ADVANCED EMAIL MARKETING CERTIFICATION TRAINING

Course Outline

Course Overview:

This Advanced Email Marketing Course covers advanced marketing strategies and guides in creating effective advertisements to promote a product or service, request business, solicit sales/donations, and build loyalty, trust, and brand awareness.

Skills Covered:

- Driving traffic through emails
- Fundamental concepts of email marketing
- Building email lists
- Email campaigns
- Getting email subscribers
- Marketing brands through email
- Email rules and regulations
- Sending mass emails

Who Will Benefit:

This course is best suited for those who want to leverage email as a marketing tool, including business owners and entrepreneurs, internet marketers, affiliate marketers, bloggers, and marketing and business development professionals who want more traffic, sales, and conversions.

Prerequisites:

Learners need to possess an undergraduate degree or a high school diploma. Although not required, it's ideal if participants complete the Email Marketing Foundations course before opting for this course. Ultimately, participants will need a basic working knowledge of HTML, internet usage, and Microsoft Office for a successful learning experience.
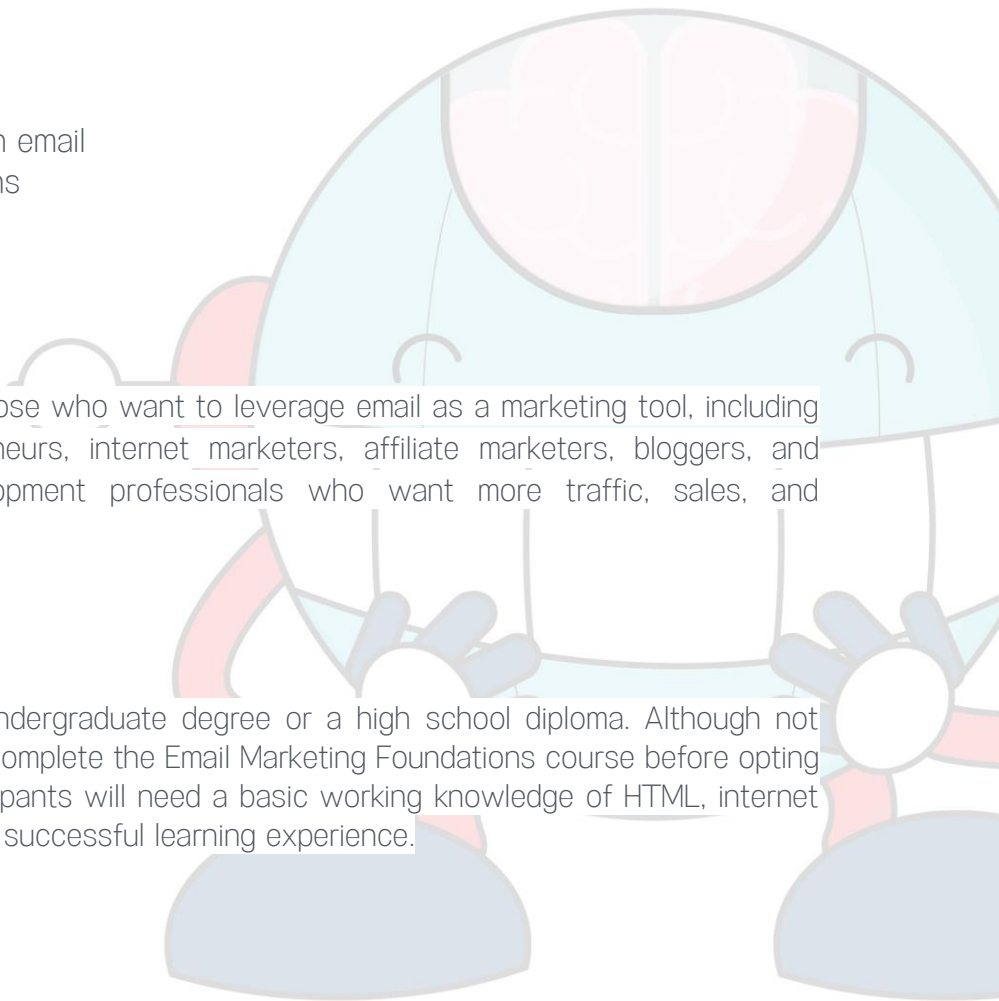
Course Agenda:

