

# THE AGENDA

## | Day 1

### **9:00am - 9:30am: Introductions**

Get to know your presenter and the inbound marketers around you

### **9:30am - 12:00pm: Laying the Foundation**

Buyer Personas, Goal Setting, and Content Creation

### **12:00pm - 1:00pm: Lunch**

### **1:00pm - 4:30pm: Building the Conversion Process**

Calls-to-Action, Landing Pages, Thank You Pages, and Follow-up Emails

## | Day 2

### **9:00am - 10:30am: Managing Contacts and Segmentation**

Custom Contact Properties and Smart Lists

### **10:30am - 12:00pm: Sending Effective Emails**

Email Marketing Best Practices and Techniques

### **12:00pm - 1:00pm: Lunch**

### **1:00pm - 3:00pm: Optimizing Your Content**

SEO and Blogging Best Practices and Strategy

### **3:00pm - 4:00pm: Sharing Your Content**

Social Media Monitoring and Publishing

### **4:00pm - 4:30pm: Reporting on Your Success**

Metric Tools and Strategy

[SAVE YOUR SEAT](#)