

MODULE 1 (WEEK 1)

LESSON 1 - **fi @; OA/3:**

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LESSON 2 - **A55 3+; A>° ; : @/@**

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- ❖ Email Marketing Strategies You Need To Know
- ❖ Setting Up Email Campaigns
- ❖ Visualization of Emails
- ❖ Scheduling & Rotations

LESSON 3 - **Workflows & Sequences**

- ❖ Creating a Flow Template
- ❖ Most Used Flows
- ❖ Welcome Flow
- ❖ Post Purchase flow
- ❖ Cross Sell Sequence
- ❖ Value & Engagement Sequence
- ❖ UGC sequence
- ❖ Customer Surveys
- ❖ Incentive Video Reviews
- ❖ Win Back Flow
- ❖ Creating a flow template
- ❖ Repeat Purchase Flow
- ❖ Sales Cycle Abandon Flow & Trigger
- ❖ Shopping Cart Abandonment Flow
- ❖ Abandonment Sequences
- ❖ Holidays & Specials
- ❖ Social Proof
- ❖ How to Create Urgency and Scarcity
- ❖ Limited Offers: Countdown Timer

MODULE 2 (WEEK 2)

LESSON 1 - **Email Optimization**

- ❖ Contact Profiling: Understanding Your Contacts Want
- ❖ 11 Type of Emails To Generate a Response
- ❖ Proven Layout & Wireframing
- ❖ Email Templates
- ❖ How To Optimize Body Content
- ❖ Best Practices for Optimizing CTA
- ❖ Optimize for Mobile
- ❖ How to Write Effective Subject Lines
- ❖ Copywriting Hacks for Email Marketing

LESSON 2 - **Testing & Tweaking**

- ❖ How to Develop Relationships with Lead Nurturing
- ❖ Automating your emails
- ❖ Email Retargeting
- ❖ How to Fix Email Errors
- ❖ How Spam Filters React to Your Campaign Email
- ❖ How To Bypass Spam Filter
- ❖ Why Your Audience is Not Receiving any Emails
- ❖ A/B Split Testing for Email Marketing
- ❖ Viewing the Reports
- ❖ Monitoring clicks and Conversions
- ❖ Google Analytics Email Reports
- ❖ Email Marketing Tools You Should Use

LESSON 3 - **Summary**

- ❖ Achieving Maximum Engagement
- ❖ Best Times To Send Emails
- ❖ Webinars
- ❖ Automation triggers
- ❖ Cold email
- ❖ How Email Marketing Fits into Your OmniChannel Strategy
- ❖ How to Use This Course
- ❖ Summary