



London TDM

# Marketing and Communication Training Courses

**Course Venue:** Malaysia - Kuala Lumpur

**Course Date:** From 28 June 2026 To 02 July 2026

**Course Place:** Royale Chulan Hotel

**Course Fees:** 6,000 USD

## Introduction

In today's digital landscape, email marketing remains a powerful tool for businesses to connect with their audience, drive engagement, and boost conversions. This intensive 5-day course on "Email Marketing Campaigns and Automation" will equip professionals with advanced strategies and practical knowledge to design, execute, and automate effective email marketing campaigns. Participants will learn to leverage the latest tools and technologies to optimize their email marketing efforts and achieve measurable results.

## Objectives

- Understand the fundamentals of email marketing and current industry trends.
- Learn to design and implement engaging email campaigns.
- Master email segmentation, personalization, and A/B testing techniques.
- Gain proficiency in email automation tools and platforms.
- Analyze campaign performance to drive continuous improvement.

## Course Outlines

### Day 1: Introduction to Email Marketing

- The role of email marketing in digital strategy
- Current trends and statistics in email marketing
- Understanding email marketing regulations and compliance
- Setting clear goals and objectives for campaigns
- Building and growing an effective email list

### Day 2: Crafting Compelling Email Campaigns

- Components of a successful email: subject lines, body, and CTAs
- Designing visually appealing and responsive emails
- Creating engaging content that resonates with your audience
- Segmenting email lists for targeted messaging
- Case studies of successful email campaigns

### Day 3: Personalization and Technology in Email Marketing

- Utilizing data and insights for personalization
- Effective use of dynamic content and personalization tokens
- Introduction to A/B testing and optimization
- Selecting the right email marketing tools and platforms
- The role of AI in enhancing email marketing

### Day 4: Mastering Email Automation

- Understanding the basics of email automation
- Setting up automated email workflows and sequences
- Creating drip campaigns and trigger-based emails
- Nurturing leads through automated communication

- Best practices for maintaining engagement in automated emails

### **Day 5: Measuring and Analyzing Campaign Performance**

- Key metrics and KPIs for email marketing success
- Tools and techniques for tracking email performance
- Interpreting data to inform strategic adjustments
- Continuously improving campaigns through testing and feedback
- Case studies and real-world examples of performance analysis