€TRAINING

BroadEffect Users Refresher

29 April - 3 May 2024
London (UK)
Landmark Office Space

BroadEffect Users Refresher

Introduction:

This training course is designed to refresh existing BroadEffect users on the various features and capabilities of the platform. The course will cover the basics of the system as well as advanced features and best practices for utilizing the platform to its fullest potential.

Course Objectives:

At the end of this course, the participants will learn about:

- Navigate the BroadEffect platform with ease
- Utilize advanced features of the platform to enhance their campaigns
- Understand best practices for utilizing the platform to achieve their marketing goals
- Optimize campaigns for better performance
- Create, manage and analyze campaigns

Targeted Audience:

- This course is designed for existing BroadEffect users who want to refresh their knowledge and skills in using the platform. It will be beneficial for marketing professionals, digital marketers, and anyone else who is responsible for creating and managing campaigns on BroadEffect.

Outlines:

Unit 1: Introduction to the BroadEffect Platform

- Overview of the platform
- Navigation and basic features
- Setting up a campaign

Unit 2: Advanced Features and Best Practices

- Targeting and segmentation
- Optimizing campaigns for better performance
- Utilizing analytics to improve campaign results

Unit 3: Creating and Managing Campaigns

- Setting up different types of campaigns
- Creating and editing ad creatives
- Managing and monitoring campaigns

Unit 4: Advanced Campaign Management

- A/B testing and optimization
- Scaling campaigns
- Utilizing automation for efficient management

Unit 5: Analyzing and Reporting on Campaigns

- Understanding the metrics and analytics
- Creating reports and dashboards
- Utilizing data to make informed decisions and improve future campaigns