LONDON SCHOOL *of*
DIGITAL
MARKETING

Email Marketing

1 Day · Classroom · Live Online Via Zoom · Weekends

Industry Approved

SYLLABUS AND CONTENT ADVISORY COUNCIL MEMBERS INCLUDE:

Google Meta Microsoft LinkedIn salesforce shopify

Single Module

Email Marketing

The Email Marketing module covers industry best practices for creating and delivering effective email marketing campaigns.

The module covers the four foundational aspects of email marketing: Subscriber Management, Email Design, Delivery and Reporting. You will learn how to develop and manage a subscriber database, and become familiar with the features within third party email systems and solutions.

Participants will be able to plan a marketing segmentation strategy for your target audience and recognise what makes for good email design in terms of user centric content, coherent layout and an attractive design.

Participants will understand what split testing entails, and will be able to use key metrics to report on the effectiveness of your email marketing campaigns, including open rates, click-through rates, unsubscribes and bounces.

Participants will be able to monitor and evaluate email marketing analytics, and be aware of data protection and privacy issues associated with email marketing.

Topics covered include:

- Key Email Marketing Concepts
- Campaign Process
- Online Data Capture
- Offline Data Capture
- Segmentation
- Email Design
- User Behaviour
- User Characteristics
- Email Copy
- Email Structure
- Email Delivery
- Email Systems
- Filtering
- Scheduling
- Measurement
- Key Terms & Metrics
- Split Testing
- Laws & Guidelines

I've signed up for online sessions, so I was naturally a little bit concerned about how interactive the sessions would be. However, I was pleasantly surprised. Every session was extremely hands-on, designed to be both challenging and engaging, with the goal of encouraging the development of practical skills. Instead of relying on slides and PowerPoints, the sessions focused on activities based on real-life scenarios.

Paulina Kula
Senior Marketing Executive at **Zapnito**

Read Paulina's story at:
london**schoolofdigitalmarketing**.com

Subject Matter Experts

The course will introduce you to the most important and transformative aspects of digital marketing, delivered by the industry's leading practitioners.

All of your lecturers are specialist professionals in the digital marketing sector, running and delivering online marketing campaigns, using the latest tools and techniques on a daily basis.

They help to create and validate our modules as well as teach them, so your lectures will be based on our formalised syllabus of learning overlayed with their real life experiences, examples and case studies.

> Digital marketing short courses like are more flexible and provide agile learning experiences that is so powerful for learners across the life cycle, whether you're 18yrs, 34yrs or 50yrs."

John Farrar - **Director of Education at Google**

Certification

London School of Digital Marketing's syllabus defines the framework of knowledge, skill and competency required to meet the current and future demands of the Digital economy, and our practical, industry-driven qualifications are recognised as the international standard in Digital Marketing certification.

This award has been credit rated by SQA at Level 4 on the Scottish Credit and Qualifications Framework (SCQF). SCQF level 4 corresponds to level 4 on the European Qualifications Framework (EQF).

SQA

European Qualifications Framework

London School of Digital Marketing

Syllabus Advisory Council

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For more information or to register for a course please contact us.

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