

A person is seen from behind, writing in a notebook on a wooden desk. The scene is overlaid with a semi-transparent green filter. On the desk, there is a closed notebook with 'EMERGIA' written on its cover, a blue pen, and a white marker. The person's hand is visible, holding a pen and writing in an open notebook.

Be Django

BY EMERGIA



OPENedX + 

Marketing & Communication
techniques using **Open edX**
and **transactional email.**

■ **Send & Track email campaigns**

- Educative
- Commercial

■ **Courses Promotion**

■ **Course Dynamization**





I want to send a campaign of new courses
to all the users registered in my platform.

educaLAB

moocintef

FIND COURSES

EMAIL TO ALL USERS

MY COURSES

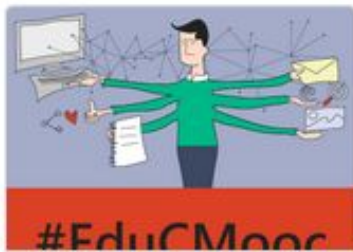
See all

Coming Soon

In Progress

Ended

Favorites



Community Manager Educativo (1ª edición)

MOOC-INTEF -
INTEF172

Started - Apr 25, 2017



In Progress



Send email for all users

In this section you can send an email to all registered users on INTEF MOOC

1. Select template:

English template for email for all users

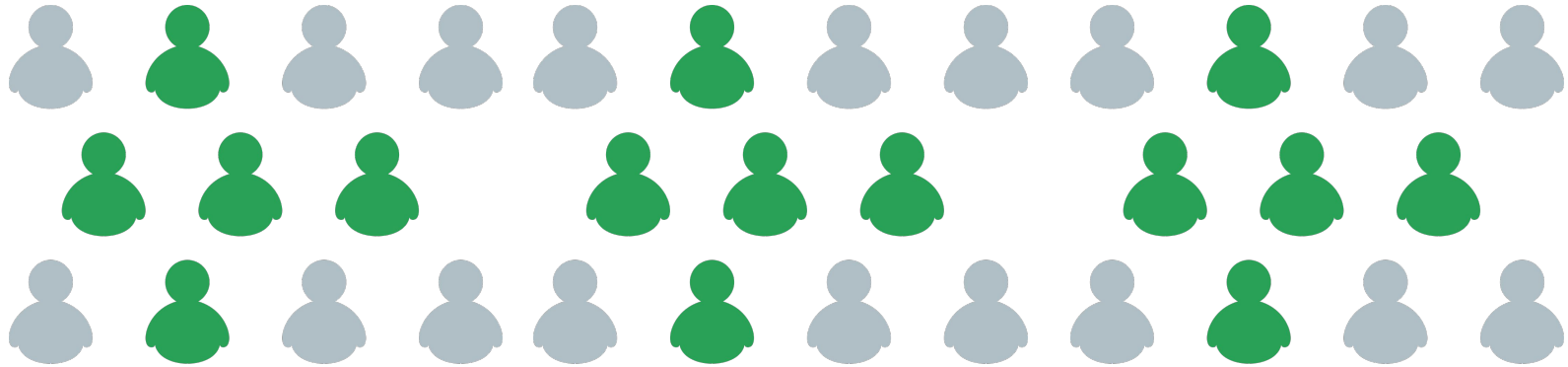
2. Subject:

3. Message:

File Edit Insert View Format Tools

← → Formats **B** *I* [List icons] [Link icon] [Image icon] A **A** HTML

p



I want to segment the users in my platform
to send a campaign in relation to **a specific**
micro-site in a specific target language.

■ **Dynamic Templates Catalog**

- Micro-site corporate Image
- Language adoption

■ **Recipients Filtering**

- Only to the users of the micro-site



I want to send a mail message to specific selected users within a course who are having problems.

■ **CSV Recipients File**

- CSV extracted from the Instructor
- CSV extracted from Django admin
- Known emails separated by comma





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