Lesson 1 - Introduction to Email Marketing

Introduction to Email Marketing

Lesson 2 - Email as Conversation

Email as Conversation

Lesson 3 - Creating the Email
Creating the Email, Part 1: Name and Subject Lines
Creating the Email, Part 2: Testing, Creative, & Design
Campaign Delivery Options: Mobile Websites
App Marketing

Lesson 4 - Landing Pages

Email Landing Pages

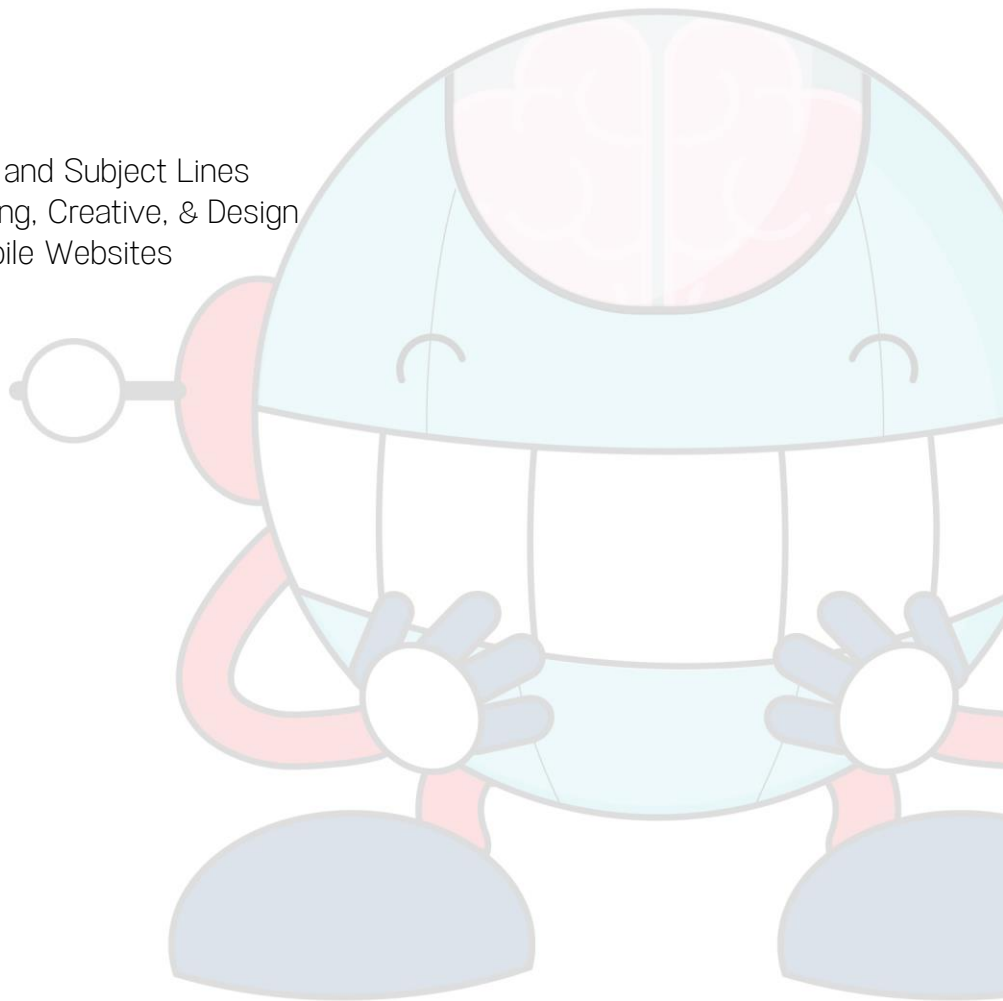**Lesson 5 - The Mailing List**

7 List-Building Tactics
Opt-In Techniques
Managing & Segmenting Lists

Lesson 6 - Spam and Blacklists

Spam & Legal Issues
Avoiding Blacklists & Spam Filters

Lesson 7- Working with Email Service Providers

Email Service Providerse

Lesson 8 - Combining Email with Other Channels

Leveraging Facebook for Email

## Lesson 9 - Mobile Rules and Regulations

Mobile Marketing Rules and Regulations
Mobile Campaign Compliance

Lesson 10- Marketing Automation Basics

Marketing Automation Introduction
Key Elements of Marketing Automation
How Automation Works
A Better Method of Communication

