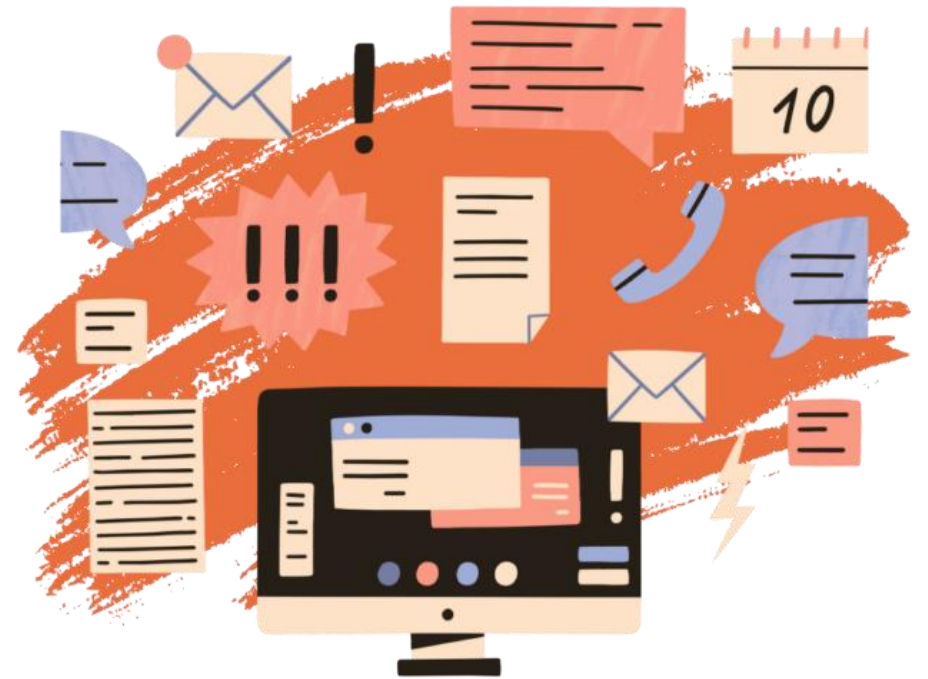# GrowthZone Communications

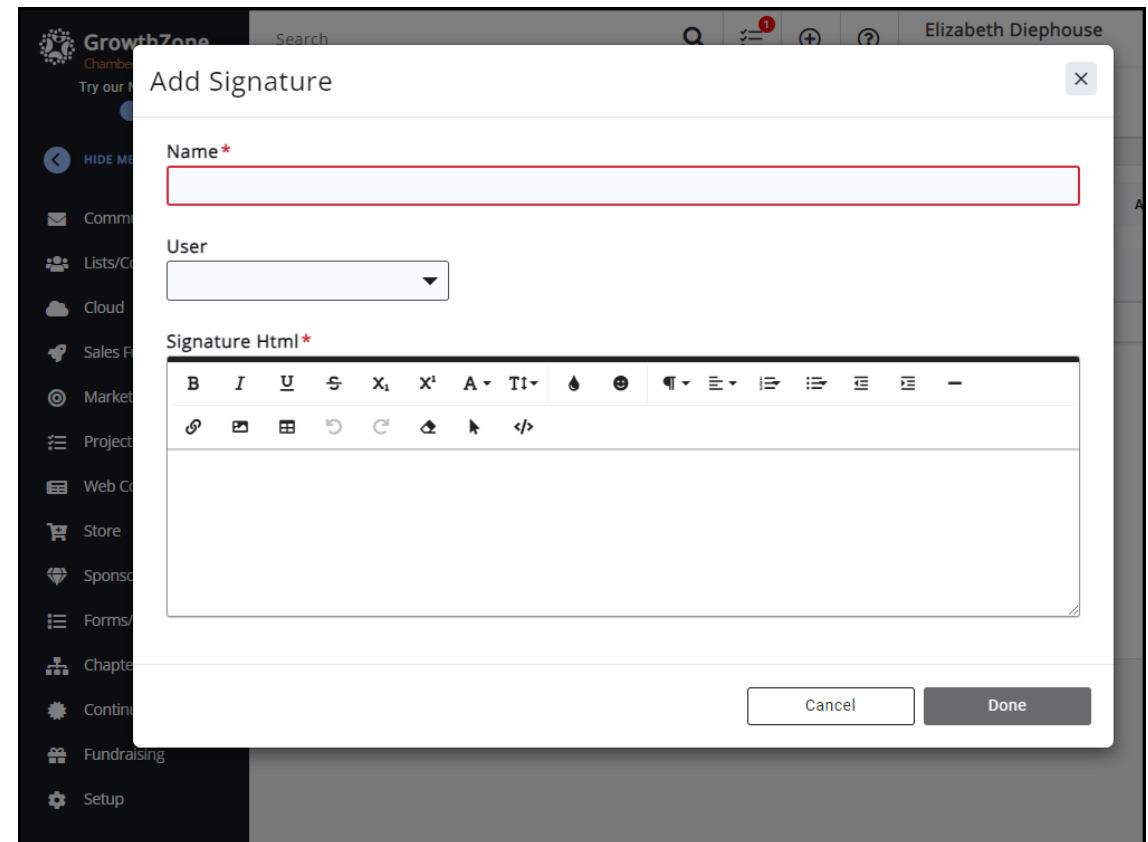GrowthZone

smarter association software

Agenda

- Setting up Communications
  - Email signature
  - Templates
- Automated Communications
- Sending/Scheduling Emails
  - Individual
  - Group Email
- Logging Calls & Notes
- Reviewing Communications

