

# Email Marketing

Welcome to Email Marketing Course for Beginners

- 1 - DM Fundamentals
- 2 - Beginner
- 3 - Intermediate

This is **Email Marketing** FULL course starting from beginner level to advanced. With the knowledge acquired after the end of this course, you will be able to work as a **Email Marketing** specialist.



# DM Fundamentals

**Day 1 – What is Digital Marketing**

**Day 2 – Architecture**

**Day 3 – What is Web / Domain Specification**

**Day 4 – Hypertext Transfer Protocol / SSL & TLS Certificate**

**Day 5 – URL Structure**

**Day 6 - Web Layout Page**

**Day 7 – Website Structure**

**Day 8 – Summary**

**Day 9 – CMS**

**Day 10 – Custom code | Server & Security**

**Day 11 – Web Performance**

**Day 12 – Performance | Accessibility | Best Practice**

**Day 13 – Summary**

**Day 14 - Exam**



# Beginner

- Day 1 - Email Marketing Introduction
- Day 2 - Email Authentication | Email Marketing Protocols
- Day 3 - Gmail – IMAP, POP | Webmail config.
- Day 4 - Mailchimp “Introduction”
- Day 5 - “Audience”
- Day 6 - Email Template
- Day 7 - Email Template
- Day 8 - Email Template Footer
- Day 9 - Mailchimp Audience Settings
- Day 10 - Import Contact Types & Status
- Day 11 - Audience Management Tools
- Day 12 - Audience Segmentation
- Day 13 - Summary
- Day 14 - Sign up Forms
- Day 15 - Sign up Forms
- Day 16 - Sign up Forms
- Day 17 - Campaign Structure & Settings
- Day 18 - Campaign Broadcasting & Analysis
- Day 19 - Summary
- Day 20 - Summary
- Day 21- Exam



# Intermediate

- Day 1 – Email Automation
- Day 2 – Email Automation “ External Sources ”
- Day 3 - Email Automation “ Customer Journey ”
- Day 4 – Email Automation “ Contact Activity ”
- Day 5 – Email Automation “ Date & Special Events”
- Day 6 – Email Automation “ Marketing Activity ”
- Day 7 - Email Automation “ Practice Working ”
- Day 8 – Mailchimp Access / Settings / Permissions
- Day 9 – SendGrid introduction
- Day 10 – SendGrid
- Day 11 – Amazon SES | Email Extractors
- Day 12 – **Summary**
- Day 13 – **Exam**



**persona**

**THANK YOU**