KOENIG SOLUTIONS · COURSE OUTLINE

Email Marketing: Mailchimp & ChatGPT Campaigns

Learn to create, automate and optimise Mailchimp email campaigns and apply ChatGPT and generative AI to digital marketing.

40 Hours	5	45	7
DURATION	MODULES	TOPICS	HANDS-ON ACTIVITIES

COURSE OVERVIEW

This Email Marketing and AI Digital Marketing Integration course teaches how to effectively use email and AI for business growth. We will learn to create, manage, and optimise email campaigns, develop targeted content, and automate sequences. Additionally, we will explore AI tools to enhance personalization, analyse performance, and improve marketing strategies. By the end, we all are equipped to boost our marketing efforts and drive business success.

WHO THIS COURSE IS FOR

Email Marketers | **Digital Marketers** | **Marketing Executives** | **Content Marketers** | **SEO Specialists** | **Marketing Managers**

LEARNING OBJECTIVES

We will cover the following topics in the session:

- Introduction of Email Marketing
- Crafting Effective Email Campaigns
- Optimising the Email Marketing Campaigns
- Introduction of AI in Digital Marketing
- Advanced AI Applications in Digital Marketing

COURSE SYLLABUS

5 Modules, 45 Topics

01

Activity

Introduction of Email Marketing

TOPICS

- What is Email Marketing
- Benefits of Email Marketing
- What is Email marketing Ecosystem
- Free and Paid Tools of Email Marketing
- Mailchimp Account Setup
- How to create email list on Mailchimp
- Email Marketing Tips to grow Business
- What is Email Automation
- Benefits of Email Automation and Tools to use Automation

02

Activity

Crafting Effective Email Campaigns

TOPICS

- How to Build Email List
- What is Email Campaign
- How to setup Email Campaign
- How to setup Automated Email Campaign
- How to run automated email campaign and normal campaign
- Email Marketing Terms and words
- Basic Email Marketing Questions and carrier

03

Optimising the Email Marketing Campaigns

TOPICS

- How to Configure SPF, DKIM, DMARC in Email Marketing and active campaigns
- What are segment, tags and groups in email tools
- Use of Personalised tags in Mailchimp
- Connect GA4 (Google Analytics) to mail chimp
- How to connect Mailchimp to WordPress website
- How to set up Mailchimp automation
- What are Pipelines in Email Marketing
- How to setup Lead form from Active campaigns
- How to create cart abandoners email marketing using mailchimp
- How to use chat gpt to create Email sequences

04

2 Activities

Introduction of AI in Digital Marketing

TOPICS

- What is Artificial Intelligence
- Functionality of Artificial Intelligence
- What is Prompts
- How Prompts effects in our Day to Day work routine
- Where AI can be used in Digital Marketing
- Create website using AI Tool
- What is AI Content
- Can AI Content be Ranked and Indexed?
- SEO AI Content guidelines 2024
- Chat gpt use cases for SEO

05

3 Activities

Advanced AI Applications in Digital Marketing

TOPICS

- How to use chat gpt-4 to create more scripts
- Uses of chat gpt for Facebook Ads
- Uses of chat gpt for google ads
- How to analyse Google Analytics Data in Chat gpt-4
- Google Ads Search Terms report analysis using Chat gpt
- Prompts
- What is generative AI
- Path to explore Google Generative AI
- Create Images using Generative AI

HANDS-ON ACTIVITIES

Practise What You Learn

#	MODULE	ACTIVITY
01	**Introduction of Email Marketing**	Conduct a session so send an automation email
02	**Crafting Effective Email Campaigns**	Conduct a session to setup a campaign and send email to the users
04	**Introduction of AI in Digital Marketing**	■ Conduct a session for to interact with AI tools ■ Generate Content using AI tools and explore more AI applications like chatgpt
05	**Advanced AI Applications in Digital Marketing**	■ Conduct a session to interact with AI tools ■ Generate Images and tables using AI tools ■ Explore more AI applications like chatgpt

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

Classroom Training | Live Online Classes (ILO) | Fly-Me-A-Trainer (FMAT) | Flexi (Self-Paced) | 1-on-1 Training

Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

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