Training Course on Email Marketing and Automation

Professional Development Training Course Outline

Category	Business	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Introduction

Email marketing remains one of the most effective channels for engaging customers and driving conversions in today's digital landscape. Training course on Email Marketing & Automation is designed to equip participants with the essential skills and knowledge necessary to build effective email lists, segment audiences, and implement automation strategies. By focusing on best practices, tools, and techniques, this program empowers marketers to enhance their email campaigns and achieve better results. Participants will delve into a comprehensive curriculum that covers crucial topics such as list building, audience segmentation, automation workflows, and performance analysis.

Through mastering these competencies, attendees will be prepared to create and manage successful email marketing campaigns that resonate with their target audiences. The course will also emphasize compliance with regulations, ensuring that participants understand the legal landscape surrounding email marketing. By the end of this training, marketers will not only have a robust toolkit for executing effective campaigns but also the confidence to advocate for best practices within their organizations. This course is ideal for professionals looking to elevate their email marketing strategies and foster deeper customer engagement.

Programme Curriculum

Training Course on Email Marketing and Automation

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Course Objectives

1. Understand the fundamentals of email marketing and its importance.
2. Develop skills in building and managing email lists.
3. Explore techniques for audience segmentation and targeting.
4. Implement automation strategies for personalized email campaigns.
5. Analyze campaign performance and optimize for better results.
6. Understand compliance with email marketing regulations (e.g., GDPR, CAN-SPAM).
7. Foster engagement and retention through effective email content.
8. Utilize tools and platforms for email marketing and automation.
9. Create comprehensive email marketing strategies.
10. Advocate for best practices in email marketing.

Target Audience

- Marketing Professionals and Managers
- Digital Marketing Specialists
- Small Business Owners
- Content Creators and Copywriters
- Non-Profit Organizations
- Students in Marketing and Communication

Course Duration: 5 Days

Course Modules

Module 1: Introduction to Email Marketing

- Overview of email marketing and its significance in digital marketing.
- Understanding different types of email campaigns (e.g., newsletters, promotions).
- Key metrics to measure email marketing success.
- Case studies of successful email marketing campaigns.
- Best practices for ensuring deliverability and engagement.

Module 2: Building and Managing Email Lists

- Techniques for building a high-quality email list.
- Strategies for collecting email addresses (e.g., sign-up forms, lead magnets).
- Best practices for list hygiene and maintenance.
- Understanding opt-in vs. opt-out processes.
- Practical exercises in list building.

Module 3: Audience Segmentation and Targeting

- Importance of audience segmentation in email marketing.
- Techniques for segmenting email lists based on demographics and behavior.
- Developing targeted messaging for different segments.
- Analyzing the impact of segmentation on engagement rates.
- Case studies of effective segmentation strategies.

Module 4: Email Content and Design

- Crafting compelling subject lines and email copy.
- Best practices for email design and layout.
- Importance of mobile optimization in email campaigns.
- Techniques for creating engaging visuals and calls to action.
- Practical exercises in email content creation.

Module 5: Email Automation Strategies

- Overview of email automation and its benefits.
- Setting up automated workflows (e.g., welcome series, abandoned cart emails).
- Techniques for personalizing automated emails.
- Understanding triggers and timing for automation.
- Case studies of successful email automation.

Module 6: Analyzing Campaign Performance

- Key metrics to track for email marketing success (e.g., open rates, click-through rates).

- Tools for measuring and analyzing campaign performance.
- Techniques for A/B testing and optimizing email content.
- Analyzing data to inform future campaigns.
- Case studies of data-driven email marketing improvements.

Module 7: Compliance and Best Practices

- Understanding email marketing regulations (e.g., GDPR, CAN-SPAM).
- Best practices for ensuring compliance and minimizing risk.
- Techniques for managing subscriber preferences and consent.
- Importance of transparency and trust in email marketing.
- Practical exercises in compliance strategies.

Training Methodology

- **Interactive Workshops**: Engaging discussions and hands-on activities.
- **Practical Demonstrations**: Real-world applications of concepts.
- **Group Projects**: Collaborative problem-solving and strategy development.
- **Expert Presentations**: Insights from industry leaders and practitioners.
- **Case Studies**: Analyzing successful email marketing campaigns.

This course is designed to equip participants with the skills necessary to effectively implement email marketing and automation strategies, driving engagement and conversions through targeted and personalized communication.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com