IBM Unica eMessage Introduction to Unica eMessage

Duración: 1 Días    Código del Curso: 9T322G

Temario:
This course introduces participants to planning, designing, producing, and assessing mailing campaigns with Unica eMessage. It prepares participants to work with marketing scenarios having roles for an email marketing director, a list designer, and an electronic document designer. Both large and small organizations will benefit from this course focusing on best practices such as highly personalized communications, test mailings with production data, components re-use, and extensive reporting.

Dirigido a:
Users of Unica eMessage for email campaign management

Objetivos:
- Direct a mailing through the Mailing tab interface
- Create eMessage re-usable objects including personalization fields
- Incorporate an eMessage process box into a Campaign flowchart to generate a resulting Output List of Recipients
- Conduct email sends (test, seed, production) and monitor execution
- Analyze reports of customer responses
- Design and build Campaign eMessage documents, including pre-built objects and interactive forms

Prerequisitos:
You should have:
- Introduction to Unica Campaign or equivalent.
- Familiarity with Microsoft Windows and email concepts.
Contenido:

- Introductions and Logistics
- Campaign eMessage Concepts and Terminology
- Mailing Execution

- Course Overview and Objectives
  - Campaign eMessage Basics
  - Working with a Mailing Tab
  - Designing and Building Documents
  - Configuring the eMessage process Box
  - Generating and Using Output Lists
  - Mailing Execution and Reporting
  - Tracking Options
  - Reporting on Mailing Execution History
  - Reporting on Recipient Responses

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Más información:
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