

Integrate Content, Email Marketing and Marketing Automation

Monday, 2 May 2016, 10.00am - 05.00pm, Full day Masterclass

ACE Masterclass

NEXT LEVEL IN AUTOMATION-, CONTENT- & EMAIL MARKETING

Your trainer

Michael Leander, Global Marketing Expert, Coach and Trainer, London, UK

This full day masterclass will show you new ways to decide which content to create, how to seed this content and integrate with your email marketing and marketing automation programs. Content in context is more important than ever. Understanding why your audience engage with certain types of content and how you can use that knowledge to improve automated communication is critical for results. In this highly interactive masterclass, you will get hands-on inspiration to achieve better integration between automation, content and email marketing.

After attending this masterclass, you will master new techniques that will help you get better results from your customer acquisition and customer retention programs.

You will learn

- > How to make smarter content marketing decisions
- > How to effectively implement your best content ideas for maximum impact
- > Why you need to switch your thinking from content to content in context and how to do it.
- > How to apply lead scoring based on content in context behavior – and how scores affect your email- and marketing automation
- > Best practices for marketing automation and email marketing
- > Effective techniques to improve key metrics for email marketing and marketing automation
- > Inspiration that will help you think differently on how you approach FTT: frequency, targeting and triggers



M. Leander

