

Email Marketing – SMO

Introduction to Email Marketing

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

Getting Started

- Start an email marketing plan.
- Familiarize with the various types of email communications

Elements of Marketing Emails

- Learn the advantages of the different text formats (HTML or Plain Text)
- Discover the right components for your marketing emails

Email Content

- Build your email with the appropriate content
- Learn strategies to keep your emails from being classified as spam

Email Marketing Plan

- Establish your email campaign goals
- Decide on a target audience
- Set strategies
- Learn email marketing legal guidelines

Build your Email List

- Learn ways to build your email list via customer interaction
- Build your email list through a website subscribe form
- Use a list broker to buy mailing lists



Choosing your Email Platform

- Learn about quality email providers
- Check to see if email provider is blacklisted
- Compare email providers

Measuring your Email Campaign's Success

- Check your open rates, click-through-rates, unsubscribe rates, conversion rates, and bounce rates.
- Measure success by sending two different email versions (A/B Split Testing).
- Understand email display problems.
- Test how spam filters react to your campaign email.