



# MAILCHIMP®: EFFECTIVE EMAIL MARKETING TECHNIQUES (2 DAY)

## PROGRAM OVERVIEW

Email marketing is a must-have for all companies who wish to build their brand, a good database, a qualified pipeline, and repeat customers. Among the tools to streamline email marketing is MailChimp, a beginner-friendly online service allowing to create and send bulk campaigns in several minutes. Join this CLPD course and participate to its activities to learn the ropes of this software and get your email marketing immediately started upon completion.



## OBJECTIVES

By the end of this program participants will be able to:

- Identify target audience and grow an email list and database for lead generation
- Design and implement direct email marketing campaigns
- Build modern email templates following the brand's theme
- Write and schedule advanced newsletters
- Analyze campaign performance and suggest improvements
- Report on sales revenue generated

## TRAINING METHODOLOGY

- Instruction by an expert facilitator
- Practical illustrations
- Interactive classes
- Group discussions
- Workshops
- Simulations
- Case studies

## COURSE MODULES

- Emails Lists: building a database
- Email Campaigns: best practices to generate clicks and leads
- Email Templates: creating easy-to-read, to-the-point emails
- Analyzing reports
- Free and paid features of MailChimp
- Email lingo
- Usual pitfalls to avoid

## PREREQUISITES

There are no pre-requisites for this course

## CERTIFICATE

Upon successful completion all participants will receive a certificate recognized by the American University of Phnom Penh



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