Business Automation Solutions
Engaging Customers - Delivering Profit

KEEP IT SIMPLE CRM

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

Authorized GoldMine Trainer