

Email Marketing

Course Duration: 8 Hours

Course Overview:

Target Audience:

Module 1: Writing Cold Emails (with examples)

- Cold email marketing tips
- GDPR & cold email marketing compliance
- PAS formula for Email Marketing
- Levels of awareness for email marketing
- Sample email marketing
- Success measuring
- Cold email marketing and Data driven email marketing insights

Module 2: Your Cold Email Marketing List

- Your lists for email marketing
- Getting emails from LinkedIn sales navigator

Module 3: Cold Email Deliverability

- New email
- Deliverability checklist for email marketing
- Bounce Rate

Module 4: Cold Emailing: Start the bottom of the funnel?

- Strategy salesforce for email marketing
- Hubspot for email marketing
- Mailchimp

Module 5: Lead Generation Offers

- Promote the offer, not the product

Module 6: B2B Copywriting for Lead Generation and Demand Generation

- SPF formula
- Reactance
- Endowment
- Distance
- Uncertainty

- **Corroborating evidence**
- **SPF workbook**
- **Copywriting mistakes and Tips**