



Reach, Connect & Engage

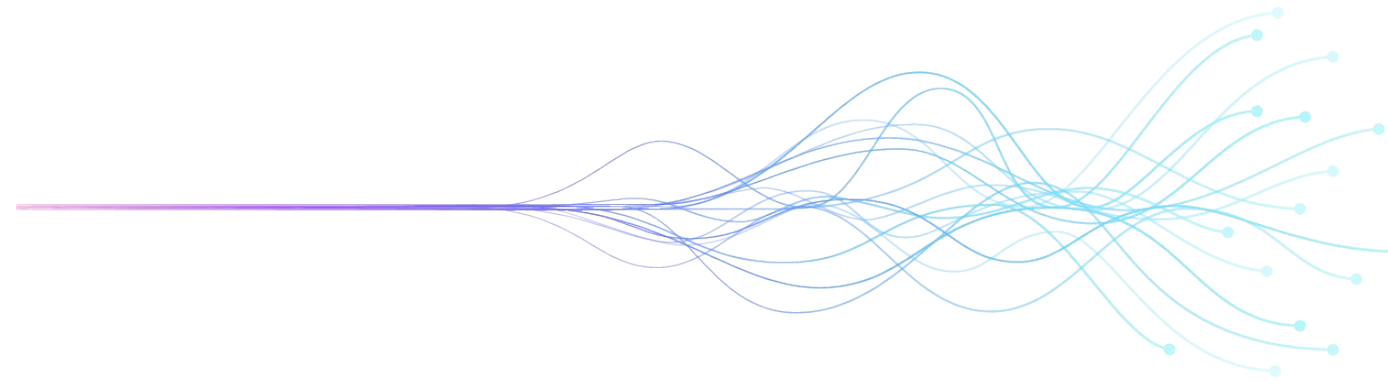
with Personas and Broadcasts

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

 Los Angeles, CA

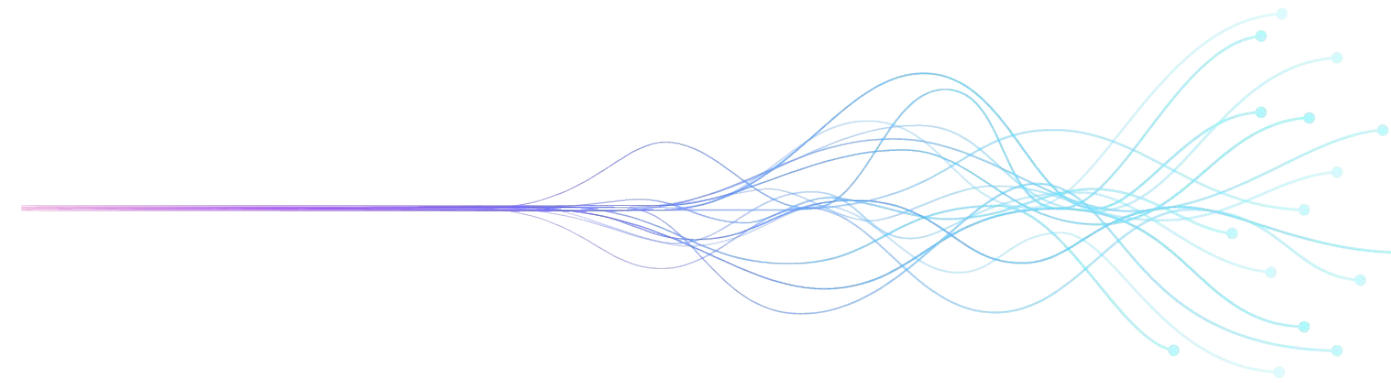
About MeLissa:

5 years with Axero

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



Today's plan



01 **About Axero** (5 min)

