eMarketing

certified training

POWERED BY
MYP *perform*

eMarketing
targeted marketing + event management

Engage with clients + prospects via targeted, interactive email broadcasts + events

Customise email templates to suit your brand, products + services

Manage event registrations + payments completely online

Schedule email broadcasts to send at a specific time

Unlimited distribution lists – can be dynamic or custom-built

Generate detailed distribution reports to analyse open rates + click-throughs

Manage the unsubscribe + opt-out process

Ensure privacy + spam obligations are met

Create, manage + promote organisation + client events

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what you will learn

- Overview of eMarketing features

- Create + edit contact lists

- Create + edit campaigns

- Create + edit events

- Integrate communication centre

- Generate reports

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recommended permissions

It is extremely important that staff permissions are assigned correctly.
https://help.mypcorp.com/art/recommended-permissions/

integrate with eMarketing

1 Details of new contact are captured via email sign-up call-to-action form on website

2 Contact automatically uploaded to ARM

3 Contact automatically subscribed to future email communications + added to eMarketing contact list

4 Start sending your email marketing to your new database of contacts!

Never miss a beat

Subscribe to our newsletter for insightful, business-changing information.

First name

Last name

Email

Subscribe

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integrate with eMarketing

1 Details of upcoming eMarketing events automatically pulled through to website events page

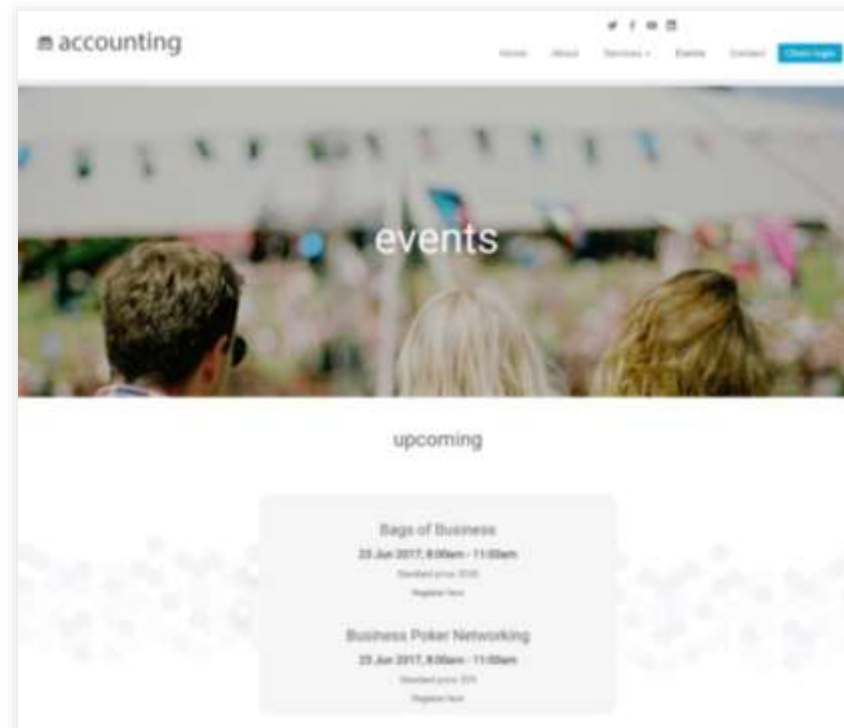**2** Attendees register + pay for events completely online

3 Attendee information captured in eMarketing

4 When event sells out or date passes, details are automatically removed from website events page

next steps

- Create categories + communication templates

- Use the quick send to send that template to yourself or the contact

- Create a contact list or search

- Create a campaign + send a template to a contact list or search

- Create an event with activities

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learn to use your systems, your way

delivery styles to suit your needs

MYP Training
online group training

MYP Training sessions are run on a regular basis. These online sessions are scheduled regularly and you are welcome to attend as many times as you like. These are a great way to refresh your skills.

Want to attend?
Check out all the details of upcoming MYP Training sessions + book your place via the calendar on your MYP home page.

MYP Tailored Training
custom onsite or online sessions

MYP Tailored Training sessions are available if you require a session specifically for your organisation. These sessions are custom-designed by our trainers and can be run onsite or online for a fee.

Want to know more?
Simply log in to MYP + submit a booking enquiry via the 'Subscription + Training Management' area.

covering everything you need to know
MYP Training, 24/7 myTraining and Tailored Training sessions cover two types of content to ensure you are getting the most from MYP.

CERTIFIED

'Certified' sessions cover specific modules and, upon completion, attendees gain access to Level 2 Support.

PROFESSIONAL DEVELOPMENT

'Professional Development' sessions are designed to further develop skills in specialist areas.

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