MODULE 1 (WEEK 1)

LESSON 1 - "FLG-MUAF"
- Email Marketing Strategies You Need To Know
  - Setting Up Email Campaigns
  - Visualization of Emails
  - Scheduling & Rotations

LESSON 2 - "NBb? $GhI $FgC"$
- Most Used Flows
  - Welcome Flow
  - Post Purchase Flow
  - Contact Profiling: Understanding Your Contacts Want
  - 11 Type of Emails To Generate a Response
  - Proven Layout & Wireframing

LESSON 3 - Workflows & Sequences
- Creating a Flow Template
- Most Used Flows
- Welcome 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