

# Apteco PeopleStage Broadcaster Course

## Main Course Content

Delegates will learn how to use the PeopleStage flow diagram to plan and execute marketing campaigns.

- Introducing concepts and functions
- Creating a campaign
- Who are you targeting?
- What are you communicating?
- How are you communicating?
- Digital Response Interactions
- Using a Test run
- Checking costs, volumes and constraints
- Scheduling and publishing
- Identifying transactional responders and non-responders
- Practical scenarios

### Pre-requisites

It is recommended that delegates wishing to attend this course should first complete the FastStats Analyser Standard user training.

2 online sessions of approx. 3.5 hours/session

Contact us to book

