



Studio Marketing Automation Training



Hello!

Thank you for participating in MindFireInc®'s Studio Training! We look forward to meeting you and working with you on your first program.

In advance of your training, please complete the following tasks:

1. Obtain your MindFire Studio user name and password. (Upon sign-up, the power user for your account will have received their password. They will then be able to create additional users.)
2. If you are not the power user, please request full access rights are granted to your user for our training.
3. Install MindFire Studio on the laptop you will use during our training using this installation link: <http://mindfireinc.com/install>
4. Verify that your laptop is up to date with the latest release. The latest version of Studio is always listed here: <http://mindfireinc.com/guide/developers/system/changelog>
5. Prepare the requested items for our fourth project in advance of your training, so that you can get the most out of this portion of your training experience.

If you have any questions over any aspect of the training, feel free to contact us directly.

Sincerely,

Michael Dunahee

Implementation Analyst, MindFireInc®

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949-885-6900

DAY 1

9:00 – 9:30	Introductions
9:30 – 10:00	Studio Orientation
10:00 – 10:45	Contact Management
10:45 – 11:15	Configuration Management
11:15 – 11:30	Break
11:30 – 12:30	Building a Basic Program
12:30 – 1:30	Lunch
1:30 – 2:30	Email, Direct Mail, Triggers
2:00 – 3:00	Project #1: Building a Program
3:00 – 3:15	Break
3:15 – 4:45	Project #2: Template Manipulation
4:45 – 5:00	Q & A / Open Discussion

DAY 2

9:00 – 9:30	Q & A/Open Discussion/Review
9:30 – 10:00	App Overview
10:00 – 11:00	Rule Groups, Content & System Variables
11:00 – 11:15	Break
11:15 – 12:00	Goals, Scores, Drip Marketing
12:00 – 12:30	Reporting
12:30 – 12:45	Resources/Help
12:45 – 1:00	Project #3: Drip Marketing
1:00 – 2:00	Lunch
2:00 – 3:00	Project #4: Workflow Design
3:00 – 3:15	Break
3:15 – 4:45	Project #4: Functionality – Program wrap-up

WORKSHOP PROJECT #1: BUILDING A PROGRAM

In our first workshop project, we will be presenting an exercise and building alongside, with a complete walkthrough of the build process. Focus will be placed on how to accomplish common tasks faced by marketers.

WORKSHOP PROJECT #2: TEMPLATE MANIPULATION

In our next workshop project, we will demonstrate how to use variables in templates to quickly and efficiently roll out marketing campaigns. This basic project will introduce template usage techniques which can also be applied to more complex programs.

WORKSHOP PROJECT #3: DRIP MARKETING DEMO PROGRAM

For this project, we will build a drip marketing demo program together. We will provide you with the HTML, but we highly recommend customizing the program with your own branding and text, so you can go home with a program you can use right away! This project will show you how to nurture your prospects over time, and place non-responsive users on a different marketing track than your more active respondents through the use of behavioral filters, goals, and scores.

WORKSHOP PROJECT #4: BRING YOUR OWN PROJECT

Please bring your own project that you would like to work on with our team. We suggest preparing by doing the following:

1. **Clean** your contact data file and identify a common unique identifier field (ex. account id, email address) or a unique combination of fields (ex. first name, last name, zip code). Unique identifiers will be used by the system to eliminate duplicates and must be consistent throughout an account or sub-account. **DO NOT UPLOAD YOUR CONTACTS IN ADVANCE! Once you upload contacts, the rules for handling duplicate contacts CANNOT be easily changed in your account.**
2. **Create** a visual representation of your workflow on paper or using a tool such as Visio, Word, or PowerPoint.
3. **Prepare** the HTML for your microsite pages and emails.
4. **Upload** the assets (images, CSS files, etc.) to a publicly accessible web location.
5. **Determine** an action plan for automated follow-up with respondents.
6. **Register a domain** and in your domain registrar's control panel, please set two A records for the domain, pointing to IP address **184.72.52.227**, the hosts for the two records being * and @ respectively. This [video](#) will help explain this concept, and we will discuss further in the training.

The goal is to be able to walk through all parts of the Studio that you are interested in – not necessarily to walk through specific campaigns. MindFire does not guarantee that we will be able to build and publish specific campaigns during the workshop – the focus will be on learning, using client specific scenarios.

TRAVEL INFO

Training Program Hours: 9:00AM - 5:00 PM (both days)

Location of Training Program: 2601 Main St, Suite #830, Irvine, CA 92614

Closest Airport: John Wayne Airport (SNA)

NEARBY HOTELS

Courtyard Irvine

2701 Main St, Irvine, CA 92714

949-757-1200

<http://www.marriott.com/hotels/travel/laxch-courtyard-irvine-john-wayne-airport-orange-county>

NOTE: This hotel is on the same property as our office building, so it's very convenient.

Hotel Irvine

17900 Jamboree Rd., Irvine, CA 92614

866-396-4201

<http://www.hotelirvine.com>

Residence Inn Irvine

2855 Main St, Irvine, CA 92614

949-261-2020

<http://www.marriott.com/hotels/travel/snaiv-residence-inn-irvine-john-wayne-airport-orange-county/>

Embassy Suites Irvine

2120 Main St, Irvine, CA 92614

949-553-8332

<http://embassysuites3.hilton.com/en/hotels/california/embassy-suites-by-hilton-irvine-orange-county-airport-KOLCAES>

Irvine Marriott

18000 Von Karman Ave, Irvine, CA 92612

949-553-0100

<http://www.marriott.com/hotels/travel/laxir-irvine-marriott/>

Hilton Irvine

18800 MacArthur Blvd, Irvine, CA 92612

949-833-9999

<http://www3.hilton.com/en/hotels/california/hilton-irvine-orange-county-airport-SNAOCHF>