

Infusionsoft University Agenda

Time	Day 1	Time	Day 2	Time	Day 3
8:30–9:00	Registration / Coffee & Tea	8:30–9:00	Coffee and Tea	8:30–9:00	Coffee & Tea
9:00–9:30	Lifecycle Marketing: Designing an intentional customer experience	9:00–9:15	Overview & Share	9:00–9:15	Overview & Share
9:30–10:30	“SBSM” Small Business Success Method Take our SBSM assessment and illuminate what you may or may not be doing in your business to get you closest to serving your customers and closest to cash.	9:15–11:15	The Campaign Builder 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.	9:15–10:45	Advanced Campaign Builder In the final campaign builder session, we'll go through some complex scenarios and leave you feeling confident about all that it can do.
10:30–11:00	Break & GSD	11:15–11:30	Break	10:45–11:30	Break & GSD
11:00–12:00	The Campaign Builder - Intro We'll help demystify the seemingly complex campaign builder so you can begin building a solid foundation of understanding.	11:30–12:30	Guess Who? Know Your List Understanding your database and segmenting your contacts effectively is a key to making the most of your marketing efforts.	11:30–12:30	Lead Source Tracking Learn how to track your lead sources and find out which of your marketing efforts are working, and which ones you can scrap!
12:00–1:30	Lunch	12:30–1:30	Lunch	12:30–1:30	Lunch
1:30–2:30	The Campaign Builder - Intro continued... We'll review the building blocks and best practices you need to use the campaign builder today.	1:30–3:00	Reduce Your Redundancy - Automate Your Day 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!	1:30–2:15	Lifecycle Marketing Recap 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.
2:30–2:45	Break	3:00–3:45	Break & GSD	2:15–2:30	What's Next?
2:45–4:45	Filling Your Funnel You only get one chance for a first impression. What are your lead capture web forms and landing pages saying about you?	3:45–4:45	Hot or Not: Finding Your Most Qualified Prospects Use lead scoring to sift through your contacts and find the ones who are itching to buy today.	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	Get Stuff Done Time We want you leave here with training AND some real world application. During this time the team will help you put the finishing touches on your project.