

CRM MARKETING AUTOMATION

CRMMA

Internet users expect personalization, often in the form of immediate responses and customized experiences. The successful business needs to manage this expectation across all the constituents of your online community.

CRM and marketing automation make that possible and even seamless across a business' website, email, and social media. In this course, digital marketers will learn how to use these technologies responsibly and effectively to increase engaged customer interaction.

Get in touch with us!



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Chapter Titles	Content Hours	Chapter Learning Outcomes
WHAT, WHY, WHICH AND WHOA! OF CRM MARKETING AUTOMATION	5	Students learn the history and future of SEO. This chapter covers the mechanics of how SEO ranking works and why sites move up and down in rankings.
AUDIENCE	5	Students cover how Google and other search engines deal with various platforms and social media. We also cover the audience and a needs assessment to identify the correct SEO strategy.
UNDERSTANDING PROSPECTS	5	Students explore tools and methods for researching and monitoring the success of keyword selections. Students complete an introduction to great content and how search engines treat that content.
CRM PROFILE MANAGEMENT	6.25	Students cover URLs, site architecture, and design considerations. They also learn how geographic targeting influences rank.
EMAIL AUTOMATION	4.5	Students learn how to make sure their site is fast and optimized for the web crawlers including aspects of multimedia, readability and internal links. Students create an SEO checklist during this chapter.
WEBSITE AUTOMATION	5.25	Covering SEO tactics used off a website, students will cover items such as listings and directories, backlinks and link campaigns. They will explore well-designed landing pages and also learn to avoid black hat and bad techniques that can sabotage SEO efforts.
SOCIAL MEDIA AUTOMATION	6.25	Students will spend time analyzing organic traffic, ranking and conversions, including common tools for analytics and the importance of ongoing maintenance. Students will also create a maintenance checklist and a reference list of valuable tools for future SEO work.
REPORTING AND ANALYTICS	3.75	
Extension Learning Activities	5.5	Readings, videos, and activities to deepen learning about brand, audience, social media, email marketing, and more
Course Project	10	Create a Brand Style Guide
Exams and Evaluation	1	Midterm exam and chapter reviews
Supplemental Content Recommendations	10	Content Marketing, Affiliate Marketing, Tying it All Together, Online Promotion and Email Marketing

Course Knowledge

- The differences between CRMs, email service providers, and marketing automation
- How to leverage customer data to increase business activity and revenue - Identify and match personas to customer journey and workflows
- Digital privacy laws and penalties
- Personalization on webpages and across multiple channels
- How social media, email, and website activity can expand profile data - Establishing and managing lead scores
- Value of social listening
- Comprehensive analytics
- Analytics' role in developing effective strategies and knowing RO

Course Skills

- Configure a marketing automation system
- Create and use forms to build profiles
- Design a customer experience
- Build campaigns and create workflows for website, email, and social media
- Segment lists
- Integrate social media into a CRM and leverage the data to build following
- and branding campaigns
- Read and understand the reporting in CRMs
- Evaluate CRM and marketing automation tools

Total available content hours

67.5 hours

Prebuilt teacher PowerPoints are available for online delivery of each chapter. Teacher training videos and audio tutorials are available online for each chapter

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