

## **Digital's Email Marketing Academy** **Getting to grips with email marketing**

Expert insights from the Digital Training Academy

Email is the most powerful relationship marketing tool you have. It can maintain bonds with customers and draw them back in a single click. From the entry to your website, to the customer service channel after the sale, email is also one of the most flexible tools around. Get it right and your whole business changes. But harnessing its potential takes time and skill. Technologies, processes and best practice are all changing fast and last year's knowledge is no longer good enough.

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“We created this course to let you learn from leading email marketers: get on the fast track, get results quickly and avoid the potholes along the way. You'll learn new skills, gain deeper insights and build clear action plans. You'll get better results straight away”

Online marketing pioneer Danny Meadows-Klue helped create the Internet Advertising Bureau in the UK and a dozen countries around the world. As its first chief executive he began evangelising search engine marketing since 1997. He helped design this course to accelerate brands up the learning curve.



## At a glance

### In an intensive one day course you'll get to grips with email marketing

We teach you the key points of email marketing. We give you a strategic framework to structure your knowledge, and then fill it with practical tips.

By the end of this Digital Marketing Academy, you'll be able to answer these questions:

- How can I use email to develop a relationship with my clients?
- How do I maximise deliverability of an email?
- How do I know if I am collecting the right data from subscribers?
- What are the legal issues of data collection that I need to know about?
- How can I be sure to use the right tone of voice?
- How should I segment my customers?
- Which messages are relevant to each group?
- Can I integrate email with other marketing activity?
- What are the advantages of testing?
- Which features should I test?

Our blend of seminars, workshops and exercises will have you and your colleagues working together on email marketing plans you'll be able to apply to your own business. Our intensive courses are packed with knowledge, and fun to take part in.

### Training is key

Our Academy courses are designed to materially change your business.

- Participants liken it to six months of on-the-job learning crammed into just one day.
- Get the real insights rather than the sales pitch: unlike discussions with your suppliers our independence ensures there are no hidden agendas - our only goal is growing your skills.
- Enjoy guaranteed first class knowledge: saving you time and money instead of attending more industry conferences with few competitive ideas.

**Just one small improvement in your next campaign covers the cost of this course!**



### Email and marketing's evolution

Marketing is on a journey towards real one-to-one relationships with consumers. The scope for marketing campaigns to leave behind the world of one-to-all messaging became possible with database marketing and has leapt forward with the internet.

## What's in your intensive one day Academy?

### Getting to grips with email marketing

#### You'll get to grips with email marketing and learn a framework you can apply to future campaigns

We look at every stage of an email campaign, from data gathering through testing, to assessing the success of your results. You'll learn how and when to use email marketing and how to optimise deliverability. You'll also explore how to segment your customers and target them with the relevant marketing messages.

#### Collecting data – the smart way

We explain the legal implications of data collection and the case for best practice. You learn to create a value exchange so you get the data you need from the right customers. By applying these principles you'll raise the value of your database.

#### How do you maximise deliverability?

No matter how great your messages are, your campaign will fail if it can't be easily read. Technologies are changing and with that the implications of how to use them. We'll update you on some of the latest thinking and explain how to build messages that most people will be able to read. We give you the inside track on how to broadcast messages to deal with spam filtering and share with you key principles for ensuring your communication gets through.

#### How do you design and write creative that clicks?

Copywriting for email is different from direct mail and many other parts of the web. We explain how to write copy that gets results and how you can ensure a consistent and appropriate tone of voice for your email activity. We demonstrate how to design text and HTML emails that not only look great, but deliver the valuable information effectively.

#### Segmentation and personalisation

How do you build a segmentation programme that works for your business goals? How do you personalise messages to show your audience you really care?

#### Getting integration off to a good start

Smart marketers weave their email communications through all other marketing activity. We'll show you how to make the most of your marketing budget by using email to improve the response to direct mail and telemarketing, boosting conversions in other channels and getting better results.

#### Testing, testing: 1,2,3.

What are the advantages to testing an email campaign? How do you test and what elements should you be testing? We explore the role of split-run tests and how you can constantly harness testing.

