GrowthZone – Communications (The Basics)

GrowthZone
smarter association software

Agenda

Setting up Communications

Automated Communications

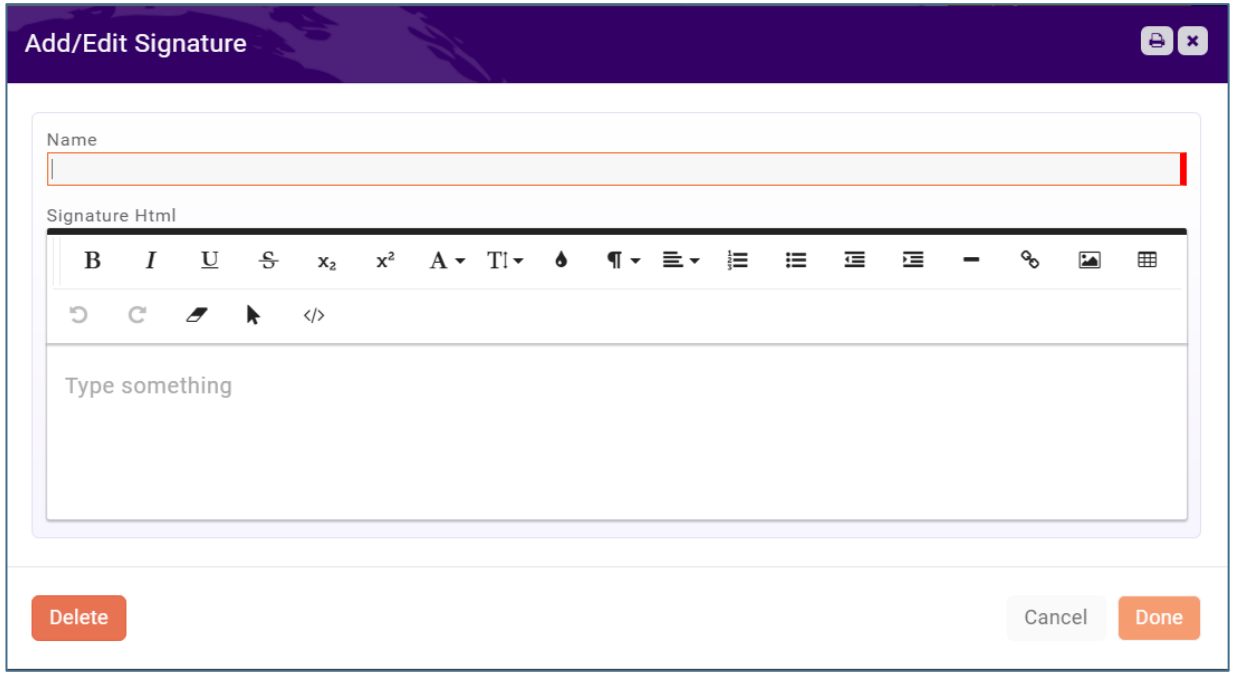
Sending/Scheduling Emails

Logging Calls & Notes

Reviewing Communications

Setting Up Communications

Creating your signature will save time when sending email correspondence. You can design your signature with both text & graphics, and easily select it when sending email correspondence.



GZ Knowledge Base:
Create your Signature

Communication Categories

Communication Categories provide a way for you to organize and filter email communications. Reports such as the **Communication Report** can be filtered by category to allow you to get a better understanding of the communications that are being sent

GZ Knowledge Base: Configure Communication Categories

Email Templates

Email templates provide an easy way to respond to standard email tasks.

- For example, you may wish to send a standard thank you email to all those who have attended an event.
- Email templates may also include database fields. For example, when sending an email for an event, the Event Name database field may be included in the email to customize the email to a specific event.

