

ACT-ON UNIVERSITY

CERTIFICATION PROGRAM

Distinguish yourself from the pack by developing the skills necessary to build an effective marketing automation (MA) program and becoming the Act-On expert at your company!







Act-On University's Certification Program is a comprehensive curriculum designed to:

1. Help you gain a deeper understanding of the Act-On platform
2. Help you market successfully across the entire buyer's journey
3. Generate leads and revenue for your organization
4. Enable professional development
5. Keep you up-to-date on key marketing automation topics

Upon completion of your selected and assigned learning path, you'll be awarded Certificates of Completion and badges that you can proudly display in your office and on your professional social media accounts!

What makes up the Act-On University Certification Program?

First, you'll select the learning path that you want to pursue based on your current role, your organization's needs, or simply your professional development needs. Start with the Foundations learning path to become an Act-On expert, and then raise your marketing game with our Marketing Automation (MA) Masters Workshop. Each learning path combines live instruction, self-paced learning, homework assignments, and complete assessments to ensure your full understanding, retention, and practice of the topics.

LEARNING PATHS				
Skill Level	 Brand Marketer	 Demand Marketer	 Expand Marketer	 Marketing Generalist
 Foundations	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	Website Prospecting Emails Forms Landing Pages Programs List Segmentation Social Media
 Masters	Advanced Landing Pages Video marketing Advanced Social Media MA Masters	A/B Testing Account-Based Marketing Advanced Forms Privacy & Cybersecurity MA Masters	Custom Touch Points Customer Education MA Masters	Advanced Landing Pages A/B Testing Account Based Marketing Custom Touchpoints MA Masters

Course topics are subject to change

FAQs

Who should get certified?

Any current Act-On customer who is looking to challenge themselves and deepen their knowledge of Act-On and marketing automation.

Are there prerequisites?

Just an active Act-On services agreement and the drive to successfully complete the requirements.

If I attended a course before enrolling in the Certification Program, will I get credit for that course?

Yes, you'll receive credit for completing that course and the credit will apply towards your Learning Path for certification as long as the course was taken within the past year. Please contact training@act-on.com to confirm.

What's the Marketing Generalist learning path?

This path is design for users who have fewer than three (3) members on the marketing team. This allows the learner to obtain the broadest understanding and knowledge of Act-On and marketing automation without being restricted to a specific role.

How do I sign up?

[Click here](#) to submit your information, or contact your Regional Sales Manager directly.

Is there a fee to be certified?

Yes, there is a fee to be certified. The fee structure is as follows:

- \$200 per user per Foundations Learning Path
- \$1,500 per user per Masters Learning Path
(includes 3-day, live Marketing Automation Masters Workshop)

Will I be certified in the Foundations learning path if I simply attend the New User Boot Camp?

New User Boot Camp attendance (\$750 per seat) fulfills the course requirements of the Foundations Brand, Demand, and Expand learning paths; however, completion of the self-paced modules, homework assignments, and assessments are still required for certification. Upon successful completion of New User Boot Camp and all other requirements, you'll be certified in Brand marketing, Demand marketing, and Expand marketing.

Is the Marketing Automation Masters Workshop necessary to complete the Masters learning path?

Yes, successful completion of the 3-day live, in-person Marketing Automation Masters Workshop is required to complete Masters track.

Is the completion of the Foundations learning path necessary prior to enrolling in the Masters learning path?

Yes, completion of the Foundations learning path is necessary prior to enrolling in the Masters learning path. Topics covered in various Foundations courses will be covered in the Masters courses.

How long do I have to complete my certification learning path?

You will have one year (365 calendar days) to complete your selected learning path. If that time has passed and you haven't yet completed your learning path, please contact your Regional Sales Manager to re-subscribe and extend your access for another 365 calendar days. *Please note: You'll be billed for the appropriate certification fee if you wish to re-subscribe.*

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

Connect with us to learn more