#### Getting the strategy right

All these skills need to be structured around the strategic thinking that lets you get your email marketing right. We explore ways you can achieve this and examine the times when you want to get help by outsourcing rather than doing everything in-house yourself. We explain how to build a strategic test plan that focuses on the key leverage points and contributes to a long term email marketing strategy. We also give you the structures to run split tests to drive up long term performance as well as identifying a few quick, big wins straight away.

#### Course exercises

All our courses include practical exercises that will help you change the way your firm behaves. In 'Getting to grips with email marketing', we ask you to apply key developmental stages of the email marketing programme to your business, with exercises that include:

- Data gathering: What is the key data for selected brands? What are the 'golden questions' for harvesting that data?
- Critiquing an email campaign: We look at existing campaigns and you apply your skills to expose their strengths and weaknesses.

#### Is this Academy for you?

- Do you have email marketing within your remit or work with teams who do?
- Have you been involved in email marketing for less than a year? (Experienced email marketers will want to try our advanced Academy.)
- Do you need to health-check your existing knowledge of email to ensure you're doing all the right things and doing them in the right way?

Our blend of seminars, workshops and exercises will have you and your colleagues working together on search marketing plans you'll be able to apply to your own business. Our intensive courses are packed with knowledge, and fun to take part in.

#### More reasons

The email marketing landscape will continue changing as swiftly as any other online area. The challenge of deliverability into people's inboxes continues to rise and this has raised the bar for in-house broadcast teams as well as the specialist email service providers. The bewildering complexity of rendering HTML messages into different email tools means your message may be mangled beyond recognition. Email marketers need to keep abreast of all these issues and understand how they affect an email marketing programme. When markets move this fast, training takes on a new level of importance.



#### Capturing your ideas

In many Digital Training Academies, we act as facilitators to help you devise more robust digital strategies. As part of our courses we capture these ideas, and channel all the energy of the training sessions into knowledge you can use back in the workplace.

### Digital Knowledge Packs

Your comprehensive training packs will give you all the facts you need and a great reference point for the future. Before you start your Academy you'll receive stimulus materials and exercises from us. You will build your Knowledge Pack up during the course of your Academy so you can focus on the ideas that matter and take notes on the actions you'll implement.



“Email has changed customer retention and direct marketing forever. Can you afford not to be on top of how it works and what it can do for your firm?”

#### What makes our Digital Training Academies so effective?

- ✓ Leading trainers and freshest thinking
- ✓ Focused just on the topics that matter right now
- ✓ Customised masterclasses based on the needs of your executives
- ✓ Fast-paced intensive courses that minimize time spent out of office
- ✓ Practical courses grounded in current best practice
- ✓ Robust action plans to transfer the learning back into your business

## Further Digital Email Marketing Academies

### How specialists and experienced email marketers can achieve more

We developed a range of specialist email courses that take you beyond the basics. All are customisable to the needs of your company or can be delivered as part of a public access programme. Here are some of the courses we currently offer:

#### Advanced email marketing practices

- Designed for marketers who have been deeply involved in email marketing programmes for more than a year, this advanced Academy builds on your skills and experience to help lift your conversion rates even higher.
- We explore practical ways to boost conversion and examine complex optimisation techniques to help you boost conversion rates in the long term.
- Participants steer the course content by raising specific issues they face in their workplace.

#### Email marketing masterclass

- If you're an expert email marketer then this course is for you. We focus on the specific challenges you face in your current campaigns and look for solutions together.

#### For media owners: Email Publishing Academy

- For media owners, email has a different role; it can be the publication itself and the end-game rather than the way of attracting customers.
- This Academy explores the role of email in circulation and audience strategies, the relationships between email, RSS, social bookmarking, SEO and other routes to your site.
- We show what makes for compelling content and how you can monetise the audiences you create.

#### Executive briefings: latest trends in email marketing

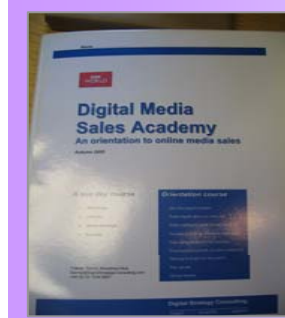
- Executive level briefings to bring CEOs and leadership teams up to speed.

