Advanced Digital Marketing and Automation Strategies Training Course

16 - 20 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #DT1882_92066

Course Introduction / Overview:

This intensive training course provides a comprehensive exploration of modern digital marketing strategies, with a core focus on the power of automation to drive efficiency, personalization, and measurable growth. In today's fast-paced digital landscape, a reactive approach is no longer sufficient. This program is designed to equip participants with the forward-thinking mindset and practical skills needed to architect, implement, and optimize sophisticated marketing automation systems. We will move beyond basic tool tutorials to delve into the strategic integration of technology with customer-centric marketing principles. As influential author Dave Chaffey outlines in his seminal work, "Digital Marketing: Strategy, Implementation and Practice," a successful strategy is built on a deep understanding of the customer journey and data-driven decision-making. At BIG BEN Training Center, we have structured this course to bridge the gap between theory and application, ensuring you can build seamless, automated workflows that nurture leads, engage customers, and significantly enhance marketing ROI. Participants will learn to leverage the full potential of the MarTech stack, from CRM integration to AI-powered analytics, transforming their marketing operations from a cost center into a predictable revenue engine.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- Marketing Automation Specialists.
- CRM and Technology Managers.
- Content Strategists and Managers.
- Sales and Business Development Professionals.
- Small Business Owners and Entrepreneurs.
- Product Marketing Managers.
- Campaign Managers.
- Data Analysts focused on marketing metrics.

Target Sectors and Industries:

- Technology and Software as a Service (SaaS).
- E-commerce and Retail.
- Financial Services and Insurance.
- Healthcare and Pharmaceuticals.
- Real Estate and Property Development.
- Education and E-Learning.
- Travel, Hospitality, and Tourism.
- Professional Services and Consulting.
- Telecommunications.
- Governmental and Public Sector Organizations.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Customer Relationship Management (CRM).
- Information Technology (IT).
- Product Development.
- Corporate Strategy.
- Customer Service and Support.
- Data Analytics and Business Intelligence.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive digital marketing automation strategy aligned with business objectives.
- Map the customer journey and identify key touchpoints for automation.
- Implement and manage automated lead nurturing and scoring workflows.
- Integrate marketing automation platforms with CRM and other business systems.
- Utilize data-driven segmentation for highly personalized marketing campaigns.
- Automate social media marketing and programmatic advertising efforts.
- Analyze marketing automation performance using key metrics and attribution models.
- Leverage AI and predictive analytics to enhance marketing outcomes.
- Create and manage a cohesive marketing technology (MarTech) stack.
- Optimize marketing funnels for higher conversion rates and improved ROI.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants not only learn the concepts but can also apply them confidently in their professional roles. We believe in an experiential learning approach that moves beyond traditional lectures. The course will feature a blend of expert-led presentations, in-depth case study analyses of successful automation strategies from various industries, and hands-on workshops where participants will design their own automated campaigns. A significant portion of the training will be dedicated to collaborative group projects, encouraging peer-to-peer learning and the exchange of diverse perspectives. Participants will work in teams to solve real-world marketing challenges, from developing a lead scoring model to mapping out a multi-channel nurturing sequence. Interactive Q&A sessions, practical exercises using simulated automation dashboards, and continuous feedback from the instructor are integral to the learning process. This hands-on, application-focused methodology ensures that every participant leaves with tangible skills and a strategic roadmap ready for implementation.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Marketing Automation

- Introduction to digital marketing strategy and the role of automation.
- The business case for marketing automation and calculating ROI.
- Understanding the modern Marketing Technology (MarTech) stack.
- Mapping the end-to-end customer journey for automation.
- Aligning marketing automation with sales processes (Smarketing).
- Key performance indicators (KPIs) for automation success.
- Legal and ethical considerations in automated marketing (GDPR, CCPA).

Unit Two: Lead Management and Nurturing Automation

- Designing effective lead capture forms and landing pages.
- Implementing automated lead scoring and grading models.
- Creating multi-stage lead nurturing workflows.
- Advanced email marketing automation sequences.
- Utilizing dynamic content for personalization at scale.
- A/B testing strategies for automated campaigns.
- Managing lead lifecycle stages from MQL to SQL.

Unit Three: Automating Content and Social Media Marketing

- Developing a content strategy to fuel automation engines.
- Automating content distribution across multiple channels.
- Social media scheduling, listening, and engagement automation.
- Implementing and managing marketing chatbots for lead generation.
- Strategies for automating user-generated content campaigns.
- Integrating social media automation with CRM systems.
- Measuring the impact of automated social media efforts.

Unit Four: Data, Analytics, and CRM Integration

- The critical role of clean data in marketing automation.
- Integrating automation platforms with CRM (e.g., Salesforce, HubSpot).
- Advanced customer segmentation using behavioral and demographic data.
- Understanding marketing attribution models (first-touch, multi-touch).
- Building automated reports and performance dashboards.
- Using data to optimize and refine automation workflows.
- Ensuring data synchronization between sales and marketing platforms.

Unit Five: Advanced Automation and Future Trends

- Introduction to AI and machine learning in marketing automation.
- Using predictive analytics for lead scoring and churn prevention.
- Architecting a seamless omnichannel automated customer experience.
- Automating programmatic advertising and retargeting campaigns.
- Account-Based Marketing (ABM) automation strategies.
- Developing a long-term marketing automation roadmap.
- The future of automation: Hyper-personalization and IoT integration.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As marketing automation becomes increasingly sophisticated with AI, how can marketers balance efficiency and scale with the need for genuine, human-centric brand communication?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing on the strategic integration of automation within the broader business context, rather than concentrating solely on the technical functionalities of specific software platforms. While many courses teach you which buttons to press, our curriculum is designed to cultivate strategic thinkers who can architect and justify a comprehensive automation ecosystem. We emphasize the 'why' behind the 'how,' ensuring participants understand the principles of customer journey mapping, data-driven segmentation, and sales-marketing alignment that are critical for success. The program's core philosophy is that technology is a tool, not the strategy itself. Therefore, we incorporate extensive case studies and practical workshops that challenge participants to solve complex business problems, not just execute pre-defined tasks. The content moves beyond foundational email automation to cover advanced topics like AI-powered predictive analytics, omnichannel personalization, and programmatic advertising automation, providing a holistic and forward-looking perspective on the future of digital marketing. This strategic, platform-agnostic approach equips professionals with adaptable, high-level skills that remain valuable regardless of the specific tools their organizations adopt.