

An Introduction to Email Marketing

Duration: 1 day

Price: £250 + vat

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.

Course 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 the confidence to try advanced methods to grow a cost-effective, high impact email marketing strategy

Course Content:

What is email marketing?

- History & Perceptions
- Statistics, usage, facts
- The HTML vs Text email debate
- Why dialogue is so important

Before the inbox - SPAM and permission-based marketing

- Factors affecting deliverability
- What is SPAM - how to avoid it
- 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
- Integrating CRMs

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
- Writing copy for ROI
- Email's next generation - mobile devices, rich media, the iPad

Designing your email - HTML design basics & tips

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

Tracking your campaign

- The metrics that matter
- From inbox to website - tracking onsite behaviour and why you should
- End-to-end reporting with CRMs

Real-world examples and best practices

- Great examples of permission-based marketing
- Great examples of multichannel email campaigns
- Great examples of bulletproof email design

Advanced methods

- Multi-touch campaigns
- A/B testing
- Use of landing pages for super-targeting
- Social media and email
- The future of email
- Beyond the newsletter - thank you, transactional and follow-ups

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

Course Pre-requisites:

Prior to attending this course delegates should have:

- Good general knowledge of using Mac or PC
- Have a good understanding of the web as a whole and email in particular
- Have a basic to good understanding of digital marketing