

Marketing Automation Institute Overview

The role of the marketing automation professional has evolved as much as the technology itself. What was once looked upon only as a tactical position that involved an execution tool has dramatically evolved into one of the most important customer engaging and sales support areas within a company today.

To succeed in this new role, it takes more than technology. Today's marketer must have the skills and knowledge to engage their buyer, help accelerate deals through the pipeline, define metrics, report ROI contribution, and even purchase and manage technology. It is truly a new world for marketers.

The Marketing Automation Institute (MAI) was created with the idea that marketing automation is no longer just about technology but about an industry that encompasses the day-to-day working of today's marketer. It is an industry that is about people, processes, content, operations, inside sales, metrics and a buyer that is more sophisticated and less patient with "traditional" marketing more than ever.



Mission:

The Marketing Automation Institute's mission is to help end-users advance their careers and organizations achieve a higher return on their investments by being the resource for vendor-agnostic curriculum, training and certification for the marketing automation industry. Our priority is to promote innovative ideas and best practices that both expand the industry as a whole, and serve to develop a rich community of marketing automation end-users, vendor partners and services providers.

The MAI is the premiere organization that equips marketers with the skills necessary to adapt to and keep pace with this ever-changing market. It provides a community where professionals can attend valuable classes developed and taught by industry leaders; attain the only professional industry certification for marketing automation; and exchange information with peers and world-class experts. To this end, the Marketing Automation Institute will enable today's marketer with the following:

- **Certification.** MAI courses are developed and taught by industry practitioners and thought leaders. By attaining certification, you will not only be helping your organization by learning the necessary skills needed today, but also advancing your own career opportunities.
- **Community.** Given the incredible pace of change in the marketing automation industry today, peer relationships and networking is vital to survival and success for today's marketing professional. The MAI will foster a community where professionals can share ideas, promote learning and support each other's growth.
- **Educational Content.** From the start, the MAI is honored to have the support of some of today's top marketing thought leaders. Leveraging them as well as our broad network of industry experts and vendor partners, we plan to provide valuable content that will both teach and enable you to do your job more effectively.

The MAI is the community and resource for marketing automation professionals. Join the MAI today!

By joining the MAI, you will receive:

- Exclusive access to members-only content (white papers, on-demand webinars, special reports)
- 10% discount on all trainings & certifications
- Discounts on MAI research reports
- Access to the MAI community site
- Free access to MAI job board
- Discounts to MAI events
- Access to how-to-articles and case studies



www.marketingautomationinstitute.com

2050 Celadon Drive | Suite A-3 | Grand Rapids, MI 49525 | T: 877.624.2829