Email Signature

- Create signature with organization colors
  - Consistency for staff
- Include text & graphics, links
- Easily select signature when sending email correspondence
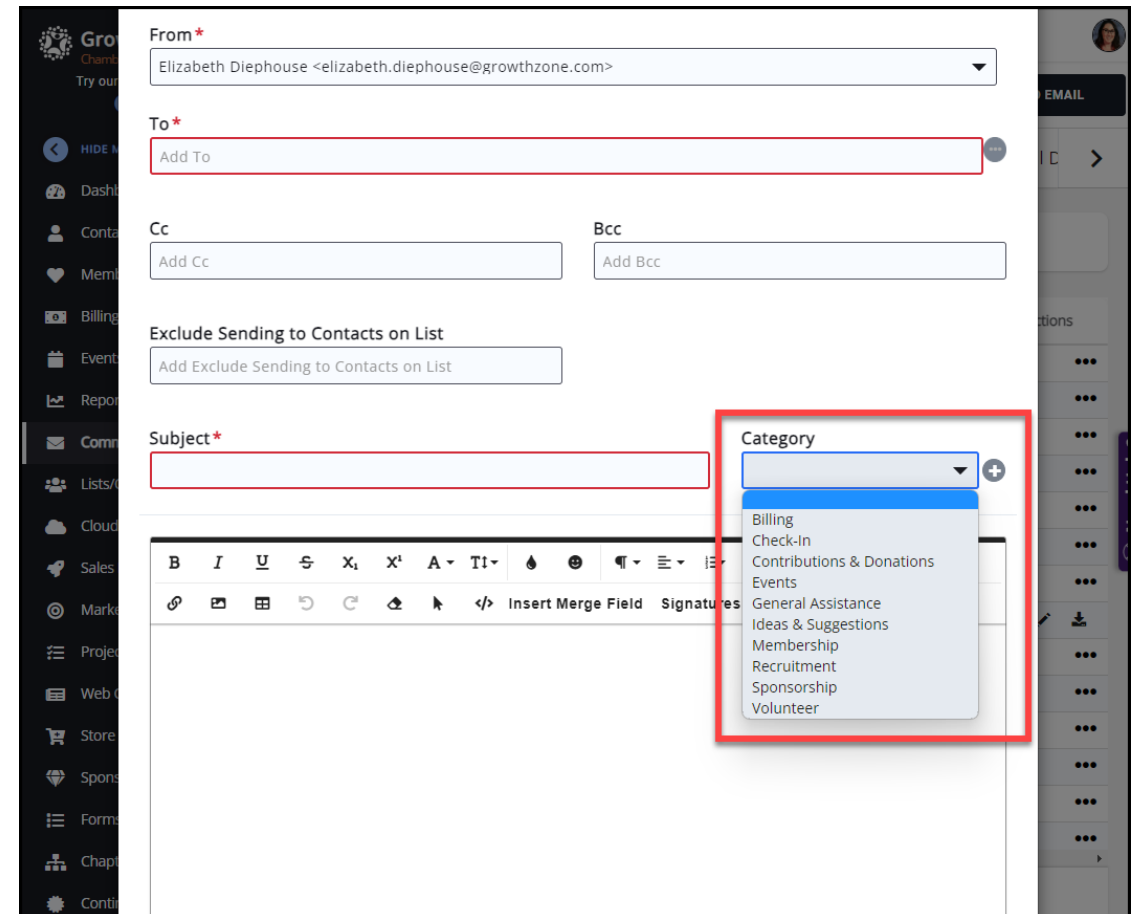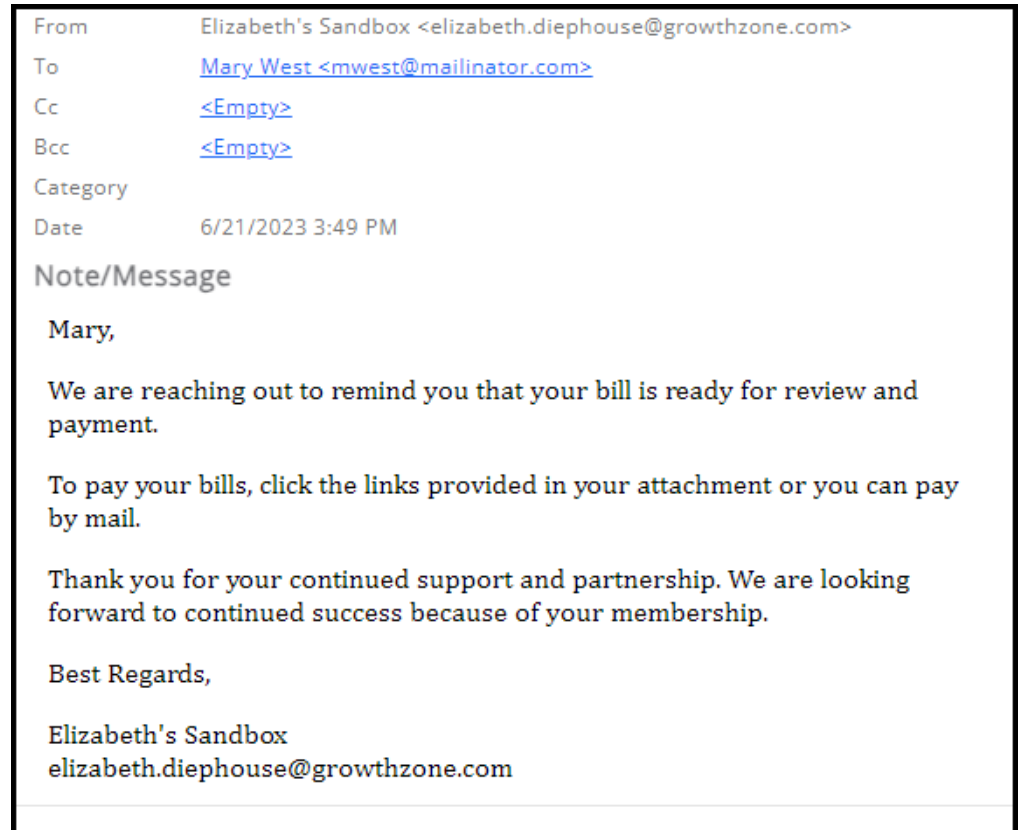
KB: Create your Signature

