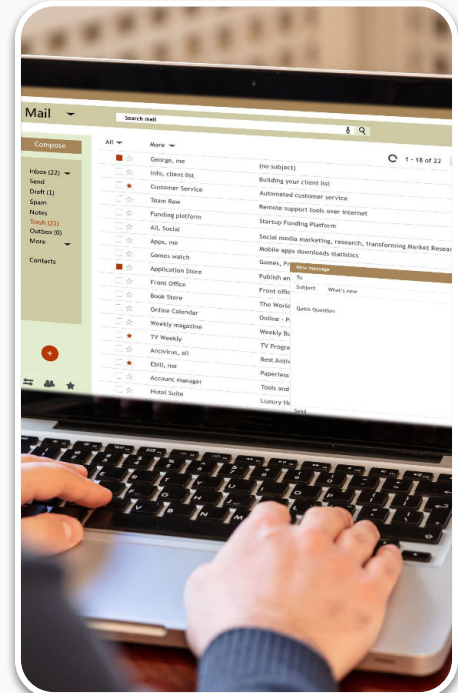


Email Marketing

Learn How to Develop and Implement Effective
Email Marketing Strategies





Course Description



Email marketing is an often neglected facet of digital marketing. While it may seem surprising, email has the highest ROI of any digital marketing channel — averaging \$38 for every \$1 spent.

Email marketing is undoubtedly a cost-effective and powerful tool for businesses to reach and engage with their target audience, but many businesses still do not optimise their efforts.

Our 2-day Email Marketing Course is designed to help you develop and implement successful email marketing strategies that will increase your open rates, click-through rates, and conversion rates.

In this comprehensive course, you will learn how to create compelling email content, lead nurturing techniques that work, and how to measure and analyse email campaign performance. You will also learn about email automation and its technical features and capabilities.

Trainees will also have the opportunity to learn how to develop a comprehensive customer lifecycle plan, which includes setting up effective lead generation and lead nurturing campaigns. By applying these techniques hands-on, participants will learn to synergise integrated marketing campaigns and drive revenue growth for their business.



Course Duration

2 Days
9am to 6pm



Learning Mode

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



From **\$346.32** (incl. 9% GST) after
70% SkillsFuture Funding

Target Audience

Marketing Executives, Marketing Managers,
Content Marketing Strategists, and
individuals who wish to:

- Understand how email marketing can be integrated into existing marketing strategies to achieve marketing objectives
- Develop and launch effective email marketing campaigns to boost sales, customer engagement, and nurture customer relationships





Course Highlights

In this email marketing course, you will learn:

- How to set up and launch email marketing campaigns from ground zero
- How to tailor and deliver customised marketing communications based on your customer lifecycle stages to achieve marketing objectives
- How to perform email list and contact database segmentation for better targeting and engagement
- How to measure and optimise your email marketing performance
- Lead generation, lead nurturing, and customer lifecycle marketing strategies
- And much more

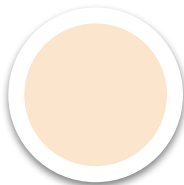
Course Objectives

By the end of the class, trainees will be able to:

- Develop and implement an effective email marketing strategy
- Establish email marketing campaign objectives and performance metrics to measure the effectiveness of email marketing implementation
- Define customer personas and perform segmentation of contact database and email lists for more relevant targeting and personalisation of products and services
- Develop email marketing messaging and integrate it into the overall marketing communications structure
- Select the appropriate email marketing metrics for tracking and analysing to achieve objectives
- Develop a lifecycle marketing strategy in order to communicate relevant email marketing messages at appropriate intervals
- Drive email marketing campaign development and implementation that leverage email marketing automation in alignment with marketing strategy
- Evaluate email marketing performance metrics and recommend improvements to email marketing strategy and action plans based on evaluation outcomes



Certification



A SkillsFuture **WSQ Statement of Attainment (SOA) – Marketing Campaign Management** under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Email Marketing course assessment and achieved at least 75% attendance.



Course Outlines

Introduction to Email Marketing and Marketing Automation

Instructor-led | Mode of Delivery (Interactive Lecture, Class Discussion)

- An overview of digital marketing strategy
- What is email marketing and why is it important?
- Email marketing and its role in digital marketing strategy

Foundations of Email Marketing

Instructor-led | Mode of Delivery (Lecture & Illustration, Demonstration & Modelling, Practical Application)

- Benefits of email marketing
- Understanding the current CRM, email marketing and marketing automation platforms
- How to source and choose the right marketing software based on your business requirements
- Define customer persona for email marketing
- Define email marketing campaign objectives
- Establish email marketing performance metrics

Course Outlines

Build and Grow an Email List

Instructor-led | Mode of Delivery (Lecture, Practical Application, Class Discussion)

- What is an email list
- The importance of a quality email list
- How to build an email list
- Types and examples of lead magnets
- Understand opt-in lists

Develop Your Email Marketing Messaging And Communication Structure

Instructor-led | Mode of Delivery (Lecture & Illustration)

- Types of emails
- Types of products you can advertise via email
- Designing an email (layout, images and styling best practices)

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Email Marketing Analytics and Optimisation

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- Introduction to segmentation and personalisation
- 5 Ws of Segmentation (Who, What, When, Where, Why)
- Essential email marketing metrics
- How to evaluate effectiveness of email marketing campaign
- How to improve performance metrics

