



Email Marketing Workshops

Duration: 3 hours

Venue: TBA

Charge: £60.00
per person

Our workshops are ideal if you would like to learn how to use email marketing for your business in a relaxed and informal environment.

We use MailChimp as our Email Service Provider of choice, since we feel it is the most cost-effective and offers the most value for SMEs. We are not in any way affiliated with MailChimp, however.

Dependent on your level of expertise we will cover the following subjects during our workshops -

Beginners

- Email account set-up with MailChimp
- MailChimp dashboard introduction
- What is the difference between an email template and an email campaign?
- Email sign-up forms and form fields
- How to design an email template with business branding
- Creating and saving email templates
- Setting up an email campaign
- Email and Visual Content best practices
- Email segmentation
- Email marketing and GDPR

AUTUMN 2018 WORKSHOPS

Intermediate

- The buyer's journey
- Email segmentation
- How to write email subject lines to increase an overall Email Open Rate
- How to write emails to avoid the Spam folder
- Email marketing for mobile - best practices
- What makes a 'high-performing' email.
- Email campaigns and visual content: best practices
- Email design
- Setting up an email sequence / automated emails / trigger emails
- Email welcome series

Advanced

- Deliverability
- Lead nurturing
- Conversion optimisation
- Email analytics
- Advanced automated email series

[This subject list may vary from time to time, depending on feedback from our attendees. We will send you an updated list of subjects to be covered nearer the time of your workshop.]

Are you ready to have a chat with us?

Ask us any questions you might have by booking your free 30-minute discovery call.

Click the button below to choose a mutually convenient appointment - don't forget to leave us a telephone number so we can contact you. We look forward to hearing from you.

[BOOK YOUR DISCOVERY CALL](#)