

Email Marketing

Course Type

Online Module

Duration

90 Minutes

Module Overview

Create profit- and lead-generating emails that stand out in overcrowded inboxes. In this course, you'll learn how to identify your target audience and oversee the deployment of email messages that garner the response you want. You'll also discover the importance of permission-based email campaigns and other ethical guidelines that are crucial for your company's bottom line.

Module Objectives

- Design an email campaign for a specific marketing objective
- Recognize the importance of permission, reputation, deliverability, and other ethics related to successful email marketing
- Identify the fundamental components of an email marketing campaign
- Design effective email marketing offers and creative
- Plan campaign deployment
- Calculate the primary email marketing metrics and use them to analyze campaign performance

Module Outline

Email Within the Direct Marketing Mix

- Used along the entire marketing continuum
- ROI is higher than other direct response vehicles
- Direct marketing basics still apply
- What is different?

Rules and Regulations: Permission and Email Ethics

- Why is permission so important?
- The six "Cs" of permission
- Permission pitfalls
- Opt-in (single and double)
- Permission best practices

Roadmap to Developing an Effective Email Campaign

- List (look for expanded topic in *Advanced Email Marketing*)
 - Online email list building basics
 - Best practices
 - Top 10 measures to ensure list viability
 - List management musts
- Offers
 - Compelling offers

- Offer “Do’s”
- Offer “Don’ts”
- Creative
 - Ingredients for brilliant creative
 - Email header best practices
 - Personalization
 - Body copy tips
 - Link strategy tips
 - What’s “in the box”?
 - Optimizing HTML
 - Tips for developing email style
- Send
 - Three basics of campaign deployment
 - Sending checklist
 - Resources: what you need
 - Vendor selection checklist
 - QC process checklist

Email Analytics: Measuring Campaign Performance and Response

- Critical types of measures
 - Process metrics
 - Influence metrics
 - Feedback metrics
 - Contribution metrics
- Campaign process metric indicators
 - Delivery or “bounce” rate
 - Unsubscribe
 - Open rate
 - Click-through rate
 - Conversion rate

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Karen Talavera

President, Synchronicity Marketing

Karen Talavera is a nationally recognized email and direct marketing expert and president of the consulting firm Synchronicity Marketing, which she founded in 2003. Synchronicity Marketing specializes in improving direct marketing effectiveness through \multichannel integration and is a member of the Email Experience Council. Karen is a board member of the Florida Direct Marketing Association (FDMA) and a member of the Marketing Executives Networking Group (MENG).

Karen frequently teaches, speaks and writes on issues related to permission email around the country. Prior to forming Synchronicity Marketing, Karen was VP Marketing and Director of Marketing for a company acquired by Acxiom Digital and Yesmail consecutively. Before entering the world of email marketing with Yesmail in 1999, Karen spent nearly 10 years in a variety of marketing and product development positions for information services giant Experian.

