MYP training agenda

eMarketing

certified: access Level 2 support

1. introduction
- Housekeeping
- Key objectives
- Overview of eMarketing

2. eMarketing
- Overview of eMarketing features
- Create + edit contact lists
- Create + edit events
- Create + edit campaigns
- Generate reports
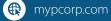
3. support centre + communication
- Submit training attendance confirmation
- myHelp + myTraining
- Lodging support tickets
- Upcoming training, demonstrations + events
- eNews + social media

4. next steps
- Create categories + communication templates
- Use the quick send to send a template to yourself/a contact
- Create a contact list/search
- Create a campaign + send a template to a contact list/search
- Create an event with activities

5. close
- Questions + answers

mypcorp.com   + 61 7 3393 2833   training@mypcorp.com

MYP

myNOTES

It is your responsibility to record educational seminars you attend, which are both relevant to and contribute to your professional and personal development. A copy of the MYP Training Agenda and Certificate of Attendance may be used for those records.