



# Act! Marketing Automation

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How to activate the Act! Marketing Automation trial

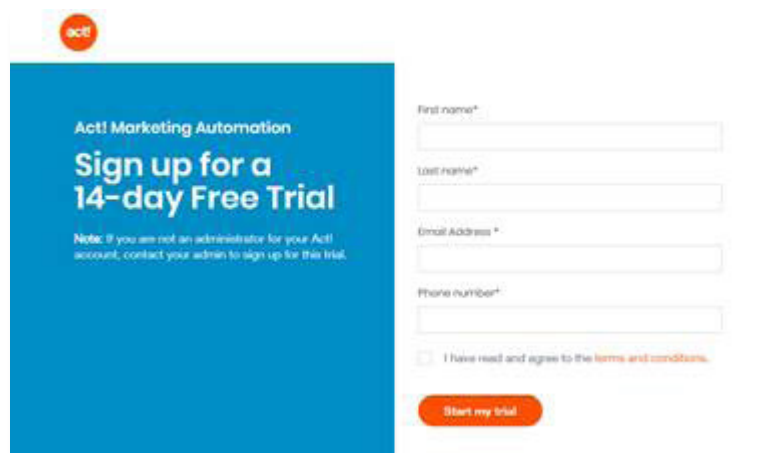
- To activate the trial, select **Marketing Automation** on the **Act! Nav Bar** – when you will see the screen shown below.
- Click on **Try it Free**

### What is Act! Marketing Automation?

Act! Marketing Automation makes it simple to optimize all the ways you communicate with prospects and customers to maximize engagement and drive business growth. Watch the video to learn more.



- Complete all fields in the **Sign up form** > Click **Start my trial**



- By **Closing and reopening Act!** or **logging out and back into Cloud**, you will now have access to Marketing Automation features, including all of the Template, Landing Pages and Campaign building features.

- As this is a trial you will only be able to send emails to yourself. (When building a campaign you will only have the option for **Trial Account** when you would normally select a Group name from Act!.)



The image shows a screenshot of a web form. At the top, it says "List Name". Below that, there are two dropdown menus. The first dropdown menu has "Trial Account" selected, and the second dropdown menu has "Trial Account List" selected.

**Note :** You **must** update your profile in **My Account** to include your email address.

## Actions:

Our [5-step Getting Started Guide](#) for trial users will help you understand the features of Marketing Automation as you go through your 14 day trial.

There are also some useful KB articles and resources. You can find these in the Getting Started Guide and below:

- Account configuration: [www.act.com/amaaccountconfig](http://www.act.com/amaaccountconfig)
- Creating templates: [www.act.com/amatemplates](http://www.act.com/amatemplates)
- Setting up campaigns: [www.act.com/amacampaigns](http://www.act.com/amacampaigns)
- AMA video training library: [www.act.com/amavideos](http://www.act.com/amavideos)
- AMA Resource Center: [www.act.com/amaresources](http://www.act.com/amaresources)

To learn more about Act! visit [act.com/uk](http://act.com/uk)

