

Email Marketing That Works Course Outline

Duration: **3 hours**

Course Description

Traditionally email marketing offers huge opportunities. It's fast, flexible and results-orientated, the most cost-effective part of the digital marketing mix and a tool that all small businesses should consider. Business owners and/or marketing teams need to be aware of changing legislation, user requirements and the opportunities involved.

Who should attend?

Business owners or those responsible for marketing who want to set up an email marketing campaign and/or learn how to get the most out of their email marketing.

What will it cover?

You'll learn about:

- Email Marketing – the pros and cons
- 5 Elements of winning emails (design/reading online, title, format, writing)
- Growing your distribution list – life after GDPR
- Legal essentials of email marketing
- 7 Types of hard-hitting headlines
- Looking good – integrating video, mobile display, email testing
- Linking email marketing with other marketing activities
- Did it work? Tracking your campaign results