

Introduction to E-Mail Marketing

E-mail marketing is here to stay, and knowing how to do it well is essential for marketers as well as small business owners, coaches, and consultants. In this training you'll learn the essentials of planning, creating, and delivering exceptional e-mail marketing campaigns that support your overall marketing strategy. After this training, you will be able to reach more clients and potential clients through your efforts at being an e-mail influencer.

What Will Students Learn?

- ✓ Apply the concepts of e-mail marketing to grow the influence and reach of a business
- ✓ Analyze the different applications of e-mail marketing
- ✓ Select a campaign strategy that will help you increase your reach
- ✓ Apply a defined strategy to get the best out of every e-mail campaign
- ✓ Track and analyze the results of an e-mail campaign

What Topics are Covered?

- ✓ Getting to Know E-Mail Marketing
- ✓ Setting Up Your Audience
- ✓ The Tools
- ✓ Designing Your Campaign Strategy
- ✓ Crafting Messages for Each Campaign
- ✓ Good Habits Get Optimal Results
- ✓ What to Write
- ✓ Subject Lines and Action Calls
- ✓ If It Doesn't Get Measured, It Can't Be Counted
- ✓ Test Driving

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ certificate of completion

Pre-Registration Information

Yes! I would like to attend **Introduction to E-Mail Marketing!** Sign me up for the following session:

- 310 Oak Avenue, NBS Building 3rd floor Randburg.
- Accreditation : SETA : 12255
Bankseta : Bank-Corne180502

- All Training are from 9:00 a.m. until 3:30 p.m.
- Cost: Per person. Kindly contact the call centre
- Timeframe : 1 day



www.cornerstonehr.co.za

Address: 310 Oak Avenue, NBS Building 3rd Floor Randburg. Tel: 011 038 6367/ 011 038 6630
www.cornerstonehr.co.za Email: stephane@cornerstonehr.co.za

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