

Course	Marketer III – Content Management	
Audience	Marketers and Administrators who are familiar with topic covered in Marketer I and II (Marketer I syllabus here) (Marketer II syllabus here) and want to learn more about managing templates and content.	
Description	<p>Are you a Company Marketer or Admin and interested in advanced template and content management? This webinar will equip you to:</p> <ul style="list-style-type: none"> - Use existing templates to create a marketing piece - Order custom templates - Make marketing pieces available to groups and agents - Create and manage template categories - Create and manage marketing campaigns - Take a deeper dice into template metrics and reporting <p>Bring your questions – webinar followed by Q&A !</p>	
Agenda	Resources	
<ol style="list-style-type: none"> 1. Review of Marketer II <ul style="list-style-type: none"> • Company Settings • Managing Sales Agent Accounts • Managing Account Groups • Admin Dashboard and Metrics • Common Agent Questions 2. Marketing Piece Creation <ul style="list-style-type: none"> • From existing templates <ul style="list-style-type: none"> - Using filters to find the right template - Adding content/listings - Publishing to agents • Ordering a custom template/template edit <ul style="list-style-type: none"> - The template gallery - Process - Specifications 3. Making Templates Available <ul style="list-style-type: none"> • Scheduling a piece on behalf of agents • Marketing pieces and static templates • Managing Template Access <ul style="list-style-type: none"> - What is “restricted access” - Template access and groups - Template access and individual agents 	<p>Marketer I Syllabus Marketer II Syllabus How do I send an agent a new password? How do I create a new agent account? How do I assign agent subscriptions? Group Admin resources Best Practices: Email Content rezora SPAM and Deliverability Resources All About: Display Ad Retargeting</p> <p>rezora: Marketing Piece Resources How do I create a marketing piece? How do I copy a template?</p> <p>How do I publish a marketing piece?</p> <p>rezora: Template Order Guide How To: Order a Template Edit Design requirements Where is the tempolate gallery?</p> <p>How do I schedule a marketing piece? How do I activate a marketing piece?</p> <p>How do I restrict a marketing piece?</p>	

<p>4. Template Categories</p> <ul style="list-style-type: none"> • Why template categories? • Creating template categories • Template category examples <p>5. Marketing Campaigns</p> <ul style="list-style-type: none"> • What are campaigns? • Campaign examples • Agent participation in campaigns • Creating a new campaign <p>6. Template Management and Reporting</p> <ul style="list-style-type: none"> • Template use and stats • Template archival 	<p>How do I make a template available to one agent?</p> <p>Best Practices: Template Categories</p> <p>What is a campaign?</p> <p>What is an example of a campaign?</p> <p>How do I see what templates are in a campaign</p> <p>How do I create a campaign?</p> <p>Stats on the template reporting page</p> <p>How do I archive templates?</p>
<p>Next Course</p>	<p>Marketer IV – Building Your Own Templates</p>