

LassoU – Email Marketing Course

The objective of this course is to introduce Lasso Users to Permission Based Email Marketing and Email Marketing functionality within the Lasso application

Upon completion of this course, participants will have an understanding of Email Marketing Best Practices, Opt-In & Opt-Out functionality, how to send Mass Mail from Custom Lists and Groups, how to interpret Mass Mail Reporting, how to create Email Templates using the Basic Editor, Opt-In & Opt-Out templates, and Self Serve Registrant Update (SSRU) Templates (functionality that enables your Registrants to update their own profiles securely).

Pre-requisite: None required

Audience: Those responsible for email marketing

Course Length: Up to 2 hours (as required)

Section	Duration	Topic
1	20 minutes	Introduction to Permission Based Marketing Email Marketing Best Practices
2	20 minutes	Opt-In & Opt-Out functionality Review & create Opt-In & Opt-Out templates
3	20 minutes	Mass Mail functionality overview Send Mass Mail from Custom Lists & Groups
4	10 minutes	Mass Mail Reporting – Review new reporting features
5	20 minutes	Email templates – Create Basic Editor template & overview of Advanced template
6	20 minutes	Self Serve Registrant Updates (SSRU) – Overview of functionality
7	10 minutes	Q&A