

[Mailchimp](#)

Module 1: Email Strategy

- Rules & Regulations Overview
- Intro to Building Effective Emails
- Scheduling
- Content Creation
- Sources of content
- Subject Lines & From field
- Wireframing
- Email Structure and eye-flow
- Optimising Content for Clicks
- Tone & language

Module 2: Audience

- Creating & Managing Audiences
- Organising Audience Data
- Sign Up Forms
- Groups, Segments & Tags
- Surveys
- Audiences Settings

Module 3: Templates

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

Module 4: Campaigns

- Campaign Types
- Regular Campaigns
- A look at A/B Test Campaigns

- A Look at Automation
- A Look at Landing Pages

Module 5: Reporting

- Campaign Reports

Module 6: Account Settings

- Integrating Platforms