

# Email in the Marketing Mix

## Course Type

In-Person Certification

## Course Duration

2 Days

## Overview

Which channel has one of the highest returns on investment? If you said email, you're on the right track and this course will help you continue on that knowledge path. Email marketing allows you to reach valuable customers rapidly, frequently, and economically while delivering among the highest returns of all direct marketing channels. Discover how to develop effective email campaigns that get you noticed in a crowded inbox and truly drive results. You'll walk away with winning email marketing strategies and tactics you can apply immediately to better engage and retain valuable customers, grow new business, and increase revenue and contribution.

A comprehensive curriculum takes you from regulatory and deliverability essentials through program strategy and design to the detailed how-to's of building, managing, and improving a multi-pronged email marketing program.

## Topics

- State of the email industry
- Anatomy of an email marketing program
- Master the world of email lists and databases
- Produce engaging creative, everytime
- Learn the art and science of testing
- Manage, track, and measure response

## Course Outline

### Day 1: 9:00 A.M. - 5:00 P.M.

*Please arrive 30 minutes early to check in.*

#### **Email Today: Where the Industry Has Been, Where It's Headed**

- A look at the history and evolution of email marketing and the major drivers
- How big is the industry? How fast is it growing? Get the latest studies, facts, and figures

#### **Permission, Laws, and Deliverability**

- Why permission is the foundation of successful email marketing
- Opt-out and opt-in and the shades of gray in between
- The Federal CAN-SPAM Act: Are you in compliance?
- The role of ISPs in deliverability and email marketing effectiveness
- The latest spam-fighting and credibility-building tactics and how to stay on the good side of ISPs

#### **Anatomy of an Email Marketing Program**

- The first steps: Set the goal, define the objective, and develop a strategy
- The many ways commercial email can improve customer acquisition, retention, and communication – plus a review of actual campaigns
- A strategic approach to email: Where dialogue-building and trigger-based marketing may fit into your campaign
- Timing, frequency, trigger, and email dialog strategies

## Master the World of Email Lists and Databases

- Winning strategies for targeting and reaching your audience via email
- A crash course on sourcing, pricing, and using external (rented) email lists
- Get up-to-speed on how to collect email addresses and grow your in-house list
- Mastering email database maintenance, enhancement, hygiene, and viability

## Day 2: 9:00 A.M. - 4:00 P.M.

### Produce Creative That Engages – Every Time

- The offer: Best practices for meeting your objectives and driving response – plus vital do's and don'ts
- Promotional and response-boosting tactics: Coupons, sweepstakes, deadlines, daily deals, and more
- Message formats: An update on text, HTML, and rich media plus related delivery and rendering issues
- Make every message component pull harder – from subject line to body to footer
- Email on the go: Designing email for mobile devices
- Getting advanced creative tactics right – from video to viral marketing

### Learn the Art and Science of Testing

- What's working? What isn't? How will testing give you the answers?
- Defining a test roadmap and priority
- Structuring test matrices and series
- A/B Split testing
- Multivariate testing and optimization in email

### Manage, Track, and Measure Response

- Learn the four types of meaningful email marketing measures
- Email campaign process metrics (and calculations) de-mystified
- Formulas and methods for response analysis – presented in plain English
- Feedback and influence measures – why they're essential today
- How to measure email campaign ROI, AOV and other contribution KPIs

*Outline is subject to change.*

## Registration Rates

DMA member	\$1,399
Non-member	\$1,699

## Location

## Dates

New York	December 1-2, 2011
New York	March 29-30, 2012
New York	June 7-8, 2012

## Instructor

### Karen Talavera

*President, Synchronicity Marketing*

Karen Talavera is an internationally recognized expert, educator, and thought-leader in email marketing. She has been praised as “a pioneer in bringing the power of email to the forefront of marketing”. Karen’s approach delivers improved results for clients ranging from ServiceMaster, Texas Instruments, Applied Materials, and the Chicago Convention and Tourism Bureau to agencies, associations and solo-preneurs.

[Synchronicity Marketing](#), a member of the Email Experience Council and exclusive Only Influencers group, provides digital marketing education, coaching, consulting, and advisory services. Prior to

founding Synchronicity Marketing in 2003, Karen held VP and Director of Marketing positions at pioneers in the email space (such as YesMail) and was Director of Marketing at Experian.

Karen shares email and digital marketing insights and strategies on her blog, [Enlightened Emarketing](#). She is a University of Michigan alumnus grateful to live in South Florida where she soaks up the sun and surf every chance she gets.

