ACT-ON U

ACT-ON UNIVERSITY

LIVE. INTERACTIVE. INDIVIDUALIZED.

Our training resources are designed to make you a modern marketing maverick, skilled and ready to build your brand, drive demand, and expand customer relationships. Your success should be about your professional development as well as your company's success – and Act-On can help you get there.

Act-On University offers an entirely new experience in online learning delivery – you can stream in via desktop or mobile for live, expert-led training sessions, attend office hours to get your questions answered on-the-spot, get connected with your peers through collaborative workshops, and even share your desktop to get issues resolved or demonstrate best practices with the group.

Our comprehensive curriculum covers initial onboarding through advanced marketing automation strategy and implementation, with programs aligned to Brand, Demand, and Expand marketing functions. Learn the way you want -- attend courses live or on-demand, review extensive user guides, follow a learning path towards certification, or take courses a la carte across tracks -- it's up to you.

How will Act-On University drive your marketing automation success?

With Act-On University, You Will Achieve:

Faster, more personalized onboarding – learn at your own pace, collaborate with peers in your onboarding "class", and attend courses as many times as you'd like.

See better time-to-value and marketing automation success as you build your skill-set for email campaigns, landing pages, automated programs, and more!

Increase the value of your Act-On investment over time – get trained on and adopt new features as they are released to market.

What's Included in the Platform?

Act-On University's individualized curriculum is designed to meet the specific needs of your marketing role and learning style, enabling you to grow your marketing automation skills from newbie to expert, and even become a fully certified Act-On guru, if that's your wish. We offer several different curriculum tracks and for those who prefer more self-paced learning, our Knowledge Base is stacked with articles, user guides, and on-demand videos that'll walk you through all the steps you need to make marketing magic!

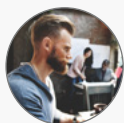### ONBOARDING
all marketing functions

New to Act-On? We've got you covered! Get familiar with core features and use cases through our foundation courses and onboarding guide. Our live, interactive, online courses with Act-On experts will help you with your questions. Or attend our **New User Boot Camp** (locations vary) and as mentioned above, you can use the Knowledge Base at your own pace.

BRAND MARKETER CURRICULUM
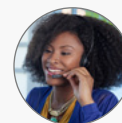*communications, social, and event marketing*

Focused on communicating your brand's voice and positioning? This program is just for you! We'll help you build an inbound strategy, better connect with influencers, leverage social media, deploy marketing content, and increase website traffic.

DEMAND MARKETER CURRICULUM
demand generation, marketing campaigns and programs

Generating leads is both science and art. Create forms, generate nurture programs and adaptive segments to more quickly transition your prospects into the most qualified leads your sales team has ever seen!

EXPAND MARKETER CURRICULUM
customer marketing

Marketing doesn't stop after the sale. With Act-On, you can develop a deeper understanding of your customer base, automate communications, learn cross-sell and upsell activities, and enable brand advocates, thus increasing customer lifetime value.

Learn more about our Premium Options and certification:

- New User Boot Camp
- Marketing Automation Masters Workshop
- On-site instructor-led courses
- Act-On Certification

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