



Course Code: TGS-2020503109

WSQ - Creating High-Converting Email Campaigns with Mailchimp

Funding Available: WSQ SkillsFuture Credit PSEA UTAP SFEC Absentee Payroll MCES

COURSE INFORMATION

Sessions 2 days	Duration 16 hrs	Level Beginner	Assessment 2 hrs
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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: Automate Marketing Process

What is Marketing Automation

Create an...

WSQ FUNDING

Full Fee S\$720.00 Before GST

GST S\$64.80 9% of fee

Baseline Nett S\$424.80 SG/PR age 21+ · 50%
funded · incl. GST

MCES / SME Nett S\$280.80 SG age 40+ · 70%
funded · incl. 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.
- **OpenCerts from SkillsFuture Singapore** - After passing the assessment(s) and achieving at least 75% attendance, participants will receive an OpenCert (aka Statement of Achievement) from SkillsFuture Singapore, certifying that they have achieved the Competency Standard(s) in the above Skills Framework.

REGISTRATION

<https://www.tertiarycourses.com.sg/wsq-creating-high-converting-email-campaigns-with-mailchimp.html>



SCAN TO REGISTER

SUPPORT

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