



Calix Broadband Marketing Academy Course Catalog

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Level 1: Introducing Data for Marketing Success

About this Learning Plan

In this level, students will be introduced to the value that data brings to their marketing efforts. Students will complete this level of courses having attained a deeper understanding of how the data available within Calix platforms gives them better insight into subscriber attitudes and behavior. They will also gain practical knowledge of how to create and implement more effective data-driven marketing across various mediums



Course Name: Email Marketing – Develop and Design Email Campaigns

Course Code: MA10010.1

Estimated Time of Completion: 15 Minutes

Course Objectives:

- Identify what is appropriate to put in an email
- Write killer subject lines and concise body copy + pick great emojis
- Use data to know who target audience



Course Name: Digital Marketing – Build Webpages That Convert

Course Code: MA10012.1

Estimated Time of Completion: 8 Minutes

Course Objectives:

- Adapt your subscriber's web experience by persona
- Identify when it's best to use a landing page
- Interpret how to apply best practices when building web or landing pages call to action
- Identify how to leverage Calix Marketing Cloud to Build landing pages that drive results



Course Name: Social Media Marketing - Engage Through Social Media

Course Code: MA10013.1

Estimated Time of Completion: 10 Minutes

Course Objectives:

- Identify audience personas and data to create a narrative on social media
- Target subscribers by their data profile
- Define and avoid saturation



Course Name: Mobile App Marketing - Where to Begin?

Course Code: MA10013.1

Estimated Time of Completion: 10 Minutes

Course Objectives:

- Explain why you need a mobile app for marketing purposes
- Justify the importance of building a branded and personalized app
- Apply marketing principles to sell services through an app
- Summarize how to communicate to customers through an app
- Identify how to leverage Calix Marketing Cloud and Calix Support Cloud to market to your subscribers' unique needs



Course Name: CSR Best Practices Training - Enable Your CSR Team with Data

Course Code: MA10015.1

Estimated Time of Completion: 10 Minutes

Course Objectives:

- Recognize how data creates a proactive mindset
- Justify how insights lead to product solutions
- Identify how to engage customers on their own terms
- Describe the power of a consultative approach



Course Name: Product Marketing - Developing a Perfect Product Launch

Course Code: MA10016.1

Estimated Time of Completion: 14 Minutes

Course Objectives:

- Use data-driven insights to fully envision your brand positioning and new product launch marketing strategy
- Identify the impactful messaging, communication channels and subscriber touchpoints
- Build a maser roll-out and follow-up plan
- Use Calix Marketing Cloud's data and insights to empower you to drive brand differentiation, product launches, and specific marketing campaigns based on subscriber experiences



Course Name: Content Marketing - Build a Winning Content Strategy to Attract Your Subscribers

Course Code: MA10016.1

Estimated Time of Completion: 12 Minutes

Course Objectives:

- Create and use buyer personas
- Use data-driven insights to identify key topics and themes
- Resource appropriately for original content creation and curation
- Identify how to leverage the Calix Marketing Cloud's data and insights to drive your campaigns

Level 2: Reach Customers Using Data-Driven Marketing

About this Learning Plan

In this level, students will be introduced to the various ways in which data helps them more accurately target subscribers. Students will finish this level of courses armed with the best strategies and tactics to delivering the right message to the right audience at the right time. They will also have the tools to develop marketing campaigns that speak to the specific personas most likely to respond favorably to their message.



Course Name: Digital Marketing - Exporting Subscriber Audience Data and Importing Into Non-Integrated Tech

Course Code: MA10020.1

Estimated Time of Completion: 8 Minutes

Course Objectives:

- Align targeted campaigns to specific market segments such as work from home, streaming, and gamer subscribers



Course Name: Email Marketing - Building a Targeted, Segmented Email List to Deliver the Right Message to Subscribers Based on Need

Course Code: MA10021.1

Estimated Time of Completion: 11 Minutes

Course Objectives:

- Use data to create audience segments for email campaigns, focused on acquisition, onboarding, activation, upsell, cross sell, and loyalty
- Use customer demographics, network data, and segmentation to drive results



Course Name: Social Media Marketing - Persona-based Targeting

Course Code: MA10022.1

Estimated Time of Completion: 8 Minutes

Course Objectives:

- Understand the personas worth engaging on social media
- Keep a consistent brand voice across persona centric social messaging
- Create look-alike audiences to further define persona-based attributes within Facebook ad manager



Course Name: Mobile App Marketing - Making Deeper Customer Connections

Course Code: MA10023.1

Estimated Time of Completion: 9 Minutes

Course Objectives:

- Leverage personas more effectively
- Create and post enough content to address the needs of all segments
- Use mobile app boosts to reach your targeted feeds
- Harness subscriber behavioral insights and usage patterns through Calix Marketing Cloud



