



# Mailchimp Training

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



# Essentials of Mailchimp Course

This is a one day training course that covers the essential knowledge and skills you need to create, run and monitor effective email campaigns with Mailchimp.

Mailchimp is a tool that offers a low cost solution for you to easily create email templates, set up campaigns and monitor their success.

It also has some more in-depth features for you to segment your clients, test email variations and analyse campaign results to allow you to optimise your email strategy.

## Suitability - Who should attend?

This course is for people who are new to Mailchimp and/or email marketing.

No prior knowledge is required to attend this course.

## Price and Venues

Manchester: £265 + VAT

Leeds: £295 + VAT

Liverpool: £295 + VAT

The Mailchimp course I attended yesterday was very useful. The trainer was friendly and engaging, and the course material was put together in a simple to follow way. The small class size meant I felt comfortable asking questions throughout, and the trainer had good insight into applying the features to my industry.

Millie Frost | The Orchard Project

## 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





# Mailchimp

## COURSE OUTLINE

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

### Introduction

- Rules & legal requirements
- Email marketing strategies
- Email Scheduling & Rotation

### 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

### Audience

- Creating & Managing Lists
- Groups, Segmentation & Tags
- Sign-up Forms
- List Settings

### Mailchimp Templates

- Content Manager
- Template Styles
- Editing Templates
- Personalisation
- HTML Templates
- Preview & Testing

### Mailchimp Campaigns

- Creating Types
- Regular Campaigns
- A look at A/B Test Campaigns
- A Look At Automation

- A Look at Landing Pages

### Reporting

- Viewing the reports
- Monitoring Clicks and Conversions
- Google Analytics Tracking

### Account Settings

### Adding users

### Integrating Platforms

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. Our trainer 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



## How to book

To reserve your place on the Mailchimp 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](mailto:info@mtraining.co.uk)

Call: 0161 226 6032

Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)

We offer group booking discounts for two or more delegates.

