

## **Direct E-Mail Marketing training - 1 day**

For a comprehensive 2-day introduction to online marketing, book this [Direct Email Marketing training course](#) with our 1-day [Search Engine Optimisation training course](#).

Do you ever have a need to contact your clients or prospective clients by e-mail but want to present information on your products or services graphically? If so this is the e-mail marketing training course for you.

### **Direct E-Mail Marketing Training Course Objectives:-**

This comprehensive 1-day E-Mail Marketing training course covers all of the technical, legal and design considerations that you will need to take in to account in order to plan and execute a successful e-mail campaign.

## **Direct E-Mail Marketing Training Course Content**

### **What is an HTML email?**

#### **Why send HTML emails?**

- the benefits of email in general
- what is email good for?
- Why use HTML emails?

#### **Explaining some of the Jargon**

- Acronyms in the HTML email world

#### **Knowing your target audience**

- customer relationship management
- understanding your audience

#### **Managing an email campaign**

- the mailing list
- list management
- bounced email
- subscriber information
- angry subscribers
- worthless email addresses
- contact strategy
- viral marketing
- incoming email
- autoresponders
- factors that affect the response
- guidelines for good email practice

#### **Tracking**

- why track?
- links

### **How to send a basic HTML email**

- using Outlook Express
- basic HTML
- basic HTML email source code
- basic HTML layout using tables
- useful HTML commands

#### **Images**

- image formats
- image sourcing
- image manipulation
- keeping the file size down
- animated gifs
- background images
- tracking image
- blocking images

#### **Technical Considerations**

- HTML
- Active scripting: Javascript, ActiveX, VBScript etc
- forms
- CSS
- rich media content
- general guidelines

#### **Understanding Email Headers**

- what are headers
- viewing the headers
- the source code
- MIME
- a MIME example

- visitor statistics

### **Sending out the email**

- Sending out the mail yourself via your own ISP
- Using an ESP Email Service Provider
- The recipient fields

### **Legal & Related Issues**

- Data Protection & Privacy
- The Directive on Privacy and Electronic Communications
- Additional information

### **Composing your HTML email content**

- Before you start
- Web design principles
- Subject
- Content
- Newsletters / e-zines
- Style
- Layout

- some common MIME headers
- writing your own headers

### **Limitations**

- text only views
- web based clients
- AOL
- if all else fails

### **How to send an HTML email – summary**

### **Testing**

### **How to avoid being seen as spam**

- by your isp
- by other isp's
- by viewers

### **The 7 sins of HTML email**

### **Conclusion**