

# Email Marketing

## Overview

Highly targeted and relevant HTML formatted emails attract attention, increase brand awareness and has rapidly become a preferred way of generating warm leads. Email marketing has also rapidly been accepted by the majority of companies as an accepted marketing medium. Getting it right means that you benefit almost immediately. Getting it wrong means you are burdened with additional work and don't get the results you deserve!

You are aware of email marketing but you need to understand how to run successful campaigns and what is involved end to end. You may require a high level overview prior to embarking on your first campaign. Alternatively you could require an up to date understanding so that you get it right first time rather than learn by mistakes over a longer period.

## Who Should Attend

You are in sales and want to know what is possible. If you are in marketing you already appreciate that email marketing is one area that you have to perform well at. If you are in telephone sales and your job is to follow up warm leads, then investing in a days training will help you understand how best to convert this initial interest into closed business. Lastly, management may also want to understand the mechanics of email marketing and how it can be used to leverage additional corporate interest.

## What's In It For You!

After completing this course you will have a broad understanding of how email marketing works. You will understand which components need to be worked on and you will also understand how best to create a winning campaign. You will learn about what works and understand the rules of email marketing.

### Topics Covered

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| <ul style="list-style-type: none"><li>• Benefits of Email Marketing</li><li>• Building an Effective Campaign</li><li>• Maximising Reporting and Business Intelligence</li><li>• Eye Catching Headline Creation</li><li>• Importance Of Brand Awareness</li></ul> | <ul style="list-style-type: none"><li>• Creating Compelling copy</li><li>• Avoiding Spam Filters</li><li>• Email Marketing Tricks &amp; Tips</li><li>• Follow Up Procedures</li><li>• Identifying Your Target Market</li><li>• List Building</li></ul> |
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### Training Course Includes

Initially we start with the basics and ensure that terms are understood. We spend time helping you understand positioning. We look at how to identify your target market. Using example reports we look for additional information that will help you win more business. Additionally we introduce you to a variety of hints and tips that give you a sales edge.

### Trainer

Mike Palman is an acknowledged email marketing guru. For the last four years Mike has been speaking and writing articles that educate business people globally.

Mike is passionate about the results that can be achieved using a sustainable email marketing approach. Mike is also the founder of Cando Mail a fully managed email marketing solution for the small medium and large enterprise.

#### Course Details

Duration:	One / Two Day
Presented:	In House
Fee / Cost:	One Day Silver Course £1995 Two Day Gold Course £3495

Need more information now? Email [sales@thesalesacademy.com](mailto:sales@thesalesacademy.com) for more details or phone John Bond now on 01932 264633.



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