



eGalaxy Newsletter Training

Take Your Galaxy Mastery to the Next Level

You've brought your ticket sales online with the eGalaxy Web Store, and now you want to drive up customer awareness and sales opportunities by offering customers the opportunity to receive a newsletter or promotional offers via e-mail.

In the **eGalaxy Newsletter Training**, you will learn how to configure eGalaxy to prompt your online customers to join your email list. You will also learn how to gather that information from your SQL database and use it to send emails from Microsoft Word using the Mail Merge functionality. Of course, if you are using some other e-mail newsletter service or CRM system, you could use that too once you have learned how to get the information from SQL.

You'll learn how to:

- Configure the eGalaxy Web Store newsletter prompt
- Configure Order Entry to record the responses
- Create a view in your SQL database to hold your mail list
- Use Word to add data from the mail list to your newsletter and send the newsletter

This course is offered online using Microsoft Live Meeting and Skype VOIP audio service. To take full advantage of this training session, customers should use a broadband internet connection with connected microphone and speakers.

Location: Online • Duration: 1 hour • Tuition: \$100

Note: A minimum of three registrants is required to hold this class.

Prerequisites: Completion of System Administrator Essentials, Galaxy Data Structures and eGalaxy Web Store training, or equivalent knowledge of:

- Basic Order Entry concepts
- Basic eGalaxy Web Store concepts
- Familiarity with Microsoft SQL
- Working knowledge of Microsoft Office

Gateway Ticketing Systems, Inc., 315 East Second Street, Boyertown, PA 19512

Phone: +1-610-987-4000 . Fax: +1-610-987-4001 . www.gatewayticketing.com . Email: info@gatewayticketing.com