



Online Marketing Essentials

Training Syllabus

Training Overview

The Online Marketing solution in Kentico allows marketers to start with plenty of different marketing activities based on information about our website visitors and the activities they perform on the website. The Online Marketing Essentials training course is aimed at marketing and sales professionals who are interested in learning about the online marketing tools Kentico offers and how to use them for their marketing activities.

Target audience

The course targets business users who will be responsible for running online marketing activities on their websites or users who are interested in introducing online marketing to their web presence.

We recommend students have basic knowledge of Kentico, such as page management and online form management, prior to attending this course.

Course objectives

Completing this course, attendees will be able to:

- Monitor web analytics
- Manage and segment contacts into contact groups and personas
- Personalize website content for different audiences
- Create conversions
- Run email marketing campaigns
- Run online marketing campaigns
- Optimize websites using A/B testing
- Run marketing automation processes

Course duration and timing

The course takes 12 hours spread across two days – 6 hours each day. Each day is split into 1.5-hour segments with breaks in between, including a one-hour lunch break.

Requirements

The training course is delivered as an on-line webinar. Attendees are expected to use their PC or laptop to follow the webinar host and develop their skills in exercises on a Kentico training website.

Topics overview

The training covers the following topics:

- Web analytics
- Contact management
- Contact segmentation
 - Accounts
 - Contact groups
 - Personas
 - Scoring
- Content personalization
- Conversions
- A/B testing
- Email marketing
- Campaign Management
- Marketing automation