Email Marketing Course with Mailchimp_

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1_General information

- **Duration:** 10h

- **Number of sessions:** 4 sessions (to be agreed upon)

- **Trainers:**

  Nestor Tejero Bermejo

  Elena Rojo Paez

- **Level:** Beginner/Intermediate

- **Goals:**

1. Discover and apply best practices for contacts/leads acquisition and database use
2. Create campaigns designed for success and goal-oriented
3. Learn how to analyze data to make proposals for continuous improvement

2_Contents

1. Email marketing plan and analytics
2. Context - Glossary of email marketing terms
3. Email marketing plan
4. Objectives and indicators
5. Types of emails
6. Designing communications that work and understand their goals
7. Analytics concepts
8. Reporting with Mailchimp
9. Data processing in Excel: dashboards
10. Treatment of data, graphs and results analysis
11. How to draw conclusions based on data
12. Improvement of indicators
13. A/B testing