



TRAINING COURSE: WORK FLOW AND USER RIGHTS

COURSE SYLLABUS

This course outlines the tools which allow extended email marketing teams to dramatically improve productivity, teamwork and delivery time to market.

Being able to match your organisations roles for each stage in the campaign creation process within Campaign Commander™ will enable you to effectively manage the campaign process and ultimately be managed by a central validator.

This course will guide you through how to create workgroups and roles, test your workflow and give you examples of how to use it in practice.

TARGET AUDIENCE

Marketers who would like to divide their email marketing production to optimise their e-marketing organisation.

PRE REQUISITES

A general knowledge of marketing and roles within an e-marketing team would be beneficial.

LENGTH OF COURSE

This course is given over half a day.

TOPICS

1. What is it?

- User Rights and Workflow management allows different levels of rights along production line of an email campaign.
- The integration of your User Rights and Workflow management with Campaign Commander™ will allow you to become more productive when creating your email campaign.

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2. What Will I Learn in this Course?

- How to create work groups
- How to define roles for individuals or groups
- The key benefits of having User Rights and Workflow Management as opposed to standard user rights within Campaign Commander™

3. Examples and Exercise

- Demonstration of working module
- Creation of work groups
- Defining roles of individuals and work groups
- Creation of campaign components using the module
- Testing of the module

4. How Does it Fit in Campaign Commander™?

- Campaign Commander™ exercise
- Setup a fully working User Rights and Workflow Management module

5. Lab Session

- Within Campaign Commander™ create the exercise completed earlier

6. Summary Review Session

Contact us or book your session online



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