Taking Learning To New Heights

Learning Everest collaborates with Subject Matter Experts from various fields to create simple, yet impactful, off-the-shelf eLearning courses that your learners can take at their own convenience. We specialize in providing you courses on various topics that would empower your learners to gain the necessary knowledge and perform better.

Learning Everest

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UNDERSTANDING DIGITAL MARKETING: EMAIL MARKETING

⏳ Duration: 2 hours

📊 Level of course: Beginner

Unique Features

- cmi5, xAPI (Tin Can API), SCORM 2004, SCORM 1.2, and AICC compliant eLearning course
- Self-paced & Interactive
- Knowledge Checks to reinforce learning

Course Overview

Emails are important for your new customers and returning customers. They want to hear from you. They will engage with your email marketing campaigns.

With Email Marketing, you can create personalized and custom experiences to increase engagement and deepen brand awareness. Email Marketing is one of the most cost-effective digital marketing strategies now. It has one of the highest ROIs.

In this course, you will learn why Email Marketing is important. You will also find out more about the different types of emails and how you can craft an email.

Who Should Attend

Professionals in the field of:

- Marketing
- Content Creation
- Business Owners
- Sales
- Business development
- IT

Topics Covered

1. Introduction to Email Marketing

2. Types of Email Marketing

3. Creating your Email List

4. How to Craft an Email

5. How to Build Email Campaigns

6. Email Service Providers