

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