



# **Email Marketing Training Course**

Project Based Immersive Learning Course

## **Email Marketing Training Course Overview**

Sambodhi and Education Nest presents a comprehensive Email Marketing training course that will equip you with the skills to harness the power of this highly effective and personalized marketing tool. In today's digital era, where email usage is widespread, Email Marketing has emerged as a potent means to gain customers' trust. Our course will explore into the strategies and techniques necessary to achieve higher response rates and average order values for e-commerce businesses. You will learn how to effectively reach out to new consumers, retain existing customers, create impactful advertisements, promote products and services and maximize lifetime customer value. At the end of the course, you will have a better understanding of the complexity of using email marketing to increase brand awareness, loyalty, and trust.

### **Benefits of Email Marketing Training Course:**

The Email Marketing Training course offers numerous benefits for individuals seeking career advancement in Digital Marketing. One key advantage is the ability to effectively

reach wider audiences. As internet users willingly provide their email addresses when signing up or subscribing, email becomes a reliable means to notify consumers about various activities, including the release of innovative content on social media or blogs. Given the widespread use of email as a communication channel, nearly everyone with internet access has an active email address, making it essential for engaging with consumers and expanding your audience. Additionally, this course focuses exclusively on job-oriented skills, enabling participants to acquire practical expertise directly relevant to their professional goals.

## **Who should learn?**

The Email Marketing is suitable for a wide range of individuals, including:

- Marketers
- Designers
- Entrepreneurs
- Business Owners
- Professionals who want to make a career in the digital space

## **Why do you need Email Marketing Training Course?**

### **Average Salary Growth:**

The average salary of an Email Marketing professional can vary depending on factors such as experience, job location, industry, and the size of the organization. According to available data, as of my knowledge cutoff in September 2021, the average annual salary for an Email Marketing Specialist or professional in the United States is around \$58,000 to \$74,000.

## **Industries:**

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Email Marketing has a significant demand across various industries and multinational corporations (MNCs). It is a versatile marketing strategy that can be effectively utilized by businesses of all sizes and sectors. Industries such as e-commerce, retail, technology, finance, healthcare, travel and hospitality, and media and entertainment heavily rely on email marketing to engage with their target audience, nurture customer relationships, and drive conversions.

## **Position in Market:**

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The projection for the growth of Email Marketing is positive and promising. According to employment and job research websites, the demand for professionals skilled in email marketing is expected to increase steadily in the coming years. With 88% of companies utilizing digital marketing as their primary advertising technique, the importance of email marketing as a key component of digital marketing strategies is evident. The remarkable return on investment (ROI) of \$42 for every \$1 spent further reinforces the value and effectiveness of email marketing in driving revenue and achieving marketing objectives.

## **Designations:**

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- Email Marketing Manager
- Email Marketing Executive
- Digital Marketing Executive
- Email Marketing Specialist

## Why Email Marketing Training Course from Education Nest

- **Free Demo on Request**
- **Live Interactive Learning**
- **Lifetime Access**
- **Flexible Schedules**
- **24x7 Support**
- **One on One Doubt Clearing**
- **Real Time Project-Based Learning**
- **Certificate Oriented Curriculum**

### **Key Skills Covered:**

- Driving traffic through emails
- Fundamental concepts of email marketing
- Building email lists
- Email campaigns
- Getting email subscribers
- Marketing brands through email
- Email rules and regulations
- Sending mass emails

## Email Marketing Training Course Syllabus

### **Module 1: History of Email Marketing**

- Email Marketing Strategy
- Email Marketing History

- How Email Marketing Working for Your Business?

## **Module 2: Introduction to Email Marketing**

- What is Email Marketing?
- Why use Email Marketing?
- Different Types of Emails

## **Module 3: Introduction to Advanced Email Marketing**

- Introduction to Advanced Email Marketing
- Introduction to Email Marketing
- Increasing Value of Email in Marketing
- Identifying the Email Sender

## **Module 4: Write Better Subject Lines**

- Write Better Subject Lines
- The Critical Importance of the Subject Line
- Deciding Subject Line Length
- Subject Line Wording Improves Performance
- Words in the Subject Line-Actions, Promises and Outcomes
- Industry Examples

## **Module 5: Develop Emails that Drive Results**

- Develop Emails that Drive Results
- Critical Email Design Factors
- Utilize and Optimize Preheader, Headline, and Call-to-Action
- Understand Color Contrast and White Space
- Create Readable, Actionable Text
- Utilize Mobile-Responsive Emails

## **Module 6: Optimize Your Email Content**

- Optimize Your Email Content
- Create Great Content
- Develop a Brand Voice and Strategy
- Benefits of Using Images in Email
- Integrate Video for Higher Engagement
- Use Email with Other Digital Channels

## **Module 7: List Management Strategies**

- Subscriber List Management Strategies
- Issues of Subscriber Consent to Send Emails
- List is a Business Asset
- Manage Churn Rate and Improve
- Understand Personalization
- Utilize Recognition and Reward

## **Module 8: Automating Your Emails**

- Automating Your Emails
- The Demonstrated Value of Automated Emails
- Get Started with Welcome Emails
- Understand Date-Based Triggers
- Understanding Action and Event Triggers

## **Module 9: Create Optimal Landing Pages**

- Create Optimal Landing Pages
- The Purpose of Landing Pages
- Types of Landing Pages
- Landing Page Design and Layout
- Human Factors in Landing Page Design
- Consistency in Message
- Optimize Call-to-action and Lead Capture

## **Module 10: Create an Email Campaign Checklist**

- Create an Email Campaign Checklist
- Email Preflight Strategy
- Create a Preflight Review Checklist
- Test Your Emails
- Timing Strategies for Email Campaigns

## **Module 11: GDPR for Digital Marketers**

- Overview
- Implications of GDPR
- Email Marketing and GDPR
- Audit and Review for GDPR

## **Career Support**

### **Profile Building:**

At Sambodhi and Education Nest, we provide the services of experienced professionals who can offer personalized assistance in crafting your CV and online profiles. They take into account your unique educational and experiential background, ensuring that your job application stands out from the rest.

### **Interview Preparation:**

The upcoming interview preparation service will provide individuals with personalized one-on-one sessions tailored to their specific needs. Additionally, if required, the service will offer the option for mock interviews, allowing individuals to practice and refine their interview skills in a simulated environment.

### **Job Referrals:**

At Education Nest, we receive a variety of job requirements from diverse sources such as organizations, our clients, HR consultants, and a vast network of Education Nest

currently employed in different companies. We strive to meet these varied requirements to the best of our abilities.

### **Continuous Support:**

At Sambodhi and Education Nest, we provide ongoing support to our learners for as long as they need it. Many of our learners have received multiple job offers and promising employment opportunities as a result of the skills they acquire during our program.