

Basic Email Marketing Training Syllabus

Ideal for new customers or new list administrators: This training serves as an introduction to using Net Atlantic's email marketing and list management service. There are two more consecutive training sessions available, if you would like to learn about and use more advanced features.

1. Logging Into your List

Log into your Net Atlantic account and save the settings for future use.

2. Formatting a .CSV File and Importing Members from .TXT or .CSV Files

Set up a .csv file with demographic fields so that you can import additional information with email addresses, allowing you to segment your campaigns. Learn how to bulk import members to your list by importing a .txt or .csv file.

3. Sending a Test Mailing

Learn why testing your email before sending to your list is important. Use the spam analysis tool to edit your message for optimum delivery. Review the "needs-approval" queue.

4. Using A/B and Multivariate Testing

Learn how to test numerous versions of your message to find out which one will get the best response before you send. You'll test subject lines, content, images, template layouts, and more.

5. Viewing and Understanding Mailing Reports

Learn to read and analyze reporting statistics. Track your open rates and click-throughs and view overall delivery (or non-delivery) statistics.

6. Editing the "From" Address

Change the "From" address for your mailings and learn the importance of using recognizable sender identification.

7. Viewing your Members

Locate and navigate the members section. Use important features such as determining member status, join date, and all the demographics.

8. Creating a New Subscriber Form to Help Grow your list

Create a subscriber form for your Web site so that customers can easily join your mailing list. Learn best practices like the benefits of having customers confirm their membership or "double opt-in."

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