

Apteco PeopleStage Campaigner Course

Main Course Content

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

- Getting Started
 - What is PeopleStage?
 - Introducing concepts and functions
- Creating Simple and Multi-Stage Campaigns
 - Audience selection and constraints
 - Using multiple content types
 - Identifying email responses
 - Costs and controls
 - Campaign attributes and keycodes
 - Identifying responders and non-responders
 - Using a test run
- Reports and Analysis
 - Marketing and scheduling reports
 - History and settings views
 - Analysis in FastStats
 - Marketing automation
- Practical Scenarios
 - Design objectives and constraints
 - Considering your individual environment

Pre-requisites

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

4 online sessions of
approx. 3.5
hours/session

Contact us to book

