



Comprehensive Guide to **Successful Email Marketing**

Become an Email Expert in One Day

Email marketing is an efficient way to communicate, interact and build relationships with your customers. Especially in a time of slow economic growth, email is the most effective and affordable way to stretch your marketing dollar.

This class is committed to establishing a comprehensive understanding of email marketing as an industry, best practice guidelines and how to implement as a marketing strategy. After taking this course, you will have the skills necessary to begin implementing and managing your email marketing plan.

How you will benefit:

- Gain understanding of the widespread value of using email marketing in comparison to traditional forms of marketing
- Learn how to start using email marketing to your advantage
- Gain knowledge of important regulations and best practices to do responsible and permission-based email marketing

What you will learn:

- The basics of the industry – overview, history, trends and future directions
- Best practices – standards and compliance regulations
- Getting started – fundamentals of developing an email marketing campaign and building an email subscriber list
- Technology – options, solutions, features and applications
- Deliverability – testing and tweaking
- Analytics – measuring for success



About the Instructor:

Spend the day with Cathy von Birgelen, Director of the eMarketing Learning Center and certified email marketing professional. von Birgelen has more than 15 years of experience in e-marketing and business development efforts and has consulted with many regional and national clients.

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