

Bizible Partner Boot Camp Oct. 22nd-23rd 2018

Objective:

Enable Bizible and Marketo Platinum Partners on Bizible's Implementation and Onboarding process while providing in depth product knowledge.

Agenda:

October 22nd: 9 AM - 5 PM - The Fundamentals

- Introductions -
- Installing Bizible in Sandbox and Production
 - Packages from the AppExchange
 - Testing in Sandbox
- Creating a Bizible Account
 - Sandbox VS Production
- Connecting Ad Platforms and Configuration
 - AdWords
 - Bing Ads
 - Facebook
 - Doubleclick Campaign Manager
- Configuration in Salesforce
 - What's required and what's optional?
 - Considerations about Revenue reporting
- Customizing Online and Offline Channels
 - UTMs and their role with Bizible
 - Campaigns and Types
 - Do's and Don'ts
- **LUNCH**
- Bizible Reporting 101
 - Salesforce pre-built reports
 - Salesforce Dashboards
- Bizible Application Reporting
 - Bizible Discover
- Bizible ABM Reporting

October 23rd: 9 AM - 12 PM - Additional Configuration

- Custom Attribution Model
 - Where does the Funnel begin?
 - Organizing Stages?
 - Considerations for custom Stages

- Machine Learning
 - Boomerang Stages
 - Limitations
 - Weighting
 - **BREAK**
 - Activities Attribution
 - Sales Enablement Tools
 - Refined rules
 - Bizible and Dynamics
 - Installation
 - Limitations
 - Q/A
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Recommended readings:

Bizible Glossary:

Bizible Taxonomy:

Bizible Implementation Guide: