



TRAINING COURSE: MARKETING OPTIMISATION

COURSE SYLLABUS

Email has become the most widely used medium of communication within the business world. Although it is a very powerful revenue generator, marketers should apply some simple rules to get the best results.

This course aims to bring real-world best practices to optimise email marketing campaigns, allowing participants to achieve the highest Return On Investment.

TARGET AUDIENCE

Marketers who wish to boost their revenues using email as a medium.

PRE REQUISITES

A general knowledge of Marketing would be beneficial.

LENGTH OF COURSE

This course is given over half a day.

TOPICS

1. What Does Marketing Optimisation Cover?

- Getting better ROI using the email medium
- Leaving the trend of blast emails to go towards one-to-one communications will show effective results in no time.
- Following email marketing best practices will allow attendees develop their CRM strategy

2. What is Covered on the Course?

- Facts on data base hygiene and email marketing
- Email deliverability and delivery
- HTML creative optimisation best practices
- Inactive list versus active list; how to manage these users
- Message content optimisation
- A/B testing programs to increase responses (split-run testing)
- Report analysis

3. Examples and Exercise

- Managing lists for Café.com (case study)
- Sneak peak on HTML coding best practice (case study)
- Using advanced & Smart Segments to target active and inactive members (exercises)
- Message content optimisation (case study & brainstorming)
- From, subject line & content A/B testing (case study and exercises)
- Using Campaign Commander™ reports to set a email marketing strategy (exercises)

4. How Does it Fit in Campaign Commander™?

- Overview of segments module
- Inbox & Message preview using Campaign Commander™ Deliverability tool
- Split run feature
- Overview of Campaign Commander™ custom & segment reports

5. Lab Session

- Within Campaign Commander™ create exercises completed earlier

6. Summary Review Session

Contact us or book your session online



Emailvision
Lynton House
7-12 Tavistock Square
London WC1H 9LT - United Kingdom
Tel : +44 (0)20 7554 4500

www.emailvisionacademy.co.uk