



London TDM

Marketing and Communication Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 16 November 2025 To 20 November 2025

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