

## Course Description

This course focuses on marketing principles used to execute marketing campaigns. You will learn to target customers and plan to execute campaigns effectively. The course is intended for those who are new to marketing. If you are an experienced marketing professional, you may find this course to be a refresh of your knowledge.

## Objectives

- Describe the basic marketing principles used before starting a campaign.
- Describe the different stages of the customer journey.
- Describe the different types of marketing campaigns.
- Describe the different ways to plan for campaigns.
- Describe how Calix Marketing Cloud data is used for campaigns.

## Prerequisite Training and Skills

- None

## Who should attend?

- Marketing/Sales Coordinators
- Marketing/Sales Specialists
- Marketing/Sales Managers

Course Duration: 45 minutes

Lessons		Topics
<b>01</b>	<b>Understanding Basic Marketing Principles</b>	<ul style="list-style-type: none"> <li>● Getting Started with Basic Marketing Principles</li> </ul>
<b>02</b>	<b>Marketing Through the Eyes of the Customer</b>	<ul style="list-style-type: none"> <li>● Know your Audience</li> <li>● Defining the Target Audience with Data</li> <li>● Molding Data into a Target Audience Profile</li> <li>● Planning to Communicate to Target Audiences</li> <li>● Understanding the Customer Journey</li> <li>● Lead Generation and Conversion Campaigns</li> <li>● Retention Campaigns</li> <li>● Monetization Campaigns</li> <li>● Winback Campaigns</li> <li>● Annual Campaign Planning Calendar</li> <li>● Rapid Planning and Special Events</li> </ul>

<b>03</b>	The Segmentation Process	<ul style="list-style-type: none"><li>• What is Segmentation?</li><li>• Segmenting Target Audiences into Groups</li><li>• Pre-Defined Segmentation Examples</li><li>• Calix Pre-Defined Segments</li></ul>
<b>04</b>	Leveraging Calix Marketing Cloud for Campaigns	<ul style="list-style-type: none"><li>• Calix Marketing Cloud Data</li><li>• Observing Usage and Behavior Patterns</li><li>• Observe Newly Acquired Customers</li><li>• View Potential Customers Cutting Service</li><li>• Creating Segmented Lists</li><li>• Using Geographic Data</li></ul>
<b>05</b>	Glossary	<ul style="list-style-type: none"><li>• Terms and Definitions</li></ul>