COURSE SYLLABUS

Email Marketing Bootcamp

Discover the ins and outs of email marketing, from building an effective email list to designing compelling emails, and learn how to optimize your campaigns for maximum success. This short course will provide you with the knowledge and strategies you need to excel in the competitive world of email marketing.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/email-marketing



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Course Outline

Email Marketing

Introduction to Email Marketing

- What is email marketing
- The role of email marketing
- What is needed to succeed at email marketing

Building Your Email List

- A look at email permissions
- Mistakes to avoid
- Strategies for building your email list

Email Campaign Creation

- The three types of emails
- Mass email vs Automated email
- The different types of email campaigns and when to use each one

Designing Effective Emails

- The elements that affect email success
- Best practices for creating each element
- Best practices for email content

Email Campaign Optimization

- A/B Testing
- Optimizing open rates
- Optimizing click through rate

Email Deliverability

- Delivery vs Deliverability
- Developing a good email reputation
- Steps for ensuring email deliverability