

# Inbound Marketing and Automation

## Description

This training is intended for entrepreneurs, communication officers, future marketers who want to know the foundations of inbound marketing and marketing automation. During this training, participants will learn the basics and mechanisms of inbound marketing (the different levers) and marketing automation.

## Course Content

### Module 1: Inbound Marketing: The basics

- Definition & figures of inbound marketing
- The customer journey
- Identify visitors
- The different levers of inbound: SEO, Social Networks, Content Marketing, Lead Nurturing, etc.
- Inbound marketing in action
- Knowledge quiz

### Module 2: Marketing Automation

- Definition
- How it works ?
- Automated scenarios

## Documentation

- Digital courseware included

## Participant profiles

- Communication Managers
- Marketing Managers
- Beginner marketers

## Prerequisites

- Basic knowledge of internet browsing

## Objectives

- Know how to define an inbound marketing strategy
- Know the different possible levers
- Learn about marketing automation

## Niveau

Fondamental

## Classroom Registration Price (CHF)

700

## Virtual Classroom Registration Price (CHF)

650

## Duration (in Days)

1  
**Reference**  
DM-IN