

Intermediate Email Marketing Training Syllabus

For customers that completed basic training and have been using Net Atlantic email for a few months: This training session serves as a bridge to using the higher level features of Net Atlantic email marketing software. Following this, there is an advanced course available for users that want to get the most from their email campaigns.

1. Formatting a .CSV File and Updating Current Members

Use a .csv file to upload advanced demographic information for new members. Also review how to update existing members with information that will enhance segmenting and targeting.

2. Linking to External Databases

(Where Applicable) Use external database applications to create new list segments and targets, build automated email campaigns and return detailed real-time data to database fields.

3. Mapping External CRM Applications

(Where Applicable) Connect to external CRM tools and map fields to the internal email list, allowing automatic segmenting and targeting, data synchronization and data feedback.

4. Personalizing your Mailings with Demographics

Merge demographic information into your mailings to provide a personal touch.

5. Segmenting and Targeting

Create segments of your member list using demographic fields. Learn the benefits of sending smaller targeted mailings to your list.

6. Basic Reporting and Mailing Statistics

Study mailing reports and statistics. Find rates for opens and unique clicks and learn how to send email to specific members based on reporting results.

7. Creating Automatic List Documents

Develop documents for automatic mailings such as confirmation and hello messages. Learn the benefits of having personalized documents.

8. Using the Image Library

Reference images that are hosted on your Web site, or a third-party Web server, in your image library so they are easily accessible and can be used in future mailings.

9. Understanding Member Status

Review the different member status categories and how each status is populated. Learn how to adjust settings to handle different types of members automatically.

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