



Act-On University Private Training Offerings



Let us help you promote your brand, generate more demand, and expand your reach! Whether you're new to Act-On or a seasoned veteran of marketing automation, we can help you learn the foundational and advanced functionalities of the Act-On platform through a variety of private training workshops.

We offer courses that are geared to help you implement and set up your account, as well as help you market in every stage of the buyer's journey using the Act-On platform. During these workshops, you're going to learn how to fully leverage the Act-On platform, and you're going to see it in action as YOU begin working in your own Act-On profile at the same time!

TRAINING OFFERINGS

Account Setup	Brand Marketer	Demand Marketer	Expand Marketer
Onboarding & Technical Overview Marketing Automation Strategy & KPIs	Social media Website Prospecting Inbound Marketing Content Publication	Marketing Automation Emails Deliverability Forms Nurture Programs List Segmentation Sales Alignment	Customer Marketing Referral Forms Customer Programs Emails Forms Segmentation
Create a solid foundation for your Act-On account, and learn about the basics of marketing automation strategy and success.	Create a solid foundation for your Act-On account, and learn about the basics of marketing automation strategy and success.	Create a solid foundation for your Act-On account, and learn about the basics of marketing automation strategy and success.	Create a solid foundation for your Act-On account, and learn about the basics of marketing automation strategy and success.



Why private training?

- Get to know Act-On based on your specific goals
- Convenient delivery: Learn virtually or in-person
- Flexible scheduling
- Hands-on learning
- See results first hand

- **Virtual Custom Workshops***

\$1,500 per one-hour course tailored to your company

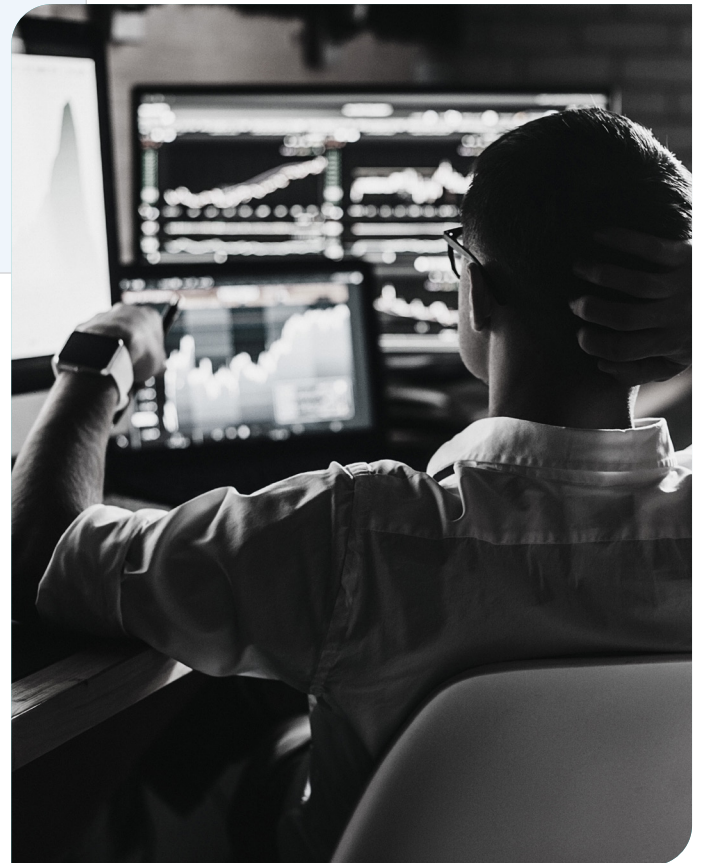
- **Two-day On-site Standard Workshops***

\$7,500 + travel and expenses per engagement

- **Two-day On-site Standard Workshops***

\$10,000 + travel and expenses per engagement

- **Select from any of the courses in the University course catalog.**



Getting Started

Once you've made the choices, if you have any questions, or would like to create a custom training plan altogether, make sure to contact Act-On University at training@act-on.com



[CLICK HERE FOR MORE](#)

Act-On is the easiest to use, most intelligent marketing automation platform. Our team's deep commitment to customer success helps marketing and sales organizations deploy and scale smarter, more personalized lead generation and customer engagement programs.

