

Who is this course designed for?

- New and experienced Maximizer CRM 10 users (All Editions: (except Entrepreneur) Group, Professional and Enterprise) who have a requirement to use Maximizer CRM in support of their marketing activities.
- **Recommended Pre-requisites: Maximizer CRM User Training (Course T101).**

What is the course objective?

The objective of this course is to ensure that users of the system in a marketing role can use the database to generate marketing lists, produce collateral for marketing deliverables from these lists for use in manual campaigns and an understanding of the requirements to use the marketing campaign manager email functionality to generate, send and track electronic mail campaigns.

What will you learn?

This course contains the following lessons and modules.

- Advanced Maximizer Skills – Key skills, making lists, enhancing simple reports, graphing your marketing data and relating entries.
- Dealing with duplicates in your database – merging, deleting and combining entries from the database.
- Database imports and exports in Maximizer 10. Considerations for purchasing data.
- Data cleansing techniques, using global edit in the database.
- Printing letters and labels (a reprise).
- Creating Udfs to help track campaign effectiveness.
- Using the company library to support marketing activity.
- Using the campaign manager for automated campaigns (email). Create single and multi phase campaign templates where you define details that drive responses.
- Personalise your HTML campaign message with address book merge fields.
- Create project templates to manage complex campaigns that can be re-used again and again.
- Define project steps, activities and roles and apply to a marketing campaign.
- Configure the campaign manager email service and set logging options for the campaign manager.

This is a standard course using a sample data set. All course delegates are provided with a set of instructional reference notes with sufficient space for note taking and a binder to store them in. Delegate understanding is reviewed throughout however due to the custom nature of content coverage is not examined at the end of the session.

Where is this course delivered?

- This course is delivered at the Head Offices of C.A.B.C. Limited in Newbury, West Berkshire (joining instructions and a map to our location will be sent to all delegates). We can accommodate up to six delegates per course.

How long is this course?

- This course lasts 6 hours and runs from 0930hrs to 1630 hrs including breaks.

When does this course run?

- We run this course 4 times a year (on average once every three months). You can check the date of the next course by reviewing the CABC events calendar and looking for course T103.

For more information, pricing or to make a booking, please contact CABC Sales on (01635) 570970 or visit the [CABC CRM Shop](#) to buy online.