



TRAINING COURSE: DELIVERABILITY

COURSE SYLLABUS

This course aims to provide a comprehensive understanding of deliverability challenges faced by most email marketers today.

Initially you will learn how Spam filtering techniques (used by ISPs, Mailbox Providers and organisations) can affect legitimate email senders. Then you will be taken through creative and data best practices to avoid being blocked and ensuring inbox delivery.

TARGET AUDIENCE

Marketers who wish to increase their deliverability rates for email campaigns with Campaign Commander™.

PRE REQUISITES

A general knowledge of Campaign Commander™ is advisable.

LENGTH OF COURSE

This course is given over half a day.

TOPICS

1. What is Deliverability?

- Deliverability Information Update & Trends
- ISPs Anti-Spam Filtering techniques: Why are your emails getting blocked or delivered to the Junk Mail folder?

2. How do You Use It?

- What ISPs do for legitimate email marketers?
- Authentication, Accreditation and Reputation Solutions

3. Examples and Exercise

- Creative Best Practices: design, copywriting and HTML Programming
- Data hygiene & collection best practices
- Links and online tools
- How to create a message

4. How Does it Fit in Campaign Commander™?

- Exercise in Campaign Commander™
- Working with a creative

5. Lab Session

- Putting all together

6. Summary Review Session

Contact us or book your session online



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