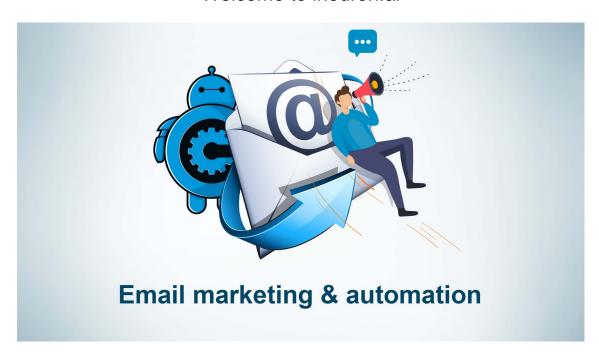
Welcome to ineuron.ai



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