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# E-mail Marketing

## Description

Email marketing remains one of the most effective ways to build customer loyalty, however it requires good preparation to achieve its results.

### Niveau

Fondamental

### Course Content

- Module 1: Introduction to emailing in a digital strategy
- Module 2: The different types of emailing
- Module 3: The principles of an email campaign
- Module 4: Reputation Mechanisms and Optimization of Shipments
- Module 5: The segmentation of your customers and the personalization of your shipments
- Module 6: Measuring campaign results and key indicators
- Module 7: The legal framework
- Module 8: Selecting the right tool for managing your campaigns

### Documentation

- Digital courseware included

### Participant profiles

- Marketing professionals
- Communication professionals
- Webmasters

### Prerequisites

- No prerequisites

### Objectives

- Plan and prepare an email campaign
- Measure the return of an emailing campaign
- Optimizing your shipments

### Classroom Registration Price (CHF)

700

### Virtual Classroom Registration Price (CHF)

650

### Duration (in Days)

1

### Reference

DM-EM