308 – Marketing Technology Training for Small Business
Onsite – 3 Days, 8 Hours/day – Optimum class size, 8 - 9 students

Training Description:

Trainees will be educated to cutting edge marketing technology that is transforming the way companies market. At the completion of this workshop the trainees will have a firm understanding of the marketing tools, software and platforms available. They will trained how to setup and deploy a myriad of technology-driven campaigns designed for business growth that will benefit their company through new marketing and lead generation initiatives. This workshop is designed to help a senior management team understand the fundamentals of marketing technology primed for marketing efficiency, automation and lead generation.

Training Objective:

The workshop will focus on the 4 key pillars of the marketing technology development:

1. Content Management Platforms
2. Customer Relationship Management Platforms
3. Marketing Automation
4. Marketing Tools and Reporting/Analytics Software

Skill Attainment:

The workshop will provide the knowledge needed to build out and deploy the marketing technology necessary to generate leads and convert new business in the most efficient, automated fashion possible.

Specific skills include:

- A deep understanding of the latest content management platforms and the pros/cons of each
- How to select and implement a customized customer relationship management platform
- How to select and implement a customized marketing automation solution
- How to select and deploy the appropriate marketing tools and analytics/reporting software

These skills are transferable within the company, industry and are highly desirable by any manufacturer.

Training Agenda:

Day 1 – Marketing Technology Overview

In order to market successfully, manufacturers must begin embracing all of the technology and analytics tools available in the market to ensure marketplace sustainability and growth. The first step in this process is understanding all of the marketing technology available to leverage and put to good use. The first day of this 3-day workshop provides a comprehensive overview of the key technologies available to manufacturers. Topics discussed will include:

☐ Exploring the leading trends in marketing technology today

☐ The practical uses of key marketing technologies to grow a business

☐ A deep dive into CMS, CRM, Marketing Automation and Reporting/Analytics technology

Day 2 – Content Management and Customer Relationship Management Deep Dive with Exercises

In this section of the workshop we will assist manufacturers with the development of content management and customer relationship management (CRM) platforms. In addition, during our exercises we will help manufacturers select their own custom platforms using the appropriate technology.

Exercise 1 – How to go about the content management selection process for your firm

Exercise 2 – How to go about the CRM selection process for your firm

Exercise 3 – How to setup customized CMS and CRM platforms for your firm

Day 3 – Marketing Automation, Tools and Analytics Deep Dive with Exercises

In this section of the workshop we will assist manufacturers with the development of marketing automation and reporting/analytics tools and platforms. In addition, during our exercises we will help manufacturers select and build out their own automation and analytics campaigns using the appropriate technology and tools.

Exercise 1 – How to go about the marketing automation process for your firm

Exercise 2 – How to setup the appropriate analytics/reporting tools to deploy for your business.

Exercise 3 –How to setup the necessary dashboards and reporting structure to monitor success