Lesson 11 - Advanced Marketing Automation

Lead Capture & Nurture
Implicit & Explicit Data
Defining Customer Value
An Automation Pathway, Part 1: Determine Goals & Strategy
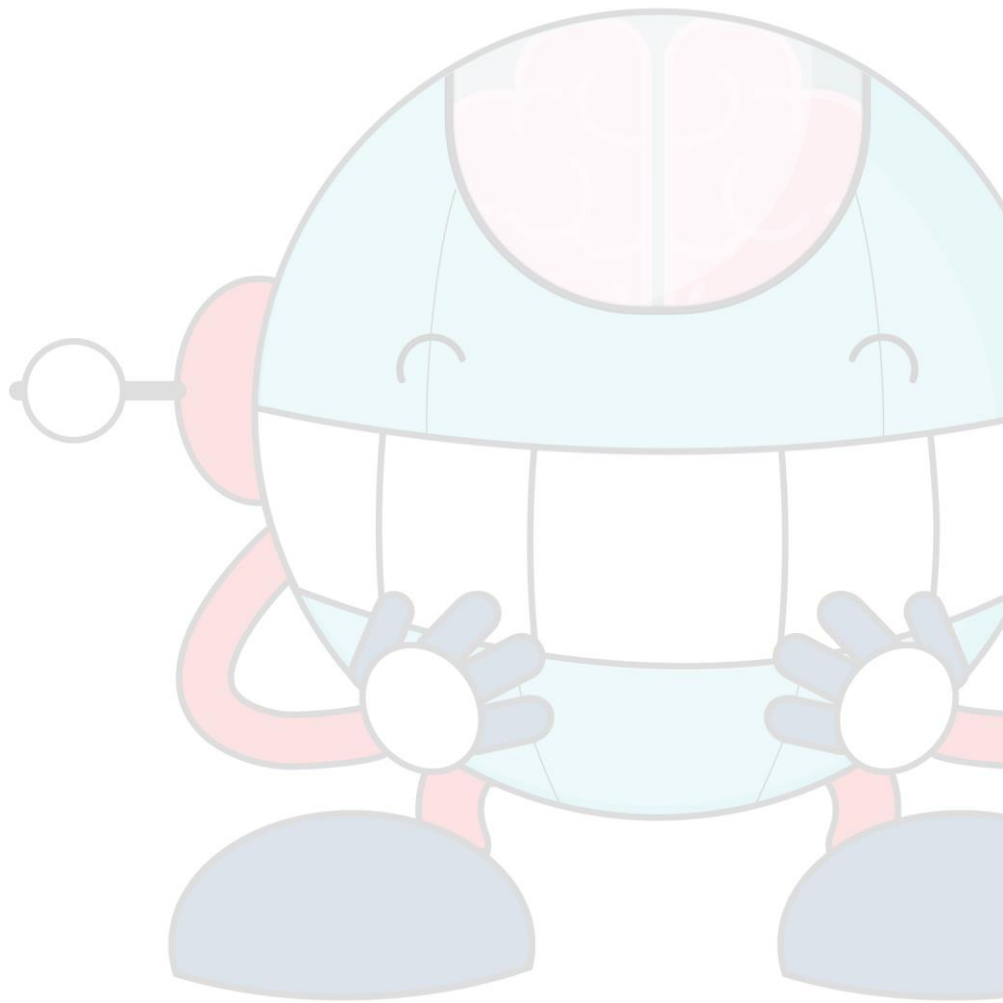An Automation Pathway, Part 2: Determine Your Plan
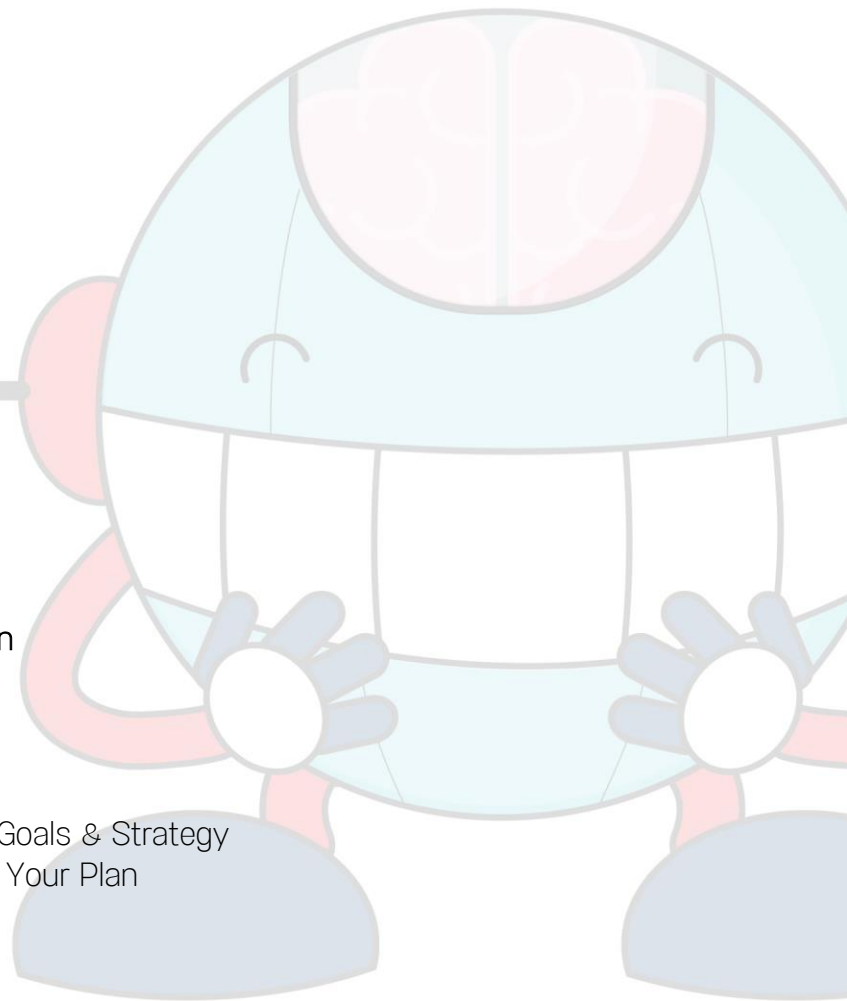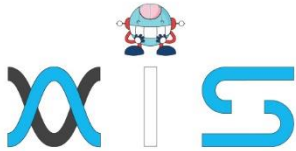
Lesson 12 - Email Metrics and Measurement

