

Infusionsoft University Online Agenda

Time Day 1

9:00–9:15 Welcome and Overview

9:15–9:30 **Lifecycle Marketing:**
Designing an intentional customer experience

9:30–10:00 **“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.

10:00–10:15 Break

10:30–12:00 **The Campaign Builder - Intro**
We'll help demystify the seemingly complex campaign builder so you can begin building a solid foundation of understanding.

12:00–1:15 Lunch

1:15–2:45 **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?

2:45–3:00 Open Q&A

Time Day 2

9:00–9:05 Review and Overview

9:05–10:15 **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.

10:15–10:30 Break

10:30–11:30 **Guess Who? Know Your List**
Understanding your database and segmenting your contacts effectively is a key to making the most of your marketing efforts.

11:30–12:00 **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!

12:00–1:00 Lunch

1:00–1:30 **Reduce your Redundancy Continued..**

1:30 - 2:45 **Lead Scoring**
Use Lead Scoring to sift through your contacts and find the ones who are itching to buy today!

2:45–3:00 Open Q&A

Time Day 3

9:00–9:05 Review and Overview

9:05–10:30 **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.

10:30–10:45 Break

10:45–12:00 **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!

12:00–1:00 Lunch

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.

2:15–3:00 Closing and Open Q&A