



2026 EDITION

Marketing *Training* Programs

Equipping marketing teams to grow demand, brand and revenue

INSTRUCTOR-LED

ENTERPRISE READY

CUSTOMIZABLE

GLOBAL DELIVERY

41

COURSES

9

CATEGORIES

5,000+

EXPERT TRAINERS

Building *growth-ready* marketing teams

Edstellar is an enterprise learning partner that helps organizations build future-ready workforces. Our 2,000+ instructor-led programs are delivered onsite or live online by 5,000+ practitioner trainers, and each one is tailored to your goals. This catalog brings together 41 marketing programs that span marketing technology and automation, content, email and social, brand and marketing strategy, b2b and demand generation, and marketing analytics.

Global leaders including Visa, ABB and Aditya Birla Group trust Edstellar to build capability at enterprise scale. Before any program starts, we look at the real capability gap and the business goal behind it, so every module ties back to outcomes your leaders can measure, not just attendance. The result is marketing skills your teams put to work straight away.

Learning paths for *every* role



Marketing Leaders & Brand Strategists

STRATEGY & BRAND

Set strategy, position the brand and plan campaigns that move the business.

START WITH

- Marketing Strategy & Planning
- Brand Strategy & Management
- Strategic Marketing



Digital & Performance Marketers

ACQUIRE & CONVERT

Drive demand across search and paid media and optimise for measurable growth.

START WITH

- Digital Marketing & AI-Powered Growth
- Digital Advertising (Google Ads, PPC & Programmatic)
- SEO & Generative Engine Optimisation (GEO/AEO)



Content & Social Media Teams

CREATE & ENGAGE

Produce content, email and social that builds audiences and community.

START WITH

- Content Marketing & AI Content Operations
- Social Media Marketing & Community
- Video Marketing & Short-Form Content



MarTech & Analytics Specialists

AUTOMATE & MEASURE

Run the martech stack, automate lifecycle campaigns and prove the numbers.

START WITH

- HubSpot CRM & Marketing Hub
- Marketing Automation & Lifecycle Campaigns
- Marketing Analytics

Why *choose* us

01

Practitioner trainers

5,000+ verified marketing leaders, performance marketers and content specialists who grow brands in real markets.

02

Customizable programs

Curriculum built around your channels, martech stack, industry and marketing maturity.

03

Global delivery

Onsite or live virtual in any time zone, with in-person delivery across 1,000+ locations.

04

ISO 9001 & ISO 27001 certified

ISO 9001:2015 for quality and ISO 27001:2022 for information security.

How we *work*

01

Submit your brief

Share your training needs, team size and skill gaps.

02

Custom plan

Receive a tailored curriculum and trainer recommendations.

03

Approve & schedule

Finalize content, dates and delivery mode for your team.

04

Train & measure

Expert-led sessions with progress tracking and ROI reporting.

Course *categories*

01 Marketing Technology & Automation

10

03 B2B Marketing, ABM & Demand Generation

6

05 Market Research & Customer Insight

4

07 Search, Paid Media & Performance

2

09 More Marketing Topics & Tools

1

02 Content, Email & Social

7

04 Marketing & Brand Strategy

6

06 Marketing Analytics & Experimentation

4

08 Responsible & Green Marketing

1

41 courses in total · full list on the pages that follow

All 41 courses

01 Marketing Technology & Automation 10

Adobe Campaign	→
CRM Tools	→
First-Party Data & Customer Data Platforms	→
HubSpot CRM & Marketing Hub	→
Marketing Automation & Lifecycle Campaigns	→
Microsoft Dynamics 365 Customer Insights (Journeys)	→
Microsoft Dynamics 365 Marketing	→
Salesforce Marketing Cloud	→
Webflow for Marketing Teams	→
WordPress for Enterprise Marketing Teams	→

02 Content, Email & Social 7

Content & Email Marketing	→
Content Marketing & AI Content Operations	→
Copywriting for Marketing (incl. AI)	→
Influencer & Creator Marketing	→
Social Media Etiquette	→
Social Media Marketing & Community	→
Video Marketing & Short-Form Content	→

03 B2B Marketing, ABM & Demand Generation 6

Account-Based Marketing (ABM) & B2B Growth	→
Affiliate Marketing	→
Event & Field Marketing	→
Inbound Marketing	→
Marketing Mix Modeling	→
Strategic Marketing	→

04 Marketing & Brand Strategy 6

Brand Strategy & Management	→
Digital Marketing & AI-Powered Growth	→
Fundamentals of Digital Marketing	→
Marketing Strategy & Planning	→
Pricing Strategy & Revenue Management	→
Product Marketing Management	→

05 Market Research & Customer Insight 4

Competitive & Market Intelligence	→
Consumer Behaviour & Behavioural Economics	→
Market Research	→
Voice of Customer & Customer Insight	→

06 Marketing Analytics & Experimentation 4

Adobe Analytics	→
Adobe Dynamic Tag Management	→
Conversion Rate Optimization (CRO)	→
Marketing Analytics	→

07 Search, Paid Media & Performance 2

Digital Advertising (Google Ads, PPC & Programmatic)	→
SEO & Generative Engine Optimisation (GEO/AEO)	→

08 Responsible & Green Marketing 1

Responsible Green Marketing (RGM)	→
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09 More Marketing Topics & Tools 1

Industry Analysis	→
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Trusted by *enterprises*

“*The martech and automation training finally connected our campaign tools to real pipeline. Our demand generation and ABM programs now run on shared data, and attribution stopped being a guessing game.*”

CHIEF MARKETING OFFICER · GLOBAL SAAS COMPANY

“*Our content and social teams learned to test and measure everything. The marketing analytics and experimentation modules turned opinions into evidence.*”

VP OF DIGITAL MARKETING · LEADING CONSUMER GOODS GROUP

“*The brand strategy and market research work gave us a sharper position in a crowded category. Every launch now starts from genuine customer insight.*”

HEAD OF BRAND · MULTINATIONAL HOSPITALITY GROUP

TRUSTED BY **Visa** **ABB** **Aditya Birla Group** & OTHER FORTUNE 500 ORGANIZATIONS

Let's *connect*

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[Schedule a consultation →](#)



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