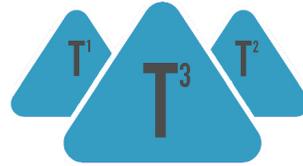


YOUR
ULTIMATE
TRAINING
GUIDE

BEINBOUND.



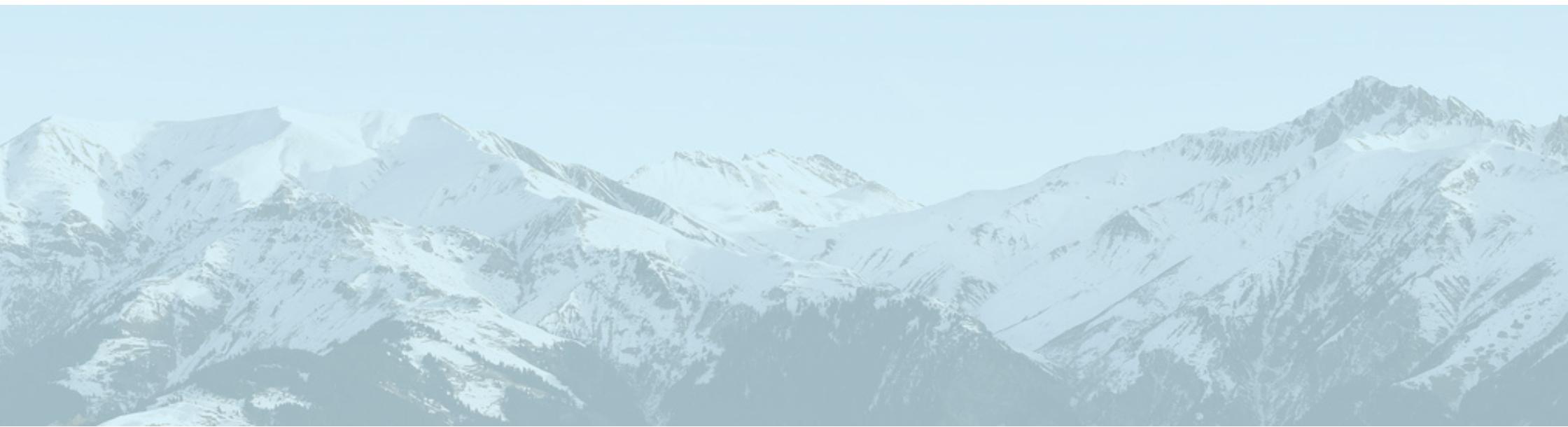
TRAIN – TRANSITION – TRANSFORM

The T3 training system is a new approach to training. Too often training falls at the first hurdle, it doesn't create any lasting change. You get back to work, the emails and meetings start to pile up and soon enough you are back doing exactly what you did before.

T3 courses are different. Day one, back in the office signals a new start. Armed with a new strategy,

new planning skills, some very cool online planning software and a bunch of step-by-step templates, graduates are equipped with the tools needed to transition their marketing to largely customer centric, inbound, digital and, highly effective campaigns.

A change that's bound to impress even the most skeptical boss and transform your career.



BECAUSE NOT ALL ORGANISATIONS ARE THE SAME

We've developed three ways to consume our Inbound Marketing training. Find the one that suits you best.

B2B STRATEGY

The heart and soul of our training philosophy is embedded in eight carefully designed modules. Each module fits together to form a holistic framework for understanding, attracting, engaging and converting your target customers into loyal clients.

IMPLEMENTATION SESSIONS

Going from theory to practice can be hard. That's why we developed implementation sessions. An add-on to the course, the sessions are delivered via a series of six one-hour phone sessions over 45 days. We'll work with you to develop a fully formed customised go-to-market plan and content marketing strategy for your business.

CUSTOM CONSULTING

For some organisations it makes better sense to set up a private workshop. You'll complete it over two to three days with your senior marketing and sales team. You'll leave with a clearly focused strategy, a set of tactics and a clearly documented plan.

COURSE STRUCTURE

1. DIGITAL DISRUPTION EXPLAINED

What exactly is digital disruption? How does it affect marketing? How has it changed the way your customers think and buy? How and why do your B2B marketing tactics really need to change?
Learning outcome: Understand the new environment for buyers and how you as marketers must respond.

2. THE POWER OF PERSONAS

Your buyers are more empowered, educated and informed than ever before and they have powerful research tools at their fingertips. You must rethink how you attract and engage with your buyers.
Learning outcome: Learn how to build powerful, effective buyer personas, positioning and messaging that are effective in the digital age.

3. MARKETING MATH – THE BACKBONE OF B2B MARKETING

Every B2B marketer must know how much marketing to do to hit your business' goals. How many website visitors? How many contacts and leads? How many deals to hit your revenue goals? You need to know the velocity of your B2B marketing to plan effectively and lobby the boss for funds.
Learning outcome: We'll teach you a rock-solid way to build a solid numerical "backbone" for your marketing.

