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 in Live Online and onsite training is 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 affects 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