



Course Code: C21

Mailchimp Email Marketing Training

COURSE INFORMATION

Sessions
1 day

Duration
7.5 hrs

Level
Beginner

Assessment
NA

VENUE

12 Woodlands Square #07-85/86/87 Woods Square Tower 1, Singapore 737715. 5 mins walk from Woodlands (NS9) MRT station.

The venue is disabled-friendly.

WHAT'S THIS COURSE ABOUT

Topic 1 Overview of Email Campaign Marketing

What is Email Marketing

Drip Campaign

Lead Magnet

Sign Up Mailchimp

Create Audience

Create a Signup Form

Topic 2 Manage Audience

Types of Contacts

Import Contacts

Soft vs Hard Bounces

Email Segmentation

Manage Tags

Manage Segments

Manage Groups

Topic 3 Setup Email Campaign

Content Studio

Create Email Template

Types of Templates

Setup Email Campaign

Email Beamer

Topic 4 Campaign Reports

Overview of...

COURSE FEE

Full Fee S\$350.00 Before GST

GST S\$31.50 9% of fee

Total Payable S\$381.50 Including GST

CERTIFICATION

- **Certificate of Completion from Tertiary Infotech** - Upon meeting at least 75% attendance and passing the assessment(s), participants will receive a Certificate of Completion from Tertiary Infotech.

REGISTRATION

<https://www.tertiarycourses.com.sg/mailchimp-email-newsletter-training.html>



SCAN TO REGISTER

SUPPORT

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