



## Campaign Manager

Pageflex Campaign Manager streamlines the process of creating a multi-faceted cross media campaign, while providing robust reporting capabilities to track a campaign's success. The enhanced tracking capabilities provide marketers an accurate, detailed account of the effectiveness of each tool used in a comprehensive campaign, such as email, personalized URLs and landing pages, and direct mail.

This in-depth two-day class teaches you the process of planning, building, implementing, and tracking a campaign. It also discusses how to use the data gathered from a campaign to take action that leads to positive change in your organization. You will learn how to implement Campaign variables in Pageflex Studio, package and implement the project in Campaign Manager, implement workflow, set up the tracking site, submit Campaign mailings, and track recipient activity. During the class, you will work on a structured exercise to deliver PURLs to recipients, and a second project that you will take from planning to implementation and tracking.

**PREREQUISITES:** Students are expected to have a firm grasp on the use of Pageflex Studio. An understanding of HTML fundamentals is also helpful.

### Day 1 — Demonstrations and Implementation of a Campaign

Day 1 begins with a look at an existing campaign. The initial focus is on the tracking site, and then we move on to the Campaign setup options, and end with a discussion of setting up the project in Studio. Next, we take an existing Studio project and implement the Campaign variables. That project is packaged for use by Campaign Manager. All setup of mailing recipients, workflow, tracking information is completed, and we submit a mailing.

#### 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
- Creating Campaign mailings

## Day 2 — A Real Life Scenario: The Museum of Art

Day 2 begins by reviewing and responding to the e-mails sent at the end of Day 1. This activity creates tracking data that can then be reviewed in the tracking site. Next, a campaign plan is introduced and attendees brainstorm and implement their solution to the needs of the fictitious client. The course ends with some additional information about maintenance and customization options for Campaign Manager.

### LESSONS

- Testing a Campaign mailing
- Configuring and using the Tracking site
- Extending a Campaign
- Campaign planning and implementation activity
- Site maintenance