



# Introduction to E-Mail Marketing

## Select Your Learning Style

**Facilitator-led 2 Day Program (Classroom)**

**OR**

**eLearning format (Self-paced)**

**Please refer to Pricing Page for cost per participant**

E-mail marketing is here to stay, and knowing how to do it well is essential for marketers as well as small business owners, coaches, and consultants. In this two-day course you'll learn the essentials of planning, creating, and delivering exceptional e-mail marketing campaigns that support your overall marketing strategy. After this course, you will be able to reach more clients and potential clients through your efforts at being an e-mail influencer.

### What Will Participants Learn?

- ✓ Apply the concepts of e-mail marketing to grow the influence and reach of a business
- ✓ Analyze the different applications of e-mail marketing
- ✓ Select a campaign strategy that will help you increase your reach
- ✓ Apply a defined strategy to get the best out of every e-mail campaign
- ✓ Track and analyze the results of an e-mail campaign

### What Topics are Covered?

- ✓ Getting to Know E-Mail Marketing
- ✓ Setting Up Your Audience
- ✓ The Tools
- ✓ Designing Your Campaign Strategy
- ✓ Crafting Messages for Each Campaign
- ✓ Good Habits Get Optimal Results
- ✓ What to Write
- ✓ Subject Lines and Action Calls
- ✓ If It Doesn't Get Measured, It Can't Be Counted
- ✓ Test Driving

### What's Included in Your Learning Style?

- ✓ Self-paced eLearning OR
- ✓ Interactive class environment – Facilitator -Led
- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion