

# Data-Driven Decisions to Reach Your Mission

**Brand:** Heartbeat Academy  
**Product Code:** 1452

**Price: \$14.95**

## **Short Description**

Learn how to use your client intake data—including “How did you hear about us?” responses and client intent statuses—to measure the effectiveness of your community marketing efforts. This workshop will help you align your outreach strategies with your mission by identifying which activities are truly reaching abortion-minded and abortion-vulnerable clients.

Presented by Jacob Barr

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