



***Online, Internet & Digital  
Marketing Training:  
Email Marketing (1 Day Workshop)***



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## **Online, Internet & Digital Marketing Training: E Mail Marketing**

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Email continues to be an outstanding customer communications tool despite the challenges of deliverability, in-box stand-out and list member dormancy. In this course, an e-mail marketing expert will show you how to improve results by addressing the challenges that all e-mail marketers face.

This one day workshop (typically 1 day course, but can be shortened to ½ day, if required) clearly explains the advantages of running comprehensive email marketing campaigns as part of your online marketing mix.

### **Topics Covered**

- Introduction to Email Marketing
- The evolution of email marketing.
- Online versus offline marketing
- When to use email marketing in the marketing mix
- How to build an email marketing database.
- Opt-in options
- Managing your email database
- Email Delivery Software solutions - desktop and internet based software products and services available to manage email marketing campaigns.
- Planning and Creating Email Campaigns - tools available for the creation and management of email campaigns.
- Types of marketing campaigns that are best suited to email marketing
- Examples of good and bad email marketing pieces
- Handling Responses.
- When and how do you move your offline communications online.
- Integrating email into the overall marketing mix.
- Testing, measuring, assessing and improving.
- Legislation - Data protection guidelines and the legal framework governing email marketing.
- Case studies

### **Who Should Attend?**

The seminar will be highly relevant to anybody with responsibility for developing or implementing an organisation's online strategy, including senior management, marketing managers, communication specialists, webmasters and IT managers and personnel.

### **More Information**

To find out more about this and the other training courses offered by SureSkills & Online-Marketing.ie, please call Dan Goggin at our training centre on +353 1 240 22 37 / [Dan.Goggin@SureSkills.Com](mailto:Dan.Goggin@SureSkills.Com)/ or visit [www.sureskills.com](http://www.sureskills.com)