

## 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.

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## 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

- 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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