Training Course on Marketing Automation and CRM Systems

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

<!-- [if gte mso 9]> <w:LsdException Locked="false" SemiHidden="true" Unhid

Programme Curriculum

Training Course on Marketing Automation & CRM Systems

Introduction

In today’s fast-paced digital landscape, mastering Marketing Automation and Customer Relationship Management (CRM) systems is essential for businesses aiming to enhance efficiency and drive growth. This training course on marketing Automation & CRM Systems focuses on leading platforms like HubSpot and Salesforce, equipping participants with the skills needed to streamline processes and optimize customer interactions. By leveraging automation tools, marketers can foster deeper relationships with customers, improve lead management, and enhance overall marketing effectiveness.

Participants will explore the latest trends in marketing automation, including personalized customer journeys, data-driven decision-making, and integration strategies. This course is designed for professionals eager to harness the power of automation and CRM systems to boost productivity, enhance customer engagement, and achieve measurable results.

Course Objectives

1. Understand the fundamentals of marketing automation and CRM systems.
2. Develop skills in using HubSpot and Salesforce effectively.
3. Explore strategies for lead generation and nurturing through automation.
4. Implement personalized customer journeys to enhance engagement.
5. Analyze data to drive marketing decisions and improve ROI.
6. Utilize automation tools for efficient campaign management.
7. Foster collaboration between marketing and sales teams.

8. Create effective workflows and processes within CRM systems.
9. Measure and optimize marketing performance using analytics.
10. Integrate various marketing tools and platforms for seamless operations.
11. Understand best practices for data management and compliance.
12. Leverage AI and machine learning in marketing automation.
13. Stay updated on emerging trends in digital marketing and automation.

Target Audience

- Marketing Professionals
- Sales Teams
- Business Analysts
- CRM Administrators
- Small Business Owners
- Digital Marketing Specialists
- Data Analysts
- Students in Marketing and Business

Course Duration: 10 Days

Course Modules

Module 1: Introduction to Marketing Automation

- Overview of marketing automation concepts.
- Benefits of implementing marketing automation.
- Key features of HubSpot and Salesforce.
- Understanding the marketing funnel.
- Case studies of successful automation implementations.

Module 2: Getting Started with HubSpot

- Setting up a HubSpot account.
- Navigating the HubSpot dashboard.
- Importing and managing contacts.
- Creating and managing lists.
- Utilizing HubSpot’s marketing tools.

Module 3: Exploring Salesforce CRM

- Introduction to Salesforce interface.
- Customizing Salesforce for your business.
- Managing leads and opportunities.
- Utilizing Salesforce reports and dashboards.
- Integrating Salesforce with other tools.

Module 4: Lead Generation Strategies

- Techniques for effective lead generation.
- Utilizing landing pages and forms.
- Creating compelling calls to action (CTAs).
- Nurturing leads through email campaigns.

- Analyzing lead performance metrics.

Module 5: Customer Journey Mapping

- Understanding customer journeys.
- Mapping touchpoints and interactions.
- Personalizing experiences based on behavior.
- Utilizing automation for customer engagement.
- Case studies of effective customer journeys.

Module 6: Workflow Automation

- Creating workflows in HubSpot and Salesforce.
- Automating repetitive tasks.
- Setting up triggers and actions.
- Testing and optimizing workflows.
- Best practices for workflow management.

Module 7: Data Analytics and Reporting

- Importance of data in marketing automation.
- Tools for tracking and analyzing performance.
- Creating actionable reports in HubSpot and Salesforce.
- Measuring campaign effectiveness.
- Utilizing data for strategic decisions.

Module 8: Integrating Marketing Tools

- Overview of integration capabilities.
- Connecting HubSpot and Salesforce.
- Utilizing third-party apps and APIs.
- Streamlining operations through integrations.
- Case studies of successful integrations.

Module 9: Email Marketing Automation

- Best practices for email marketing.
- Segmenting audiences for targeted campaigns.
- Creating automated email workflows.
- Analyzing email performance metrics.
- Ensuring compliance with email regulations.

Module 10: Social Media Automation

- Leveraging social media for marketing.
- Automating social media posts and interactions.
- Measuring social media campaign performance.
- Integrating CRM with social media platforms.
- Case studies of successful social media automation.

Module 11: Advanced Automation Techniques

- Utilizing AI and machine learning in marketing.

- Predictive analytics for customer insights.
- Creating dynamic content automation.
- Advanced segmentation strategies.
- Case studies of innovative automation techniques.

Training Methodology

- **Interactive Workshops**: Engaging discussions and hands-on activities.
- **Practical Demonstrations**: Real-world applications of automation tools.
- **Group Projects**: Collaborative problem-solving and strategy development.
- **Ex**

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com