GZ Knowledge Base: Create and Manage Email Templates

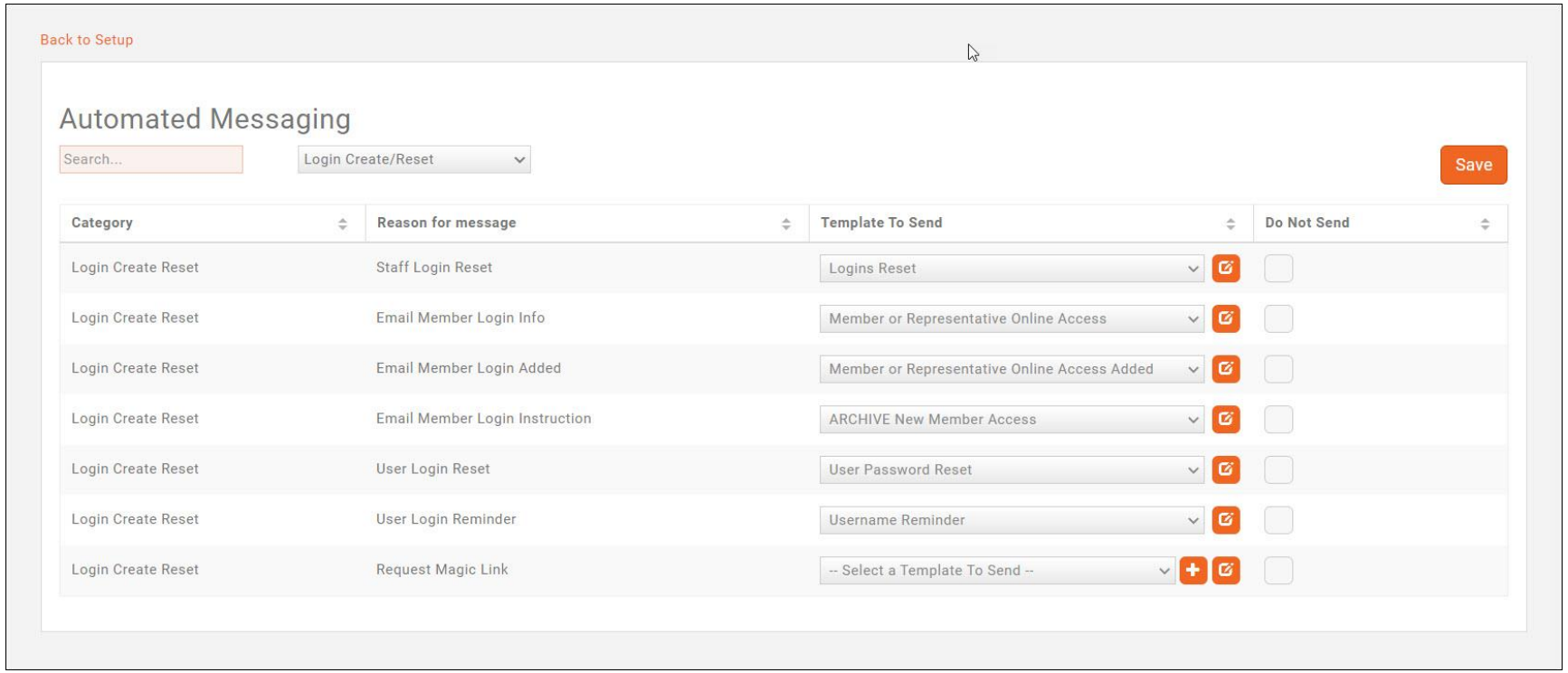
View/Create Templates

Setup > Communications > Email Templates

Automated Communications

Automatic messages may be configured to be sent in response to certain actions

