

# THE AGENDA

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

Get to know your presenter and the inbound marketers around you

## **9:30am - 10:00am: Laying the Foundation**

Identifying the purpose of marketing automation for your business and establishing workflow goals

## **10:00am - 10:45am: Managing Contacts**

Creating custom contact properties and identifying possible database processes that can be automated.

## **10:45am - 12:00pm: Understanding Enrollment and Actions**

Determining the right enrollment and actions for your business and define how contacts will enter your workflow

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

## **1:00pm - 2:30pm: Effective Lead Nurturing**

Building powerful lead nurturing campaigns and implementing them in the workflows tool

## **2:30pm - 3:00pm: Building Personalized Emails**

Using personalization in your emails to drive a more human experience and notify your sales team of important information

## **3:00pm - 3:30pm: Managing your Workflow Settings**

Implementing the appropriate settings necessary to trigger actions at the right time and for the right people

## **3:30pm - 4:30pm: Reporting on Your Success**

Identifying what metrics can be used to measure the performance of your automation

**SAVE YOUR SEAT**