

# Advanced Email Marketing

## Course Agenda

### Lesson 1 - Introduction to Email Marketing

Introduction to Email Marketing

### Lesson 2 - Email as Conversation

Email as Conversation

### Lesson 3 - Creating the Email

Creating the Email, Part 1: Name and Subject Lines

Creating the Email, Part 2: Testing, Creative, & Design

Campaign Delivery Options: Mobile Websites

App Marketing

### Lesson 4 - Landing Pages

Email Landing Pages

### Lesson 5 - The Mailing List

7 List-Building Tactics

Opt-In Techniques

Managing & Segmenting Lists

### Lesson 6 - Spam and Blacklists

Spam & Legal Issues

Avoiding Blacklists & Spam Filters

## **Lesson 7- Working with Email Service Providers**

Email Service Providerse

## **Lesson 8 - Combining Email with Other Channels**

Leveraging Facebook for Email

## **Lesson 9 - Mobile Rules and Regulations**

Mobile Marketing Rules and Regulations

Mobile Campaign Compliance

## **Lesson 10- Marketing Automation Basics**

Marketing Automation Introduction

Key Elements of Marketing Automation

How Automation Works

A Better Method of Communication

## **Lesson 11 - Advanced Marketing Automation**

Lead Capture & Nurture

Implicit & Explicit Data

Defining Customer Value

An Automation Pathway, Part 1: Determine Goals & Strategy

An Automation Pathway, Part 2: Determine Your Plan

## **Lesson 12 - Email Metrics and Measurement**

Email Measurement, Part 1: Valuable Email Metrics

Email Measurement, Part 2: Advanced Email Analysis

UTM Tracking Parameters, Part 1: Tracking Parameter Concepts

UTM Tracking Parameters, Part 2: Tracking Parameter Examples



**For information on the course, visit:**

<https://www.simplilearn.com/digital-marketing/email-marketing-certification-training>



LIVE SUPPORT 24x7



REQUEST A CALL BACK



EMAIL US

