

Benefits from Investing In My Employee Development

Effective and timely training can empower employees with essential next-generation skills while bringing with it a host of business benefits.

- Increasing your high skill level talent pool reduces the employee departure impact of individuals deemed "irreplaceable".
- Employees with diverse skill sets can perform a wider variety of tasks bring greater agility and flexibility to your organization.
- Investing in the development of your employees can reduce attrition rates by increasing overall employee satisfaction through personal and professional growth and at the same time increases their overall efficiency and productivity.
- Delivering consistent, high quality campaigns and strict process adherence requires training and education on best practices.



Benefits from Enrolling Me in The Advanced Marketo Training

Marketo is a powerful platform and getting the most out of the product will immediately increase your ROI on your Marketo investment. This course will focus on key Marketo functionality that will improve your team's efficiency and adoption of the tool. Topics discussed and their benefits to your organization are as follows:

Advanced Nurturing, using multi-channel and cross-channel nurturing.

- Campaigns integrating 4 or more digital channels will outperform single- or dual-channel campaigns by 300%. (Gartner Research)
- 65% of marketers use two or more media channels in their marketing campaigns while 44% of marketers use three or more. (DMA Response Rate Report)
- Over 90% of marketers struggle to seamlessly connect more than three channels on the buyer journey. (Gartner Research)

Personalization and Dynamic Content.

- Personalized promotional mailings have 29 percent higher unique open rates and 41 percent higher unique click rates (Experian).
- Personalized subject lines delivered 26 percent higher unique open rates overall (Experian).
- Personalized emails deliver six times higher transaction rates. CMO.com
- Nearly three-fourths (74%) of online consumers get frustrated with Web sites when content (e.g., offers, ads, promotions) appears that has nothing to do with their interests. CMO.com
- In-house marketers who are personalizing their Web experiences and who are able to quantify the improvement see, on average, a 19% uplift in sales. CMO.com
- For 66% of marketers, one of the big struggles with personalization is securing internal resources to execute personalized marketing programs. CMO.com

Productivity

- Data from Gallup shows that teams who focus on their strengths every day have 12.5 percent greater productivity.
- When employees are engaged in their jobs and their strengths are valued and supported, it creates a culture that fosters high performance and greater productivity.
- American Society for Training and Development (ASTD) showed that companies that invest the most in workplace learning yielded higher net sales per employee, higher gross profits per employee, and a higher ratio in market-to-book values.

Other Advantages:

- I don't have to fly anywhere – 4 hours per day, for 4 days, VIRTUAL training.
- So I can still be available to the team every day I am in training
- No travel expenses

Better campaigns, better customer experience, better sales success
Greater team productivity, agility and flexibility
Better ROI from MarTech investments
Motivated employees

The Pedowitz Group (TPG) is a Revenue Marketing™ consulting firm headquartered near Atlanta, Ga. TPG believes that marketing is the driver of customer engagement that fuels the revenue engine. Many of today's successful CMOs are change agents who embrace data driven decision-making to power the revenue engine. As your partner, TPG helps you plan, build and optimize your revenue engine by delivering services in MarTech, demand generation and marketing operations.

