

Infusionsoft University Agenda

Time Day 1

9:00–10:00 **Lifecycle Marketing: Designing an Intentional Customer Experience**

10:00–10:45 **Meet the Campaign Builder: ACT I**
We'll help demystify the seemingly complex campaign builder so you can begin building a solid foundation of understanding.

10:45–11:00 **Break**

11:00–12:15 **Meet the Campaign Builder: ACT II**
We'll review the building blocks and best practices you need to use the campaign builder today.

12:15–1:30 **Lunch**

1:30–3:30 **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?

3:30–3:45 **Break**

3:45–4:45 **Guess Who? Know Your List**
Understanding your database and segmenting your contacts effectively is a key to making the most of your marketing efforts.

4:45–5:00 **Closing and Q&A**

Time Day 2

9:00–9:15 **Overview**

9:15–11:15 **Date 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.

11:15–11:30 **Break**

11:30–12:30 **Courting the Inbox: The Saga of an Email**
Join us as we follow an email from your drafts folder to its ultimate destination, and discuss what you can do to ensure that it arrives as intended.

12:30–1:30 **Lunch**

1:30–3:30 **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!

3:30–3:45 **Break**

3:45–4:45 **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!

4:45–5:00 **Closing and Q&A**

Time Day 3

9:00–9:15 **Overview**

9:15–11:15 **Marry the 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.

11:15–11:30 **Break**

11:30–12:30 **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.

12:30–1:30 **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.

2:15–2:30 **Closing**

2:30–2:45 **Break**

2:45–3:00 **Review**

3:00–5:00 **Exam**
Test what you've learned this week by taking the CRM & Marketing Infusionsoft Trained User Exam!