DIGITAL MARKETING
ACADEMY

Email Marketing Mastery: Strategy, Design, Database & Optimisation

Learning Outputs
By the end of this course, you will be able to: • Develop a powerful and measurable email marketing strategy.

- Build a robust email content plan that delivers results.
- Design and write high-converting email campaigns.
- Apply advanced list segmentation and database management techniques.
- Master automation, analytics, and optimisation to improve ROI.
- Integrate email marketing seamlessly into your broader digital strategy.
- Use proven frameworks, tools, and benchmarks to track, test, and refine performance.

About This Course
Email marketing remains one of the most effective and profitable marketing channels — when it's done right. This comprehensive program brings together strategy, design, list management, and optimisation to help you plan, build, and execute world-class email marketing campaigns.

Course Overview
This course covers every aspect of modern email marketing — from strategy and planning to design, database management, automation, and analytics. You'll walk away with practical frameworks and a complete toolkit to plan, build, and optimise campaigns that grow your audience and drive measurable business results.

Module 1: Email Marketing Objectives & Strategy Frameworks
- Latest global trends and usage data.
- Impact of social media on email engagement.
- Setting measurable objectives.
- Frameworks for strategic campaign planning.
- Permission marketing and integration into digital ecosystems.
- Budgeting and resource management.

Module 2: Email & Campaign Planning
- Competitor benchmarking and forecasting.
- Data and privacy compliance (POPIA, GDPR, CAN-SPAM).
- Selecting the right ESP.
- Content scheduling and campaign frequency.
- Trust-building strategies for better engagement.

Module 3: Email Design & Build Best Practice

- Consistent branding and colour psychology.
- Mobile-first responsive design.
- Conversion-based layouts and persuasion triggers.
- Landing page optimisation.
- HTML/CSS coding for cross-client compatibility.

Module 4: Email Copywriting to Drive Results

- Crafting strong CTAs.
- Persuasive, benefit-driven copywriting.
- Subject line and 'From' field optimisation.
- Tone of voice and readability best practices.

Module 5: Database & List Management

- Customer acquisition and retention methods.
- Optimising registration and reducing drop-offs.
- List quality management and spam control.
- Advanced segmentation and CRM retargeting.
- Deliverability checklist and best practice.

Module 6: Email Optimisation & Analytics

- Lifecycle campaigns and automation mapping.
- Triggered campaigns and onboarding sequences.
- Tracking key metrics and conversion goals.
- A/B and multivariate testing programs.
- Continuous improvement for long-term success.

Key Benefits

- Gain practical, hands-on knowledge with real-world applications.
- Learn frameworks and templates used by leading marketers.
- Stay compliant with privacy and data laws.
- Understand how to measure and optimise campaigns effectively.