Intra-company (dedicated) Training

Mail-Place User Training course

Training objectives

Master the standard and advanced features of your Mail-Place software. At the end of this day, users are operational on creating and sending campaigns.

Location

Remotely (preferred) or on your premises.

Duration

1 day (7 hours).

Intended audience

Mail-Place end users.

Prerequisites

Basic knowledge of emailing campaigns.

Equipment and software

Each attendee must have a computer with the software which is the subject of the training installed. Remote Training courses require an Internet access and a phone or a computer with microphone/speakers (headset recommended). The videoconferencing solution that we are using allows each participant to follow the training from anywhere, by teleworking or from one of his company's sites. Phone calls are free.

Course Outline

Mail-Place Installation

- How to get started with Mail-Place.
- Presentation of the environment and the various functions of the software.

Creating an email template

- Overview of basic components (widgets).
- Email creation from an existing template.
- Creating a new email template.

Html code and CSS style editors

- Rules to follow for editing the Html code.
- Editing an Html fragment.
- Editing the CSS style of an element.

Image Editor

- Image optimizations to reduce message size.

Address book import

- Import from files (csv, xls, xlsx...).
- Import from Outlook.

Spam control

- Checking the quality of an email (Spam Score) with Spamassassin.

Tracking

- Google Analytics Tracking settings.
- Tracking by the platform settings.

SMTP server

- Choosing the SMTP server.
- Server Settings.

Creating your first emailing campaign

- Browser View Hosting.
- Unsubscribe Management.

Sending the campaign and analytics

- Recipients validation before sending.
- Viewing the campaign analytics.

eSolution

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