COURSE SYLLABUS

Email Marketing Bootcamp

Plan email marketing campaigns with clear goals and audience needs. Explore content, A/B testing, and open and click metrics to evaluate performance.

Group classes (NYC) and onsite training are available for this course. For more information, email corporate@nobledesktop.com or visit: https://training-nyc.com/courses/email-marketing



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Course Outline

Email Marketing

Introduction to Email Marketing

- What is email marketing
- The role of email marketing
- What is needed to succeed at email marketing

Building Your Email List

- A look at email permissions
- Mistakes to avoid
- Strategies for building your email list

Email Campaign Creation

- The three types of emails
- Mass email vs Automated email
- The different types of email campaigns and when to use each one

Designing Effective Emails

- The elements that affect email success
- Best practices for creating each element
- Best practices for email content

Email Campaign Optimization

- A/B Testing
- Optimizing open rates
- Optimizing click through rate

Email Deliverability

- Delivery vs Deliverability
- Developing a good email reputation

- Steps for ensuring email deliverability