

## Who is this course for?

This course is for individuals or teams who need a basic overview of email marketing strategy and campaigns using Mailchimp.



## Details

- Duration: 1 day
- Location: Onsite
- Price: £275.00 (onsite)
- Participants 6-10

## Beginners Email Marketing Course

Learn **Email Marketing Strategy & Tactics** using the popular [MailChimp](#) email-marketing platform. This course explains how to build subscriber lists, create engaging email newsletters from templates, improve your open rates and much more...

### Objectives

- Deliver an effective email marketing campaign from planning through to delivery
- Grow an opt-in list that maintains interest and drives revenue
- Have the confidence to create a cost-effective, high impact email marketing strategy

Our one-day email marketing training course gives individuals, businesses or marketing teams expertise on email marketing and Mailchimp in particular.

### Course Outline

#### Email Marketing: basics

- What is email marketing?
- Benefits of email marketing
- Choosing an email provider
- Lists, maintenance and opt-in/opt-out processes

#### Strategy and objectives

- Defining goals and objectives
- Choosing the right messaging strategy
- Types of content timing and frequency
- Getting subscribers and retention

## **Takeaways**

- Presentation
- Hand-out pack

## **Designing and writing for email**

- Design and templates
- Persuasive copywriting
- Set up and import subscriber lists, and use groups, segments
- Effective calls to action
- Adding a sign-up form to your website

## **Communications strategy**

- Marketing automation
- Triggers and remarketing
- Transactional and other email types
- Integrated marketing - Social, mobile, direct, blogs, website

## **Analysing the results**

- What to measure
- Viewing reports
- Setting up a dashboard
- Optimising list growth (opens, clicks, conversions)
- Comparing results and benchmarking

## **Future learning**

- Trends in email marketing
- In house/outsource?
- Resources to bookmark and frequent for email marketing best practices
- Successful email marketing case studies

At the end of the workshop you will receive a presentation & workshop notes tailored to your business. Throughout the course we will put your learning into practice by implementing features on your company email account.