

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.

Who should attend?

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

Prerequisite Training and Skills

- None

Training Resources in My Calix

- [Learning Solutions](#)
- [Certifications](#)

Delivery Mode

This interactive online eLearning course consists of content delivered as video clips, simulations, demonstrations, and other self-paced formats. Learners are prompted to interact with the content as they progress through the course. Calix eLearning courses are often accompanied by voice-over audio. To get the most out of your learning experience, Calix recommends accessing your eLearning course through Chrome or Firefox.

Lessons	Topics
01 Understanding Basic Marketing Principles	Getting Started with Basic Marketing Principles
02 Marketing Through the Eyes of the Customer	<ul style="list-style-type: none"> Know your Audience Defining the Target Audience with Data Molding Data into a Target Audience Profile Planning to Communicate to Target Audiences Understanding the Customer Journey Lead Generation and Conversion Campaigns Retention Campaigns Monetization Campaigns Winback Campaigns Annual Campaign Planning Calendar Rapid Planning and Special Events
03 The Segmentation Process	<ul style="list-style-type: none"> What is Segmentation? Segmenting Target Audiences into Groups Pre-Defined Segmentation Examples Calix Pre-Defined Segments
04 Leveraging Calix Marketing Cloud for Campaigns	<ul style="list-style-type: none"> Calix Marketing Cloud Data Observing Usage and Behavior Patterns Observe Newly Acquired Customers View Potential Customers Cutting Service Creating Segmented Lists Using Geographic Data

Glossary

Terms and Definitions