E-Marketing Management
Professional Diploma

Certification Issued By

LMG
Leadership and Management
Global Organization 🇨🇭

COURSE DESCRIPTION

A course designed to get you past the basics and into the most powerful aspects of email marketing. Every email open, click through and conversion count, and taking this class will help you avoid the common pitfalls.

المعهد العربي للمحاسبين والقانونيين

ARAB INSTITUTE

Who Should Attend?

Small business owners, Marketers, Product or agency professionals, Communication specialists, Directors, Any individual seeking to break into online marketing, No prerequisites or prior experience are needed to take and successfully complete this course.

Course Modules

1. Understanding the Possibilities of Email Marketing
History and evolution of email marketing
Email Marketing defined
Using email in your marketing mix
Reaping the benefits of email marketing

2. Email Marketing Basics
The key components of an email marketing plan
An introduction to lists and other key concepts
Common definitions in email marketing
How to easily define your email marketing goals
What you need to know to succeed
LAB: Developing email marketing goals

3. CAN SPAM Laws & Permissions
Why permission is the foundation of any successful campaign
Becoming a trusted sender
Understanding the role of the ISP in deliverability
Developing email content in accordance with consumer interaction
How to minimize Spam complaints

4. Understanding Email Service Providers
Intro to ESP's
Feature sets of different ESPs and what is right for you
How to determine appropriate costs of email marketing
Fully managed ESP solutions

5. Designing an Effective Email Marketing Campaign
How to come up with broad based objectives
Narrowing your overall objectives and organizing your content
Determining the proper format of your emails
Branding your emails to enhance your image
Text emails vs image emails
How to handle unsubscribes

6. Building an Email List & Maintaining Your Database
Where and how to collect contact information
Deciding on what information to collect
Offering incentives to signup
Understanding the different types of email lists
Building vs buying your email list
Scrubbing your lists

7. Creating Actionable Email Content
How to make sure your offers are valuable
Writing an effective call to action
Finding help with content creation
Giving your email content inherent value

8. Form & Subject lines That Get Noticed
Understanding email headers
Filling out the from line
Using your email address for identity
How to write the best subject lines for higher CTRs
How to avoid subject lines that look like spam
LAB: Writing effective headlines