

Email Marketing on a Shoestring

Information Sheet

Course Aim: A half day workshop aimed at getting more repeat business and learning from your customers

Duration ½ Day
Timings Start 10.45am – until approx 3pm

Do I need previous knowledge and skills?

No – although you will need to have a website or be planning to have one built (even if it is created and maintained by some one other than yourself)

Who is the course intended for?

Any individual responsible for promoting the business they own or work in, whether it is a visitor attraction, accommodation or leisure service provider.

What will I gain from the course?

You will learn how to get use email marketing to encourage repeat business and get feedback from your existing and past customers. You will leave with practical knowledge of the free and low cost tool available to help you build and deliver email campaigns as well as knowledge of best practice the regulatory guidelines you need to follow.

What does the course cover?

- An introduction to email marketing
- Collecting email addresses
- Email best practice
- Writing for emails
- Building the campaign
- Dealing with remove requests and bounces
- Research and questionnaires with email
- Learning from the results
- Step by Step plan

Course Method Discussion groups
 PowerPoint presentation

Assessment None

Next steps

If you require any further information, please contact:

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