

E-mail Marketing

Description

Email marketing remains one of the most effective ways to build customer loyalty, however it requires good preparation to achieve its results.

Course Content

- Module 1: Introduction to emailing in a digital strategy
- Module 2: The different types of emailing
- Module 3: The principles of an email campaign
- Module 4: Reputation Mechanisms and Optimization of Shipments
- Module 5: The segmentation of your customers and the personalization of your shipments
- Module 6: Measuring campaign results and key indicators
- Module 7: The legal framework
- Module 8: Selecting the right tool for managing your campaigns

Documentation

- Digital courseware included

Participant profiles

- Marketing professionals
- Communication professionals
- Webmasters

Prerequisites

- No prerequisites

Objectives

- Plan and prepare an email campaign
- Measure the return of an emailing campaign
- Optimizing your shipments

Niveau

Fondamental

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

Duration (in Days)

1

Reference

DM-EM