

2009/10 Training Courses: [BOOK HERE](#)

Email Marketing



Email Marketing remains one of the most cost-effective marketing solutions available today and is used extensively to increase revenue from existing customers, attract new business and create brand awareness.

Our course covers the efficient use of 'best practice' email marketing techniques including campaign automation, response tracking and analysis to maximise the impact of your advertising strategy.

Target Audience

This course is aimed at anyone interested in using email marketing as a supplementary means of advertising to businesses whether trading online or through traditional offline routes. No technical ability is required.

Course Outline

- Why use Email Marketing?
- Permission based Email Marketing.
- Use of best practice techniques and legislation.
- Planning your email campaign strategy.
- Creation of eye-catching, professional text and graphic emails.
- Tips for avoiding spam filters.
- Creating, testing and sending your first email campaign.
- Tracking who opens your emails.
- Monitoring which links your customers click on.
- Using email marketing as a method of retaining customer loyalty.
- Using personalisation to increase open rates.
- Common mistakes and how to avoid them.

Location: Rotherham / **Course Duration:** 1 Day / **Cost:** £295 + VAT
(You may qualify for a 60% Train2Gain grant towards the cost of this course).

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*Yorkshire's Only Dedicated
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