



# Course Curriculum

---

**Master B2B Marketing:** Dive into Funnel Academy's Comprehensive E-Learning Modules



# Course Curriculum

---

## Master B2B Marketing: Dive into Funnel Academy's Comprehensive E-Learning Modules

Welcome to the Funnel Academy Course Curriculum, a comprehensive suite of e-learning modules designed to empower your marketing team. Funnel Academy is a culmination of over 20 years of marketing theory and proven B2B methodology, used in the creation of over 4000 successful go-to-market plans. Our courses offer a unique

blend of strategic theoretical knowledge and practical implementation, all delivered in an engaging format combining expert talks and enlightening slides. So, get ready to elevate your team's skills and performance as they learn from the seasoned experts in the field of B2B marketing

### STRATEGY COURSE CURRICULUM

The course is designed to teach you how to create a business strategy - from brainstorming to execution action. Over the course of 8 modules, you'll learn about the key elements needed to achieve long-term business success.

Overview	(2:51)
Build to last - How to achieve sustained success	(16:33)
From good to great - How to accelerate an established business	(21:17)
Competitive advantage - How to translate strengths into profits	(13:37)
Focus as a Strategy	(16:18)
How to choose the most rewarding markets	(16:21)
How to select a strategy based on the way your market buys	(19:16)
How to allocate resources efficiently	(15:16)
How to translate your strategy to action	(10:32)

# Course Curriculum

## CAMPAIGNS COURSE CURRICULUM

The course is designed to teach you how to create winning B2B campaigns - from strategy to action. Over the course of 8 modules, you'll learn about the key elements needed to succeed in your B2B marketing.

Overview	(1:35)
Branding	(14:39)
How to position your brand to business buyers	(29:22)
The Buyers Journey	(20:02)
How to centre your strategy around buyers	(22:36)
How to size your funnel and select tactics	(12:52)
How to achieve rhythm	(8:43)
How to recruit and manage channels to sell and create influence	(12:47)
How to align sales, channels and marketing	(30:36)



# Course Curriculum

## TACTICS COURSE CURRICULUM

The course is designed to teach you best practice across the most common and effective B2B marketing tactics. Over the course of 8 modules, you'll learn when to use and how to use these powerful B2B tactics.

Tactics course overview	(2:13)
Build targeted and intentional lists	(24:25)
How to build persuasive outbound, nurture, trigger and follow up emails	(36:53)
How to get found for words that matter	(23:29)
Build persuasive web journeys	(30:43)
Engage with organic and hyper-targeted paid B2B social media	(60:45)
Find insights that inform improvements	(51:24)
Ads that engage buyers with intent	(38:40)
How to automate, plan, and monitor buyer progression	(49:01)



# About Hugh Macfarlane

---

Hugh is the heart and soul of align.me (a team of 30 seasoned B2B Marketers). He was driven to start the business by his passion for empowering businesses to align their sales, marketing and delivery to the process of their buyers. Hugh has proven his belief in a buyer-centric approach by successfully leading hundreds of marketing growth projects and training thousands of B2B marketers across the globe.

As an expert on all matters “funnel”, Hugh has cemented himself as a thought leader in his field through the publication of his novel *The Leaky Funnel* and his concept of the ‘buyer’s journey’—a phrase that Hugh coined and is now widely used in the world of B2B marketing.



**Unlock your team’s potential with Funnel Academy.** Get in touch with us here to learn more!



© Funnel Academy 2023