Communication Categories

- Communication Categories provide a way for you to

- Organize and filter email communications

- Communications Report
  - Filtered by category
  - Provides better understanding of communications being sent
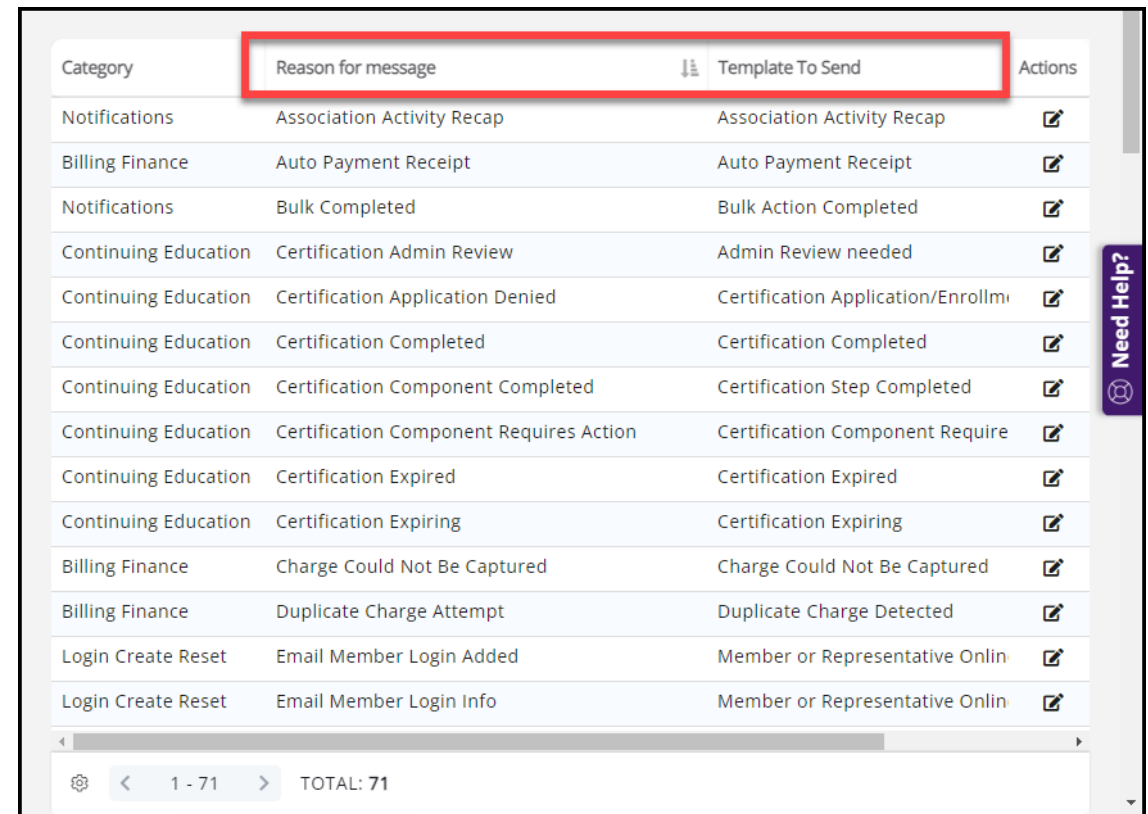
Email Templates

- Predefined [templates](#) provided
  - Select and save to your own list of templates
- Use templates "as is"
- Customize
  - Save with your own name
- Create your own

From	Elizabeth's Sandbox <elizabeth.diephouse@growthzone.com>
To	Mary West <mwest@mailinator.com>
Cc	<Empty>
Bcc	<Empty>
Category	
Date	6/21/2023 3:49 PM

Note/Message

Mary,

We are reaching out to remind you that your bill is ready for review and payment.

