



TECHHUB SOLUTIONS

...be step ahead in your field

Email Marketing

Module 1: Introduction to Email Marketing

- What is Email Marketing
- Benefits and Importance
- Types of Email Campaigns

Module 2: Building an Email List

- Lead Generation Basics
- Signup Forms & Landing Pages
- Audience Segmentation

Module 3: Designing Effective Emails

- Email Templates & Layouts
- Writing Attractive Subject Lines
- Call to Action (CTA) Tips

Module 4: Tools & Platforms

- Overview of Mailchimp, Sendinblue, etc.
- Automation Basics
- Scheduling & Sending Emails

Module 5: Analytics & Optimization

- Open Rate, Click Rate, Conversion Rate
- A/B Testing
- Improving Performance

Module 6: Legal & Best Practices

- GDPR & Anti-Spam Rules
- Email Deliverability Tips
- Maintaining Subscriber Trust