Managing eNewsletter Activities

90 Minutes

▶ **Audience:**
Communications Team

▶ **Method of Training:**
WebEx/remote

▶ **Market:**
House, Senate

SUMMARY

This course is focused on the activities and features associated with eNewsletters within the Outreach module of the IQ4 Tool.

BY THE END OF THIS COURSE, YOU WILL BE ABLE TO

▶ Identify the different types of outreach available in IQ
▶ Create an audience using the Audience Builder to send outreach to
▶ Design and publish an eNewsletter to communicate with constituents
▶ Compare eNewsletters using an AB Test to improve communications based on constituent preferences
▶ Apply Follow-Up Campaigns to eNewsletters to improve view rates
▶ Analyze success of eNewsletters using interactive reports

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