

# Email Marketing - Planning and Concepts



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## Course objectives

Email Marketing is still one of the most cost effective and powerful forms of digital marketing and often forms the basis of online marketing strategies, as it is inexpensive, reliable and the return on investment (ROI) can be very high. But it's getting harder and harder to capture the attention of subscribers and to engage them effectively without damaging your brand. So, how do you stay ahead of the pack and improve your Email Marketing results? Our new, fully-revised Email Marketing training course, has been designed to help you make substantial improvements to your email marketing campaigns. You will learn all the crucial aspects of email marketing, from forming strategies, setting targets and objectives through to designing engaging content and improving deliverability.

This one-day in-depth course will give you that 'Big Picture Overview' and a list of tips and ideas that you can use immediately.

The course runs from 9.30 am to approximately 4.30 pm.

Duration: 1 day.

## Strategic overview

- Email Marketing - the pros and cons
- The Top 10 things you can do with email
- Permission and E-permission marketing
- Defining your goals
- E-marketing strategies
- Choosing your metrics
- Setting your budgets
- Case studies

## Email marketing essentials

- Conducting a competitive analysis
- Matching yourself against industry benchmarks
- Legal essentials and regulations when broadcasting
- Choosing between Email Service Providers (ESPs)
- Planning and delivering email campaigns

## Emailing for customer acquisition and retention

- Customer acquisition methods - on and offline
- Encouraging web visitors to subscribe
- Crafting effective registration processes
- Developing a touch strategy
- Customer retention strategies
- Choosing frequency schedules

## Creating effective email campaigns

- Building trust with subscribers
- Developing engaging content
- Improving the value offering of your emails
- Planning for Viral and Social Media Marketing

## HTML email design and technology

- Laying the foundations
- Branding your design
- Working with email templates
- Choosing colours and fonts
- Thinking about navigation
- Designing for the preview pane
- Designing for 'Above the Fold'

"A highly professional company run by knowledgeable, friendly people"



# Email Marketing

Our bespoke onsite courses run from 9:30am to 4:30pm with an hour for lunch. The trainer will arrive in time to check and help with your set up. If you need to amend these timings just let us know in advance and we will work around what suits you.

## Writing for email

- Developing tone of voice guidelines
- Improving scannability
- Writing on the Inverted Pyramid
- Using links intelligently
- Short vs long copy
- Thinking about subject lines and from fields

## Email development factors

- HTML vs text emails
- Sending Multi-part MIME and other formats
- HTML and CSS guidelines for different email readers
- Email reader compatibility and testing
- Improving inbox deliverability
- Avoid looking like a spammer
- Improving list quality
- Removing non-responsive emails
- How to minimise unsubscribes and complaints

## Campaign measurement and making on-going improvements

- Understanding conversion and performance metrics
- Tracking landing pages
- Reducing abandonment and bounce rates
- Structured approaches to testing
- A/B and Multivariate testing
- Analysing test results
- Case studies

## You, the law and email

- Understand the basics
- What you can and cannot do
- Where to go for more advice

## The future of email marketing

- Social Media - the death of email?
- How email may change in the future
- New innovations, technology and uses