training code: DM-NC / ENG DL 1d_aut / EN

Marketing automation without coding: No-code in practice

Modern marketing demands speed and efficiency. In this training, you'll learn how to automate repetitive tasks on your own, integrate key tools, and streamline the flow of information within your team. You'll discover how to use no-code platforms such as Make or n8n to save time and focus on activities that truly drive results — all without involving developers or needing any coding skills.

Training recipients

The training is designed for marketers, marketing specialists, marketing managers, and owners of small and medium-sized businesses who want to optimize their activities and free themselves from repetitive tasks. It will also benefit people responsible for data management and system integrations (e.g., CRM), as well as all members of marketing teams who want to work more efficiently and independently—without the constant need to involve the IT department

Benefits

- You will gain practical skills in automating repetitive marketing tasks.
- You will learn how to integrate various marketing tools (e.g., CRM systems, email marketing platforms) into a consistent ecosystem.
- You will master building automation workflows step by step using Make and n8n.
- You will learn how to create and manage a simple database in Airtable for campaign purposes.
- You will increase your own and your team's efficiency by eliminating manual processes and minimizing the risk of errors.
- You will understand the principles of secure data processing and GDPR compliance in the context of

automation.

Training program

- Introduction to marketing automation – key principles and strategies
- Data integration between systems – connecting marketing tools
- Building your own database in Airtable
- Make and n8n in practice – step-by-step automation building
- Practical case study
- Data security and GDPR compliance
- Overview of alternative tools (including Zapier)
- Automations supporting CRM (e.g., HubSpot, Salesforce)

Expected preparation of the participant

No special preparation is required from participants.

Duration

1 days / 6 hours

Language

Training: English
Materials: English