



HEROTEC

NETWORK PROFESSIONAL TRAINING

E-Mail Marketing Campaigns

Related Certificate	E-Marketing
Course ID	E-mail Marketing
Audience	Intermediate
Hours	30

Overview:

Email Marketing Vs. Other Marketing Techniques

Email Marketing one of the oldest marketing techniques in Online Marketing Domain. With 2.2 billion users, email offers the largest reach. Moreover being an open protocol, it offer complete control to segment your audience, target them based on attributes and behaviour & deliver personalised communication. At the same time, you need to use appropriate tools & techniques to leverage it appropriately. Our Trainings are designed to give you in-depth understanding in “Email Marketing”.

Objectives:

- Learn fundamentals of Marketing
- Learn fundamentals of Online Social Media
- Differentiate between virtual & real life audience
- Learn fundamentals of E-Marketing
- Learn step-by-step process for running online marketing campaigns
- Learn the key features and capabilities of each online marketing tools & social media
- Learn to navigate through different online marketing user interfaces
- Learn how to set up accounts, ad campaigns& ad groups in all the different online marketing tools
- Learn key strategies and tools to build targeted keyword & phrases lists
- Learn how to optimize your keywords & phrases lists
- Learn how to target your audience & select the best combination of online marketing
- Moving your business online with E-commerce
- Earn revenue from your online content

Outlines:

1. Introduction to Marketing:
 1. Product analysis
 2. Market & competition analysis
 3. Pricing analysis
 4. Targeted audience analysis
 5. Message & Communication channel selection
2. Introduction to E-marketing
 1. Internet history introduction
 2. Power of social media
 3. Power of SEO
 4. Content providers
 5. Online advertising portals
3. Online audience
 1. Criteria of selecting your audience
 2. Targeting your audience
 3. Current statistics on online users by regions
4. Building your messages lists:
 1. Keyword building strategy

2. Creating different bucket of keywords & phrases
3. Key Strategies for Effective Writing
4. E-mail Marketing
5. Tools Assessment:
 1. Keep track of your outcomes
 2. Automatic assessment on the objectives achievements
6. Results analysis
 1. Review your business online objectives Vs. actual results
 2. Amend your campaign according to the results outcome
 3. Re-analyze
7. Evaluating different available Bulk email marketing online tools and applications
 1. Web based
 2. Stand alone applications

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