



GrowthZone/MemberZone User Group

August 19, 2024

GrowthZone Agenda

Salt Lake City, Utah

9:30 – 10:00 Check-in

10:00 – 10:15 Welcome

10:15 – 11:30 Working with Email Designer

With your GrowthZone software, the Email Designer provides you the ability to create and design your own newsletters and email templates. The Email Designer is extremely flexible and provides tools for basic content elements that you can use to create and design your newsletter.

11:30 – 12:00 Product Update

12:00 – 1:00 Lunch

1:00 – 2:00 Best Practices for Maintaining a Clean & Healthy Database

Data cleansing is so important because it improves your data quality and in doing so, increases overall productivity. When you clean your data, all outdated or incorrect information is gone – leaving you with the highest quality information.

2:00 - 3:15 Using Marketing Automation to Onboard New Members

The GrowthZone Marketing Automation module provides the functionality to set up automated workflows designed specifically around varying communication goals. For example, you may want to have a workflow for new prospects, or perhaps a drip campaign for new members.

3:30– 4:30 Exploring the Event Module Updates

We recently introduced a variety of new options for making managing your events. These include many improvements to the Sponsors & Exhibitor functionality.

4:30 – 5:00 Wrap Up



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