

Email Marketing Course Outline



Get
Certificate
upon
completion



2 classes in weekdays



1 hour session per class

○ Session 1

Basics of Email Marketing

Definition, importance, email funnels, compliance (CAN-SPAM, GDPR).

○ Session 2

Email Marketing Tools

Tools like Instantly, Apollo; setting up a campaign.

○ Session 3

Growing Your Email List

Strategies for collecting emails, creating lead magnets.

○ Session 4

Segmentation and Targeting

Segmenting lists by demographics, behavior, preferences.

○ Session 5

Writing Engaging Subject Lines

Techniques for high open rates; mistakes to avoid.

○ Session 6

Designing Email Content

Personalized and value-driven emails, formatting best practices.

○ Session 7

Email Automation

Automated sequences, drip campaigns.

○ Session 8

A/B Testing and Analytics

Conducting A/B tests, analyzing open rates, CTRs, and conversions.

○ **Session 9**

Converting Subscribers into Customers

Strategies for CTAs, sales funnels.

○ **Session 10**

Retention Strategies

Retention tactics like loyalty programs and feedback loops.

○ **Session 11**

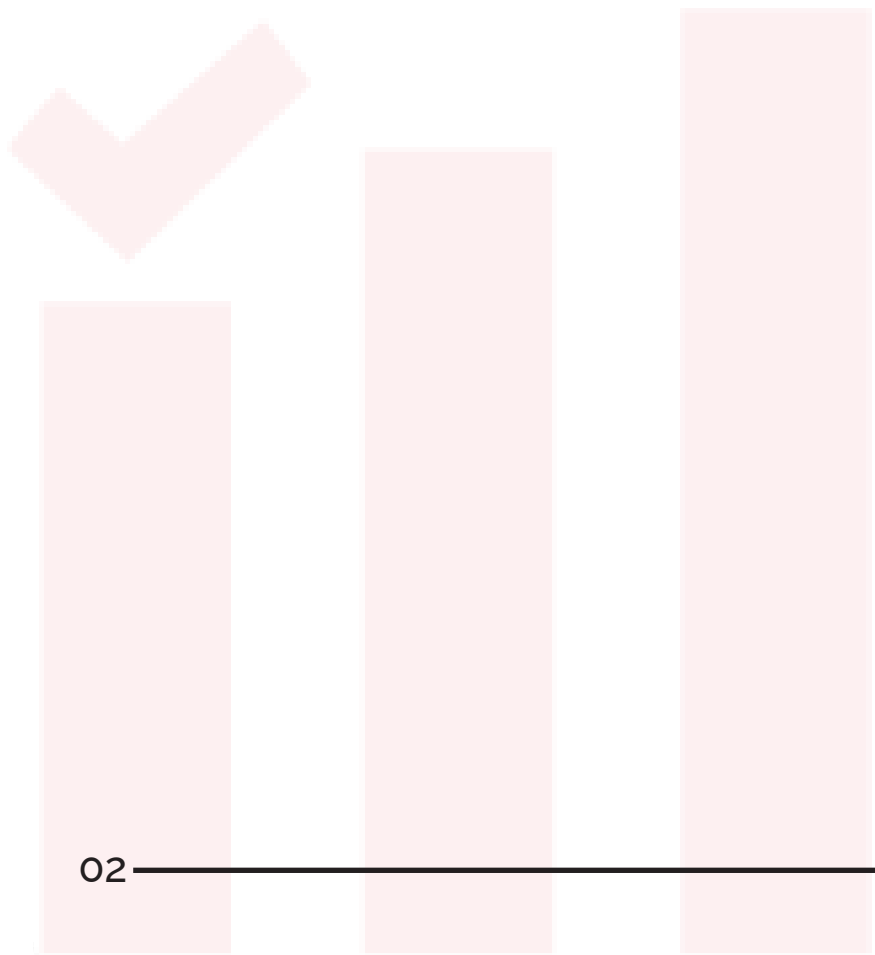
Campaign Planning

Comprehensive email marketing strategy creation.

○ **Session 12**

Course Review and Feedback

Reviewing course content, analyzing final projects.





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