



### Email Marketing Course Syllabus

1. Email Machine – The Strategy
2. Email Frequency
3. Why People Don't Buy
4. The Fuel – Value
5. Triggers in Email using 4Ps
6. Sequence of Email Triggers
7. Email Example – Topic
8. Email Example – Company Introduction
9. Email Example – Product and Service
10. Email Example – Secondary Value
11. Email Example – Fear for Action
12. Email Example – Regret for scarcity
13. Email Example – Ask for Sales
14. Email Example – Reinforcement
15. Email Example – Offers Announcements
16. Email Example – Cross Sales
17. Email Example – Re-Engagement
18. Email Example – Buyer vs Consumer

## **Email Marketing Tools and Software**

1. Email Software and Tools
2. Email Software Analysis
3. Selecting Email Software
4. Importing Email Lists
5. Practical on 3 Software for Lists
6. Custom Fields
7. Double Opt-IN
8. Lead or Contact Fields
9. Content First
10. Sending Email Campaign
11. Sending HTML Email Campaign
12. Sending Mobile Responsive Email
13. Email Open Rate
14. Email Click Through Rate
15. Email A/B Testing
16. Variant Case Study
17. Segmentation Strategy
18. List Segmentation and Campaign