

# Introduction to IBM Unica Marketing Operations 8.5

9L324G



**Delivery Type:** Classroom

**Duration:** 2 days

## Content

Getting Started with Unica Marketing Operations

- ✓ Unica Marketing Operations Terminology
- ✓ Processes, Tools, and Objects Defined
- ✓ Operations Management
- ✓ Plans
- ✓ Accessing and Viewing Plans
- ✓ Adding a Plan, Linking a Program to a Plan, Starting a Plan
- ✓ Adding Attachments to a Plan
- ✓ Programs
- ✓ Viewing Programs
- ✓ Adding Programs
- ✓ Programs Maintenance
- ✓ Projects
- ✓ Project Details
- ✓ Adding New Projects
- ✓ Grids and List Views
- ✓ The Tracing and Attachment Tabs
- ✓ Changing Project Status
- ✓ Campaign Projects
- ✓ Importing Metrics from Unica Campaign to Unica Marketing Operations

- ✓ Project Requests
- ✓ Project and Programs
- ✓ Projects and Subprojects
- ✓ Alerts and Messages
- ✓ Configuring Alerts
- ✓ Viewing and Responding to Alerts
- ✓ Messages

## Objectives

- ✓ Be familiar with Unica Marketing Operations terminology, processes, and procedures, and understand the relationships among them
- ✓ Be able to organize marketing efforts through the use of Unica Marketing Operation's Plans, Programs, and Projects components, and manage all related information
- ✓ Be able to create and manage Project Workflows, and their component stages, tasks, approvals, and alerts
- ✓ Understand and be able to create and manage marketing objects as components of marketing operations management
- ✓ Be able to use Unica Marketing Operations to manage marketing teams and assign tasks to them or to individuals

- ✓ Within Unica Marketing Operations, be able to manage digital assets that are associated with marketing efforts
- ✓ Be able to run Unica Marketing Operations reports
- ✓ Be able to use Unica Marketing Operations to establish and monitor budgets and expenses related to marketing operations

### **Target Audience**

New Unica Marketing Operations users and marketing managers.