

# E-MAIL MARKETING



# About Course

- This covers Module No 6 from Digital Marketing Full Certification Course.
- If you just want to learn Email Marketing and Email Content Writing, then this course is suitable for you.
- Business Owners, Digital Marketers and Job Seekers can join this course to leverage the power of Email Marketing.

# Our Achievements :



**1000+**

PPC Ad Campaigns

**120+**

Clients Served

**450+**

Digital Assets Managed

**13000+**

Students Trained

**97%**

Positive ROI on Ads

**90 Lacs +**

Ad Impressions to People

# Module 6 : Level -1



## Email Marketing – Content Writing

Email Machine – The Strategy

Email Frequency

Why People Don't Buy

The Fuel – Value

Triggers in Email using 4Ps

Sequence of Email Triggers

Email Example – Topic

Email Example – Intro

Email Example – Product

Email Example - Secondary Value

Email Example - Fear

Email Example – Regret

Email Example – Ask for Sales

Email Example – Reinforcement

Email Example – Offers Announcements

Email Example – Urgency

Email Example – Cross Sales

Email Example – Re-Engagement

Email Example – Buyer vs Consumer

# Module 6 : Level -2



## Email Marketing Advance Level

Email Software and Tools

Importing Email Lists

Planning Email Campaign

Email Templates and Designs

Sending HTML Email Campaigns

WebForms Lead Importing

Integrating Landing Page Forms

Campaign Reports and Insights

Segmentation Strategy

Segmentation Lists

Auto-Responder Series

Triggering Auto – Responder Emails

AutoResponder Actions

# Ok Viral Sir..

## How Will I Get Training ?

## Is it Online or Offline ?

# Course Delivery Method :



“Learn at your Own **Time** : Own **Speed** : Own **Place**”

*Once you subscribe for the course, we will send you download link or we can also courier you DVD and you can learn from step by step training videos using eLearning App.*

Generally it takes 1 Month to Complete the Course.

# Is it Difficult to Learn ?



**Absolutely Not. We will teach you through Step-by-Step Videos. You just need basic knowledge of Computers and Internet. It will be in Simple Hing-lish Language.**



# What About Update ?

**Even after completion of course, we will send you new videos for updates happening in digital marketing industry. Plus we will also continue to provide Email Support till 1 year.**

# How Can I Enroll ?

You can enroll right now. You can make online payment or you can also deposit cash/cheque in State Bank of India.

**Training Fees for Email Marketing Course is Rs. 2000**

You can also enroll for Full Digital Marketing Course

[See Course Fees](#)

# Have Questions ?

## Call +91 9558821174

[Visit Website](#)