**Remember that our in-company Email Marketing Academies can be combined to suit the needs of your team at all levels**



### Training certificates and qualifications



All executives receive training certificates detailing what was covered in the course. This is part of the consistent structure of Digital Training Academy courses from which hundreds of digital media and marketing teams have benefited.



### Digital Knowledge Packs

To help accelerate your learning, all participants receive an extensive pack of reports, research and training materials. We aim to make your training more efficient by structuring and codifying the knowledge you need.

## Delegates enjoy free subscription to...

**Research: Digital Insight Reports**

Our Digital Insight Reports give you the inside track. Recent editions include Digital Europe – tracking the rise in online advertising spend across Europe; Digital Advertising Futures – our forecasts for online advertising growth; and Digital Media Substitution – how online is eroding the brands and revenues of traditional media.

**Opinion: Meet the Digital Thought Leaders**

Our monthly Thought Leadership interviews explain what key opinion formers believe the market is doing. Craig Newmark takes us behind the scenes at the classifieds website Craig's List. Richard Duvall shares his plans for the world's first online bank exchange, and web analyst Jim Sterne shows how any firm can unlock more value from their site.



### Jargon Busting!

Always a popular module on our Digital Training Academies. We don't just give you the meaning, we explore the context until you're confident you can explain it to your colleagues.

Look out for prizes to the learner who's found the geekiest piece of jargon this month.

## Your commitment

### Let's get started!

"I would like you to run a training needs analysis ahead of an in-company Digital Training Academy programme. We're committed to helping improve our team's ability in digital marketing, publishing and commerce. I will be part of the steering group for the project and will give the time needed to ensure we maximise the benefit, and I have the authority of my organisation to agree to the terms by which it is offered."

Signature .....

Your name .....

Organisation .....

Date .....

### Next steps? Start today...

1. Fax or email this sheet back to register your interest so we can start planning dates
2. Call our Academy managers if you need more information
3. Consider possible dates for your in-company Academy
4. Find out which related teams might benefit from joining the Academy
5. Return the paperwork that we will send you to confirm the Academy booking

### Some important small print

Our in-company Academy courses are subject to a formal engagement letter, the terms of which are on the website or available by email if you would prefer. Here are some of the key terms.

**Team:** You will have an Academy Manager who will look after your team and the administration of the course. One of our senior associates or managers will be your lead trainer, supported by a researcher and administrative staff. For many Academies we have additional expert trainers who supplement the team.

**Engagement:** The full terms of engagement are available online and on request. Courses can only be booked once we have an agreement in place and dates cannot be guaranteed before bookings have been confirmed. Due to the popularity of the Academies we advise that only early booking can guarantee the dates you would like.

**Confidentiality:** We cherish confidentiality and in large organisations, the content, views and discussions related to this project will remain confidential to the commissioning managers and not the wider organisation.

**Cancellation charges:** A cancellation charge of 25% applies if a course is cancelled within 4 weeks before its delivery, rising to 50% within 2 weeks and 100% in the week before.

**Disbursements:** An additional contribution of 5% will be levied on all course fees for related disbursements, which covers course materials production (for up to 15 delegates) and travel to central London. Additional travel and related expenses are charged for courses delivered outside Central London.

**Taxes:** All payments are subject to VAT and our standards terms. If you would like your Academy to be held outside the UK then ask our team for more details.

## Our company support programmes includes

- Coaching and mentoring
- Customised in-company training programmes
- Management clinics for critical issues
- Workshops for staff at all levels
- Research briefing services
- Training and development

If you have any questions about our approach to training, or the detailed content of the course then please email or call the team.



Digital Training Academy Limited is part of the Digital Strategy Consulting Group  
Digital Strategy Consulting Limited

Tel +44 (0)20 7244 9661  
Email [Admissions@DigitalStrategyConsulting.com](mailto:Admissions@DigitalStrategyConsulting.com)

Company 4342606

Making sense of a digital world

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