

# TechnoMaster

## Email Marketing

Duration: 3 Hrs (Changeable) | Fees: Individual / Batch

### TRAINING BY INDUSTRY EXPERTS

Since 2007, Nestsoft TechnoMaster has been providing training and internships in IT technologies, both online and offline. We have given internships, training, and seminars to more than 25,000 students and achieved more success stories. **We offer 100% placement support through JobsNEAR.in**

#### ALL IT Courses

- Python Full Courses
- Digital Marketing
- Php/MySQL
- Laravel
- Asp.net MVC
- Flutter
- Android, Java, IOS
- Wordpress
- Software Testing
- Web Design
- Angular JS
- React JS
- CCNA, MCSA
- AWS, GCP, Azure
- ODOO, Fortinet
- Ethical Hacking



Syllabus Contd..

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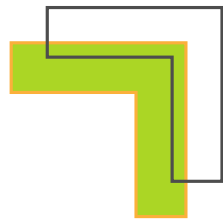
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[www.technomaster.in](http://www.technomaster.in)



# TechnoMaster

## Syllabus

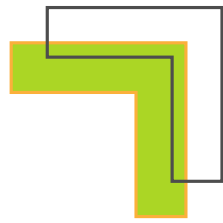


- \* Email marketing overview
- \* Introduction to Advanced Email Marketing
- \* Fundamentals of Email Marketing
- \* Email Best Practices and Myths
- \* Bulk Email concept
- \* Things you can do with Emails
- \* Elements of marketing emails
- \* Advantages of the different text formats (HTML or Plain Text)
- \* Permissions & E-permissions
- \* Frequency & Ethics of Newsletters
- \* Defining your Goals
- \* Email Marketing Strategies
- \* Email Marketing Tools and Software
- \* Email Software and Tools
- \* Email Software Analysis
- \* Selecting Email Software
- \* Importing Email Lists
- \* Practical on 3 Software for Lists
- \* Custom Fields
- \* Double Opt-IN
- \* Lead or Contact Fields
- \* Content First



# TechnoMaster

## Syllabus



- \* Sending Email Campaign
- \* Sending HTML Email Campaign
- \* Sending Mobile Responsive Email
- \* Email Open Rate
- \* Email Click Through Rate
- \* Email A/B Testing
- \* Variant Case Study
- \* Segmentation Strategy
- \* List Segmentation and Campaign
- \* Email Marketing Templates