

Email Marketing



▶ **2 Lessons**



Learn about

Email marketing can be a great, cost-effective way of sharing your marketing messages with the people who are most interested in hearing from you. These lessons explain how to build a winning email marketing strategy, starting with the collection and management of subscriber data and how to avoid regulatory issues when it comes to using this. We also explore the issues posed by spam email and how you can avoid your messages ending up in the junk folder. Then we take you through the individual stages of planning and executing an email campaign, including how to optimise your activity according to your goals.

By the end of these 2 lessons you will understand:

- ✓ Deliverability, how it relates to spam and the reasons emails are marked as spam
- ✓ The different forms of subscriber consent and the related laws
- ✓ How to plan, create, test and optimise different areas of your email strategy



Lesson Overview

Lesson 1

A guide to finding and keeping subscribers, and making sure you don't fall foul of spam filters and regulations.

In this lesson you will learn:

- ✓ How to encourage users to subscribe to your mailing list
- ✓ What Email Service Providers are and what they do
- ✓ The regulations and requirements surrounding email marketing

Lesson 2

A look at how to plan, create, measure and optimise your email marketing activity.

In this lesson you will learn:

- ✓ How to identify and define the goals of your email marketing activity
- ✓ How to create email copy that drives users to complete your desired action
- ✓ Which metrics relate best to your email marketing goals