Advanced Email Marketing Training Syllabus

For customers that completed basic and intermediate training and have used Net Atlantic email for two months or longer: This training session explains the most advanced aspects of Net Atlantic's email marketing solutions.

1. **Creating Content**
   Learn the benefits of creating content versus sending a regular mailing. Include advanced items in your mailing such as external profile forms, merge fields, content blocks, embedded surveys, attached files, and more.

2. **Creating Dynamic Segments**
   Create segments for list members that change when subscribers take actions, such as click links, visit sites, or make purchases that add them to your segments automatically.

3. **Building a Detailed Subscriber Form**
   Create a subscriber form that allows for multiple segments. Use this information to manage multiple mailing types from one list and to better target your email campaigns.

4. **Creating Member Profile Forms**
   Build a form that allows members to update their information. Manage multiple targeted segments for your list.

5. **Making Referral Forms**
   Make and use a referral form that lets members invite their friends to your list. Learn how to include a piece of content so invitations contain a sample of your mailing.

6. **Creating and Using Surveys**
   Build and send a survey. Use responses to segment your list and review detailed reporting.

7. **Scheduling Mailings**
   Set up and schedule your mailings to send automatically at pre-determined times and intervals.

8. **Reviewing Incoming and Outgoing Mail Queues**
   Review the different mail queues to quickly see if a mailing has failed and learn how to rectify problems for future mailings.

9. **Understanding a Mailing Status and Member Failure Types**
   Interpret different mailing statuses to assess your email's progress. Understand the differences between permanent and temporary failures, how to find them and how to resend the message.

10. **Using Deliverability Analysis Tools**
    Understand the concepts behind our spam analysis and deliverability tools, how to read codes and reports, and how to implement the suggestions to improve inbox delivery to your clients.

For more information, visit www.netatlantic.com, call (877) 263-8285, or email sales@netatlantic.com.