Course Outlines

Lifecycle Marketing and Marketing Automation

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- What is the customer lifetime value?
- What is lifecycle marketing and why is it important?
- Understanding customer lifecycle marketing in relation to email marketing
- How to improve email engagement by automating and optimising lifecycle workflows based on user behaviour
- What is marketing automation and why is it important?
- Grow sales with marketing automation
- Learn how to use marketing automation to create a personalised customer experience

Automation with Drip Campaigns

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- Drip Campaigns
- How to setup a drip campaign
- What is lead nurturing?
- Developing a lead nurturing strategy

Automation with Triggers

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- Understand triggers for automation
- Date-based automation
- Behaviour-based automation

Course Outlines

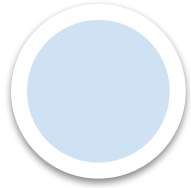
Advanced Email Marketing Analytics and Optimisation

Instructor-led | Mode of Delivery (Lecture & Illustration,
Practical Application)

- Revisiting performance metrics
- Improve campaign performance using advanced email marketing

Assessment Component

- Written Assessment – Case Study
- Individual Project Presentation



Trainer Bio

Razy Shah



Razy is the co-founder of 2Stallions Digital Marketing Agency – an award winning digital agency with presence in Singapore, Malaysia, Indonesia and India. With over 14 years of digital marketing experience, Razy has worked on digital marketing strategies for startups, SMEs and MNCs. He has trained over 5,000 students worldwide on digital marketing and digital transformation. Razy is a sought-after speaker and is regularly invited to speak at marketing events in the region.



Why Learn with Equinet?



Access recorded sessions of live classes

Replay parts of the course from your in-person or online classes. An excellent recap method.



Re-attend the course once within 3 years

Forgotten what you've learnt after some time? Resit and re-experience the entire course in-person or online.



3-year access to the courseware via our LMS

Get 3-year access to the updated course slides, templates, guides, and videos. Be ready to implement the concepts learnt.



Post-training mentoring with industry experts

Facing challenges during implementation? Consult our experts in a small group setting. Regularly scheduled.



Lifetime access to community support group

Be part of an exclusive support forum where you can post questions, discuss, and get feedback from fellow learners and experts.

Course Fees & Fundings

Self-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$346.32
Singapore Citizens, Singapore Permanent Residents, and/or Long Term Visit Pass Plus Holders 21 years old & above	50% SkillsFuture Funding	S\$523.92
Company-Sponsored	Eligible Funding	Nett Fees Payable (incl. 9% GST)
Small-to-Medium Enterprise (SME) 21 years old & above	70% SkillsFuture Funding	S\$346.32
Non-SME 21 years old & above	50% SkillsFuture Funding	S\$523.92
Non-SME Singapore Citizens 40 years old & above	70% SkillsFuture Funding	S\$346.32

Course Fees & Fundings

SkillsFuture Credits

Singapore Citizens above 25 with SkillsFuture Credits in their SkillsFuture Credit account may use it to offset any outstanding course fees for SkillsFuture approved courses.

You may login to <https://www.myskillsfuture.gov.sg/> to view your balance.

SkillsFuture Enterprise Credits (SFEC)*

For SSG-funded courses, companies can tap on the SFEC to subsidise up to 90% of out-of-pocket fees (i.e. nett course fees after funding, certification fees, assessment fees) for WSQ courses, capped at \$10,000 per company.

**Eligible for claim after course completion.*

Post-Secondary Education Account (PSEA)

Singaporean Citizens can use his/her PSEA funds to pay for approved fees and charges for WSQ programmes. The PSEA will be closed when the account holder turns 31. Any unused funds in the PSEA will be transferred to the account holder's CPF.

To check your PSEA account balance, dial the 24-hour automated Edusave/ PSEA hotline at [6260 0777](tel:62600777) and enter your NRIC number.

Absentee Payroll (AP)

Absentee Payroll (AP) funding is a grant to help employers defray the manpower costs incurred when they send their employees for certifiable skills training during working hours.

Trainee Testimonials



“An enjoyable course that has given me adequate grounding in email marketing and automation. Razy is a helpful and friendly trainer who is able to share his industry experience.”

Low Jat Leng



“This is my second Course with Equinet and I am very pleased with the quality of the Institute. The right place to develop IT skills at comfortable pace and learn from industry experts.”

Zarinah, Modern Montessori International



“Trainer was professional and proficient in the subject matter. Trainer was also attentive and even went beyond to tweak the training materials for participants to relate better on the application of the strategies in their own work.”

Liew Wen Chong



“The trainer, Razy personalised the course by giving examples catered to different industries, which is very useful for understanding and application. Course was short yet comprehensive enough to take immediate next actions on current practices.”

Melissa Kweh

Frequently Asked Questions



Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.



Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.



Are there any funding or government subsidies for this course?

You may be eligible for up to 70% SkillsFuture subsidies. For funding information, please see the course funding section on this brochure.



If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other post-training support channels such as the Insider Community where you may network with like-minded individuals and industry experts and live Ask Me Anything sessions where you may seek advice from a subject matter expert.

Email Marketing



SIGN UP NOW

This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Marketing Campaign Management | Course Code: TGS-2022013776 | Registry Period: 24 May 2022 - 23 May 2024