

Online Training

techclass

MARKETING
AUTOMATION

Marketing Automation

About the Training

This training provides a detailed understanding of marketing automation, from the basics to its functionalities and software implementation. You'll learn to optimize your marketing efforts and get hands-on experience with popular software like HubSpot, ManyChat, Moosend, Omnisend, and Marketo.

Explore the power of Social Media Marketing, understanding data collection, ad management, and customer service. Finally, dive into the exciting realm of Artificial Intelligence in Marketing Automation. Discover the role of AI, chatbots, and intelligent assistants in enhancing marketing effectiveness.



Enroll Now
techclass.link/S1023



Watch Video
techclass.link/V1023



Learn to Automate, Accelerate, and Achieve with Marketing Automation!



Main Training Areas

- Exploring the Foundations of Marketing Automation
- Mastering Email Marketing and Lead Management
- Delving Deep into Customer Relationship Management
- Harnessing the Power of Social Media Marketing
- Decoding Metrics in Marketing Analysis
- Unveiling the Role of AI in Marketing Automation

Training Audiences



- **Marketing professionals** eager to harness the power of automation to streamline their workflows and improve efficiency.
- **Aspiring digital marketers** who wish to gain a comprehensive understanding of marketing automation, its tools, and strategies to kickstart their careers in the digital marketing realm.
- **Business owners and entrepreneurs** seeking to leverage marketing automation for driving growth, enhancing customer engagement, and boosting their business' online presence.
- **Everyone** intrigued by the fusion of artificial intelligence and marketing and who want to stay ahead of the curve by learning about AI's role in marketing automation.





Your Learning Journey

*Maximize Your Potential through
TechClass Dynamic Learning*



Self-paced Learning

Your Personalized Path to Success



Blended Learning

Self-paced and practical workshops



Expert Insights

Short Lessons, Big Impacts



Training Materials



Empowering You with Comprehensive and Trending Learning Resources

52 Educational Content Sections

02 Interactive Videos

17 Tasks and Quizzes

01 Industry-related Project

Training Project

Elevate your skills obtained in this training with a real-world project



Continuous Learning



Industry Projects



Hands-on and Practical

Industry
Projects

HubSpot





Training Support

01 Support Center

Our Support Center is here to help you succeed. Count on us to guide you through any challenges so you can focus on reaching your goals.

02 Discussions

Have questions or need help with training content? Simply start a discussion and get the support you need from your instructors or the community.

03 Q&A

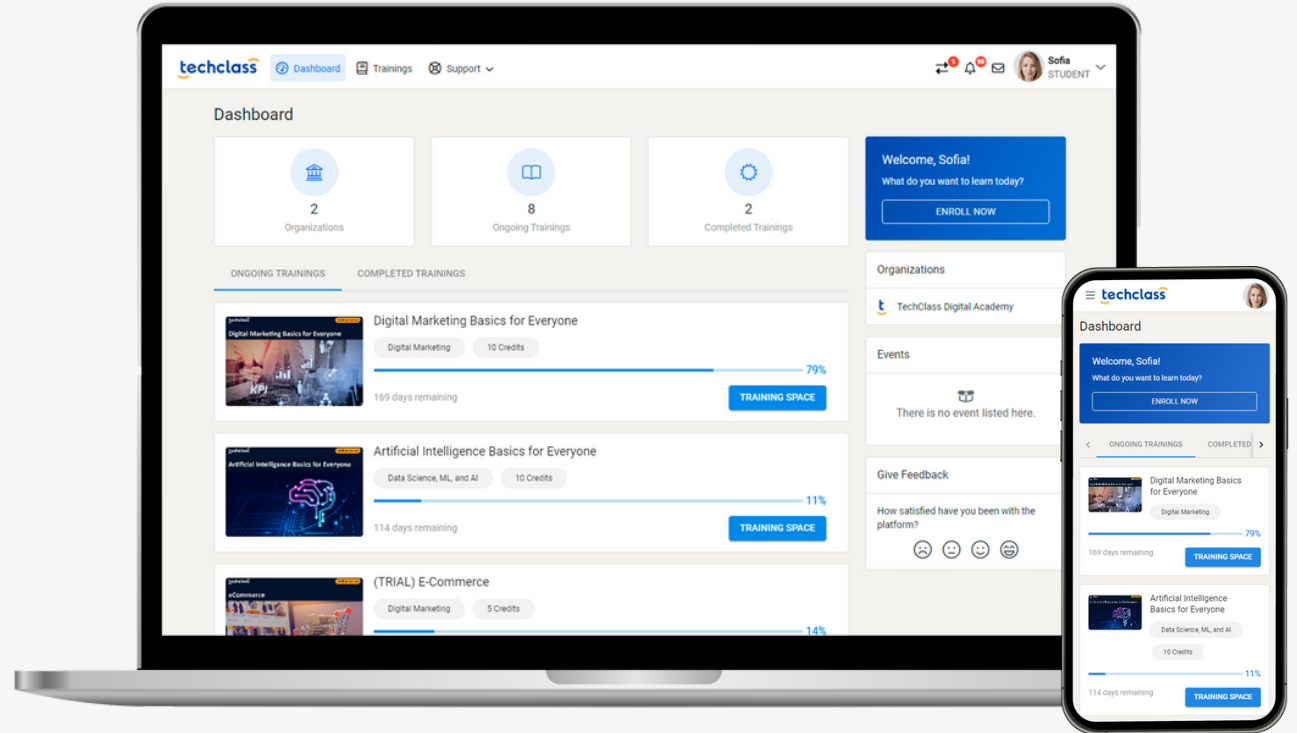
Get the answers you need and expand your knowledge with our Q&A section. Get insightful responses from your instructors and peers.

