

Course Details

Duration:

½ day (9.30AM –1.00PM)

Location:

Harrow, London, UK

Price:

£200.00 + VAT per person



Principles of Email Marketing

When email marketing is conducted properly it is one of the most impactful channels at any digital marketer's disposal. This course focuses on how email can be used to connect with your audience in order to drive ROI and grow business.

By understanding the principles of email marketing, delegates will learn how best to deliver permission-based email campaigns to engage customers with your brand and target them to effectively promote products and services. This course will cover the different uses and benefits of email marketing across different sectors, as well as how email marketing can be used for customer acquisition, retention and to grow brand awareness. So by the end, delegates will not only be able to use this channel to great effect, but they will also be familiar with email best practice methods in order to overcome common industry challenges and improve results.

Led by one of our experienced email marketers that work full-time in the field and have an insight into the latest best practice methods, you can be confident that your learning is at the cutting edge.

Target Audience

This course is suitable for all markets that want to maximise their email marketing results, from those with a limited experience to those who want to improve their knowledge of the channel.

Prerequisite

No prior knowledge or experience of email marketing is required but delegates must have a working knowledge of Windows.

Qualification

Certificate of Attendance
(no assessment required)

Introduction

- Definition of email marketing
- Email marketing vs other forms of marketing
- New customer acquisition
- Spam vs permission-based emailing
- Customer retention
- Brand Engagement

Key Benefits of email marketing

- Quick campaign deployment
- Encouraging immediate action
- Personalisation
- Tracking engagement
- Email testing

Challenges

- Building data quality
- Keeping communications relevant
- Optimising campaign frequency
- Maintaining high email deliverability

Best Practice Correcting an image

- Ulnfrastructure
- Building and maintaining an email database
- Optimising subject lines for best results
- Scanable content
- Setting up clear call to action's
- Managing email lengths
- Creating mobile responsive designs
- Managing email responders
- Real-world examples

Creating Forms

- Competitions
- Referral Schemes
- RSVP's to events
- Updating contact information
- Feedback questionnaires

Future email marketing trends

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