



Email Marketing Fundamentals

Email marketing beginners course - Half day

Learn the best way to design and write your marketing emails to grab your audience's attention and get them to open, click and take action.

Is this course for you?

When looking at email reports, are most of your subscribers not opening the email?

Are the number of click throughs even lower?

Do you want to find out how to design emails that get opened? If yes, then this is the course for you!

What you'll get from this email marketing course

When you've finished this email marketing beginners course, you will be able to apply best practices to your email newsletters and eDMs right away and can start testing what works best with your audience.

What we'll cover

- When email marketing works best
- Types of emails
- How to design an email
- How to get people to open and click on your emails
- A Mailchimp demonstration
- Email best practices
- Understanding email reports

When, where & how much?

This is a half day course, we start at 9:30am and finish at 1:00pm

Location: Sydney CBD and Melbourne CBD

Investment: \$327 + GST per person

Want to know more?

For more details please call our Training Wizard:
Dianna Verlaan,
on 0417 732 217
or email us at training@parachutedigital.com.au

BOOK YOUR SEAT TODAY

Ask us about course dates & in-house training.
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