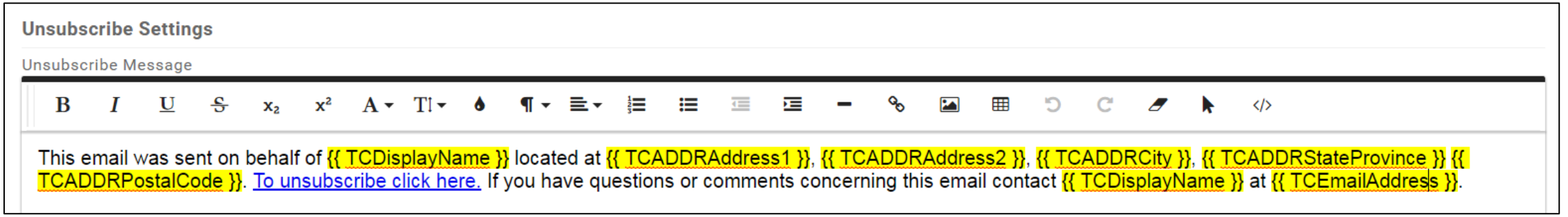
GZ Knowledge Base: Automated Messaging



Sending Emails

Setup > Communications > Email Settings

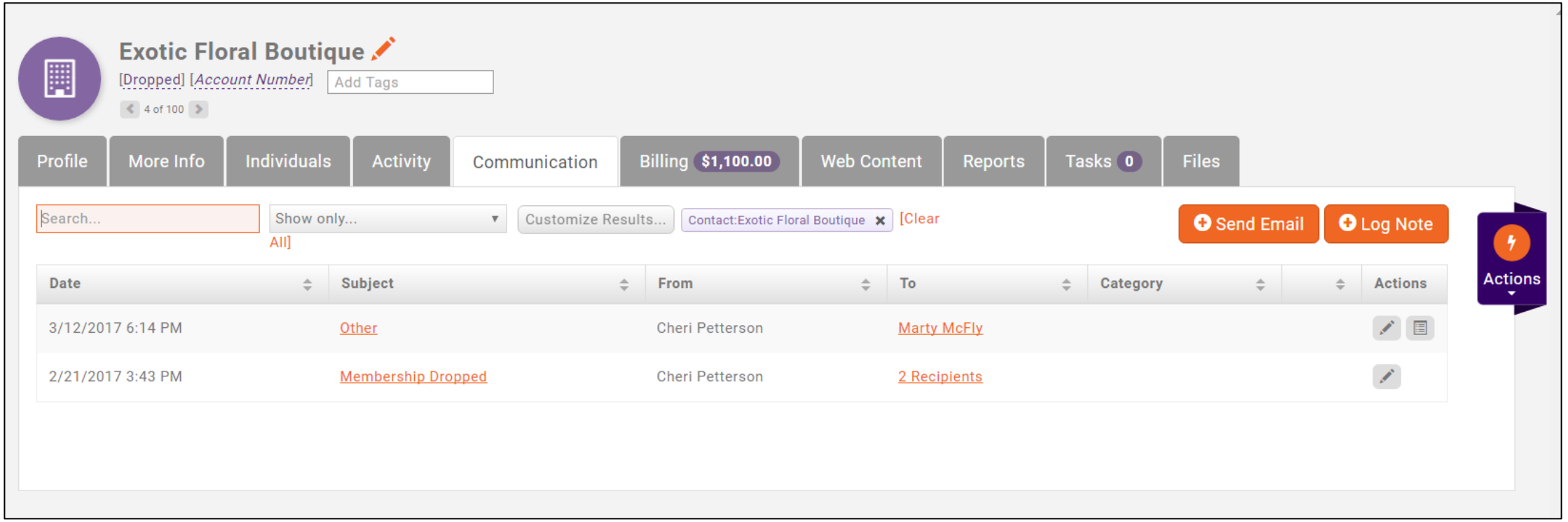
- Archive Email Address (MemberZone vs. Outlook)
- Unsubscribe Settings