4. CONTENT MARKETING STRATEGY

Content marketing is practised by over 85% of all B2B marketers. But results so far haven't been great with less than 40% of B2B marketers thinking their content is actually effective. Marketers must create content that stands out from the crowd.
Learning outcome: Learn how to build a winning content marketing strategy tailored to your business.

5. BUILDING EFFECTIVE CHANNELS

With ever-evolving and increasing social media outlets and paid search on the rise, marketers now have a huge array of channels through which they reach and attract potential buyers. To stay effective and within budget, you must learn to select, build and measure the most effective options across owned, earned and paid channels.
Learning outcome: We'll show you how to select the right balance of channels and how to use social media for lead generation.

6. CONVERTING WEBSITE VISITORS TO LEADS

Deepening your organisation's relationship with your website visitors to become leads is a top priority for B2B marketers.
Learning outcome: Discover the secrets to building an effective landing page and learn best practices for building effective conversion zones on your website. Gather lead intelligence systematically from your visitors. Deepen the initial engagement into something more enduring.

7. LEAD NURTURING: BUILDING SALES-READY LEADS

Nurturing your fledgling leads into genuine, qualified prospects for your sales team is central to running an effective B2B marketing operation. But it's time-consuming and expensive.
Learning outcome: Discover how to build drip campaigns or workflows; using personalisation to nurture your leads and create qualified leads for sales.

8. USING DATA ANALYSIS TO DRIVE BETTER RESULTS

The right software and tools can give B2B marketers access to vast amounts of data. But making sense of it all can be challenging. Knowing what data to collect and analyse will enable you to dramatically improve results and drive down your cost of customer acquisition.
Learning outcome: Build a straightforward, effective analysis of your full lead generation funnel.

WHO SHOULD ATTEND?

Marketing professionals

The shift to digital, Inbound Marketing means the demand for hybrid marketers who are multi-disciplined and know how to piece it all together is exploding. If you are looking to upskill and invest in making your next big career move, this is the course for you.

Heads of marketing

The boss is looking for marketing chiefs who understand how to generate revenue. Someone who knows how to align marketing to the business' objectives, develop strategy and build and operate a lead generation machine.

Marketing teams

Creating a marketing strategy, plan and set of tactics together as a team is an incredibly powerful, energising and unifying experience. Having an aligned team who are all working towards the same goal means a team who are empowered, agile and effective.

Small business owners

Your business can't afford a full-time marketing resource but you need an effective way to generate leads like every other business. This all-in-one course covers all the core elements you'll need to master.

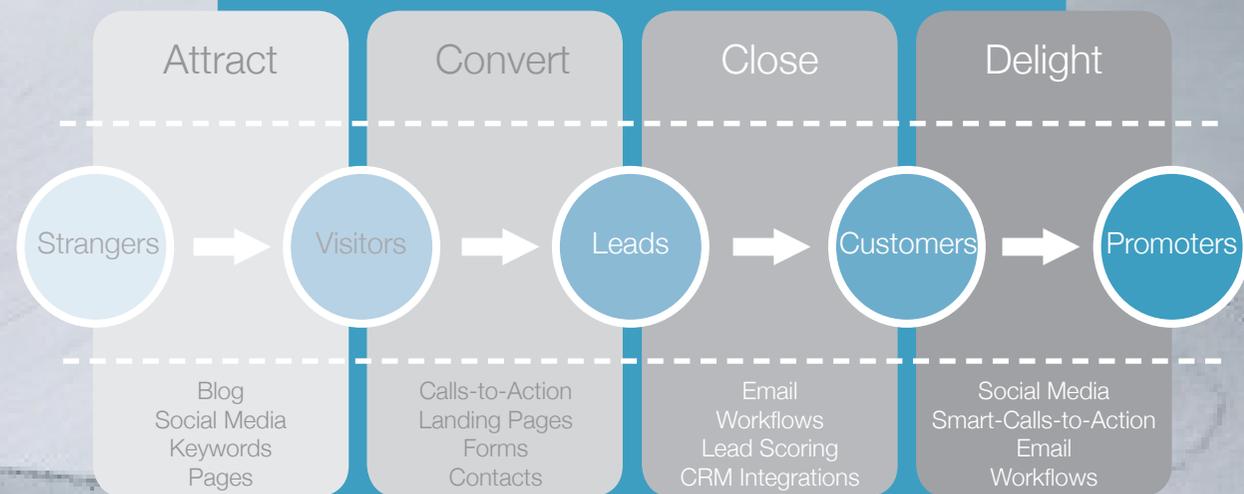
Head of Sales

An effective go-to-market strategy straddles the marketing and sales function and aligns with the customers buying journey. Sales role in the modern purchasing journey is also changing. This course addresses sales and marketing tactics.

WHY THE COURSE FOCUSES PRIMARILY ON INBOUND MARKETING

Inbound Marketing is a proven methodology for the digital age.

Instead of old and outdated marketing methods, Inbound Marketing focuses on creating quality content that pulls people towards your organisation, its products and services. By aligning the content you publish with your customers' interests, you naturally attract inbound traffic that you can then convert, close, and delight over time.



