

Module: E-marketing - techniques and tools

In this training, you will learn the techniques associated with e-marketing such as: emailing (broadcast), landing pages, thank you pages, pop-up windows on your site, tags, segmentation of your contacts, etc.

Prerequisites : E-mailing concepts, social media skills, basic HTML5 concepts.



OUTLINE

E-marketing campaign

- The e-marketing campaign
- Campaign creation tools
- Open source solution: install and configure
- Discover different features
- Manage contacts: import, segments, tags
- Create landing and thank you pages
- Forms and lead generation
- Make broadcasts
- Create a campaign
- Follow a campaign



Ways to take this course: Online Instructor Led
Online self-paced
Video On Demand

Video conference tool: ZOOM

Duration: 3 H