Course: Email Marketing Training

Duration: 5 Hrs (Changeable) | Fees: Individual / Batch

Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of **over 250 industry experts**. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. **We offer 100% placement support through JobsNEAR.in**

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Syllabus on the Next Page ..

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking

* Email marketing overview

* Introduction to Advanced Email Marketing

* Fundamentals of Email Marketing

* Email Best Practices and Myths

* Bulk Email concept

* Things you can do with Emails

* Elements of marketing emails

* Advantages of the different text formats

* (HTML or Plain Text)

* Permissions & E-permissions

* Frequency & Ethics of Newsletters

* Defining your Goals

* Email Marketing Strategies

* Email Marketing Tools and Software

* Email Software and Tools

* Email Software Analysis

* Selecting Email Software

* Importing Email Lists

* Practical on 3 Software for Lists

* Custom Fields

* Double Opt IN

* Lead or Contact Fields

* Content First

Training by Industry Experts

* Sending Email Campaign

* Sending HTML Email Campaign

* Sending Mobile Responsive Email

* Email Open Rate

* Email Click Through Rate

* Email A/B Testing

* Variant Case Study

* Segmentation Strategy

* List Segmentation and Campaign

* Email Marketing Templates

What You'll Learn: Detailed Syllabus

Module 1: Introduction to Email Marketing (30 Minutes)

* The importance of email marketing in the digital landscape

* Overview of tools and platforms: Mailchimp, HubSpot, and others

* Understanding the customer lifecycle in email marketing

Module 2: Setting Up Mailchimp for Campaigns (1 Hour)

* Creating and configuring a Mailchimp account

* Building and managing email lists effectively

* Understanding segmentation and audience targeting

* Integrating Mailchimp with websites and e-commerce platforms

Module 3: Crafting Effective Email Campaigns (1 Hour)

* Designing visually appealing emails using Mailchimp templates

Training by Industry Experts

Our Placement Website: **JobsNEAR.in**

✳ Writing compelling subject lines and copyAdding images, links,

✳ and call-to-action buttonsPersonalizing emails for higher engagement

Module 4: Email Automation with Mailchimp (1 Hour)

✳ Setting up automated workflows: Welcome emails, drip campaigns

✳ Using triggers for behavior-based email sequences

✳ Retargeting strategies with automated email campaigns

✳ Best practices for effective email automation

Module 5: Measuring Success and Optimizing Campaigns (1 Hour)

✳ Key performance metrics: Open rates, click-through rates, and conversions

✳ Using Mailchimp analytics to track campaign performance

✳ Conducting A/B testing for subject lines and content

✳ Strategies for improving deliverability and reducing spam complaints

(Click on Course for more details)

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.