

# 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

