

Microsoft Word - Mailouts and Marketing to Clients

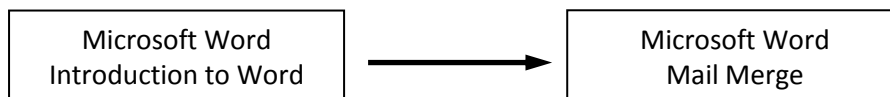
Audience

This course is for individuals who need to create a customised document, which contains consistent and variable content, going to more than three recipients. You are someone who wishes to enhance your understanding of the techniques used to complete envelope mailings, label mailings and to utilise the tools to filter for recipients. In addition you will want to be able to insert personalised text into mass produced documentation using variable scenarios.

Duration

2 hours

Prior Learning Segment



You must be able to navigate efficiently within Word and have the skills stated in the learning outcomes for Ripped Orange's Microsoft Word – Introduction to Word course.

Learning Scenario

All courses at Ripped Orange follow a real life scenario to assist in the learning process. During this course you will be assigned as an employee of a fictitious company.

Key Learnings

- Create and Modify a Mail Merge
- Understand different Data Sources
- Customise a Mail Merge
- Utilise Mail Merge Rules

Learning Outcome(s)

At the end of the course you will have the knowledge necessary to develop the skills to create and modify mail merges for letters, catalogues, marketing materials, labels and envelopes. You will be able to create a data file (data source) that contains names, addresses and any unique information; customise a mail merge to send information to people in a specific location; and utilise mail merge rules to add a personalised paragraph within a standard mailout to specific recipients.

Next Learning Segment

