



The Emailvision Academy Curriculum Document

This document lists all the courses that Emailvision Academy provide. Each course has its own overview document available at this address:

www.emailvisionacademy.com/email-marketing/training-roadmaps/1/6/

The Emailvision Academy, located in central London and in Paris, has state of the art Training rooms and equipment. Our training courses are designed to help you increase productivity, develop new methods and share best practices to optimise your email marketing programmes.

Emailvision Training provides a broad range of world class courses aimed at marketers of all types. With both technical and strategic marketing courses available, Emailvision Training can empower your entire marketing team.

PROFESSIONAL - FLEXIBLE - WORLDCLASS





Basic Training

TOPICS

1. Overview

- Course introduction
- Overview of Emailvision
- Overview the Campaign Commander™ interface and functions
- What is an email campaign?
- What is a data file?

2. Message

- What is an email message?
- Creating a message
- How to personalise the message
- How to use message templates

3. Segmentation

- Why do we segment?
- Creating a segment
- Importing data files
- Creating an advanced segment
- Combining multiple segments
- How to create a mailing list

4. Producing a Campaign

- Completing a campaign
- Viewing the results of a campaign

5. Manual Procedures

- How to search members, add members and display links
- Hard bounce, soft bounce
- Opt-in, opt-out and quarantine

6. Summary review session

- Workshop to create a campaign from start to finish

PROFESSIONAL - FLEXIBLE - WORLDCLASS





Marketing Optimisation

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
5. Summary review session

PROFESSIONAL - FLEXIBLE - WORLDCLASS





Transactional Campaigns

TOPICS

1. What is a Transactional Campaign?
 - Overview of what Transactional or Social networking notification is
2. How do you use it?
 - What are the methods for handling messages and responding
3. Examples and Exercise
 - Examples of Transactional or Social networking sites
 - Promotions and ads module
 - Features and functions
 - Package summary
 - Exercise in NMP for Campaign Commander™
4. How does it fit in Campaign Commander™?
 - Exercise in Campaign Commander™
-- NMP within Campaign Commander™
5. Lab session
 - Putting all together
6. Summary review session

PROFESSIONAL - FLEXIBLE - WORLDCLASS





Lifecycle Management

TOPICS

1. What Is It?

A Lifecycle Management programme ensures that there are touchpoint opportunities within a customer's purchase/behavioural cycle.

In more simple terms, it enables companies to regularly contact their customers with relevant, dynamic and personalised messages based on purchase or behavioural actions, increasing potential cross-sell and up-sell opportunities. We will look at current clients who have implemented successful Lifecycle Management Programmes.

2. How Do You Use It?

- An automated set of trigger based messages within Campaign Commander™.

3. Examples and Exercise

- Plan a series of messages based on your idea of a potential customer's lifecycle journey.
- Setup the first two messages in Campaign Commander™ from your potential lifecycle journey (templates will be provided, the focus will be on your triggers)
- Analysing your current strategy and finding opportunities for improvement
- Amend the current lifecycle program within Campaign Commander™

4. Lab Session

- Within Campaign Commander™ create the exercise created earlier

5. Summary Review Session

PROFESSIONAL - FLEXIBLE - WORLDCLASS





Web Analytics Integration

TOPICS

1. What is it?

- Web analytics measure a visitor's journey once on your website. This includes its drivers and conversions; for example, which landing pages encourage people to make a purchase.
- The integration of your Web Analytics with Campaign Commander™ will allow you to exploit the data of your email campaigns into the same web analytics interface.

2. How do you use it?

- How to integrate your Web Analytics with Campaign Commander™

3. Examples and Exercise

- Tagging the links in your emails
- Selecting segments in your Web Analytics for remarketing
- Remarketing based on behaviour: cart abandonment, product viewed on site.
- Omniture: Calculate your ROI (Return on Investment) for each campaign.

