BLACKBAUD CRM™

Direct Marketing

COURSE TYPE

» Technology

MODALITY

» Instructor-Led Event

DURATION

» 3 Hours

DELIVERY METHOD

» Online
» Onsite

PREREQUISITES

» Blackbaud CRM: Overview
» Blackbaud CRM: Core Principles 1
» Blackbaud CRM: Core Principles 2

COURSE OVERVIEW

Join us for this instructor-led learning event that teaches students how to utilize Direct Marketing functionality within Blackbaud CRM. In this session, participants learn how to read Direct Marketing Efforts and then how to create new Direct Marketing Efforts. This session covers all aspects of setting up a Direct Marketing effort including creating source codes, finder numbers, seeds, and ask ladders.

Students learn how to create communication templates to standardize and streamline the creation process for future Direct Marketing efforts. We wrap up the session by learning how to run a Response Analysis after the effort is complete.

TARGET AUDIENCE

This course is designed for those responsible for running Direct Marketing within their organization. Users with foundation knowledge of records and system navigation will benefit from this course.

LEARNING OBJECTIVES

- Locate information on a Direct Marketing Effort
- Create a new Direct Marketing Effort
- Build a Direct Marketing Effort template
- Run Response Analysis

VIEW ADDITIONAL INFORMATION

- Registration information
- Blackbaud University policies
- View the complete curriculum for Blackbaud CRM

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LEARN MORE ABOUT BLACKBAUD UNIVERSITY