Course Name: CSR Best Practices Training - Turn Problems into Marketing Conversations

Course Code: MA10024.1

Estimated Time of Completion: 10 Minutes

Course Objectives:

- Boost first call resolutions
- Create upgrades through Wi-Fi score
- Utilize data to identify at-risk consumer flags
- Build propensity to buy call down campaigns and promos
- Load call down campaign and promo lists into the BSS



Course Name: Product Marketing - Product Packaging to Cater to Customer Segments

Course Code: MA10025.1

Estimated Time of Completion: 9 Minutes

Course Objectives:

- Package different services to meet the varied needs of different segments of your customer base
- Understand the buyer psychology of broadband pricing
- Examining things such as tiered pricing and price anchors
- Define a packing, bundling, upselling and cross selling path
- Scale and monetize managed Wi-Fi, Wi-Fi 6 and beyond, and Wi-Fi as a service



Course Name: Content Marketing - Leveraging CMC Data to Wow Subscribers with Targeted Messaging

Course Code: MA10026.1

Estimated Time of Completion: 12 Minutes

Course Objectives:

- Understand the importance of alignment
- Build a bow tie funnel
- Audit your content to map it to each buyer's journey stage

Level 3: Take Customer Engagement to the Next Level

About this Learning Plan

In this level, students will be introduced to the tools and processes that put them in the best position to when it comes to connecting with subscribers. Students will finish this level of courses knowing the most effective ways to communicate with subscribers, the best offers to present to them and how to lead subscribers to become brand advocates. They will also be equipped to test marketing campaigns to learn what works best with various subscriber audiences.



Course Name: Digital Marketing - Customer Relationship Management Best Practices for Service Providers

Course Code: MA10030.1

Estimated Time of Completion: TBD

Course Objectives:

- TBD



Course Name: Email Marketing - How to Structure Your Offers for Maximum Impact

Course Code: MA10031.1

Estimated Time of Completion: 8 Minutes

Course Objectives:

- Use data to trigger automated actions
- Identify opportunities, such as new customers and upgrades
- Run a promotion throughout the year



Course Name: Social Media Marketing - Effective Client Evangelism and External Social Influencing

Course Code: MA10032.1

Estimated Time of Completion: TBD

Course Objectives:

- Find and identify customers on social media who are great fits for your brand
- Understand how to capitalize on social media user-generated content for influence
- Establish mechanisms to capture customer social feedback and flow it into your content stream

- Empower your CSRs with customer quotes to help them solve problems directly



Course Name: Mobile App Marketing - How to Create/Test New Subscriber Offers via Mobile App

Course Code: MA10033.1

Estimated Time of Completion: 5 Minutes

Course Objectives:

- Find key stakeholders in your subscriber base who are early adopters
- Set up test promos to see what works best and what doesn't
- Run new offer promotions on Facebook, where different types will drive different CTAs, such as giveaways, sweepstakes, user-generated content, and contests
- Understand how Calix Marketing Cloud can help you find mobile app users and identify which subscribers to reach with different messages.



Course Name: CSR Best Practices Training - Align Marketing and CSR Language and Messages

Course Code: MA10034.1

Estimated Time of Completion: TBD

Course Objectives:

- Translate Product & Service Features
- Incorporate the CommandIQ Mobile App into Calls
- Build Relationships with Subscribers
- Utilize CSR Best Practices



Course Name: Product Marketing - GTM Best practices – Engaging the customer with Premium services

Course Code: MA10035.1

Estimated Time of Completion: TBD

Course Objectives:

- Build a differentiated value service through strategic packaging, bundling, and price modeling
- Create a scalable distribution plan
- Offer Target market premium services with behavioral analytics
- Support your go-to-market efforts with a solid content marketing strategy
- Understand how Calix Marketing Cloud can provide data and insights for targeting existing subscribers with new service offerings



Course Name: Content Marketing - CROSS-SELL / UP-SELL: Engage your customer along the customer journey

Course Code: MA10036.1

Estimated Time of Completion: TBD

Course Objectives:

- Onboard Subscribers through automated engagement communication streams
- Map the subscriber journey from sign-up through anniversary milestones
- Create behavior-based trigger-engagement journeys that educate or provide solutions to solve known and observable problems
- Prepare promos and offers to up-sell at key moments of truth in the subscriber journey
- Gather and distill data from Calix Marketing Cloud to develop informed triggers along the Subscriber journey

Level 4: Use Data to Measure Performance

About this Learning Plan

In this level, students will be introduced to the importance of measuring campaign effectiveness. Students will finish this level of courses with a clear understanding of which metrics are the most relevant for measuring return on marketing investment and how to quickly adapt to ensure the best possible outcomes. They will also be able to use the measuring data to better predict which type of campaigns will be successful in the future.



