COURSE SYLLABUS

Email Marketing Course Online

Explore the essentials of email marketing, from growing a high-quality subscriber list to creating engaging email designs, and learn how to optimize campaigns for stronger results. This self-paced course equips you with practical strategies and knowledge to succeed in the competitive email marketing landscape.

> Group classes (Live Online) and onsite training are available for this course. For more information, email partnerships@vdci.edu or visit: https://vdci.edu/courses/email-marketing-course-online



admissions@vdci.edu • (619) 758-9300

Course Outline

Email Marketing

Introduction to Email Marketing

- What is email marketing
- The role of email marketing
- What is needed to succeed at email marketing

Building Your Email List

- A look at email permissions
- Mistakes to avoid
- Strategies for building your email list

Email Campaign Creation

- The three types of emails
- Mass email vs Automated email
- The different types of email campaigns and when to use each one

Designing Effective Emails

- The elements that affect email success
- Best practices for creating each element
- Best practices for email content

Email Campaign Optimization

- A/B Testing
- Optimizing open rates
- Optimizing click through rate

Email Deliverability

- Delivery vs Deliverability
- Developing a good email reputation
- Steps for ensuring email deliverability