



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 skills in setting up email marketing campaigns. It will also provide you with 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.

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. 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

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 including GDPR and EPCR
- Setting Objectives and measurable targets
- Email marketing strategies
- How to structure your campaigns
- Email Scheduling & Rotation
- List building & purchase

Improving Open Rates

- Best Practice in the use of the From field
- How to write effective Subject lines
- Creating content your audience wants

Email Content

- Setting up email campaigns
- Wireframing the layout
- Effective copywriting for email marketing
- Punctuation and tone
- Creating graphics and editing images
- Proofing and referencing

Evaluation Exercises

- Reviewing good and bad emails
- Reviewing your emails to identify improvements

Reporting

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

Landing Pages

- How to build landing pages that convert

Help & Resources

To book please see next page



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.