ABOUT BEINBOUND

At Belnbound, we are passionate about creating marketing people love. We firmly believe that as customers shift online, the marketing profession is at a once-in-a-generation tipping point. Marketers have the opportunity to redefine themselves and in the process develop marketing campaigns that build real value for their target audiences. Marketers have the opportunity to contribute directly to the growth of the business like never before and earn their seat at the boardroom table.

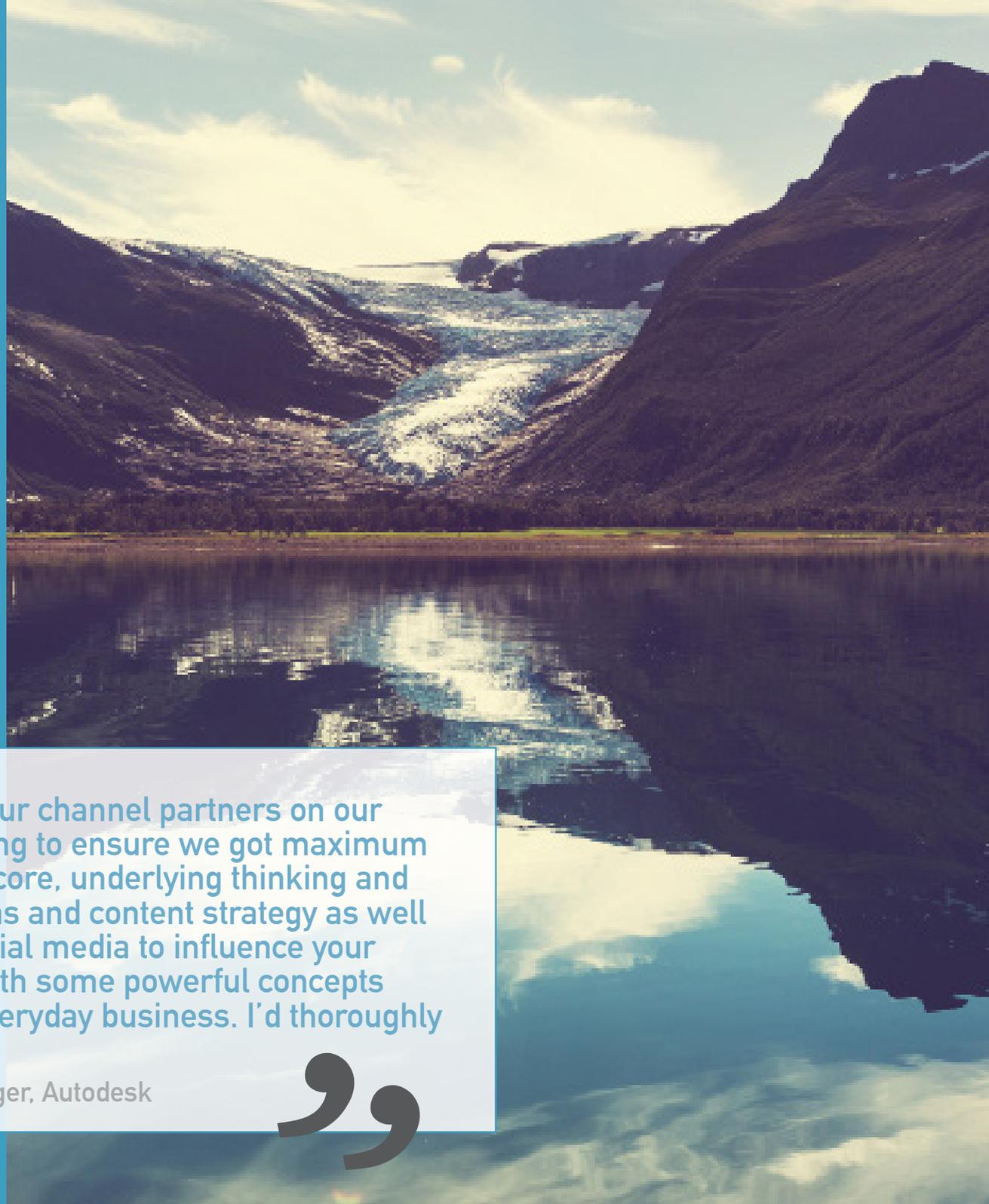
We are advisers, teachers and marketing professionals. We are determined to **train** a community of marketers in the skills, tools and processes they need to **transition** to, digital Marketing, which in turn will let them **transform** their careers.

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At Autodesk we needed help educating our channel partners on our shift to inbound, content-centric marketing to ensure we got maximum traction. Belnbound took us through the core, underlying thinking and structure required around buyer personas and content strategy as well as some great insights in how to use social media to influence your target audience. The team came away with some powerful concepts and useful tools we could apply to our everyday business. I'd thoroughly recommend the training.

Deborah Manning, ANZ Channel Marketing Manager, Autodesk

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NOW, WHAT'S NEXT?



**FEELING KEEN AND
READY TO GO?**

REGISTER NOW



STILL NOT SURE?

TALK TO A TUTOR