Email Marketing

Course Type	Duration	CEUs
Online Module	90 Minutes	1 Credit

Module Overview

Create profit- and lead-generating emails that stand out in overcrowded inboxes. In this course, you'll learn how to identify your target audience and oversee the deployment of email messages that garner the response you want. You'll also discover the importance of permission-based email campaigns and other ethical guidelines that are crucial for your company's bottom line.

Learn the building blocks and strategies for generating deliverable, responsive email marketing campaigns.

Module Objectives

- Email's role and effectiveness as a direct response channel
- Why permission is the bedrock of successful email marketing, acceptable permission practices, and the DMA's position
- Successful email address acquisition and list growth tactics
- The psychology of motivating response
- Offer types and guidance
- How to apply email to a variety of marketing objectives
- Message building blocks and creative basics
- Layout and responsive design approaches for an increasingly mobile environment
- The essential email channel process metrics, how to calculate them, and bottom line measures for channel contribution

Module Outline

Section One: Channel Foundations and Overview

- State of the Channel
- Permission: Bedrock of Email Marketing
    - Why permission?
    - The six C's of permission
    - Permission pitfalls
    - Degrees of permission
    - Opt-in (single and double)
    - Permission best practices

Section 2: Email List Essentials

- Using external lists: List rental 101

    - External email list rental sources
    - Identifying lists
    - Choosing the right list
    - Pricing: Two models
- Building your proprietary opt-in Email list
    - Online email list building basics
    - Best practices
    - Clear & Concise Data Capture
    - Disclosing Email Use & Enabling Control

Section 3: Delivering Value: The Offer

- The psychology of motivating response
    - How to create resonance
    - Psychology of email response
- General types, Do's and Dont's
    - Email offers general guidance
    - The offer stable
    - Offer optimization
- Evolving approaches for today
    - AIDA vs. IEEO Model
    - Lead nurturing with content marketing

Section 4: Creating Your Message

- Email message architecture
    - Building blocks
    - Ensuring viability
    - Essential DR components
    - Basic HTML design best practices
    - Optimizing HTML email for proper rendering
- Design and layout in the mobile age
    - The rise of mobile email
    - Mobile rendering matters
    - Mobile friendly email design
    - Responsive design
    - Mobile friendly design pros and cons
    - Tips for mobile email design

Section 5: Meaningful Measures

- Fundamental email performance metrics
    - Campaign process metric indicators
    - The open rate problem
    - Click through rate, Conversion rate, Unsubscribe rate
- Bottom-line contribution
    - ROI
    - RPE
    - AOV

Registration Rates

DMA member $189

Non-member $219

Instructor

Karen Talavera

President, Synchronicity Marketing

With 20 years in data-driven and online marketing, Karen Talavera is an internationally-recognized email and digital marketing expert. She is the founder and principal of Synchronicity Marketing where she provides performance-optimization strategy, coaching, consulting and professional education/training.

Karen is both a digital marketing practitioner and industry expert. Her chief credentials and experience include:

- Direct Marketing Association (DMA) Professional Educator status. Karen launched, designed and has taught the DMA's live and online email marketing training seminars and certification programs since their inception in 1999.
- Creation of and contributions to email marketing certification and training programs offered by the Online Marketing Institute (OMI), the Association for National Advertisers (ANA) and MarketingProfs.
- Design and delivery of customized, in-house email marketing training workshops and seminars for both B-to-C and B-to-B companies such as American Express, AAA, ServiceMaster, Medtronic, Chicago Convention & Tourism Bureau, Texas Instruments, National Golf Foundation, Applied Materials and Fidelity Investments.
- Crafting email and integrated digital marketing performance improvement coaching and consulting programs for clients including NASCAR, Arlington Convention & Visitors Service, Medtronic, Bank of the West, AAA, National instruments and more.

Synchronicity Marketing is an active member of the Email Experience Council (EEC) of the DMA, MarketingProfs and the invitation-only digital marketing Only Influencers network. Karen is a current member and past Board Member of the Florida Direct Marketing Association (FDMA) and has been involved in the South Florida Interactive Marketing Association (SFIMA) as well.

She writes about email, social media and content marketing strategies on the Enlightened eMarketing blog.

Karen holds a Bachelor of Arts degree in Communication from the University of Michigan. In her spare time she enjoys pursuing one of her many passions including yoga, Zumba, international travel and outdoor activities like skiing, hiking and snorkeling. She lives near Miami, Florida.