

Lyris HQ Fast Start Program

Tap into the power of data-driven online marketing with the Lyris HQ integrated marketing suite

Most marketers agree that great marketing is part art, part science. Once you've run an [online marketing campaign](#), however, it's challenging to shift from creativity and execution to analyzing numbers and tweaking the campaign based on the results. You have to learn new processes and tools that help you make sense of the numbers.

The Lyris HQ Fast Start Program enables you to quickly reap the benefits of data-driven online marketing. The program combines product training for the various applications in the Lyris HQ suite with best-practices online marketing education. Lyris tailors the program to your specific needs and provides a flexible curriculum schedule* so you can learn at your own pace. The Basic Package includes 13 hours of custom training and online marketing best practices education. The Advanced Package adds to the Basic Package 10 hours of concentrated workshops with Lyris domain experts who take you deeper into online marketing best practices. Choose the workshops that best fit your needs, and we'll help you apply your own data to take your online marketing to the next level. For details on the options, see the reverse side.

Benefits

- Get up and running quickly with the Lyris HQ online marketing software suite.
- Ensure a fast, successful implementation.
- Learn the fundamentals of [email marketing](#), [search engine marketing](#), [landing pages](#), [Web analytics](#), and search engine optimization.
- Learn best practices for using data to drive better online marketing results.
- Maximize team efficiency by learning time-saving features and processes within the Lyris HQ online marketing software suite.

**Services in the Basic and Advanced Programs must be received within 120 days of service launch.*

Basic Program

The Basic Package includes 13 hours of training and online marketing best practices education.

Group Training Sessions: Six separate webinar sessions cover these key areas:

- Introduction to Lyris HQ (1.5 hours)
- Email Marketing Fundamentals (2 hours)
- Search Marketing Fundamentals (1 hour)
- Landing Page Fundamentals (1.5 hours)
- Web Analytics Fundamentals (2 hours)
- Email Marketing Advanced (2 hours)

Analytics Configuration Audit: Designed for Web developers and IT staff, this session focuses on topics including parameter masking, revenue tracking and custom data analysis (1 hour).

Data-Driven Marketing: Establish interactive Web analytics to continuously improve your bottom line. We will examine the various reports, discuss your business goals, define key performance indicators (KPIs) and explore segmentation in depth (2 hours).

**Services in the Basic Program must be received within 120 days of service launch.*

Advanced Program

In addition to the 13 hours included in the Basic Package, customers can choose 10 additional consulting hours from the concentrations described below.

Web Analytics Concentration

Web Site Navigation and Conversion: Learn to improve the user experience, navigation and conversion rates using the Navigation Report and the Funnel Report. Understand how to configure a basic Funnel Report and establish Web site goals (2 hours).

Email Marketing Concentration

Email Subscriber Expectations: This review of the Opt-in, Update and Unsubscribe features focuses on setting email subscriber expectations and improving their overall experience (2 hours).

Email Creative Rendering Tips: This session reviews creative techniques for email messages including cross-browser rendering and image blocking. It includes an introduction to EmailAdvisor, the Lyris HQ deliverability analytics application (2 hours).

Email Sender and Subject Line Recognition Tactics: Learn how to increase email message open rates (1 hour).

Email Testing and Segmentation Strategies: Learn what to test, how to test, and how to segment your email subscribers to deliver more targeted email messages (1 hour).

Email Measurement and Optimization: Analyze the effectiveness of your email campaigns and determine ways to improve relevance, engagement and conversion rates. Learn techniques for re-messaging based on Web behavior after the click-through (2 hours).

Search Engine Marketing (SEM) Concentration

SEM Keyword Research and Account Structure: Examine trends in search marketing and explore “long tail” key phrases that help you cost-effectively attract more targeted visitors. Learn to organize your ad groups for more effective analysis and more relevant, better-performing ads (2 hours).

SEM Messaging and Landing Page Design: Improve your ad performance with more effective SEM ad messaging and landing page design. Maximize conversion rates by ensuring consistent messaging before and after click-through (2 hours).

SEM Measurement and Optimization: Evaluate and improve the performance of SEM keywords and ads – without spending countless hours. Learn to diagnose and prevent click fraud (2 hours).

Search Engine Optimization (SEO) Concentration

SEO Web Site Preparation: Remove barriers to better search rankings by examining your Web site’s domains, URL structure, navigation architecture and code formatting (2 hours).

SEO Keywords and Content: Use Web site content and search trends to determine your most important keywords. Write online content that appeals to both search robots and humans (2 hours).

SEO Measurement and Optimization: Explore “long tail” key phrases and identify your most important entry pages. Improve rankings and conversion rates by optimizing Web content for your highest priority terms (2 hours).

**Services in the Advanced Program must be received within 120 days of service launch.*

Contact your Lyris HQ sales representative to learn more.