



How to book

Tel: 0161 226 6032
email: info@mtraining.co.uk
www.mtraining.co.uk

Email marketing



Course: Email Marketing: The essentials
Size: 5 delegates max
Duration: 1 day
Price: £245 per person

Email Marketing Essentials

Email marketing offers a low cost, direct and personal way to communicate with your target audiences. However, the emails you send must be well constructed and be engaging to maximise their potential as a marketing tool. This course will look at how you can use email more effectively for marketing and communication purposes.

We will be using one of the largest email systems, MailChimp, to build and test an email campaign. However, the principles are the same whatever system you use.

Email Marketing Course Content

Introduction and legal requirements

How you can use email

Setting objectives and measurable targets

List building and purchase

Creating a Mail Chimp account

Setting up an email campaign

Effective copywriting for email marketing

Creating graphics

Proofing and referencing

Sending email campaigns (The options and the benefits)

Tracking responses and measuring

Why Choose M Training's Email Marketing Course?

- Run by an experienced digital marketer with over 10 years experience in running email marketing campaigns for companies, agencies and organisations
- This course is limited to 5 places so you are guaranteed personal support throughout the course
- Only £245 per delegate
- Convenient location at Manchester Science Park, with free parking
- Course notes and support material
- 3 months online support
- Lunch & refreshments provided
- Certificate of achievement

For one to one, or group courses, please contact martin@mtraining.co.uk

Book online at www.mtraining.co.uk

