



# MailChimp Training

A one day, 5 star rated course from the Marketing Training experts





# MailChimp

## COURSE OUTLINE

This Course will teach you how to set up and run effective email marketing campaigns using MailChimp.

### Introduction

- Rules & legal requirements
- Email marketing strategies
- Setting objectives and KPIs
- Email Scheduling & Rotation

### Email content

- Content strategy
- Sources of content
- Subject lines & From field
- Wireframing
- Email Structure and eye-flow
- Copywriting rules
- Image/graphics creation tools
- Case studies

### Audience

- Creating & Managing Lists
- Groups & Segmentation
- Sign-up Forms
- List Settings

### MailChimp Templates

- Content Manager
- Template Styles
- Editing Templates
- Personalisation
- HTML Templates
- Preview & Testing

### MailChimp Campaigns

- Creating Types
- Regular Campaigns
- A/B Test Campaigns
- Email Beamer

### Reporting

- Viewing the reports
- Monitoring Clicks and Conversions
- Google Analytics Tracking

### Automation

### Account Settings

### Adding users

### Integrating Platforms

The course was great – pitched perfectly for our level of experience/knowledge. We both came away confident that we could put into practice what we had learned. Our trainer was obviously very knowledgeable and presented the content in a very accessible way. Plenty of practical advice which was tailored to our situation. I would recommend the course to any company looking to begin or improve their email marketing.

Nick Smith | Malosa

