

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.

Classroom Registration Price (CHF)

700

Virtual Classroom Registration Price (CHF)

650

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

Niveau

Fondamental

Duration (in Days)

1

Reference

DM-EM