

INFOSOFT IT SOLUTIONS

Training | Projects | Placements

Revathi Apartments, Ameerpet, 1st Floor, Opposite Annapurna Block, Info

soft it solutions Software Training& Development 905968394,918254087

EMAIL MARKETING

Introduction to Email Marketing

- Overview of Email Marketing Landscape
- Importance of Email Marketing in Digital Strategy
- Key Metrics and KPIs in Email Marketing
- Legal and Ethical Considerations

Building Email Marketing Strategy

- Understanding Audience Segmentation
- Setting Email Marketing Goals and Objectives
- Creating Buyer Personas for Targeting
- Developing an Email Marketing Plan

Email Campaign Planning and Execution

- Types of Email Campaigns (e.g., Promotional, Transactional, Newsletters)
- Crafting Effective Email Copywriting
- Designing Responsive Email Templates
- A/B Testing and Optimization Techniques

Email Automation and Tools

- Introduction to Email Automation
- Selecting and Using Email Marketing Platforms (e.g., Mailchimp, HubSpot)
- Setting up Automated Campaigns (e.g., Drip Campaigns, Welcome Series)
- Personalization and Dynamic Content in Emails

Building Email Lists and Segmentation

- Strategies for Building Email Lists (e.g., Opt-in Forms, Lead Magnets)
- Managing and Segmenting Email Lists
- Implementing GDPR and Privacy Best Practices
- List Cleaning and Maintaining Email Hygiene

Measuring Email Marketing Success

- Email Marketing Analytics and Reporting
- Interpreting Key Metrics
- ROI Analysis and Attribution Models
- Using Data to Improve Email Campaign Performance

Email Deliverability and Compliance

- Factors Affecting Email Deliverability
- Best Practices for Avoiding Spam Filters
- Managing Bounces and Unsubscribes
- Compliance with Email Marketing Regulations

Advanced Email Marketing Strategies

- Lifecycle Marketing and Customer Journey Mapping
- Behavioral Targeting and Personalized Recommendations
- Integrating Email with Other Marketing Channels (e.g., Social Media, SEO)
- Advanced Segmentation and Dynamic Content Strategies

Case Studies and Industry Trends

- Examining Successful Email Marketing Campaigns
- Analyzing Industry Trends and Innovations
- Emerging Technologies in Email Marketing