



Workshop Overview

Email marketing today is still a core tool in digital marketing. It is often not fully effective due to issues around design, user targeting and deliverability. This workshop will provide a practical guide to getting the most from your email campaigns, using the latest techniques, tools and best practice.



Benefits

Participants will learn about the integration of social media platforms into marketing plans based on their prior use and knowledge of them. Designing and implementing a social media plan will be a key focus of the workshop on top of this. Best practice use of these channels will also be covered to make sure you can confidently implement their use within your organisation.

Outcomes & Content

- ✓ Success factors for email marketing
- ✓ Opt-in rules
- ✓ Deliverability
- ✓ Designing email templates
- ✓ Selecting an Email Service Provider
- ✓ Goal setting for email campaigns
- ✓ Segmentation and targeting
- ✓ Campaign planning activity
- ✓ Email design and layout
- ✓ Structuring an email to maximise response
- ✓ Copywriting
- ✓ Email analytics



Who should attend ?

The course will suit anyone who has responsibility for delivering email marketing campaigns, either in-house or agency side. Both those new to email marketing and marketers who feel they could be getting more from their email will benefit.

