

ACT E-marketing Training Course

This is a one day course designed to introduce you to the powerful Swiftpage's email marketing tool.

By the end of this course, you will be able to run your own successful email marketing campaigns and track their results

Download the software

- *View the ACT E-marketing window*
- *Understand the Marketing Results tab*

Create a design template using the Basic Editor

- *The Local Template library*
- *Create a new template*
- *Save and use new templates*
- *Edit Templates*
- *Edit Text*
- *Add hyperlinks to text and images*
- *Add a header logo*
- *Add images and change size and position*
- *Attach a PDF file*
- *Preview templates*

The Advanced Editor (optional)

Prepare Email Blast

- *Select template to use*
- *Create a lookup of contacts or work with groups*
- *Send email to lookup or group*
- *Set time to send*
- *Understand History records*

Email Reports

- *View reports*
- *Create a call list*
- *Send results via CSV file*
- *Bring results of emails campaigns into ACT!*

Understanding the Marketing Results Tab

- *The Call List -Shows all the call lists you have saved and includes an Actions button to record the result of your communications*
- *The Contact Summary -This shows the last history, note and opportunity associated with this contact*

- *Rank & ACT fields -Enables you to create on the fly updates. The slider grades your contacts A, B or C and gives them a score depending on how they have interacted with your campaigns*
- *Swiftpage History -Swiftpage history gives you results on a single campaign, including the number of times your contact has opened and clicked through a link*

Using Surveys (optional)

- *Design a survey*
- *Attach survey to an email or website*
- *Analyze results*
- *Update ACT databases with List Builder*

Drip Marketing (optional)

- *Set up Drip Marketing Campaigns*
- *Create templates and stages*
- *Launch Campaigns*
- *Synchronize Groups*
- *Analyze results*

