

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

# High-Impact Email Marketing

## Learn to develop and implement a permission-based email program.

Which marketing channel has consistently produced the highest ROI over the last decade? The answer is email marketing. In that same period of time, countless marketing tactics and tools have rocketed onto the scene, only to fade away just as fast. In fact, only a handful of marketing channels have emerged successfully—and few are as effective as permission-based email marketing.

Once the need for a permission-based email marketing program has been identified and established, you must then understand the legal complexities, decide whether to buy or build your email system, establish internal processes, and be able to design, develop and launch effective email campaigns. In addition, you must be able to navigate your way through a rapidly changing landscape where users receive emails via a wide variety of devices. This comprehensive course covers all of these crucial areas and helps you to develop your email strategy and build a case for email marketing in your company. Taking this seminar is an important first step to implementing your own permission-based email program.

### How You Will Benefit

- Learn the anatomy of an email marketing program
- Establish your email strategy—the buy vs. build decision
- Know how to use email lists and databases
- Understand list types, sources, and how to leverage existing customer databases
- Produce engaging creative with proven templates, message layouts and formats
- Learn the art and science of testing—roadmaps, A/B splits and multivariate testing
- Manage, track and measure response—ROI and other KPIs

### What You Will Cover

- The evolution of email marketing and the factors influencing its future
- Getting the latest studies, facts and figures on email marketing
- Forecasting for email as part of the overall marketing mix
- Why permission is the foundation of successful email marketing
- Defining the basics of email marketing
- Understanding permission, laws and deliverability
- Deciding whether to buy or build an email marketing system
- Exploring a wide range of email marketing strategies

- Bringing a defined process to email marketing
- Learning winning strategies for targeting and reaching your audience via email
- Understanding list types: in-house, rented, purchased, etc
- Best practices for developing creative that sells
- Understanding both the art and the science of testing
- Triggered and automated e-dialog campaigns
- Managing, tracking and measuring response
- Making the business case to the C-suite

### **Who Should Attend**

Marketers, business owners, product or agency professionals, directors, and any professionals who wish to maximize the return on their marketing investment.

### **Special Feature**

#### **Requirements for this seminar:**

Participants are required to bring a laptop to the seminar. Access to your email marketing platform is helpful to get the most out of the seminar.

### **Schedule**

- [2] days - \$1,295 Non Members
- [2] days - \$1,295 AMA Members
- [2] days - \$1,295 GSA

### **Credits**