



Xerxez Solutions
Cooperate Training Road Map
On
Digital Marketing using Mautic
(Corporate Training | Education Industry)

This document provides the curriculum outline of the Knowledge, Skills and Abilities that **Social Email Marketing** and **Marketing Management** can be expected to demonstrate.

Prerequisite:

- Basic Computer Skills and Web Hosting and Server.
- Domain Name and Database Knowledge.
- PHP and Server Configuration.
- Email Setup, Amazon SES, Amazon SNS and SSL Certificate.
- Understanding of Marketing Concepts and Time and Dedication.

Out Come:

After attending this training, the trainees will gain the below skills on Digital Marketing using Mautic Tool, Crone Jobs Command Guide, Email Settings to Configure, Tracking Code Installation, Campaign, Sending Segment Emails, Manage Action, and Trigger.

- Setup Mautic Email Marketing Automation.
- Amazon SES setup for Mautic Email Marketing.
- Build understands marketing automation.
- Implement a sales and marketing funnel using Mautic.
- Build Sophisticated nurture campaigns to increase conversations.

Local setup (Physical Mode)	Remote Lab Setup (Optional)	Cloud Account
Laptop/Desktop with high-speed internet connection, Windows 10 and above	OS: Windows 10 and above	Amazon Web Services
Memory: 4 GB RAM	Memory: 32 GB RAM	Domain Name

CPU: 1 CPU Cores	CPU: 8 CPU Cores	3.8 and Above VSCode
Storage: 20 GB	Storage: 500 GB SSD	

Topics Covered:

Module 1: Mautic Email Marketing Automation Guides

- Mautic Email Marketing Automation Overview
- Setting Up Domain and Hosting.
- Guide To Mautic Installation.
- Putting Cron Jobs
- Installing SSL Certificate
- Connecting Amazon SES with Mautic and Email Settings
- Overview of Mautic Application.

Hands-On Session: Domain Configuration, Mautic Installation, Connecting Amazon SES with Mautic

Module 2: Intermediate Mautic: Building your first funnel.

- Automatic Campaign.
- Sending Email Segments.
- Social Monitoring.
- Marketing Message and Reports.
- Building a Marketing Funnel.
- Adding Exit Intent Using Focus Items.

Hands On: Automatic Campaign, Sending Email Segments, Marketing Funnels.

Module 3: Simple Import and Work with Emails

- Create a file in CSV and excel to import.
- How table headers and aliases are connected.
- Learn Segment email, template email.
- Difference between template email and email template.
- Create a simple email, with text.
- Understand unsubscribe, WebView, custom email sender, email, autogenerate, autosave, simple settings.

Hands On: Simple Data Strategy

Module 4: Import, Forms and Campaigns/Workflows

- **Import**
 - Import new contacts with custom fields.
 - Learn steps to import, batch size, background process, cro
 - Look at what we imported, how data is shown.
 - Reorder data in Custom fields
 - Reimport and merge data.
- **Forms**
 - Create a simple newsletter subscription form.
 - Add a thank you message.
 - Understand redirect.
 - Do a test entry, see preview, submissions.
 - Add it to a static page Explain how to embed a form if not WordPress.
- **Campaigns / Workflow**
 - Understand how campaigns work: source, steps, decisions, conditions
Explain how source connected actions work.
 - Understand concepts: segment membership, campaign membership.
 - Show where segment membership is checked.
 - Understand hard coded segment vs earned segment.

Hands On: Create a Welcome series Create 3 emails for the campaign

Module 5: WA Notifier – WhatsApp Campaign

- WhatsApp Business API Overview
 - WhatsApp Application vs WhatsApp Business API
 - What are the functions & limitations of WhatsApp official API
 - Message types: Template message vs Customer support message
 - WhatsApp Onboarding Process
- WhatsApp Marketing – Increase Leads for your business.
 - Setup Facebook Ads with WhatsApp to click.
 - Setup Chat widget in website
 - WhatsApp link and QR code
 - Set up pre-filled message.
- WhatsApp Contact Management
 - How to add attribute manually (on WATI)
 - How to add attribute manually (by uploading excel)
 - How to filter with contact attribute
 - How to manage contact attribute
- Send Broadcast
 - How to schedule a broadcast
 - How to add contacts to the broadcast list
 - How to remove people from broadcast (unsubscribed users)
 - How to track the broadcast performance

- How to avoid low quality rating & not getting blocked
- How to send template message with WATI API

Hands On: Environment Setup and Fundamentals of WhatsApp Notifier

CONTACT US



XERXEZ

Email: info@xerxez.in

WhatsApp: 9164315460

Website: www.xerxez.in

XERXEZ SOLUTIONS