



Email Marketing

A one day, 5 star rated course from the Marketing Training experts



Email Marketing Course

This is a one day training course that will give you practical experience in setting up email marketing campaigns and give you a good understanding of how you should plan, design, send and measure your campaigns.

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 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 use one of the largest email systems, MailChimp, to build an email campaign. However, the principles are the same whichever system you use.

Suitability - Who should attend?

This training course is ideal for anyone who wants to use email marketing to promote their organisation's services and products

You might have some experience of using email marketing, but it is not necessary for the course.

Price and Venues

Manchester: £265 + VAT
Leeds: £295 + VAT
Liverpool: £295 + VAT

The course was great – pitched perfectly for our level of experience/knowledge. We both came away confident that we could put into practice what we had learned. Becs was obviously very knowledgeable and presented the content in a very accessible way. Plenty of practical advice which was tailored to our situation. I would recommend the course to any company looking to begin or improve their email marketing.

Nick Smith | Malosa

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided





Email Marketing

COURSE OUTLINE

This Course will teach you how to set up and run effective email marketing campaigns.

Introduction

- Rules & legal requirements
- Email marketing strategies
- Setting objectives and KPIs
- How to structure your campaigns
- Email Scheduling & Rotation

Audience

- List building & Segmentation
- Personalisation

Just wanted to say thanks for last week, it was really helpful and it helped me focus more on what I needed in order for both myself and my business to move forward.

John Murray | Reading Explorers

Email content

- Content strategy
- Sources of content
- Subject lines & From field
- Wireframing
- Email Structure and eye-flow
- Copywriting rules
- Image/graphics creation tools
- Case studies

MailChimp Session

- Setting up an account
- List management
- Creating a campaign
- Using the editor
- Creating Templates
- Sending emails
- A/B testing

Reporting

- Viewing the reports
- Monitoring Clicks and Conversions
- Google Analytics Email Reports

Online Help & Resources

To book please see next page

I found the course really useful. As I was the only delegate it was bespoke to me which was great. Becs helped in giving me greater understanding of the different tools to use when emailing clients and how to word emails effectively.

Amy Storey | Tree House Care



How to book

To reserve your place on the Email Marketing course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