04 Peer Review

Become a better learner with the power of peer review. You can submit your tasks and receive thoughtful feedback from your classmates.

TechClass LMS

Designed to provide a dynamic, intuitive, and engaging learning experience. A learning environment to enjoy.



Personalized Learning



Tailored education that suits your unique needs.

Simple



Ultimate learning solution, easy and intuitive.

Community-first



Collaborative learning with peers and expert instructors.

Anywhere, Anytime



Learn on your terms, from anywhere with internet access.

Read more: techclass.link/lms





Students Testimonials

Hear from our students that how TechClass transformed their learning experience and helped them achieve their goals.

Elina Sumén



Metropolia UAS

The training are easy to follow and covered a good amount of knowledge. I found the assignments very useful; it was great to use the knowledge in practice right away.

Vladimir Miskovic



Laurea UAS

TechClass is an intuitive, convenient and efficient online platform. It makes online learning easier and faster, especially when it comes to AI and programming.

Anna Kurmaeva



Laurea UAS

The platform is flexible and allows to do assignments at my own pace. The information is very well structured and leads a student throughout the studies.

Csépke Csilla



Metropolia UAS

The training were awesome. I am studying software development in aiukuisopisto, and I think TechClass courses helped me a lot to get the study place.



Training Certificate

Take your career to the next level with TechClass certification, and demonstrate your skills and knowledge to employers, clients, and peers.



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Certificate of Completion

This certificate is awarded to

Julia Smith

for successfully completing the
Marketing Automation Training

Issue Date: 5 May, 2023
Expiration Date: 5 May, 2025
Certificate ID: dplVbe


Farhad Eftekhari
CEO at TechClass



certificate.techclass.com/dplVbe

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TechClass Digital Academy



Mission

Career growth through accessible and practical education.

About the Company

At TechClass, we're passionate about fueling your journey to success by being the premier provider of cutting-edge online learning solutions. Our mission is to empower individuals and organizations to unleash their true potential, transforming lives in the process. Harnessing the power of innovative technology, ground-breaking research, and best educational practices, we're dedicated to revolutionizing the learning landscape and fostering a world where education is accessible, inclusive, and equitable for all. Join us on this exciting adventure and equip yourself with the knowledge and skills necessary to thrive in our rapidly evolving, interconnected world.



2017

Founded



+20K

Students



10

Research Papers



93%

Satisfaction



Our Clients



EDULEARN

HION



Google for Education



HubSpot
for Startups



INTED



LAU
REA



BUSINESS
FINLAND

A group of four diverse professionals (two women and two men) smiling and standing in front of a blurred city background. They are dressed in business-casual attire.

Ready to Take Your Skills
to the Next Level?

**Book Your
Free Consulting
Meeting Today!**

BOOK NOW

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