

# Reach, Connect & Engage with Personas and Broadcasts

Transform how people receive information with high impact communications that deliver to the right people at the right time.

Wednesday, June 21, 2023 | 11am PT / 2pm ET



### **Today's presenters**



**Amy Breshears Business Development** 



Shreveport, LA

#### About Amy:

1 year with Axero

Prior experience in inbound sales development and business administration.



**MeLissa Gavarrette** 

Senior Sales Manager

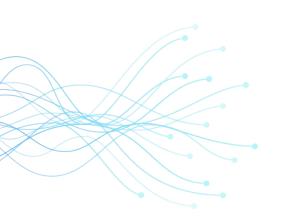


About MeLissa:

5 years with Axero

Prior experience in marketing, event management, and production coordination.







### Today's plan

### **<u>About Axero** (5 min)</u>

 $\rightarrow$  Who we are

 $\rightarrow$  What we do

 $\rightarrow$  How we help

### **Overview and demo** (35 min)

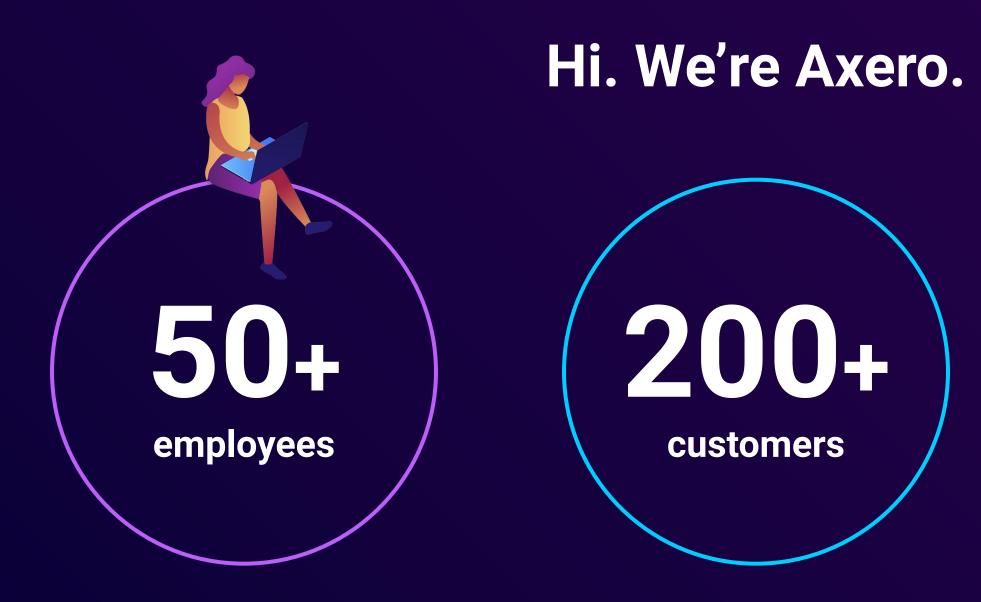
- → Best practices for broadcasts
- → Personas and targeted communications
- $\rightarrow$  Benefits and features of personas

#### **03 Q** & **A** (20 min)

- → Have a question?
- $\rightarrow$  We have answers
- → Next steps: Additional resources







HQ: New York, NY (with employees all over the world)

### **Digital workplace + Intranet + Knowledge sharing platform**

Businesses of every size—from high-growth startups and small businesses to nonprofits and public enterprises—use our solution to improve team communication, collaboration, and culture.

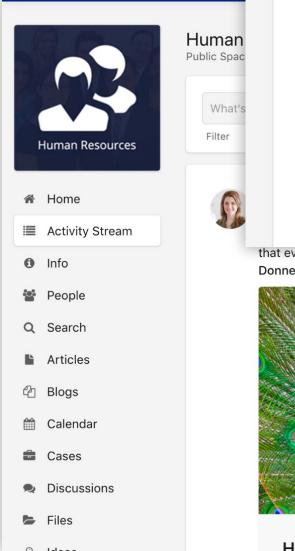




## Why use Personas and Broadcasts?

Two important elements go into managing communications: reaching the right people and making sure they saw it. Personas and Broadcasts allow you to accomplish that with highly targeted audience and channel options.

