



## High Impact Email Marketing

2 Days Classroom Session | 2 Days Live Online

### Overview

There's no question that email is still the single most effective tool for reaching customers and prospects, when done correctly. Email also has the highest ROI of any online marketing tactic. Even though there are claims that email marketing is dead, the numbers supporting email marketing tell a completely different story. Email marketing can help you accomplish many of your core business goals. From lead generation to improving customer retention, email has long been considered one of the top digital marketing channels available to today's marketer.

Personalization is crucial to any good email marketing campaign; creating emails that work means sending them to the right person at the right time. Being in your customer's inbox means they trust you and have let you into their world. At the same time, overloading your customer with too much information can result in unwanted unsubscribes. Not only does this course teach you how to avoid the email marketers worst nightmare of unsubscribes, but you'll be guided through a myriad of topics in order to make your email marketing campaigns a huge success.

- Building an email list
- Segmentation
- Offering incentives to increase signups
- Deciding on a format for emails
- How to send valuable offers that work
- The secret art of creating a winning headline
- Managing bounced and blocked email
- Evaluating email click-through data
- Automating email marketing
- Create, deploy and optimize any email marketing campaign with success

### Who should attend

- Small business owners
- Marketers
- Product or agency professionals
- Communication specialists
- Directors
- Any individual seeking to break into online marketing