- Who we are
- What we do
- How we help

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

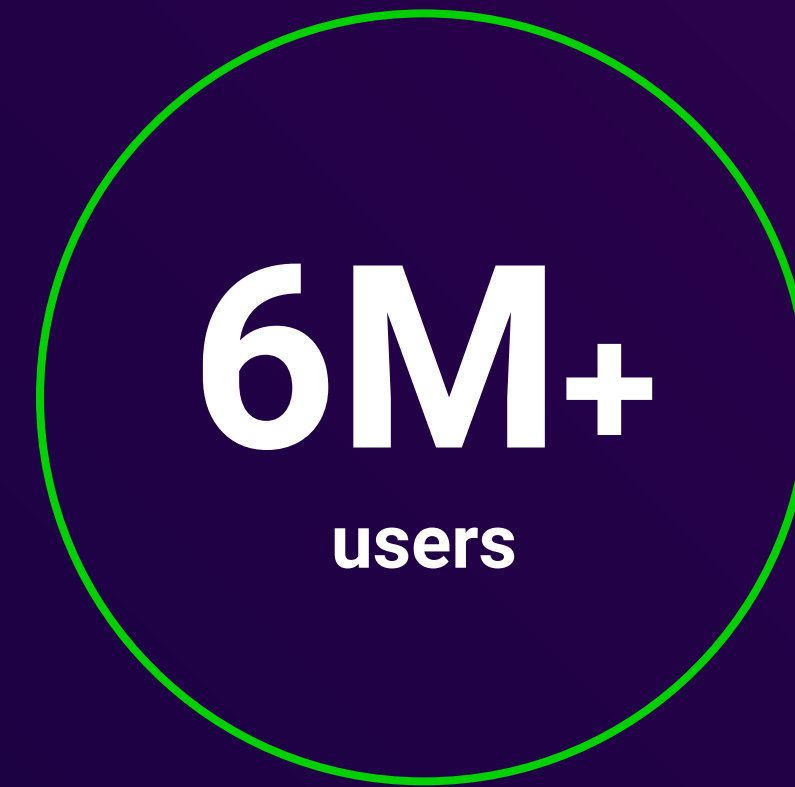
- Best practices for broadcasts
- Personas and targeted communications
- Benefits and features of personas

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

- Have a question?
- We have answers
- Next steps: Additional resources



Hi. We're Axero.



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

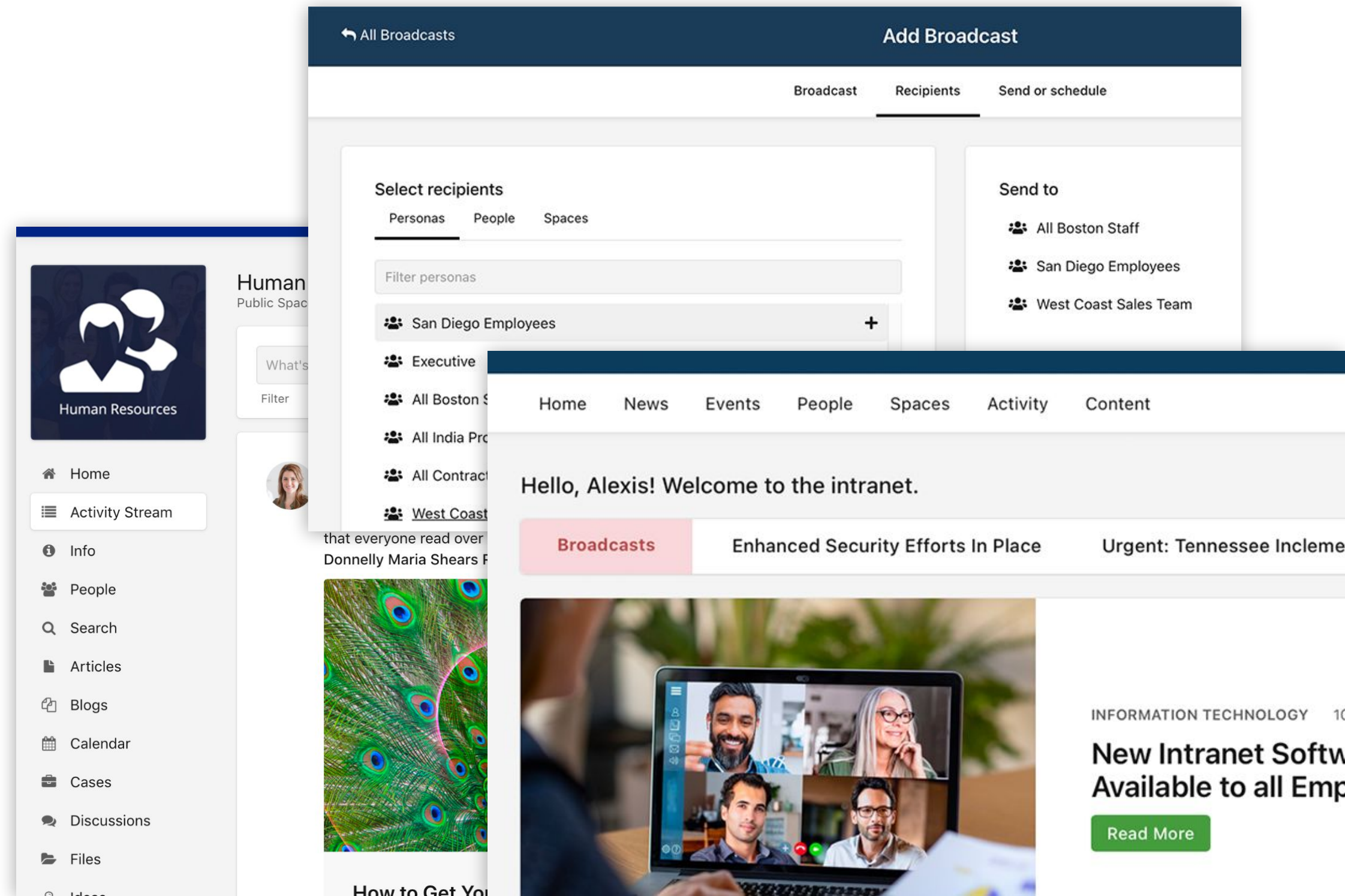
Digital workplace + Intranet + Knowledge sharing platform

