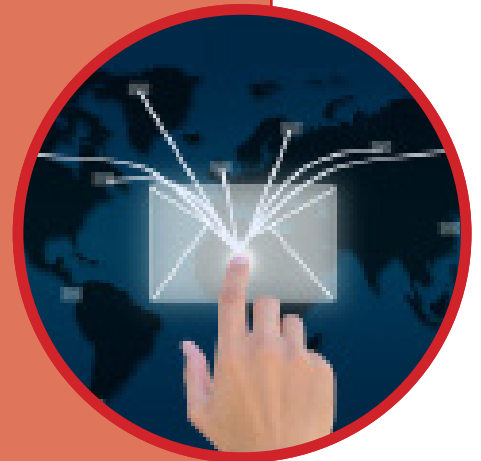


# Effective Email Marketing

Create Powerful and Effective Email Campaigns

One Day Training Course



## Course Outline

Email Marketing is one of the most cost effective and powerful forms of online digital marketing and often forms the core of corporate marketing strategies. When managed properly, email marketing can be an effective method of promoting products and services, as well as effectively engaging with customers and clients. It is inexpensive, reliable, measurable and the return on investment (ROI) can be very high.

But it's getting harder and harder to capture the attention of email subscribers and to engage with them effectively. It is also becoming difficult to conduct campaigns without damaging your brand, especially as recipients are now more wary of SPAM marketing and online fraud.

Our new fully-revised Email Marketing training course, also known as EDM (Email Direct Marketing), has been designed to help you make substantial improvements to your email blasting campaigns. By taking you through the fundamental principles behind email marketing strategies, you will gain an impressive insight into this advertising medium and will be able to confidently deploy and manage effective campaigns.

The training course lasts one full day starting at 9.00am until 5.30pm, and is inclusive of course materials and complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

## Course Benefits

Following this course, you will understand:

- The depth and breadth of social media
- What makes content social and how it differs from the broadcast media model
- The importance of trust, honesty and transparency
- Social media demographics and how it relates to brand engagement
- How other businesses, organisations and brands are using social media
- How it can go wrong and how to react
- Best practices, ethics and legislation
- Basic techniques and tools for benchmarking your social media presence
- The first steps in creating a social media strategy for your business or brand
- Some of the latest services and trends

## Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

## Previous Clients



## Course Programme

- Permission and E-permission marketing
- Defining your goals
- E-marketing strategies
- Choosing your metrics
- Setting your budgets
- Email marketing essentials
- Conducting a competitive analysis
- Planning and delivering email campaigns
- Emailing for customer acquisition and retention
- Customer acquisition methods - on and offline
- Encouraging web visitors to subscribe
- Crafting effective registration processes
- Customer retention strategies
- Choosing frequency schedules
- Creating effective email campaigns
- Building trust with subscribers
- Developing engaging content
- Improving the value offering of your emails
- Planning for Viral and Social Media Marketing
- HTML email design and technology
- Branding your design
- Working with email templates
- Choosing colours and fonts
- Thinking about navigation
- Designing for the preview pane
- Designing for 'Above the Fold'
- Improving scannability
- Using links intelligently
- Short vs long copy
- Thinking about subject lines and from fields
- HTML email development
- HTML vs text emails
- Email reader compatibility and testing
- Improving inbox deliverability
- Avoid looking like a spammer
- Improving list quality
- Removing non-responsive emails
- How to minimise unsubscribes and complaints
- Campaign measurement and making on-going improvements
- Understanding conversion and performance metrics
- Tracking landing pages
- Reducing abandonment and bounce rates
- Structured approaches to testing
- A/B and Multivariate testing
- Analysing test results
- The future of email marketing
- Social Media - the death of email?

## Course Trainer

### Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

## Related Courses

Beneficial courses similar to the above include:

- Social Media for Business
- Facebook for Business
- Mobile App Development for Business
- Search Engine Optimisation (SEO)
- Advanced Facebook Techniques
- Essentials of Image Editing

# Registration Form

**CHARLESMANN  
ACADEMY**

**EFFECTIVE EMAIL MARKETING** Create Powerful and Effective Email Campaigns

**COURSE FEES: \$380.00 per delegate**

**COURSE PROGRAMME:**

**9.00am:**

Arrival and Introduction

**10.30am - 10.45am:**

Morning Tea Break

**12.30pm - 1.30pm:**

Lunch Break

**3.00pm - 3.15pm:**

Afternoon Tea Break

**9.15am - 10.30am:**

Benefits of Email Marketing

**10.45pm - 12.30pm:**

Creating and Managing  
Subscribers

**1.30pm - 3.00pm:**

Developing Campaigns and  
Sending Blasts

**3.15pm - 5.30pm:**

Developing Strategies &  
Measuring Success

<b>DATE:</b>	
<b>COMPANY / ORGANISATION:</b>	
<b>FULL ADDRESS:</b>	
<b>AUTHORISED BY / JOB TITLE:</b>	
<b>CONTACT NUMBER:</b>	
<b>EMAIL ADDRESS:</b>	
<b>WEBSITE:</b>	
<b>COURSE DATE REQUIRED:</b>	

	<b>FULL NAME</b>	<b>NRIC</b>	<b>DATE OF BIRTH</b>
<b>ATTENDEE 1:</b>			
<b>ATTENDEE 2:</b>			
<b>ATTENDEE 3:</b>			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances.

Please print and email this form to: [info@charlesmann.com.sg](mailto:info@charlesmann.com.sg)

Alternatively, please post to: Grandlink Square, 511 Guillemard Road, #B1-03 Singapore 399849

On receiving this form, we will email you a pro-forma invoice. Payment can be made direct into our OCBC bank account:  
OCBC Bank, Account No. 6894 8672 8001  
Charles Mann Academy Pte Ltd

\* Dates and/or venues can change due to unforeseen circumstances.