



Email Marketing



EMAIL MARKETING

About Course

Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases

EMAIL MARKETING

CURRICULUM

1 DELIVERABILITY

Setting-up an Email Marketing Machine

ISPs, Hosting Facility and MTA

IP/DNS and Shared vs. Dedicated IPS

MX Record, Whitelisting, Response Handlers and Bounces

2 EFFECTIVE EMAIL CONTENT

Conversation

Relevance

Incentives

Timing

Creative & Copy

Attributes

3 CUSTOMER ACQUISITION STRATEGIES

Rented List Emails

Co-branded Emails

Third Party Email Newsletters

Viral Emails

Event Triggered Emails
House E-newsletters

4 EFFECTIVE CREATIVE INTRODUCING

CRABS- Does your Emails have Crabs?
Email Template Model
Best Practices
NLP Demonstrations (Neuro Linguistic Programming) to Understand Customers Better

5 NURTURING AND AUTOMATION

Tools to Enhance Lead Nurturing
Enhance Better Reach
Analyze Behavior Patterns
Analytics
Automation and More

6 RESOURCES TO DO SITUATIONAL ANALYSIS AND PROGRESSIVE UPDATES

Customer personal toolkit
Complete Email Marketing Worksheet
Content Editorial Calendar
Digital Marketing Strategy Toolkit
Email Contact Strategy Template

○ Email Campaign Calculator
○ Email Marketing Health Check
○ Structuring Digital Marketing Team
○ Web Resources to Improve Subject lines,
HTML Codes, Spam Testers and Deliverability Issues

7 EMAIL AUTOMATION

○ Introduction to Automation
○ What is Automation?
○ How does it Work?
○ What are the Benefits?

8 CHOOSING AN AUTOMATION PLATFORM

○ Features & Functions Available
○ What are Workflows? How to Create a Workflow?
○ Cost
○ Most Widely Used Platforms

9 SIMPLE AUTOMATION FUNCTIONS FROM MAILCHIMP


○ Click to Reply Options - Demonstrated
○ Other Features Explained
○ Results - Demonstrated - Practical



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