- **Companies are growing**  $\rightarrow$
- **Companies have growing pressure to perform**  $\rightarrow$
- **Companies are consolidating**  $\rightarrow$

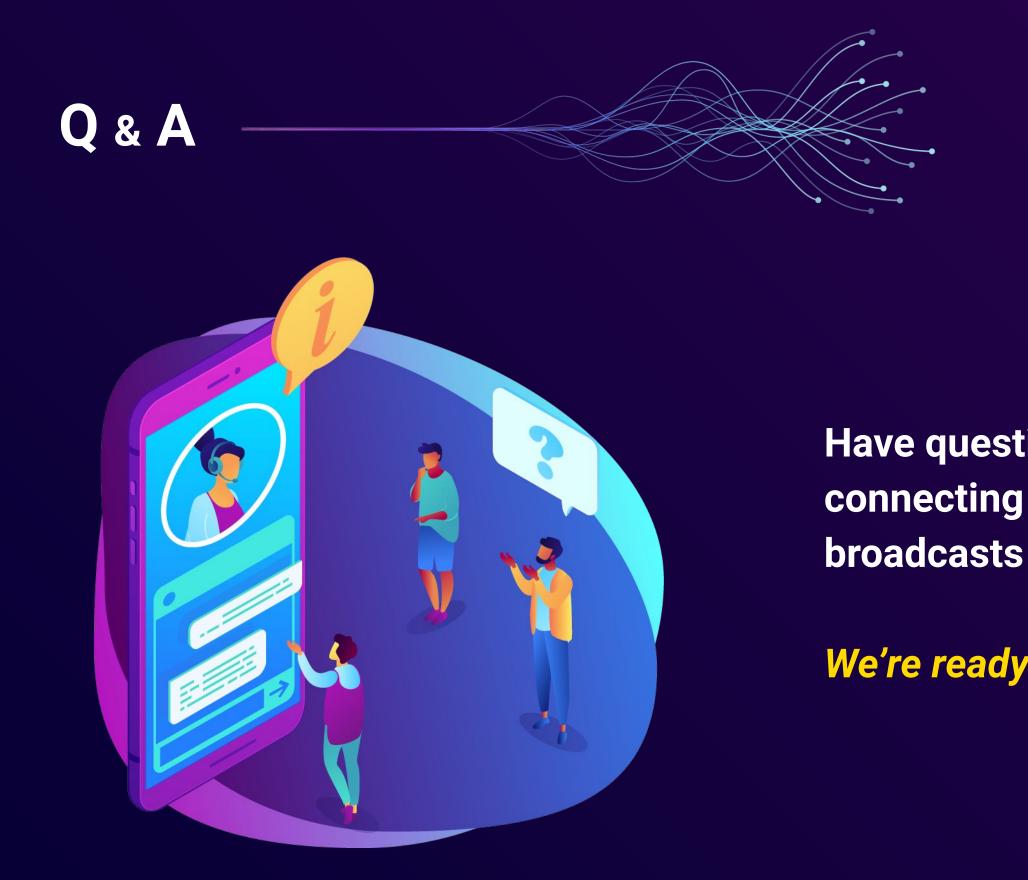




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Read More





Have questions about reaching and connecting with people through broadcasts and personas?

We're ready for you—ask away!





### We'll send you this presentation and a video of the session.

### Additional resources.

- $\rightarrow$  Personas  $\nearrow$   $\rightarrow$  Broadcasts  $\nearrow$
- → Spaces ∧ → Content Notifications ∧

### **Reach, connect & engage with Personas and Broadcasts!**

#### **Evaluating Axero?** Join us for a live, personalized demo *r*

Support community: https://my.axerosolutions.com

Contact us: https://axerosolutions.com





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# Thank you for joining us!

We look forward to seeing you again.