- GZ Knowledge Base: Email Settings

Sending Emails/Monitoring Communications

GZ Knowledge Base: Sending Emails

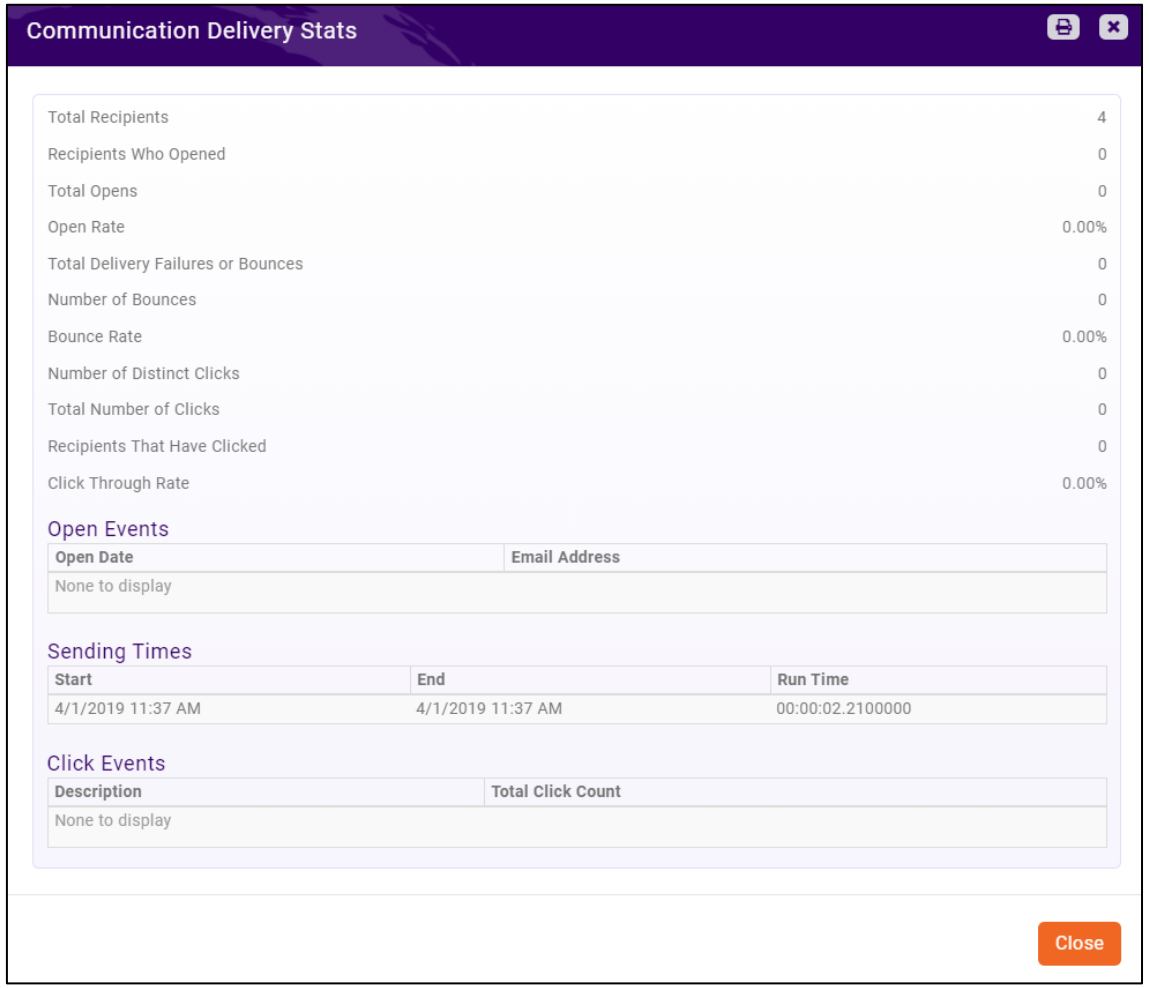


Sending Emails/Monitoring Communications

The **Communication Delivery Stats** will help you understand the effectiveness of your communications

This will allow you to gauge the success by looking at open rates, and allows you to check to see whether an individual recipient received/opened the message

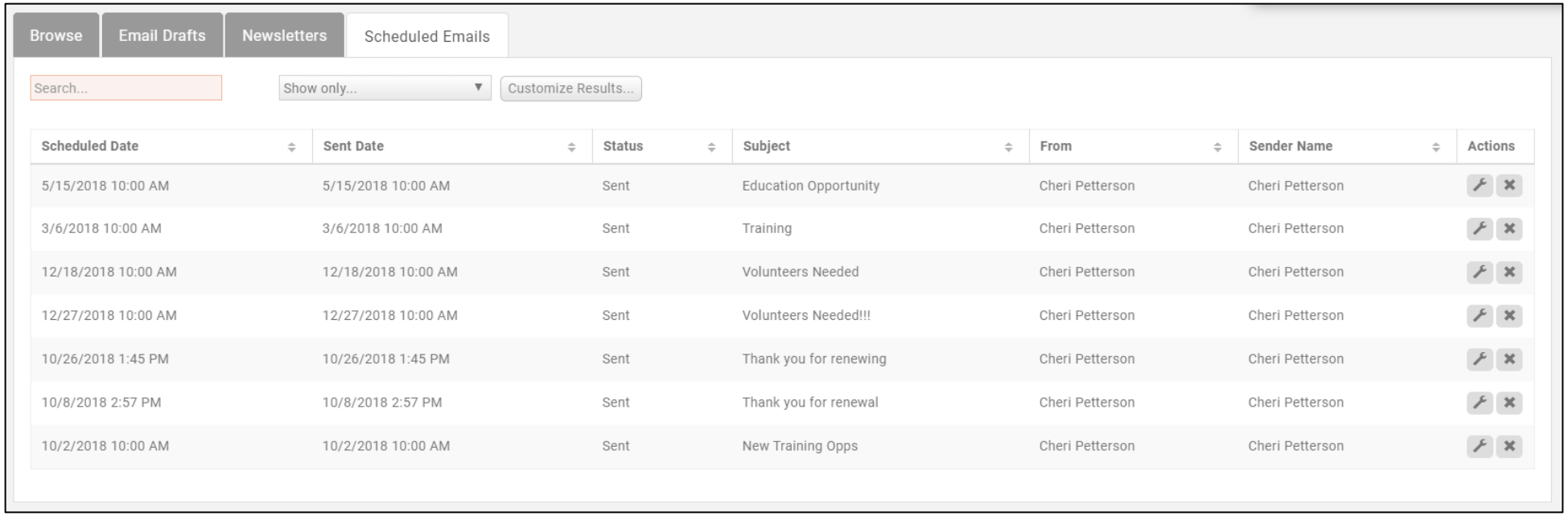
GZ Knowledge Base:
View Email Delivery Statistics



