

Getting Started with Multichannel Campaign Management

Agenda

Duration: 5 days

Times: 8:30 AM to 4:30 PM*

**Course duration may be adjusted based on the products licensed by attendees.*

Who Should Attend?

You should attend this course if you are a core project team member who is responsible for designing the use of Aprimo Multichannel Campaign Management products. You should also be a subject-matter expert in your company's marketing processes.

This training is intended for new customers or customers who are implementing new Aprimo 8.5 products.

What You Will Learn?

This course provides an interactive introduction to the following Aprimo 8.5 products:

- Campaign Manager
- Dialogue Manager
- Offer Manager
- Microsites
- Lead Manager

How Do You Register?

To register, visit aprimo.com to access the registration form. Your spot is reserved once Aprimo receives your registration. All registrations must be received two weeks prior to the scheduled course.

Participants will also have an opportunity to develop configuration and administration skills using Aprimo tools.

How Will You Spend Your Days?

Day 1

8:30 a.m. - 9:30 a.m.

9:30 a.m. - 11:00a.m.

11:00 a.m. - 12:00 p.m.

1:00 p.m. - 2:30 p.m.

2:30 p.m. to 4:30 p.m.

Activities, Audience Members and Campaign Manager

Introduction to Aprimo Enterprise and Multichannel Campaign Management

Navigation and Introduction to Activities

Introduction to Audience Members

Importing Audience Members, Group Management and Profiling

Introduction to Segmentations

Day 2

8:30 a.m. - 9:00 a.m.

9:00 a.m. - 12:00 p.m.

1:00 p.m. - 2:00 p.m.

2:00 p.m. - 4:30 p.m.

Campaign Manager and Offer Manager

Review

Building Segmentations

Creating Offers, Incentives, Treatments and Waves

Creating Activity Defined Segmentations

Day 3

8:30 a.m. - 9:00 a.m.

9:00 a.m. - 10:00 a.m.

10:00 a.m. - 12:00 p.m.

1:00 p.m. - 3:00 p.m.

3:00 p.m. - 4:30 p.m.

Dialogue Manager and Microsites

Review

Introduction to Dialogue Marketing

Developing Inbound Forms and Microsites

Creating URL Links and Outbound Messages

Introduction to Interactions

Day 4

8:30 a.m. - 9:00 a.m.

9:00 a.m. - 12:00 p.m.

1:00 p.m. - 2:00 p.m.

2:00 p.m. - 4:30 p.m.

Dialogue Manager and Aprimo Tools

Review

Building Interactions

Introduction to Aprimo Tools and Web Response Manager

Campaign Building Exercise

Day 5

8:30 a.m. - 9:00 a.m.

9:00 a.m. - 10:00 a.m.

10:00 a.m. - 12:00 p.m.

1:00 p.m. - 2:30 p.m.

2:30 p.m. - 4:30 p.m.

Lead Manager and Lead Portal

Review

Introduction to Lead Management

Generating Leads

Assigning Leads

Configuring the Lead Portal

Aprimo University reserves the right to cancel any class that does not meet the minimum enrollment size.