Process	Measuring Success and Reporting  Troubleshooting Marketing Problems	Retesting (if needed)

## FAQs

### **Who should attend Marketing Automation Masters?**

Any Act-On customer who is looking to deepen their knowledge of marketing automation and add valuable skills to their marketing tool belt.

### **Are there prerequisites?**

- Completion of the Marketing Automation 101 course (live or on-demand) in Act-On University is **required**. Click [here](#) to attend the next course, or view the on-demand course.
- Completion of Foundational, Intermediate, and Advanced courses in Act-On University is highly recommended prior to attending this course.
- An active Act-On services agreement, and the drive to successfully complete the requirements.

### **How do I sign up?**

[Click here](#) to submit your information, or contact your Regional Sales Manager directly.

### **Is there a fee to attend the course?**

Yes, there is a \$1,500 per user fee. The attendee must also cover their own travel and expenses to attend.

### **Do I need to be enrolled in the Act-On University Certification Program to attend the course?**

No, you are not required to enroll in the Certification Program to attend this course. If you are interested in becoming Act-On University Certified, click [here](#) to learn more.

### **How long do I have to complete this course?**

You will have one year (365 calendar days) to attend the Marketing Automation Masters course upon registration.

## 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