

GoldMine For Marketeers

Aim

To give anyone involved in marketing, or using GoldMine as a marketing tool a more in depth knowledge to turn GoldMine into a proactive marketing machine to track leads more effectively and get extra productivity out of GoldMine.

Pre-requisites

Students should already have a working knowledge of Windows and should have a working knowledge of GoldMine and Microsoft Word.

Duration

Course is normally One Full Day - start time is 10.00am and we aim to finish around 4.30pm. Refreshments, provided throughout the day, and buffet lunch are included (If the course is held at Wizard Systems Training Centre).

Agenda

- Advanced Filters and Groups
- Creating Word Templates
- Using Merge Codes
- Doing a Mail Merge with Word
- Following Up a Mail Merge using the Group Schedule feature
- Using an Automated Process to automatically Send Letters and Schedule Follow up Activities
- Analysing the success of marketing with Leads Analysis
- Researching New Leads for FREE with the Isearch.ini
- Creating an e-mail Template
- Doing an e-mail Merge to Multiple Contacts
- Create more appealing messages with HTML e-mail
- Overview of Linking GoldMine to Your Web Site (Web Capture) to track all new leads and action on them instantly



"I have learnt a great deal today. I look forward to going back to the office tomorrow to use GoldMine." **Haynes Publishing**

"Comprehensive and well delivered course. I would recommend both product and company" **MSS Marketing Research Ltd**

"This was a very good course and met my objectives" **Renishaw Plc**

"Most informative, displaying depth of knowledge in an easy to understand manor"
PKL Group (UK) Ltd