



TRAINING COURSE: LIFECYCLE MANAGEMENT

COURSE SYLLABUS

This course provides valuable insight on the benefits of implementing a customer lifecycle management programme, to maximise customer satisfaction and your ROI. This course includes success stories from our clients as well as a step-by-step guide on implementing this automated programme within Campaign Commander™.

TARGET AUDIENCE

Marketers who would like a better understanding of the benefits and implementation requirements of a successful customer lifecycle management program.

PRE REQUISITES

A basic understanding of your current email marketing strategy.

LENGTH OF COURSE

This course is given over half a day.

TOPICS

1. What is it?

- A Lifecycle Management programme ensures that there are touchpoint opportunities within a customer's purchase/behavioural cycle.

In more simple terms, it enables companies to regularly contact their customers with relevant, dynamic and personalised messages based on purchase or behavioural actions, increasing potential cross-sell and up-sell opportunities. We will look at current clients who have implemented successful Lifecycle Management Programmes.

2. How Do You Use it?

- An automated set of trigger base messages within Campaign Commander™.

3. Examples and Exercise

- Plan a series of messages based on your idea of a potential customer's lifecycle journey.
- Setup the first two messages in Campaign Commander™ from your potential lifecycle journey (templates will be provided, the focus will be on your triggers)
- Analysing your current strategy and finding opportunities for improvement
- Amend the current lifecycle program within Campaign Commander™

4. Lab Session

- Within Campaign Commander™ create the exercise created earlier

5. Summary Review Session

Contact us or book your session online



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