



computer graphics training

# EMAIL MARKETING

## Essential Toolkit - One Day

### MORNING

#### First Steps

##### Market overview

Email service providers (ESPs)  
Email broadcast solutions overview  
Mailchimp vs. Constant Contact  
Email Deliverability

##### Email marketing Essentials

Permission and E-permission marketing  
Legal essentials and regulations  
Personalisation and customisation

##### Email lists

Purchasing lists - Good Practice?  
List resources  
How to build an email list  
Benefits of email lists

##### Planning an Email Campaign

Email marketing strategies  
Setting objectives & Budgeting  
Email campaign design  
Campaign integration

##### Emailing for Customer Acquisition & Retention

Customer acquisition using email marketing  
How to build an opt-in database  
Subscriber lists and segmentation  
Customer retention strategies  
Integrating Social Media

##### Overview and Q & A

### AFTERNOON

#### HTML Email Design & Technology

Best practice for HTML email design  
Best practice when broadcasting emails  
HTML email development - do's and don'ts  
Email client compatibility issues and testing  
A/B/C Split testing  
Using Autoresponders

#### Writing Effective Emails

Essential email considerations  
Copy that works  
Call to Action

#### Monitoring & Tracking

Google Analytics Integration  
Analysing results & reacting  
Campaign measurement and improvement  
Structured approaches to testing emails

#### Website Integration

Landing Pages for precise targeting  
Landing page strategy

#### Challenges & Innovations

Improving inbox deliverability  
Third Party Solutions  
Mobile emailing considerations  
Push Marketing

#### Using Social Media

#### Overview and Q & A

This email marketing training course will cover the essentials needed to produce effective campaigns that will help grow your business.

The workshop course covers email marketing strategy, campaign planning and emailing for acquisition versus retention.

HTML email design and technology considerations will be covered as well as how to test and optimise your emails to improve inbox deliverability.

Some time will also be spent focusing on your own e-marketing requirements and how best to implement these.

The course can be extended to include a hands-on course on producing eye-catching and unique html emails.

### Who Should Attend?

Start-up Companies

Business Owners

SMEs with no in-house specialist

In-House Marketing Personnel

Design and advertising agencies

Digital marketers and consultants

Web and digital project managers & account execs.

### Prerequisites

This course is designed for those who have had some experience of email marketing but need to enhance their knowledge of email marketing strategy and the practical aspects of running an e-marketing campaign.

### Complementary courses:

Website Development  
Internet Marketing  
Search Engine Optimisation

Adobe Dreamweaver  
Adobe Muse  
Content Management Joomla or Wordpress

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