

Getting It Right : Creating eDMs that Impacts

Introduction

Email marketing may not be the newest trends in reaching out to a wide audience, it's impact can not be easily neglected. It is a massive useful way to spread your message, promote your product and driving people to visit your site.

Getting it right can be the key to a successful project, getting it wrong can yield undesirable result – being treated as spam.

This course focuses on striking a balance between creating a marketing email that is designed aesthetically with smooth-flowing engaging content and enticing and poorly designed layout. It offers an insight into creating an email-marketing project from idea conception to final delivery.

Course Objective

Upon completion, participants will acquire the skills/techniques to :

1. Understand and apply the golden rules in designing eDMs
2. Apply the principles in layout to engage your audiences
3. Putting it altogether – images, content and interactivity
4. Selecting the email systems for mass distribution

Who Should Attend

Corporate communication executive, marketing Communication executive, personnel dealing with marketing/publicity materials, anyone who is interested in gaining additional skills set in creating eDMs.

Course Outline

- ⇒ Defining the goal and visual language research
- ⇒ Understanding the principles of page layout when creating eDMS
- ⇒ Visual Conception with the use of creative elements (images, text, colours and graphics)
- ⇒ Turning visualization to reality : Building the page layout
- ⇒ Applying the links
- ⇒ Testing your marketing email
- ⇒ All set to Go!: Distributing your marketing email

Duration

2 days