

Email Marketing Workshop

'An informative and engaging course providing a good base for publishers wishing to effectively use email marketing strategies.'

Delegate from Edinburgh University Press on an in-house course

'An excellent workshop for anyone involved in email marketing.'

Delegate from Emerald Group Publishing

'As always, the tutor was engaging and really knew her stuff.'

Delegate from Oxford University Press

Email is now the primary channel for marketing communication, but how can you be sure your results are as good as they can be? And how do you persuade new potential customers to sign up, open up, click through – and do all of this regularly?

This course takes you from promoting your enews service to writing copy to engage and get those readers clicking.

Includes:

- The sign up process. What makes people subscribe – and stay subscribed?
- Legal and technical stuff, from the Data Protection Act to firewalls, spam filters and sender reputation
- How to write killer subject lines and grab attention in the preview pane
- Establishing your email 'voice', and judging how much you need to say
- One-off marketing emails, regular newsletters, and the value of automated emails
- Testing, metrics and benchmarks – how well are your emails performing?
- Customer engagement strategies
- Managing challenges, from promoting everything without overloading inboxes, to balancing 'creative' with templates, to negotiating with colleagues over email content.

Course tutor:

Rachel Maund has been tracking email trends and training in this area for a decade, as well as writing and sending the Marketability eBulletin every alternate Tuesday morning since 2003.

What's the day like?

Focused on all practical elements of a really core topic. Packed with real examples, stats, and tips for freshening up any email marketing strategy in danger of losing its way.

Who should attend?

Absolutely anyone who wants their email marketing to be a cut above that of their competitors.

**CHECK UPCOMING DATES NOW AT www.marketability.info/emailmktg
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