

Infusionsoft University Agenda

Time	Day 1	Time	Day 2	Time	Day 3
8:30–9:00	Registration and Breakfast	8:30–9:00	Breakfast	8:30–9:00	Breakfast
9:00–10:00	Lifecycle Marketing: Designing an Intentional Customer Experience	9:00–9:15	Overview	9:00–9:15	Overview
10:00–11:00	Meet the Campaign Builder: ACT I <i>We'll help demystify the seemingly complex campaign builder so you can begin building a solid foundation of understanding.</i>	9:15–11:15	Date the Campaign Builder <i>As you get a little more familiar with the campaign builder, you'll begin to understand what changes are safe to make, and what actually happens when you make changes to a campaign.</i>	9:15–11:15	Marry the Campaign Builder <i>In the final campaign builder session, we'll go through some complex scenarios and leave you feeling confident about all that it can do.</i>
11:00–11:15	Break	11:15–11:30	Break	11:15–11:30	Break
11:15–12:15	Meet the Campaign Builder: ACT II <i>We'll review the building blocks and best practices you need to use the campaign builder today.</i>	11:30–12:30	Sending a Broadcast <i>Broadcast messages are the cornerstone to marketing communication. We'll not only show you why and how to broadcast, but you'll have a strategy for planning and designing your marketing content as well.</i>	11:30–12:30	Hot or Not: Finding Your Most Qualified Prospects <i>Use lead scoring to sift through your contacts and find the ones who are itching to buy today.</i>
12:15–1:30	Lunch	12:30–1:30	Lunch	12:30–1:30	Lunch
1:30–3:30	Filling Your Funnel <i>You only get one chance for a first impression. What are your lead capture web forms and landing pages saying about you?</i>	1:30–3:30	Reduce Your Redundancy - Automate Your Day <i>Let's identify areas where introducing automation into your business can save you time by using things like internal forms and note templates. We'll help you reduce the mundane day-to-day items that are eating into your productivity!</i>	1:30–2:15	Lifecycle Marketing Recap <i>Your lifecycle marketing plan is going to grow and develop as your business does, let's put a plan into place that can support that growth.</i>
3:30–3:45	Break	3:30–3:45	Break	2:15–2:30	Closing
3:45–4:45	Guess Who? Know Your List <i>Understanding your database and segmenting your contacts effectively is a key to making the most of your marketing efforts.</i>	3:45–4:45	Lead Source Tracking <i>Learn how to track your lead sources and find out which of your marketing efforts are working, and which ones you can scrap!</i>	2:30–2:45	Break
4:45–5:00	Closing and Q&A	4:45–5:00	Closing and Q&A	2:45–5:00	Group Implementation Time <i>During the group implementation time, you'll have the chance to practice some of the things you've learned over the last couple of days with the facilitators in the room to help answer questions.</i>