

WORK SMARTER WITH EMAIL AUTOMATION



HOLLY GAGE

B2B Marketing
Operations
Consultant
Rowland Gage Ltd

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➤➤ About this course

Want to master an essential part of commercial output? Revenue, sales and marketing ops teams, as well as CMOs, Content & Product marketers and Salespeople can all make the most of the hours in the day through email automation.

In this course, you will learn how to capture and use data to create engaging email campaigns. From building out your campaigns and creating dynamic content, to optimising those campaigns with lead management and reporting, this course will provide a real insight into everything you need to know about Email Automation.

+ Course information

1 week | Mon, Weds, Fri
7am ET • 4pm UK | 3 x 1-hour live classes

What impact this course will have

- Understand your data and how to use it for lead scoring & grading.
- You'll have built out automated nurture campaigns with dynamic content.
- Know how to manage your leads end to end.
- Learn how to optimise your campaigns with reporting & analytics.



Class 1 Understanding Your Data

- What information to capture and why
- An overview of marketing platforms
- How to use your data: lead scoring & grading

Class 2 Building Out Your Campaigns

- Lead capture
- Creating dynamic content
- Automated nurture campaigns

Class 3 Lead Management and Reporting

- Integrating with your CRM
- Managing your leads end to end
- Optimising your campaigns: Reporting & Analytics

See course dates

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BIO

A marketing leader with 21 years experience in marketing, working in Europe, Asia and the US. Holly lead B2B marketing teams and help organisations adopt data-driven, modern marketing practices to drive revenue.

Holly worked with marketing automation for over 11 years, initially as an Eloqua customer, then as a consultant and a Marketing Operations leader. Holly has extensive experience in Pardot, Salesforce Marketing Cloud, Eloqua, Hubspot and Salesforce CRM.

Holly is a distinguished speaker having spoken at conferences and events including B2B Ignite, Salesforce World Tour, Salesforce Connections and Eloqua Experience Europe.