

# Email Marketing Bootcamp

Learn how to create and optimize successful email marketing campaigns.

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://www.nobledesktop.com/classes/email-marketing>



[hello@nobledesktop.com](mailto:hello@nobledesktop.com) • (212) 226-4149

## 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