

Since 2007, Making IT Experts & Products

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 ..



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- * 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 Youâ€™ll 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 copy
- * Adding images, links, and call-to-action buttons
- * Personalizing 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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