



TRAINING COURSE: EMAIL MARKETING WORKSHOP

COURSE SYLLABUS

This essential training course on effective email marketing is for anyone working in an email environment.

Find out how to build an email database, a 12 month email plan, how to get your creative right, build a customer relationship and manage your results effectively.

TARGET AUDIENCE

This course has been written and designed specifically for email marketers and agency personnel, who want to ensure that they are using email to its optimum value.

PRE REQUISITES

Basic understanding of email marketing

LENGTH OF COURSE

This course is given over a full day.

TOPICS

1. Introduction to Retention Email Marketing and Acquiring Email Addresses
2. Produce a Plan to Improve the Results from Email Campaigns
 - Creating a 12- month plan
 - Reviewing options for email communications preferences and profiles
 - Defining an appropriate touch strategy
3. Select the Most Appropriate Segmentation and Targeting Options
 - Getting the most from your list through segmentation and targeting
4. Maximise Deliverability and View-Ability
 - Strategies to improve deliverability
 - Briefing on the latest privacy laws, guidelines and codes
 - Multichannel marketing - integrating email with offline marketing
 - Matching content and offers to audiences to achieve results
5. Adopt an Approach to Continuous Improvement to Your Email Campaigns
 - Integrating e-newsletter and campaign activity
6. Creativity that gets Emails Noticed
 - Essential guidelines to ensure your email gets noticed
 - HTML v plain text: the debate rages on!
 - Video streaming and other types of rich media: when to use and when to avoid
 - Delivery to inbox and the right HTML coding
7. Testing Strategies to Maximise your ROI
 - What to test and what not to test
 - Measuring and tracking your tests from click-through to conversion
8. Tone of Voice in Email
 - Creating a tone of voice for your brand
 - Why writing for email is different: top tips to ensure success
9. Interactive Workshop
 - Please bring examples of your emails for this part of the session

Contact us or book your session online



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