



E-mailing - creating and analysing a campaign

Participants:

Pre-requisites:

- Knowledge of the internet environment (general background)
- Awareness of the issues in online marketing

Profile of the participants:

Agency: Project manager

Customer: Webmanager, Marketing Director, Promotions Manager.

Training:

Description:

Commercial e-mail is a wonderful communications tool: it's quick, encouraging and enables a vast amount of statistics to be gathered on the recipient's behaviour. Many companies use it to prospect new customers, generate loyalty amongst existing customers or simply communicate with their different audiences.

However, this phenomenon has also brought with it a tidal wave of SPAM (unsolicited commercial e-mails), often tarring communication from legitimate companies with the same brush.

This training is targeted at project managers or communication agency directors and is intended to pass on the basic know-how involved in an e-mailing campaign.

- How does e-mailing work?
- What are the rules for building an e-mail; what can we and can't we do?
- What is the process to be followed in creating a campaign?
- What statistics can be produced and how should they be interpreted?
- How can you avoid being identified as SPAM (deliverability), the main curse for campaigns?

The participants will be given an e-mailing toolkit. It contains:

- An e-mailing roadmap (design and routing)
- A creation brief template
- An HTML brief template
- A quote template

Training plan:

1. How does e-mailing work?
2. How do you create an e-mail (the constraints)?
3. Design: the do's & don'ts
4. Myths unmasked: what you can't do in an e-mailing
5. Statistical analysis
6. The different cases for using e-mailing
7. A major concern: deliverability
8. How to prepare e-mailing: the toolkit

Practical application:

All of the subjects discussed as part of this training will be illustrated by practical cases, cases studies and exercises from your trainer's own field experience.

Duration: 3-hour module

Prices: 400€

Trainer(s):

Names of the trainers: Benjamin CORNIC and Karen CHEVALLIER