Marketing

Management

Social Media

SEO

Analytics

Copywriting

PPC Ads

The Essentials of Mailchimp Course

A 5 Star Rated course from the Marketing experts

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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.

Introduction

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.

Who would benefit from this course?

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

No prior knowledge is required to attend this course.

Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be to able see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

" The Mailchimp course with Luis was great.

Very informative, easy to follow and the small group size allowed us to ask lots of questions which was great."

Dorottya Oláh
Bon Coeur

Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£265 + VAT	£450 + VAT
Leeds:	£295 + VAT	£495 + VAT
Liverpool:	£295 + VAT	£495 + VAT
Online	£220 + VAT	£350 + VAT

Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online from £190 (half day) or £350. Please email or call us with your preferred venue, number of delegates and any requests.

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Essentials of Mailchimp

Course Outline

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

Email Strategy

Rules & Regulations Overview

Intro to Building Effective Emails

Scheduling

Content Creation

Sources of content

Subject Lines & From field

Wireframing

Email Structure and eye-flow

Optimising Content for Clicks

Tone & language

Audience

Creating & Managing Audiences

Organising Audience Data

Sign Up Forms

Groups, Segments & Tags

Surveys

Audiences Settings

Templates

Content Manager

Template Styles

Template Builder / Editing Templates

Hyperlinks

Personalisation

HTML Templates

Preview & Testing

Campaigns

Campaign Types

Regular Campaigns

A look at A/B Test Campaigns

A Look At Automation

A Look at Landing Pages

Reporting

Campaign Reports

Account Settings

Integrating Platforms

For private courses the course content can be adapted to suit your requirements. Please contact us to discuss your requirements.

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Essentials of Mailchimp Course

Why Choose M Training's Essentials of Mailchimp Training Course

- Run by a specialist Digital Marketing trainer with over 9 years' experience
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester Leeds, Liverpool, and Birmingham.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

Private and One-to-One Courses

One-to-one and private group courses are available from £590 for a one day classroom course and from £190 (half day) £350 (full day) for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

How to book

To reserve your place on our 1 Day Mailchimp course, simply pick your preferred date and book on our website, send us an email or give us as call.

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.

I found it [MailChimp Course] really helpful, and useful, and I will be putting it all in to practice immediately!

Thank you again for giving us such a great course

Charlotte Copeman