



University of Phoenix®  
Professional Development

# Inbound Marketing



**Build a better you**



**Skill-focused**



**Self-paced**



**Job-ready**

# Course overview

Enhance your career with jobs skills needed to successfully launch Inbound Marketing campaigns using content marketing, SEO, social media and more! This course teaches you how to create buyer journeys and buyer personas – and other key tactics needed to launch successful lead generation campaigns.

## Skills you'll learn

- Attract more potential customers and push them further through the marketing funnel using content marketing
- Launch lead generation tactics, including social media, content marketing and email marketing
- Increase marketing program efficiency with marketing automation
- Attract, engage and convert customers – and turn them into referral sources





## Key topics

- Lead generation
- Content marketing
- Marketing automation



# Course outline

## 1 of 2

### **Course Introduction**

- Getting Started
- Course Welcome

### **Module 1 - Lead Generation**

- Introduction to Lead Generation Practices
- Defining Social Media and Influencer Marketing, the Buyer Journey and Buyer Personas, and Mastering Content Marketing Through Email Strategies
- Lead Generation Key Terms
- Lead Generation Skills Assessment

### **Module 2 - Content Marketing**

- Introduction to Content Marketing Practices
- Infographics to Support Messaging, Sales Enablement, Content Framework, and the Best Options for Brand
- Content Marketing Key Terms
- Content Marketing Skills Assessment



## Course outline 2 of 2

### **Module 3 - Marketing Automation**

- Introduction to Marketing Automation Practices
- Marketing Automation: Getting Started, Choosing the Best Platform, and the Most Useful Paths to Personalization
- Marketing Automation Key Terms
- Marketing Automation Skills Assessment

### **Module 4 - Inbound Marketing Methodology**

- Introduction to Marketing Methodology Practices
- Inbound Marketing: Components, Buyer/APR Persona
- Development, and Differences from Outbound and Content Marketing
- Marketing Methodology Key Terms
- Marketing Methodology Skills Assessment



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# Ready to start learning?

Start building new skills one course at a time.

**Have questions? Visit**

<https://www.phoenix.edu/professional-development/faqs/>