

Marketing Automation Course With Mailchimp_

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1_General information

- **Duration:** 16h
- **Number of sessions:** between 5 and 8 (to be defined)
- **Trainers:**
 - Alvaro O'Donnell Chavarri
 - Nestor Tejero Bermejo
- **Level:** Intermediate/Advanced
- **Goals:**
 1. Define an automated marketing strategy
 2. Organize the automation flows throughout the buyer decision process
 3. Learn advanced customization options
 4. Implement different types of automation/channels
 5. Learn about analysis and results optimization
 6. Learn database cleanup

2_Contents

1. Concepts of automatic marketing
2. ACE System (Attract, Convert and Expand)
3. Defining an automated marketing strategy
4. Defining automation
5. Getting to know the Mailchimp interface
6. Audiences
7. Landing pages
8. Surveys
9. Social Media
10. Facebook Ads
11. Google Ads
12. Automated email marketing
13. A/B testing
14. Analytics
15. Automated Marketing Plan

