



Course Code: C686

Create Email Marketing Campaigns that Turn Leads into Customers

COURSE INFORMATION

Sessions
2 days

Duration
16 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: Campaign Planning and Initial Testing

Defining clear campaign goals

Mapping objectives to target audience segments

Budgeting for the campaign

Resource allocation and management

A/B Testing

Crafting compelling subject lines

Topic 2: Campaign Execution and Analysis

Understanding the 4 P's: Product, Price, Place, Promotion

Aligning the marketing mix with campaign objectives

Categorizing product/service offerings

Tailoring promotions to the product lifecycle

Setting up...

COURSE FEE

Full Fee S\$800.00 Before GST

GST S\$72.00 9% of fee

Total Payable S\$872.00 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/create-email-marketing-campaigns-that-turn-leads-into-customers.html>



SCAN TO REGISTER

SUPPORT

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