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Email Marketing

Description:

Email Marketing course is designed to provide an in depth knowledge on various aspects & concepts of Email Marketing. A step by step learning will be help to focus on each & every parameter of Email Marketing. The Email marketing course will take you through the end-to-end process of Emailing, Email design & templates, Email Subscription management, Reporting, Analytics and more.

Start Date:

Doubt Clear Time:

Course Time:

Features:

Completion Certificate

Quiz in every module

Real-time Project

Assignment in all modules

What we learn:

Understanding the importance, Benefits & forms of Email Marketing

Gain understanding on Email Marketing Domain & its concepts

Setting up of an Email Campaign

Deployment of an Email Campaign

Automation Process

Analyse Email Campaign

Requirements:

System with Internet Connection

Interest to learn

Dedication

Instructor:

Name:

Ankur Khanna

Description:

Highly-motivated, energetic and dynamic Digital Marketing Mentor and Assistant Professor having 7+ years of experience in Digital Marketing Industry. Strong practical knowledge of different digital marketing tools aimed at meeting the needs of diverse groups of learners.

>Email Marketing:

>>Introduction to email marketing

>>Who opt email marketing?

>>What we learn in email marketing?

>>Understanding the definition of email marketing

>>Understanding the process of email marketing

>>Process steps in email marketing

>>Important roles in email marketing

>>What actually email marketer do?

>>Understanding audience in email marketing

>>Understanding the audience targeting in email marketing

>>Why it is important to define and targeting audience in email marketing?

>>Benefits of targeting those willing to buy

>>How to identify target?

>>Email deliverability in email marketing

>>Why is it essential to track email deliverability?

>>How to track email deliverability?

>>Difference between email delivery and email deliverability

>>How to improve email deliverability?

>>Factor affecting email deliverability

>>More factors affecting email deliverability

>>Understanding email deliverability scheme