



# Email Marketing Course

A 5 Star Rated course from the  
Marketing 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.

## Introduction

Email marketing offers a low cost, direct and personal way to communicate with your target audiences.

This course will look at how you can use email more effectively for marketing and communication purposes.

## Who would benefit from this course?

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.

## 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 able to 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



5.0 ★★★★★

The [email marketing] course was very interactive and the material covered was interesting. The examples and ideas provided were helpful.

It was also useful to have a copy of course notes provided for further reference.

Liz Szymanski  
Certara UK Limited

## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£265 + VAT	£450 + VAT
Leeds:	£295 + VAT	£495 + VAT
Liverpool:	£295 + VAT	£495 + VAT
Birmingham	£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 £220 (half day) or £390. Please email or call us with your preferred venue, number of delegates and any requests.





# 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

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

Google

5.0 ★★★★★

The email marketing course was interesting, informative and covered everything we needed plus more.

A great way to focus on what is really important. We now have direction and a plan.

Sarah Gorman  
Proventure

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





## Email Marketing Course

### Why Choose M Training's Email Marketing Training Course

- Run by an experienced digital marketer with over 15 years experience in running email marketing campaigns for companies, agencies and organisations
- 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 £220 (half day) £390 (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 Email Marketing course, simply pick your preferred date and book on our website, send us an email or give us a call.**

**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.**

The Email course was informative & the trainer was extremely knowledgeable, offering lots of useful tips along the way. The atmosphere was friendly & relaxed.

**Hannah Abbott  
Bushboard**