Email Measurement, Part 1: Valuable
Email Metrics Email Measurement, Part 2: Advanced Email Analysis
UTM Tracking Parameters, Part 1: Tracking Parameter Concepts
UTM Tracking Parameters, Part 2: Tracking Parameter Examples

AIS

With the rising demand in scalable technology, AIS provides tailored goal-setting based on your organization's needs and expectations. With products geared towards the growing needs of your organization's customers and employees, AIS has innovative and value-driven solutions.

Learning Partners

SAS Management, Inc.

SAS Management, Inc. has been a leader in the training, certification and consulting services industry in the Philippines. With offices in Makati, Ortigas and Cebu, Philippines, the company has been the top training and consulting company for over 9 years. In its years of existence, it has provided certificates to over 100,000 professionals including 10,000 participants in the 160+ courses that have been conducted just during the 2020-2021 pandemic alone. The most sought-after courses being offered are ITIL, Project Management Professional (PMP)®, COBIT 5, Six Sigma Yellow Belt, Six Sigma Green Belt, PRINCE2, and organizational skills, among others.

Simplilearn

Simplilearn, based in California and India, is the world's #1 online bootcamp and one of the world's the leading certification and training providers. Simplilearn trained over 2,000,000 professionals with 2,000+ trainers and provides over 400 different courses.

Technology Partner

Freshworks

With over 40,000 customers, Freshworks is a business solutions software provider with products ranging from IT helpdesk and service desk, customer relationship management, live chat, marketing automation, phone system, and HR.
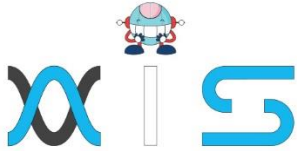
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