



TRAINING COURSE: TRANSACTIONAL EMAIL

COURSE SYLLABUS

The Transactional Email course will show marketers how to build and manage message templates within Campaign Commander™. It will show you how to optimise and link your transactional messages to your marketing communication.

The course will show you how to use your transactional emails as a marketing channel to up-sell and/or cross-sell.

You will learn how to generate notification messages from order and service confirmations, shipment notifications, reservation confirmations and e-tickets, "Available now" notifications, billing and payment notifications. Social networking alert and notification emails will also be covered.

TARGET AUDIENCE

Marketers who are using the Notification Messaging Platform from Emailvision.

PRE REQUISITES

A general knowledge of Campaign Commander™ is advisable.

LENGTH OF COURSE

This course is given over half a day.

TOPICS

1. What is a Transactional Campaign?

- Overview of what transactional or Social networking notification is

2. How Do You Use it?

- What are the methods for handling messages and responding

3. Examples and Exercise

- Examples of transactional or social networking sites
- Promotions and ads module
- Features and functions
- Package summary
- Exercise in NMP for Campaign Commander™ (building a transactional message)

4. How Does it Fit in Campaign Commander™?

- NMP within Campaign Commander™ (How to create follow up promotional messages)
- Exercise in Campaign Commander™ (how to link your transactional emails with your marketing emails)

5. Transactional reporting in Campaign Commander™

6. Lab Session

- Putting it all together

7. Summary Review Session

Contact us or book your session online



Emailvision
Lynton House
7-12 Tavistock Square
London WC1H 9LT - United Kingdom
Tel : +44 (0)20 7554 4500

www.emailvisionacademy.co.uk