

Zoho Campaigns Email Marketing

Zoho Campaigns is an email marketing platform within the Zoho suite, designed to empower marketers with end-to-end tools. This course guides you through every aspect of email marketing, from building high-quality lists and crafting targeted campaigns to analyzing results and automating your outreach—all using Zoho Campaigns.

Who Is This Course For?

This course is intended for anyone responsible for email marketing in their organization. The "Account Setup" section is tailored to administrators, while all other sections are applicable to all users.

Module One

- Introduction
- Why email marketing and why Zoho Campaigns?
- Components of an Email (Anatomy)
- The Role of an ESP (like Zoho Campaigns)
- Account Setup
- Managing users
- Assigning roles
- Email Pre-setup
- Subject line & Preheader
- Sender details
- Email Design and Creation
- Templates
- Personalization
- Polls
- Social widget
- Other simple components
- Email Sending
- Fixed time & recipient time-zone
- Batch send
- Send time optimization
- Email policy
- Email Deliverability
- Domain authentication (SPF & DKIM)
- Email Optimization
- Reports
- A/B testing
- Email preview and testing
- Reply tracking
- Beginner's Best Practices

Module Two

- Automate Your Email Marketing
- Benefits of automating your emails
- Examples of automated emails with strategies explained
- Workflow Automation
- Templates
- Custom workflows
- Reports
- Autoresponders
- Types of autoresponders
- Creation
- Reports
- Ecommerce Email Marketing
- Integrating with your store
- Data sync
- Targeting store audience with emails
- Reports
- Segmentation
- Advanced Campaigns
- Send event/webinar promotions
- Send survey campaigns
- Send RSS campaigns

Summary

A comprehensive wrap-up of all key concepts covered.

Best Practices

Tips and recommendations for successful email marketing.

Frequently Asked Questions

Addressing common queries for confident campaign management.