



Marketing Support

LearningExpress



More marketing at a lower cost with LearningExpress —

LearningExpress lets you effortlessly extend your marketing reach by collecting email addresses and vital demographic information for you. And you'll save money using its broadcast email system to advertise, rather than the costly "paper & postage" route.

Collect vital data

- Target your marketing to specific audiences using the demographic information LearningExpress collects from all who register on your site.
- Survey your registrants with LearningExpress to easily perform needs assessments and identify preferred event days/locations.
- Use the built-in reports to summarize/analyze data, or export your data to Microsoft's *Excel*.



Your data is available only to you and will not be shared with others.

LearningExpress uses the highest security standards to protect your information.

LearningExpress includes a built-in broadcast email system at no extra cost!

Our easy-to-use broadcast email system lets you select an email list from your own database. Email as you go, or set up emails ahead of time to send automatically.

Easily upload and/or email flyers advertising your programs. Use the LearningExpress tools and templates to create flyers & email announcements for future events.

Market to:

- ▶ All "opt-in" registrants, or participants who attended specific events
- ▶ Potential participants in a specific profession or practice setting
- ▶ Potential participants in a specific geographic area

Advertise on your custom CE website

- ▶ Highlight an upcoming event or a new CE program on your home page
- ▶ Create flyers for your programs that potential participants can view online
- ▶ Advertise all upcoming events on your calendar page

