Syllabus for Email Marketing

Course Duration for Email Marketing

- **30 to 45 days**

Objective For Email Marketing Course

- **Getting the student to be well trained in Digital Marketing**

Eligibility for Email Marketing Course

- **Any Technical Graduates or Undergraduate**

Let us take a look on what you will learn in Digital Marketing Training

Email marketing an overview

• Introduction to Advanced Email Marketing
• Fundamentals of Email Marketing
• Email Best Practices and Myths
• Bulk Email concept
• Things you can do with Emails

Elements of marketing emails

• Advantages of the different text formats (HTML or Plain Text)
• Permissions & E-permissions
• Frequency & Ethics of Newsletters
• Defining your Goals
• Email Marketing Strategies

Build your email list

• Learn ways to build your email list
• Build your email list through a website subscribe form
• Segmentation
• Active Users

Measuring your email campaigns success

• Open rates, click-through-rates, unsubscribe rates, conversion rates, and bounce rates.
• A/B Split Testing
• How to deal with Spam Filter
• Choosing your metrics
• Tracking Landing Pages
• Analyzing Test Results
• Setting your Budget