





Learning Path: Communicate With Your Audience




 **Goal 1: Segment Customers**


Video / Classroom

-  Customer Lists & Reports
-  Exploring Data 1: Customer Segmentation

 **Goal 2: Send Marketing Emails**



Video / Self-serve




-  Contact Preferences, Tags & Customer Attributes
-  How to Create a Tag
-  Integrated Emails
-  Pre- and Post-Show Emails

 **Goal 3: Run Standard Reports**

Optional

Classroom

-  Exploring Data 2: Intro to Standard Reports
-  Exploring Data 3: Modify Standard Reports

KEY |  Concept Video |  eLearning |  Instructor-led Training

