

Getting Started with MessageFocus (Adestra Certified User)

Course Overview

The new user session covers the basics of using MessageFocus and is available to new and existing clients. This session will help to eliminate any problems and bad habits, and ensure your team are using MessageFocus efficiently from the outset.

Knowledge Prerequisites:

- None

Duration:

- 1 hour

Choose from Two Sessions:

- 10:00 GMT Wednesday or
- 14:00 GMT Thursday

Sign Up Now:

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Marketing Automation with MessageFocus (Adestra Certified User)

Course Overview

The Marketing Automation session demonstrates how you can create automated email programs within MessageFocus. From welcome programs, to reactivation campaigns this is a great way to start developing and delivering your desired customer journey.

Knowledge Prerequisites:

- Attended a Getting Started Session

Duration:

- 1 hour

Choose from Two Sessions(every week):

- 14:00 GMT Wednesday
- 10:00 GMT Thursday

Sign Up Now:

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Testing & Optimising Your Email Campaigns (Adestra Certified User)

Course Overview

This session covers the most important points you need to consider when planning future campaigns. It includes guidance concerning best practice, as well as covering some of the more useful features found within MessageFocus, such as Split Testing and Content and Spam Check. The session also looks at using responsive design and effective content.

Knowledge Prerequisites:

- Attended a Getting Started Session

Duration:

- 1 hour

Registration Dates:

- Thursday (every two weeks)
- 10:00 GMT or 14:00 GMT

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Advanced Reporting and Exporting (Adestra Certified User)

Course Overview

This session concentrates on the reporting element within MessageFocus. It details the various reporting methods available to you, including how to personalise your reports and how to export the results.

Knowledge Prerequisites:

- Attended a Getting Started Session

Duration:

- 1 hour

Registration Dates:

- Thursdays (every two weeks)
- 10:00 GMT or 14:00 GMT

Sign Up Now:

- [Register>>](#)

Building Sign-Up Forms and Preference Centres (Adestra Certified Superuser)

Course Overview

MessageFocus enables you to create sign-up forms and preference centres for use within your email campaigns. This session will show you how to create these, how to add different actions, how to effectively use form templates and finally how to implement the forms that you have made.

Knowledge Prerequisites:

- Attended a Getting Started Session

Duration:

- 1.5 hour

Registration Dates:

- Tuesday (every two weeks)
- 10:00 GMT or 14:00 GMT

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