



# **Course: Email Marketing**

Duration: 3 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

## **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



Syllabus on the Next Page ..



Our Head Office: Nestsoft TechnoMaster, Infopark, Cochin - 42, Kerala, India



**\*\*** +91 9895490866





ioin@nestsoft.com







- \* 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

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- \* 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'II Learn: Detailed Syllabus

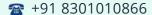
Module 1: Introduction to Email Marketing (30 Minutes)

- \* 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

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- \* 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 Hands-On Training and Real-Time Projects
- \* Design and launch a live email campaign using Mailchimp.
- \* Analyze campaign performance and make data-driven decisions.
- \* Work on a practical project to create a portfolio-ready email strategy.

# Why Choose This Course? **Learn from Experts**

- \* : Instructors with real-world experience in email marketing. Comprehensive Curriculum: Covers both foundational concepts and advanced techniques. Practical Application:
- \* Hands-on projects and real-time problem-solving.

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## **Internship Opportunities**

\* : Gain industry experience to boost your career prospects.

Placement Assistance: Dedicated support to help you find email marketing roles.

#### **Attend a Free Trial Class**

- \* Not sure if this course is for you? Join our free trial class to explore our
- \* teaching methodology and course content.

## **Enroll Today to Master Email Marketing!**

- \* Take control of your marketing strategy and
- \* drive business success with this focused training.
- \* Transform your skills. Optimize your campaigns.

## Join our Email Marketing Course today!

(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.

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