

## Email Marketing - Syllabus

### 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

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

*For more details about this course, Click on this link: [Email Marketing Training](#)*