



## TRAINING COURSE: CAMPAIGN COMMANDER™ BASIC TRAINING

### COURSE SYLLABUS

The Setup Training course is also available to existing clients as Basic Training. Clients are able to purchase places to enable new staff to attend.

### TARGET AUDIENCE

Marketing departments often have heavy staff churn. It is crucial to the performance of Campaign Commander™ that its users are proficient with the software. Invariably new starters are taught by their peers inheriting any bad habits and inefficiencies. Basic Training eliminates any peer training issues and ensures the whole marketing team is using Campaign Commander™ effectively.

### PRE REQUISITES

A general knowledge of marketing would be beneficial.

### LENGTH OF COURSE

This course is given over one day.

## TOPICS

1. Overview of Campaign Commander™ interface and functions
2. What is an Email campaign?
3. What is an Email message?
4. Hosting an image
5. Using Message Template mode
6. Using Visual Mode
7. Segmentation
  - Importing data files
  - Creating a segment
  - Creating an advanced segment
  - Combining multiple segments
  - Creating a mailing list
8. Producing and launching a campaign
  - Creating & planning a Campaign
  - Viewing the results of a Campaign
9. Manual procedures
  - How to search for Members and Display Links
  - Soft and Hard Bounce
  - How to export unsubscribed or quarantined members
10. Workshops
11. Q&A Session

Contact us or book your session online



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