Course Name: Digital Marketing - Measuring Your Success: Leveraging Analytics for Maximum ROI

Course Code: MA10040.1

Estimated Time of Completion: TBD

Course Objectives:

- TBD



Course Name: Email Marketing - Measuring Your Success: Leveraging Analytics and Picking the Right KPIs

Course Code: MA10041.1

Estimated Time of Completion: 8 Minutes

Course Objectives:

- Recognize which KPIs are the most applicable to your business goals
- Understand how to correlate email KPIs with other metrics of success across the digital landscape
- Generate dashboard reporting that's easily understandable for non-marketing stakeholders



Course Name: Social Media Marketing - Impressions, Clicks, Likes, Shares...Which KPIs Matter Most?

Course Code: MA10042.1

Estimated Time of Completion: TBD

Course Objectives:

- Understand the difference between social KPIs across channels, and organic versus paid media
- Effectively use Facebook and Twitter analytics and other tools
- Generate aggregated dashboard reports from multiple social channels



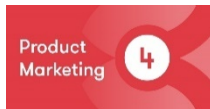
Course Name: Mobile App Marketing - Mobile App Measurement: Tracking Your Success

Course Code: MA10043.1

Estimated Time of Completion: 5 Minutes

Course Objectives:

- Identify what success looks like from mobile app user behavior
- Ensure you're driving behavior that maps to business objectives
- Align subscriber behaviors on the mobile app to landing page CTAs and conversion measurement
- Understand how Calix Marketing Cloud helps you find customers who are heavy users of the mobile app platform.



Course Name: Product Marketing - Driving Campaigns With Impact: Upsell, Cross-Sell and retention

Course Code: MA10045.1

Estimated Time of Completion: TBD

Course Objectives:

- Create a long-term marketing plan for growth
- Reduce churn
- Transition from average revenue per user, or ARPU, to average margin per user
- Understand how Calix Marketing Cloud can provide detailed subscriber information that helps you better understand and manage your subscribers with behavioral insights and usage patterns, which can be applied to your product marketing and product packaging efforts.

Level 5: Align and Enable Your Entire Organization

About this Learning Plan

In this level, students will be introduced to the concepts involved in bringing all digital efforts together to present a unified approach to marketing in each channel. Students will also complete this level knowing how to integrate the necessary systems to create a well-managed marketing department that strategically connects with subscribers for long-term success.



Course Name: Digital Marketing - End-to-End Digital Marketing: Connecting the Dots Across Your Digital Ecosystem and Teams

Course Code: MA10050.1

Estimated Time of Completion: 8 Minutes

Course Objectives:

- TBD



Course Name: Social Media Marketing - Shared Social Media Responsibility: A Unified Voice

Course Code: MA10051.1

Estimated Time of Completion: TBD

Course Objectives:

- Understand and educate internal teams on the importance of brand reputation on social media
- Establish brand tone and voice guidelines
- And determine who responds to social inquiries



Course Name: CSR Best-Practices Training - Integrate Marketing Campaigns with OSS / BSS

Course Code: MA10052.1

Estimated Time of Completion: TBD

Course Objectives:

- Flag subscriber segments that are at risk of churn, having poor performance and low wi-fi scores.
- Load highly targeted campaigns with unique offers into the billing system.
- And elevate experience improvement opportunities into customer account records.



Course Name: Product Marketing - Subscriber Journey Marketing: Creating a Long-term Product Marketing Plan for Growth, Reduced Churn, and ARPU with Margin

Course Code: MA10053.1

Estimated Time of Completion: 6 Minutes

Course Objectives:

- Create a long-term marketing plan for growth
- Reduce churn
- Transition from average revenue per user, or ARPU, to average margin per user
- Understand how Calix Marketing Cloud can provide detailed subscriber information that helps you better understand and manage your subscribers with behavioral insights and usage patterns, which can be applied to your product marketing and product packaging efforts

Practical Application Labs

About this Learning Plan

TBD

Course Name: CSR Best Practices Practical Application Lab

Course Code: MA10060.1

Estimated Time of Completion: N/A

Course Objectives:

- Use Marketing Cloud to identify an audience at risk of churn
- Identify possible upgrades for the audience
- Export the call list
- Select the right call script messaging

Course Name: Social Practical Application Lab

Course Code: MA10061.1

Estimated Time of Completion: N/A

Course Objectives:

- Leverage heat map data from Marketing Cloud
- Create a new audience in Marketing Cloud and export to Facebook
- Select the creative from ECB
- Load creative and set campaign parameters in Facebook

Course Name: Email Practical Application Lab

Course Code: MA10062.1

Estimated Time of Completion: N/A

Course Objectives:

- Build audience in Marketing Cloud
- Export to Mailchimp
- Select creative to use for campaign from ECB
- Load creative into Mailchimp