



COURSE SCHEDULE

PUBLISHER – LEVEL 3

INTERACTIVE FORMS

- Web forms
- Form settings

WEB SITE PUBLISHING

- Web site publishing

PUBLISHING EMAILS

- Size

Overview

- Email Marketing - the pros and cons
- What you can do with email
- What are your goals
- Setting your strategies

Email marketing

- Legal Aspects
- How to plan and deliver

Emailing for new and existing customers

- Customer acquisition methods
- How to pull in your web clients
- Customer retention strategies

Creating effective email campaigns

- How to develop attention capturing content

Writing for email

- Tone
- Links

Building your Email

- Email reader – how to check for compatibility and testing
- Improving inbox deliverability
- Spam
- Removing non-responsive emails
- How to deal with / reduce unsubscribes and complaints

After Sending

- Tracking, Monitoring and following up
- The future of email marketing