



Email Marketing Tutorials

Duration: 1.5 hours per tutorial

Venue: Mutually convenient location

Charge: £40.00 per hour + discount for multiple bookings

Our one-to-one tutorials are ideal if you don't like the idea of learning in a group.

Tutorials will be tailored specifically for your business at a time and venue to suit you.

Since we will be learning one-to-one we suggest each tutorial takes a maximum of 1.5 hours (there is only so much you can learn in one go)

Depending on your level of expertise, subjects covered are -

Beginners:

- Email account set-up with MailChimp
- MailChimp dashboard introduction
- What is the difference between an email template and an email campaign?
- aEmail 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

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](#)