Scheduled Emails

On the **Communications** module **Scheduled Emails** tab, you can view, edit and delete scheduled emails

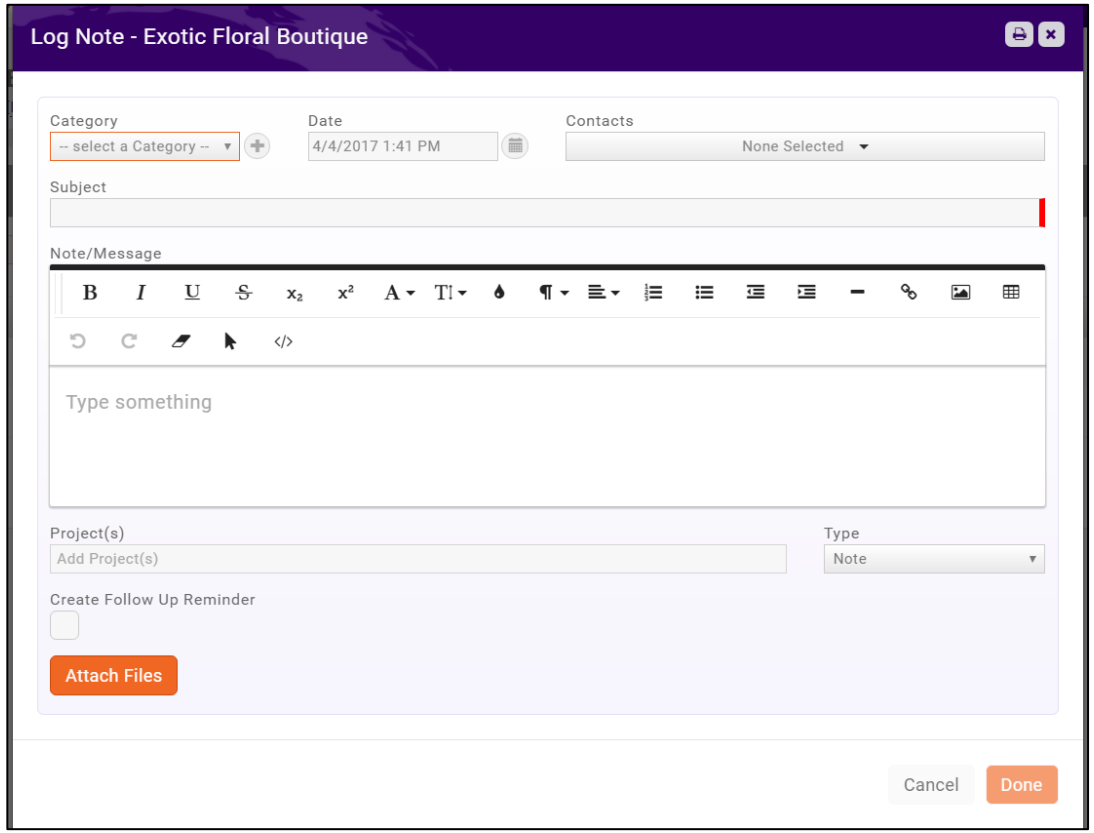
GZ Knowledge Base: View/Edit/Delete Scheduled Emails



Logging Calls/Notes

Through your communications tab you can also log notes/calls and maintain that information within your database

GZ Knowledge Base:
Log Notes/Phone Calls



Questions?

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Training and Support

Customer Service Hours:
Monday-Friday: 8am to 5pm (Central)
GZSupport@growthzone.com
800.825.9171, Option 4, then Option 2

Online Support Documentation:
GrowthZone Knowledge Base»

Training Calendar:
View Training Event Calendar »

Live Chat:
GrowthZone Support Portal (chat on far right) »