

GOLDMINE MARKETING MANAGEMENT TRAINING

CLASS OUTLINE

DIRECT MAIL MARKETING

MASS MAILING

- AUDIENCE SEGMENTATION
- DOCUMENT TEMPLATE PREPARATION
- MAIL MERGE / MASS PRINTING
- TRACKING SUCCESS

USING OUTSIDE MAILING SERVICES

- EXPORTING MAILING FILE
- ADDING LITERATURE SENT HISTORY

LITERATURE FULFILLMENT

- LITERATURE CATEGORIES
- TEMPLATE COVER LETTERS
- ASSIGNING A FULFILLMENT
- EXECUTING THE FULFILLMENT PROCESS

INTERNET MARKETING

MASS EMAIL MARKETING

- AUDIENCE SEGMENTATION
- EMAIL TEMPLATE PREPARATION / PERSONALIZATION
- MESSAGE FORMATS
- MASS EMAIL MERGE
- RESPONSE TRACKING OPTIONS

WEB SITE INTEGRATION

- WEB FORMS PREPARATION
- CREATING BASIC WORKFLOWS
- TRIGGERING WORKFLOWS
- WEB SITE TRACKING OPTIONS

MARKETING INTELLIGENCE

BUILDING A INFORMATION REFERENCE LIBRARY

- EFFECTIVE USE OF THE INFO CENTER
- ORGANIZING YOUR INFORMATION
- INFORMING USERS OF WHAT IS NEW

ANALYZING MARKETING DATA

- BUILT-IN ANALYSIS OPTIONS
- BUILT-IN REPORT OPTIONS
- LEAD / SOURCE ANALYSIS
- DASHBOARDS

Duration: 4 hours – *Split into 2 sessions of 2 hrs. each*

Fee: \$299/person