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What is Email Marketing Training?

This email marketing training course offers a solid foundation for understanding how to deliver high-impact permission-based email marketing campaigns that get results.

Delegates on this digital marketing training course will learn how to grow opt-in databases, craft highly-targeted and personalised direct email marketing campaigns to drive ROI, and understand why email marketing is such an important channel in a digital marketer's arsenal.

We also provide private and in-company **Email Marketing courses.** Call +44 (0)1273 622272 to discuss.

Course Objectives

On completion of this email marketing training course, delegates will be able to

- Deliver an effective email marketing campaign from planning through to delivery
- Grow an opt-in list that maintains interest and drives revenue
- Understand why design, build and content can make or break your ROI
- Have the confidence to try advanced methods to grow a cost-effective, high impact email marketing strategy

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What is email marketing?

- The HTML vs Text email debate
- Why dialogue is so important

Before the inbox - SPAM and permission-based marketing

- Factors affecting deliverability
- Legislation to be aware of, including CANSPAM
- Best practices for avoiding junk filters

Starting the dialogue - building and maintaining an opt-in list

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- Segmentation & targeting

In the inbox - crafting your campaign for ROI

- Planning your campaign - goals and objectives, acquisition vs. retention
- Know your audience
- Getting the frequency right
- Subject lines & From fields
- Making it personal using dynamic content and wildcards
- Email's next generation - mobile devices, rich media, the iPad

Designing your email - HTML design basics & tips

- Test, test, test
- Best practices
- Importance of the text version Tracking your campaign

Real-world examples and best practices

- Great examples of multichannel email campaigns
- Great examples of bulletproof email design

Advanced email marketing methods

- Intro to A/B testing
- Use of landing pages for super-targeting
- Social media and email

Email Marketing tools to use

- Tools to use for designing, testing and delivering your campaigns

Email Marketing Resources worth reading

- Resources to bookmark and frequent for email marketing best practices, tips, tricks and news

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