

# EFFECTIVE E-MAIL MARKETING WORKSHOP (2-day)

## The purpose of this course:

Email gives a great opportunity to gain new customers and get closer to existing customers. This workshop describes a practical approach to email marketing from basic success factors to advanced targeting, tracking and testing. The content is relevant for new as well as experienced email marketing professionals.

This course covers all aspects of email marketing from designing effective emails, writing killer subject lines to using trigger-based emails to get results. This is a hands-on workshop where participants will not only learn the theory, but also use the tools for HTML editing, Mailing list software, FTP etc. to design and deploy e-mail marketing to their advantage.

## Who this course is for:

The course is for marketers at all levels who want to develop a plan to improve the contribution of email marketing to their organization and know the success factors for effective email marketing.

## Benefits for your organization:

- Email marketing is used as a strategic tool
- Customer-centric email contact strategies can be defined
- To build list size and maintain data quality
- The latest legal requirements must be complied with
- Most of all, how to effectively use email marketing to reach your target audience, and build strong customer relationships for your products and services.

## Benefits for you as an individual:

You will learn the 'critical' factors in devising an effective email campaign by using the best practice in design and copy for HTML and text format emails. To evaluate and improve campaigns, you will receive Jim Sterne's highly acclaimed book: *'Email Marketing'* and an email campaign planning and review spreadsheet.

## You will learn how to:

- How to plan for integrated e-mail marketing campaigns
- Devise creative and copy to increase open and click through rates
- Use tests and tracking metrics to improve response
- Devising effective email campaign with automatic subscribe, unsubscribe features.
- Guide to effective e-mail marketing
- Comparing methods of building a list, and reviewing tools for building, maintaining and tracking email marketing campaigns.
- Understanding SPAM, and other legal and privacy issues.
- The latest on ethical and legal constraints, privacy & SPAM
- Measure and improve email campaigns

## Topics Covered in this course

- Creative, Design & Format - Getting Your Emails Opened and Clicked On
- Testing, QA and Performance Improvement Strategies
- Examples and Case Studies
- Understanding and Applying Email Metrics
- Strategies for Building and Managing Your Lists
- Improving Results Through Segmentation & Personalization
- Dealing With Anti-Spam Filters - Improving Email Delivery Rates
- Participant Email Diagnosis/Q&A