To pay your bills, click the links provided in your attachment or you can pay by mail.

Thank you for your continued support and partnership. We are looking forward to continued success because of your membership.

Best Regards,

Elizabeth's Sandbox
elizabeth.diephouse@growthzone.com

Automated Communications

- Automatic messages configured to be sent in response to certain actions
- Customize and configure which automated messages will be sent
  - Do Not Send option to disable

Category	Reason for message	Template To Send	Actions
Notifications	Association Activity Recap	Association Activity Recap	
Billing Finance	Auto Payment Receipt	Auto Payment Receipt	
Notifications	Bulk Completed	Bulk Action Completed	
Continuing Education	Certification Admin Review	Admin Review needed	
Continuing Education	Certification Application Denied	Certification Application/Enrollm	
Continuing Education	Certification Completed	Certification Completed	
Continuing Education	Certification Component Completed	Certification Step Completed	
Continuing Education	Certification Component Requires Action	Certification Component Require	
Continuing Education	Certification Expired	Certification Expired	
Continuing Education	Certification Expiring	Certification Expiring	
Billing Finance	Charge Could Not Be Captured	Charge Could Not Be Captured	
Billing Finance	Duplicate Charge Attempt	Duplicate Charge Detected	
Login Create Reset	Email Member Login Added	Member or Representative Onlin	
Login Create Reset	Email Member Login Info	Member or Representative Onlin	

1 - 71   TOTAL: 71

Sending Emails

- Email Settings

- Archive Email Address

- Unsubscribe Settings
  - Customize unsubscribe message
  - What happens when email recipient opts-out
  - Unsubscribed Report

Thank you for your purchase. Attached is Invoice purchased by .

Due Date:

Total Due:

You can pay online by following this link. or by mailing check.

If you have any questions, please contact us at:

Elizabeth's Sandbox
elizabeth.diephouse@growthzone.com

This email was sent on behalf of Elizabeth's Sandbox located at . To unsubscribe click here. If you have questions or comments concerning this email contact Elizabeth's Sandbox at elizabeth.diephouse@growthzone.com.

Communication Delivery Stats

- <u>Email Delivery Statistics</u>
  - Understand effectiveness of your communications
- View open rates to help gauge success
- Determine whether an individual recipient received/opened the message
  - Review delivery <u>failures</u>
  - <u>Invalid email addresses</u>
  - Clean up email lists

Communication - Delivery Stats 〈 4 of 84 〉 ✕

Email Information

Thank you for your purchase - Invoice {{IInvoiceNumber}}

Email Stats

Recipients Selected	35
Removed Due to Flood Protection, Invalid, Do Not Contact, or No Email Address	17
Total Recipients Sent	18
Delivery Failures (Soft Bounces and Rejections)	0
Delivery Failures (Hard Bounces)	0
Successfully Delivered	18
Deliverability Rate	100.00%
Bounce Rate	0.00%

Open Stats

Distinct Recipients Who Opened	1
Total Opens	1
Open Rate	5.56%

Click Stats

Distinct Recipients Who Clicked	0
Total Clicks	0
Distinct Clicks	0
Click Through Rate	0.00%

Close

Scheduled Emails

- Postpone sending email with scheduled emails
    - View previously scheduled emails
    - Edit emails scheduled to be sent
    - Delete emails scheduled to be sent

- Delay delivery until ideal communication window

Logging Calls/Notes

- [Log notes/calls](#) with members
- Maintain communication information within your database
- Create Follow-up Reminders
  - Staff receive notification for Reminders assigned to them
  - Set due date and priority

Training Resources

Online Knowledge Base

Live and On-Demand Training Webinars

Product Updates

No-Cost Training Offerings

Knowledge Library

Chamber Industry Resources

How-To Video Library

GrowthZone
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Expanded Training Offerings

Regional Classroom Training

Customized Onsite Training

Personal One-on-One Engagement Sessions

Customized Online Training

Questions?