

Email Marketing Course

Awarding Institution: Selecta Training

Training Institution: Selecta Training

Course Code: EM-01

Course Language: English

Notes: This training program adheres to provide quality digital marketing training to the young talent

Program Awards

Title	Type	Description
Email Marketing Training	Vocational	Email Marketing Expert

Introduction to Email Marketing Training

Businesses can update their clients' contact lists about new products, sales, and other information using email marketing, a direct marketing method. The majority of organizations' total inbound strategy depends on it because of its strong ROI.

This email marketing course will offer insights into the definition of email marketing, how to set up an email marketing plan, and how to best create, test, send, and report emails. The user journey is discussed throughout the course as to why knowing your target is crucial for effective email marketing.

Need help determining the most compelling topic lines? To increase open email rates, the email marketing course will educate you on which terms to avoid using in the subject line and other helpful advice.

So, are you ready to have the most advanced email marketing training in Pakistan? Register now!

Learning Outcomes

- Become an expert in email marketing principles.
- Apply what you learn with the email marketing tool from Selecta Training.
- Learn one of the most in-demand talents in digital marketing as an investment in your future and your current position.

Email Marketing Training Module

Understanding Email Marketing

- What is email marketing
- Types of emails
 1. Promotional emails
 2. Informational emails
 3. Newsletters
- Why emails are important
- What is the conversion rate of emails

Developing a contact management and segmentation strategy

- Why are segmentation and contact management so crucial?
- How is a segmentation strategy created?
- What are contact details crucial for your company to record?
- What looks like a segmentation strategy?

Sending the right email

- Why is it crucial to send the proper email?
- What is the best way to send an email?
- How does email appear during the purchasing process?
- What does an effective email look like to send?

Creating Highly Performing Emails

- Why emphasize emails that perform well?
- How can you write an email that performs well?
- What design works best for an effective email?
- What characteristics mark high-performing emails?

How to deliver emails?

- The importance of email deliverability
- How can you take charge of your company's email deliverability strategy?
- How frequently should emails be sent?
- How does email deliverability seem in use?

Email Designing

- Why is it crucial to pay attention to email design?
- What guidelines do you use for your marketing emails' layout?
- What kinds of email designs are available?

- Your top email design advice

Analyzing your marketing campaign

- Why is it crucial to analyze your marketing emails?
- How are your marketing emails analyzed?
- What email metric are you trying to raise?
- What does an examination of email marketing look like?

Testing the Emails

- Why is it necessary to test your marketing emails?
- How should your marketing emails be tested?
- What steps would you take to carry out an email experiment?
- How does a test of email marketing look?

Freelancing

- What is Freelancing?
- How does it work?
- Advantages of being a freelancer
- Platforms for freelancing
 1. Fiverr
 2. Upwork
 3. Freelance.com.