

# Digital Marketing Strategies Advanced

In this course, you will deep dive into the world of Email Marketing and Content Marketing to build successful email marketing campaigns and promote your brand with content creation

Group classes in NYC and onsite training is available for this course.  
For more information, email [hello@nobledesktop.com](mailto:hello@nobledesktop.com) or visit:  
<https://mimi.nobledesktop.com/classes/digital-marketing-strategies-advanced>



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## Course Outline

### Email Marketing

#### Introduction to Email Marketing

- What is email marketing
- The role of email marketing
- What is needed to succeed at email marketing

#### Building Your Email List

- A look at email permissions
- Mistakes to avoid
- Strategies for building your email list

#### Email Campaign Creation

- The three types of emails
- Mass email vs Automated email
- The different types of email campaigns and when to use each one

#### Designing Effective Emails

- The elements that affects email success
- Best practices for creating each element
- Best practices for email content

#### Email Campaign Optimization

- A/B Testing
- Optimizing open rates
- Optimizing click through rate

#### Email Deliverability

- Delivery vs Deliverability
- Developing a good email reputation

- Steps for ensuring email deliverability

Email Lab: Create an email

## **Content Marketing**

### **Introduction to Content Marketing**

- What is content marketing
- The Role of content marketing
- Planning your content strategy
- Creating a content calendar

### **Content Creation**

- The different types of content
- Mapping content to buying stages
- Utilizing content curation
- Content creation best practices

### **Content Promotion**

- Why you need to promote your content
- Where to promote your content
- Creating a content promotion plan

### **Content Measurement**

- How to measure the success of your content marketing
- KPIs for content marketing
- Identifying opportunities to maximize results