



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 24 May 2026 To 28 May 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

Marketing automation platforms are essential tools for businesses looking to scale their marketing efforts efficiently. This 5-day course will equip participants with the knowledge and skills necessary to effectively utilize platforms like HubSpot, Mailchimp, and others to optimize marketing campaigns, nurture leads, and achieve business goals.

## Objectives

- Understand the basics and benefits of using marketing automation platforms.
- Gain in-depth knowledge of various marketing automation tools such as HubSpot and Mailchimp.
- Learn how to set up and manage effective marketing campaigns using automation tools.
- Develop skills to analyze and interpret data from marketing automation platforms.
- Implement best practices for nurturing leads and improving customer engagement.

## Course Outlines

### Day 1: Introduction to Marketing Automation

- Overview of marketing automation and its importance
- Exploring popular marketing automation platforms
- Key features of HubSpot, Mailchimp, and others
- Understanding the role of customer data in automation
- Setting up a simple automation workflow

### Day 2: Deep Dive into HubSpot

- Navigating HubSpot's user interface
- Creating and managing contacts and leads
- Using HubSpot's email marketing features
- Automating social media and blog post scheduling
- Integrating HubSpot with other tools and services

### Day 3: Exploring Mailchimp

- Introduction to Mailchimp and its capabilities
- Building and managing contact lists
- Designing and sending automated email campaigns
- Using Mailchimp's analytics to track performance
- Segmentation and personalization techniques

### Day 4: Advanced Automation Strategies

- Scoring and nurturing leads with automation
- Using behavioral data to trigger campaigns
- Creating multi-step marketing campaigns
- Best practices for maintaining data quality
- A/B testing and optimizing campaigns

## **Day 5: Analyzing Results and Future Trends**

- Interpreting analytics reports and data
- Measuring ROI on marketing automation efforts
- Identifying trends in marketing automation
- Exploring the future of automated marketing
- Final project: Creating a comprehensive automation strategy