



**silicon
beach**
TRAINING

t: 01273 622272 e: info@siliconbeachtraining.co.uk w: www.siliconbeachtraining.co.uk

Email Marketing

Duration: 1 day
Price: £295 + vat

Prerequisites

Prior to attending this course delegates should have a good general knowledge of using Mac or PC, have a good understanding of the web as a whole and email in particular and have a basic to good understanding of digital marketing

Testimonials

"The Email Marketing course was really useful and I've already put some of the ideas to good use. The tutor has extensive knowledge and answered all questions in detail."
Michelle State - Pavilion Theatre, Worthing

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

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

Objectives

On completion of this 1 day 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 confidence using advanced methods to grow a high impact email marketing strategy

Course Content

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 deliberately
- Legislation to be aware of, including CANSPAM
- Best practices for avoiding junk filters

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

- Opt-in marketing 101
- Subscription tactics for your site
- 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

continued...

Follow Us



Related Courses

Social Media: 2 Days

SEO: 1 Day

Google Analytics: 1 Day

Blogging: 1 Day

Links

feeds.feedburner.com/sbtblog/
facebook.com/SiliconBeach
twitter.com/sbttraining



**silicon
beach**
TRAINING

t: 01273 622272 e: info@siliconbeachtraining.co.uk w: www.siliconbeachtraining.co.uk

Email Marketing (continued)

Duration: 1 day

Price: £295 + vat

Prerequisites

Prior to attending this course delegates should have a good general knowledge of using Mac or PC, have a good understanding of the web as a whole and email in particular and have a basic to good understanding of digital marketing

Testimonials

"The Email Marketing course was really useful and I've already put some of the ideas to good use.

The tutor has extensive knowledge and answered all questions in detail."

Michelle State - Pavilion Theatre, Worthing

Designing your email - HTML design basics & tips

- Test, test, test
- Best practices
- Importance of the text version

Tracking your campaign

- The metrics that matter

Real-world examples and best practices

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

Advanced methods

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

Tools to use

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

Resources worth reading

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

Follow Us



Related Courses

Social Media: 2 Days

SEO: 1 Day

Google Analytics: 1 Day

Blogging: 1 Day

Links

feeds.feedburner.com/sbtblog/
facebook.com/SiliconBeach
twitter.com/sbttraining