



# CAMPAIGN MANAGER OUTLINE

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THREE-DAY CLASS

# PAGEFLEX STOREFRONT TRAINING

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Pageflex Campaign Manager streamlines the process of creating a multi-faceted cross media campaign, while providing reporting capabilities to track a campaign's success.

The tracking capabilities provide an accurate account of the effectiveness of each tool used in a comprehensive campaign, such as email, personalized URLs and landing pages, and direct mail. This course covers the process of building and implementing a marketing campaign. Topics covered include: Planning a campaign; New Studio variables; HTML templates in Studio; Campaign jobs in Studio; Creating a new Campaign Manager deployment; Campaign data; Campaign workflow; Campaign reporting; Tracking microsite use; Extending an existing campaign, and creating a campaign product in Storefront.

## PREREQUISITES:

A solid knowledge of Studio, Storefront administration, and an understanding of basic HTML are prerequisites for enrollment.

## Day 1

### Demonstrations & Implementation of a Campaign

Day 1 begins with campaign planning. We start by identifying what the client is trying to accomplish, what the workflow steps will be, and what output will be created. We will then add the html templates to an existing Studio project and implement the Campaign variables. That project is packaged for use by Campaign Manager and the setup of mailing recipients and workflow steps are configured.

## LESSONS

- Planning a Campaign
- Working with Campaign variables in Studio
- Creating a Campaign Manager deployment
- Working with Campaign data
- Configuring workflow for the Campaign microsite

## Day 2

### Campaign Tracking

Day 2 begins by reviewing. We will analyze if the campaign is ready and add a survey page as well as the ability to self-register. Once a test mailing is submitted the students will respond to the emails generated. This activity creates tracking data that can then be reviewed in the tracking site that will be configured.

#### LESSONS

- Adding steps to a Campaign
- Testing a Campaign mailing
- Configuring and using the Tracking site

## Day 3

### Create a Storefront Campaign

Day 3 begins by reviewing the campaign results. Students discuss whether this campaign would be best kept in Campaign Manager or is more appropriate for use as a campaign product to be ordered through Storefront by local dealerships. The course concludes with covering site maintenance and best practices.

#### LESSONS

- Storefront Campaign Products
- Site Maintenance
- Best Practices

## CAMPAIGN MANAGER **TRAINING** OUTLINE

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