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
- Companies have growing pressure to perform
- Companies are consolidating



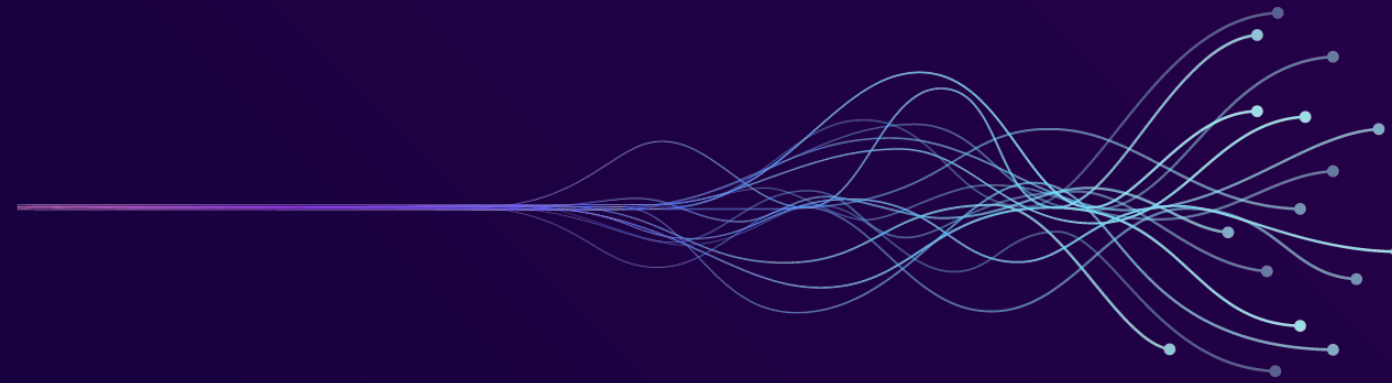
Q & A



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

We're ready for you—ask away!

Next steps



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

Additional resources.

- [Personas](#) ↗
- [Broadcasts](#) ↗
- [Spaces](#) ↗
- [Content Notifications](#) ↗

Reach, connect & engage with Personas and Broadcasts!

Evaluating Axero?

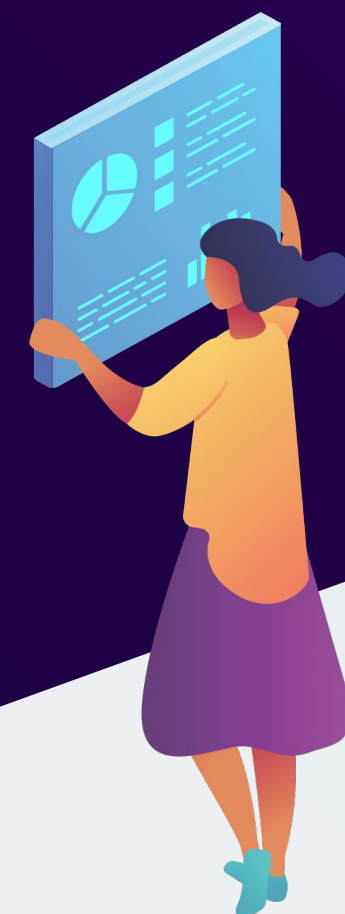
Join us for a live, personalized demo ↗

Support community:

<https://my.axerosolutions.com>

Contact us:

<https://axerosolutions.com>





Thank you for joining us!

We look forward to seeing you again.