



Databox Marketing Levels 1, 2 and 3

Download a booking form here.

Marketing Level 1

The first of the marketing courses can be booked on its own but also fits as part of the marketing suite of courses with Levels 2 and Level 3.

This introduction to Databox marketing will start by looking at some basic marketing configuration settings and then the customer database and what essential information can be stored within it.

We will explore the reasons why capturing data is important and also reasons why you may want to produce mailings and contact your customers. This sets the context for an introduction to the Mailing Module; starting with some simple customer extractions from the database based on a variety of criteria.

The course will also look at some simple database management tips to help keep the database tidy and ensure mail-outs are effective. There will be some exercises to work through and before the day finishes we will look at some reports available within the marketing module.

Who is it for?

This would be of interest to new marketing or box office staff who have not yet used marketing within Databox. This course is suitable for new Databox users who have a general knowledge of Windows based programs.

Course objectives:

- Introduction to the database and the basic information it is able to capture.
- Maintaining a tidy database, including the ability to merge customer records.
- Provide an introduction to extracting names and addresses from Databox using various criteria.
- Using the mailing module to provide labels, which can be used in marketing campaigns.
- Identifying Level 1 marketing reports.

Location: Milton Keynes

Cost: £140 + VAT per delegate

Marketing Level 2

This second level of marketing can be booked on its own but also fits as part of the marketing suite of courses between Levels 1 and 3. This course builds on the basic marketing knowledge and skills that you may already have or have learned from attending Level 1.

We start the course with a refresh of the basic configuration settings, but then build on this to look at advanced configuration settings and advanced data capture. We will revisit the mailing module, but this time looking at more complex database extractions. The various options available on extracted selections will be explored including exporting email addresses to send attractive email bulletins from Microsoft Word.

At this level, we also introduce Data Interrogator and look at the ways in which you can create your own customised reports and even export the results to create pie charts in Microsoft Excel.

There will be some exercises to work through and before the day finishes we will look at some advanced marketing reports.

Who is it for?

Graduates of Marketing Level 1 (see above), or anyone who wants to master advanced mailing extractions and data analysis in Databox. Suitable for those who have a basic understanding of the ticketing and marketing functions in Databox, including Marketing staff who have worked with Databox for at least a few months. Attendance of Marketing Level 1 is not a pre-requisite.

Course objectives:

- To understand advanced data capture options in the database
- To understand advanced configuration options relating to Marketing
- To be able to analyse your database with a variety of reports
- Introduce Data Interrogator as a customised report writing tool

Location: Milton Keynes

Cost: £140 + VAT per delegate

Marketing Level 3

The third level of marketing can be booked on its own or as a conclusion to Levels 1 and/or 2. It considers practical application of the knowledge and skills you have learned from Levels 1 and/or 2 or may already have through your existing experience of the product.

In this course we will pose common marketing problems such as, 'What is the most cost effective way for me to grow my audience?' 'Should we put our prices up?' 'How can I save money on my marketing?' 'How can I help my Box Office staff sell?'

We will then explore how Databox can provide solutions to these problems using reports and extractions to pull out data from Databox to inform and support your decisions.

Who is it for?

Graduates of Levels 1 and/or 2 (see above). Or, this course would also be suitable for any marketing staff who already have a good knowledge of Databox reports and the mailing module. Attendance of Marketing Levels 1 and/or 2 is not a pre-requisite.

Course objectives:

- Addressing common marketing questions and problems with solutions from Databox.
- Use of the Marketing and reporting module to extract information to answer questions and inform your marketing decisions.

Location: Milton Keynes

Cost: £140 + VAT per delegate