



Program Title: Delight Your Audience with an Effective Newsletter Strategy

Program Length: 40 hours

If you've been thinking about starting a newsletter or other email campaign for your business, now is the time. Getting accepted into people's inboxes regularly means committing to deliver useful and interesting information. That doesn't happen instantly – it requires a strategy, a plan, and a lot of action items. The sooner you start, the quicker you'll realize success.

Overview: Participants will take part in class discussions and exercises related to email marketing topics. They will also work actively during class time to complete tasks. Participants should plan to spend 1-2 hours each week outside of class time to do research and familiarize themselves with apps.

Learning Objectives:

- Learn how to connect email marketing activities to overall marketing strategy and create a strategy specific to your email campaign(s)
 - Discuss and define target market(s)
 - Pinpoint your best option for delivering value on a regular basis
- Learn and implement list-building tactics, including understanding anti-spam legislation
- Investigate bulk email software options and make a decision that's best for your business
 - Set up your bulk email account, including designing a reusable template
- Learn writing tips and other options for preparing your content
- Prepare and send your first email newsletter
- Learn tactics to share and promote your newsletter online/offline
- Commit to a continuing process for developing email marketing content
 - Learn ways to generate content ideas and keep track of them
 - Develop and implement a schedule to support the process
 - Discuss ongoing quality assurance activities, such as reviewing statistics

Pre-requisites:

- Live website
- Laptop
- Intermediate computer skills

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