**6MMCS002**

**Digital Marketing, Social Media and Web Analytics**

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**Tutorial Week 11: Email Marketing**

The topic of this week’s tutorial is: Email marketing. During the tutorial you should explore some addresses related with the email design and content; go through the legislation for email marketing and practice by creating an email marketing template for your website.

**A. Email marketing – reading, explore topics**

* **Email marketing: design and content**

The following is a ‘design guide’ by a company that offers email-marketing: <https://mailchimp.com/email-design-guide/>

<https://www.mailingmanager.co.uk/blog/how-to-create-an-engaging-promotional-offer>

* **Bounce email:** <https://help.campaignmonitor.com/bounced-email-types>
* **Email as a marketing tool:** [**http://www.campaignmonitor.com/guides/why-email/types/**](http://www.campaignmonitor.com/guides/why-email/types/)
* **Legislation about electronic communication:** <http://www.legislation.gov.uk/uksi/2003/2426/regulation/22/made> (notice that on the left hand side bar, you have the option to see the original legislation (2003) and the latest, revised version. You also have the option to see the geographical extend and the time line of changes.)
* **Detailed guide to Privacy and Electronic Communications Regulations:** <https://ico.org.uk/for-organisations/guide-to-pecr/>
* **Anti-spam requirements and filters**

<http://kb.mailchimp.com/accounts/compliance-tips/terms-of-use-and-anti-spam-requirements>

<https://mailchimp.com/help/about-spam-filters/>

**B. Email templates – Practice**

There are several sites that offer free email templates (usually, they ask you to create a free account). In the following site you can explore email templates, free and premium. You are allowed to open a free template in editor and create the design and the content of your marketing email. **Practice** by creating a promotional email for your site. The email should be addressed to future employers.

<https://stripo.email/templates/>

**C. Work / questions on the coursework.**