



GDA
Global Digital Academy

The Digital Marketing
and Data Analytics Hub

EMAIL MARKETING

CERTIFICATION COURSE

India's premium Digital Marketing Academy for Job Seekers,
Entrepreneurs, Corporates and Marketing Professionals

Google
Partner



EMAIL MARKETING

What is email marketing?

How email works?

Sending bulk emails and Challenges

Overcoming these challenges

Types of email marketing- Opt-in & bulk emailing

What is opt-in email marketing?

Setting up email marketing account

Best platforms to do opt-in email marketing

Types of Newsletters

Email scheduling

Email Template design

Setting up lists & web form

Creating a broadcast email

Auto responders and its setup

How to do Bulk Emailing?

Open Rate calculation

Click Rate

Unique Opens

Unique Click

Hard and Soft Bounce

Best practices to send bulk emails

Top email marketing software and usage

Improving ROI with A/B testing

Why Email Marketing?

E-mail marketing is the oldest marketing platform in online marketing. It remains one of the best marketing platform when it comes to communication and sales conversion. In this course, you will be learn various techniques of email marketing and how to overcome the major challenge most marketers face, i.e., reaching the inbox of the customer.

This training course covers email marketing, emailer design, deliverability, analytics and optimization to create an email marketing strategy that grows your business, and your career.

The objectives of this course are:

- ▶ Learn to draw more traffic, as well as gain visibility and awareness of a brand or product
- ▶ Learn how to efficiently build an email list and email campaigns
- ▶ Use effective email marketing to get more traction by employing the latest strategies
- ▶ Learn how to market a business through an email marketing platform
- ▶ Gain expertise and knowledge of email marketing to attract buyers at a larger scale and expand globally
- ▶ Learn the art of sending mass emails

Who should join?

- ▶ Entrepreneurs/ Business Owners
- ▶ Internet & Affiliate Marketers
- ▶ Bloggers
- ▶ Marketing Professionals who want more traffic, sales and conversions
- ▶ Business Owners who want to generate revenue
- ▶ Business Development Professionals
- ▶ Aspiring professionals in the marketing field
- ▶ Freelancers and graduates

Benefits:

This course helps inbound marketers to be a lead that ultimately helps them optimize email campaigns, target leads, get the expected outcomes and grow their businesses.

Email marketing course helps you know how the email campaigns are performed. It also aids you have better understanding about the interests and preferences of your customer base. It lets you know an email audience that will definitely help you with web traffic. By having the knowledge about Analytics, you can go back and see how many prospect clicked through and on which links. Email marketing course helps marketer get started with effective Email marketing campaigns.

Highlights:

- ▶ Classroom based Sessions
- ▶ Case Study based Course Material
- ▶ Research Based Internship
- ▶ Live Projects and Assignments
- ▶ 100% Placement Assistance
- ▶ Post Training Support
- ▶ Flexible Batches
- ▶ Industry recognized Certification Course

Short Term Courses Schedule

BATCH	DAYS	TIMINGS*	DURATION
Sunday Batch	Sunday	10:30 AM – 1:30 PM	4 Weekends
Saturday Batch	Saturday	10:30 AM – 1:30 PM	4 Weekends
Weekday Batch (Morning & Evening Batches)	Tue & Thur	7:00 AM – 8:30 AM	4 Weeks
		7:30 PM – 9:00 PM	

*Timings are flexible




INTERESTED? CONTACT US!



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 H.No.16-2-741/C/7/A, 3rd Floor, Moosarambagh X Road, Asmangarh Bank Colony,
New Malakpet, Hyderabad - 500036 Telangana, INDIA.



+91 7330 710 403 / 407



info@globaldigitalacademy.in



www.globaldigitalacademy.in