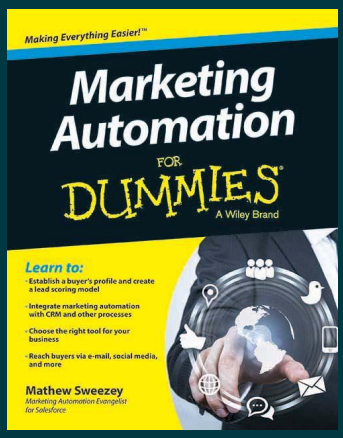
WILEY



Marketing Automation for Dummies

By Mathew Sweezey

Paperback 9788126550432 ₹539.00

Pages: 316

Description

Marketing automation has changed the way marketers operate, and in Marketing Automation For Dummies readers will discover how to leverage this technology. The author will help readers evaluate their current processes, help readers select the correct tool, provide best practices to help readers leverage their new tools, outline processes and steps to help ensure a seamless integration with your CRM and share a few case studies of companies who have recently implemented this technology as well.

About the Author

Mathew Sweezey

Mathew Sweezey (Atlanta

Table of Contents

Introduction

Part I: Getting Started with Marketing Automation

Chapter 1: Introducing the Concepts of Marketing Automation

Chapter 2: Creating a Business Case for Marketing Automation

Chapter 3: Choosing a Marketing Automation Solution

Chapter 4: Setting Up a New Marketing Automation Tool

Part II: Working with Data and Leads

Chapter 5: CRM Integration

Chapter 6: Creating Segmented Lists

Chapter 7: Sending Leads to Sales

Part III: Running Automation Campaigns

Chapter 8: Content Marketing and Its Place in Marketing Automation

Chapter 9: Creating Forms and Landing Pages

Chapter 10: Sending Emails and Nurture Campaigns

Part IV: Mixing, Scoring, and Reporting

Chapter 11: Combining Automation with Other Marketing Programs

Chapter 12: Scoring Leads

Chapter 13: Generating Reports

Part V: Putting It All Together

Chapter 14: Mastering Your First Campaigns

Chapter 15: Implementing Advanced Marketing Automation Techniques

Part VI: The Part of Tens

Chapter 16: The Top Ten Marketing Automation Mistakes

Chapter 17: The Top Ten Marketing Automation Blogs You Need to Read

Index

To purchase this product, please visit:
https://www.wileyindia.com/marketing-automation-for-dummies.html

Scan to buy