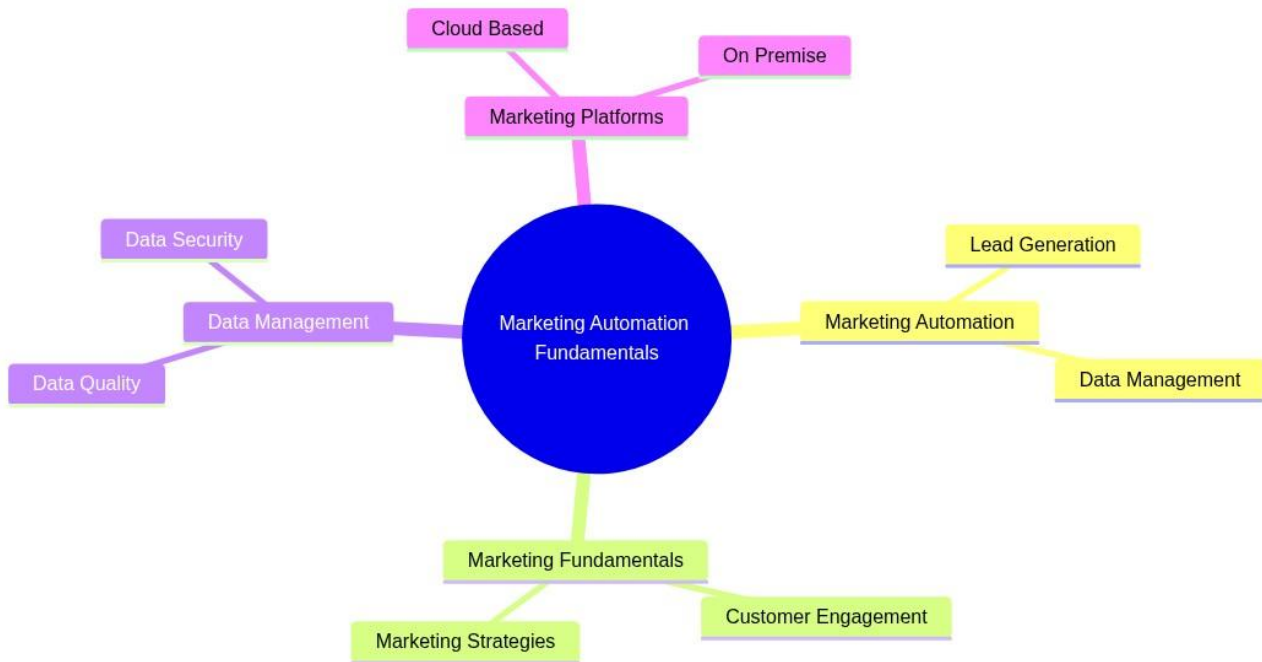


Professional Certificate in Marketing Automation and Technology (Advanced)

Marketing Automation Fundamentals



mindmap

```

root((Marketing Automation Fundamentals))
  Marketing Automation
    Lead Generation
    Data Management
  Marketing Fundamentals
    Customer Engagement
    Marketing Strategies
  Data Management
    Data Quality
    Data Security
  Marketing Platforms
    Cloud Based
    On Premise
  
```