

Making Email Make Money

\$999

Background

Best-in-class marketers establish the processes, technology and culture that revolve around their customers. In an increasingly digital world, this means generating interest using multiple tools to create a seamless journey, regardless of how customers choose to interact with your brand. Companies must develop the ability to:

- Improve the quality of customer interactions
- Provide personalized and relevant omni-channel communication to customers
- Increase the perceived product value for customers
- Use automation to scale communication across platforms

Buyers expect value from brands with every communication

During this marketing automation workshop we discuss the right processes and strategies to unlock customer engagement through automation.



Orchestrate Customer Journeys

Identify, educate, nurture and accelerate customers through the buying process while better aligning sales and marketing.



Demonstrate Impact

Measure success by optimizing spend and messaging to prove marketing's value to the organization.



Personalization

Create relevant customer experiences leveraging data and insights.



Cross Channel Engagement

Meet prospective buyers where they are with seamless, integrated experiences.

What's Included

A 1.5 hour in-person (or virtual) workshop hosted by Zirus and Marketo (an Adobe company). Our experts will cover the topics including why email might be your most important engagement channel, how email marketing has evolved, why you need the right tool, how data fuels success, how to balance privacy regulations with revenue generation and how to grow your addressable market and methods to quantify ROI.

Adobe and Zirus Featured Solutions

Marketo Engage, a Gartner Magic Quadrant Leader for CRM lead management & multi-channel management and Bizible, a leading marketing attribution tool.

Deliverable

The session will include three main parts: 1. An overview of marketing automation today 2. An interactive discussion with your team on your customer automation strategy 3. An in-depth discussion on the benefits of utilizing best-in-class automation and attribution tools with recommendations, use cases and the suggested order of operations to propel your business forward.