4. How does it fit in Campaign Commander™?

- See how to access and use the remarketing data in Campaign Commander™
- Campaign Commander™ exercise
 - Setup a reflex campaign for cart abandonment

5. Lab session

- Within Campaign Commander™ create the exercise completed earlier

6. Summary review session

PROFESSIONAL - FLEXIBLE - WORLDCLASS





API & Web Services

TOPICS

1. What is it?
 - Get an understanding of what the API means to you.
 - How you can integrate Campaign Commander's features in your internal IT
2. How do you use it?
 - Connecting to Campaign Commander™ API.
3. Examples and Exercise
 - How to create a message
 - How to create and run a campaign
 - Reporting through the API
 - Support and resources for the API community
4. How does it fit in Campaign Commander™?
 - How to check your API activity in Campaign Commander™
 - Exercise in Campaign Commander™
 - Java example of part 3
5. Lab session
 - Within Campaign Commander™ create the exercise completed earlier
6. Summary review session

PROFESSIONAL - FLEXIBLE - WORLDCLASS





User Rights & Workflow

TOPICS

1. What is it?

- User Rights and Workflow management allows different levels of rights along the production line of an email campaign.
- The integration of your User Rights and Workflow management with Campaign Commander™ will allow you to become more productive when creating your email campaign.

2. What will I learn in this course?

- How to create work groups
- How to define roles for individuals or groups
- The key benefits of having User Rights and Workflow Management as opposed to standard user rights within Campaign Commander™

3. Examples and Exercise

- Demonstration of working module
- Creation of work groups
- Defining roles of individuals and work groups
- Creation of campaign components using the module
- Testing of the module

4. How does it fit in Campaign Commander™?

- Campaign Commander™ exercise
--- Setup a fully working User Rights and Workflow Management module

5. Lab session

- Within Campaign Commander™ create the exercise completed earlier

6. Summary review session

PROFESSIONAL - FLEXIBLE - WORLDCLASS





Deliverability Training

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

PROFESSIONAL - FLEXIBLE - WORLDCLASS





HTML Design & Best Practices

TOPICS

1. Brief Overview & History of Email Design
 - What are the key components of an HTML email.
 - Common misconceptions of HTML email Design.
 - What do I need to achieve in the process of my design and why?
 - How have things changed, and how this course help me recognise and adapt to future changes?
2. Coding Structure
 - Early layout considerations – td's, tr's and the fun of tables
 - Reviewing HTML email structure vs a Website and understanding the difference
 - Key components of Design – Inline HTML, avoiding CSS.
 - Using images
 - Defining links
 - Text formatting & encoding
 - Copywriting
 - Designing templates
 - Defining editable regions
 - Email rendering – how does it look and why?
 - Getting round bad ISP rendering through clever techniques
 - Top 10 best practices for coding HTML emails.
 - Optimising your creative further for good deliverability
 - Summary of key coding considerations and their importance.
3. Understanding ISP Behaviour and Requirements?
 - Why are emails so tightly controlled by ISP's?
 - Understanding SPAM filters and behaviours? (More in depth description on alternate training course)
4. Deliverability Suite
 - Overview of Features and Functionality (This is a taster, more in depth detail will be covered in the relevant training course)
5. Summary of Deliverability Considerations
6. Lab Session
 - Examples of good and bad emails and critique following earlier lessons
 - Common Mistakes – recognizing the faults through example
 - Q&A
7. Workshop
 - Pushing further the boundaries of email design

PROFESSIONAL - FLEXIBLE - WORLDCLASS





Set-up Training

TOPICS

1. Overview
 - Course introduction
 - Overview of Emailvision
 - Overview the Campaign Commander™ interface and functions
 - What is an email campaign?
 - What is a data file?
2. Message
 - What is and email message?
 - Creating a message
 - How to personalise the message
 - How to use message templates
3. Segmentation
 - Why do we segment?
 - Creating a segment
 - Importing data files
 - Creating an advanced segment
 - Combining multiple segments
 - How to create a mailing list
4. Producing a campaign
 - Completing a campaign
 - Viewing the results of a campaign
5. Manual procedures
 - How to search members, add members and display links
 - Hard bounce, soft bounce
 - Opt-in, opt-out and quarantine
5. Summary review session
 - Workshop to create a campaign from start to finish

PROFESSIONAL - FLEXIBLE - WORLDCLASS

