Advanced Email Marketing Training Course

Take your email marketing skills and activity to the next level

Course Dates

Please note: This course is currently only available in-house

Email Marketing is the backbone to most digital marketing programmes – yet most marketers are not leveraging the full strength of this phenomenal channel.

Emarketeers' advanced email marketing course will build your email marketing knowledge from a strategic and tactical perspective, giving you actionable skills you can use immediately.

Join us in learning how to go to the next level and take your email campaigns up a notch. Benefit by receiving not only increased conversions, but also more satisfied customers and subscribers.

Course Programme

Introduction – Current & Future Trends

- Overview of the evolving trends in email marketing
- New and inspiring examples of email marketing solutions and opportunities
- Interactive emails: examples and best practices
- What's coming up next in the world of email

Advanced Email Strategy

- Three strategic levers of email marketing
- Email's role at the top and bottom of the funnel
- Prioritising email strategy using SMART
- Adopting the 80/20 strategy
- Email as part of the integrated marketing mix
- Developing an email lifecycle strategy

Advanced Segmentation

- The four main approaches to successful segmentation
- The strengths of different segmentation methods
- How to pick the right real-world data for segmentation
- How to maximise behavioural data

Triggers and Email Automation

- Integrating broadcast and automation approaches
- Identifying your most valuable triggers
- Automation sequence mapping
- Common high converting trigger emails
- Conversion abandonement email strategy

Advanced Layout & Design

- The principle three C's of conversion
- The rules of a good image
- Plain doesn't mean bad: successful email design approaches
- Exploring the concept of persuasive design
- Building and testing effective landing pages
- Tips for using video in email

Email Content and Copywriting

- Four questions all emails must answer
- How email copy differs to other digital copy
- Using persuasion vs selling
- Crafting subject lines that convert
- Compelling calls to action: research and case studies
- Techniques writing effective email body copy

Developing Your Own Email Marketing Plan

Benefits

Following this training course, you will understand:

✓ How to apply Lifecycle Marketing to your email marketing programme
✓ How to leverage meaningful touch points and use triggered campaigns to drive conversions/or relationships
✓ How to segment your data effectively
✓ Advanced persuasion techniques for your email design and copy
✓ How to apply effective principles of conversion to your campaigns to enhance results

All attendees receive an attendance certificate, digital copies of course material to take away.

Audience

The advanced email marketing course is aimed at anyone currently running or managing email marketing campaigns and are looking to step it up a level with more advanced strategies and tactics.
Typical attendees include: digital marketers, CRM professionals, digital project managers or producers, sales teams, digital designers or copywriters.

What people say

I loved the Advanced Email Marketing course provided by Emarketeers. It covered a range of topics from email design and creativity, machine learning and AI, and looked at your effort and impact matrixes. The course was well structured, provided plenty of new tools to try and has given me the boost needed to explore new ideas for our organisation's email marketing.

Chay Harty, Senior Sales Executive
Bible Society

The course matched my expectations, it's well-structured and easy to follow. Thanks to Tim for providing competent replies to all questions during the course!

Alina Khusnutdinova, Channel Marketing Manager
Paramount Software

A very useful and productive training session with a very small group, making the experience all the more tailored. This has been an invaluable course that I'll be able to utilise for a long time.

Amy Richardson, VOD Content Manager
Channel 5

Fantastic course, great venue and a big thank you to Kath Pay who held the Advanced Email Marketing Course.

Sharon Tansley, Direct Marketing Executive
New Technology CADCAM

The course surpassed my expectations with regards to content and structure. Kath Pay gave us really useful advice and instruction in terms of next steps for email marketing, and gave me tangible ideas to take away and implement in my current job. I would highly recommend this course.

Emily Hill, CRM Assistant
Moonpig

I had a great time learning, discussing and getting inspired by other professionals in a casual and relaxed atmosphere. I've taken so many ideas and new thoughts away with me, there's a lot I want to try out now!

Julia Braun, PR & Marketing Executive
Mack Brooks Exhibitions

The course provided a good base understanding for generating email templates that will work across all email clients

Jeremy Smith, Developer
National Trust

A really well run course. The trainer was an excellent communicator and was clearly an expert in the field. He managed to keep the material engaging, despite having a lot to squeeze in. Thoroughly enjoyed it!

Sheldon Witney, Director
Redsixty Limited

Emarketeers were kind enough to tailor the course to suit my team, which meant all the course content was relevant to them and they were gripped throughout. It was a long day but the trainer made every second count. Everyone got a lot out of the training – it really improved their understanding of good email content and design.

Bonnie Molins, Head of Content
The National Autistic Society

The course provides a very effective view of the state of play in email marketing. It raised my awareness of new aspects that I might have underestimated or completely ignored!

Marc Chrzonz, Online Marketing Manager
Tipico

What a wonderful environment to learn new tricks! Professional speakers to compliment!

Dean Munkley, Sales & Marketing Manager
Qimtek

I would definitely recommend the Advanced Email Marketing course – a great balance of theory and applicable ideas, without getting dry. It was great to cover so much ground in one day!

Kyle Sheldrake, Global Marketing Executive
Cambridge University Press