



**IIIMP**<sup>®</sup>  
www.iiimp.org

**Training Venue**  
497, CCIT Building,  
Model-Town-Club Lane,  
Model Town, Ludhiana  
Punjab - India PIN 141002

**Phone** +91-161-2404 815  
**Mobile** +91-9779000815  
**e.mail** iiimp.forum@gmail.com  
**Website** www.iiimp.org

## **Course Title: E.Mail Marketing and Automation using Mailchimp**

**Course Duration: 20 hours | 10 sessions, 2 hours per session**

**Level: Intermediate to Advance | Track: Fast Track**

### **Purpose of Course**

This intensive training course on Email Marketing and Automation using Mailchimp aims to provide participants with a comprehensive understanding of email campaigns' significance in modern digital marketing. Over two weeks, attendees will gain practical skills to utilize Mailchimp's features effectively, creating tailored campaigns and automated workflows that drive engagement. Participants will learn A/B testing for campaign optimization and how to interpret analytics to refine their strategies. By course end, they will be equipped to create visually appealing templates, ensuring scalability and effectiveness as their campaigns reach wider audiences. This training empowers marketers to leverage Mailchimp as a dynamic tool for fostering customer relationships and achieving impactful results.

### **Course Objectives**

- 1. Understand Email Marketing's Role:** Gain insight into the significance of email campaigns as a cornerstone of modern digital marketing strategies.
- 2. Explore Campaign Diversity:** Explore the various forms of email campaigns, understanding their unique benefits and applications.
- 3. Master Mailchimp Navigation:** Navigate Mailchimp's interface with confidence, unlocking its powerful features for campaign management.
- 4. Create Effective Campaigns:** Learn to craft, manage, and schedule impactful email campaigns using Mailchimp's intuitive tools.
- 5. Embrace Automation:** Grasp the importance of automation in optimizing customer interactions, saving time, and nurturing leads.
- 6. Develop Automated Workflows:** Build automated email workflows that engage customers at crucial touchpoints, enhancing brand loyalty.
- 7. Optimize with A/B Testing:** Implement A/B testing methodologies to refine email content, subject lines, and visuals for improved performance.
- 8. Utilize Analytics for Insights:** Interpret Mailchimp's analytics and reporting tools to make informed decisions for campaign enhancement.
- 9. Master Audience Segmentation:** Acquire skills in list management and audience segmentation for personalized and relevant messaging.
- 10. Design Compelling Templates:** Create visually appealing email templates aligned with brand identity to enhance engagement.
- 11. Ensure Scalability:** Design campaigns with scalability in mind, maintaining effectiveness as the audience grows.
- 12. Leverage Mailchimp's Potential:** Utilize Mailchimp as a dynamic tool to foster customer relationships, drive engagement, and achieve impactful marketing outcomes.

### **Features, options, and tools provided by Mailchimp:**

- 1. Email Campaign Creation:**
  - User-friendly drag-and-drop editor for designing email templates.
  - Pre-designed templates catering to various industries and purposes.
  - Customizable content blocks to tailor emails

to specific messaging needs.

### **2. Automation:**

- Automated email workflows triggered by specific events or user actions.
- Welcome series, abandoned cart recovery, and follow-up sequences.
- Personalization options for dynamic content based on subscriber behavior.

### **3. List Management:**

- Import and manage email lists, segmenting subscribers for targeted campaigns.
- Automated list cleanup to maintain data quality and compliance.

### **4. A/B Testing:**

- Conduct A/B tests for subject lines, content, send times, and more.
- Compare different variations to optimize campaign performance.

### **5. Analytics and Reporting:**

- Real-time tracking of key metrics like open rates, click-through rates, and conversion rates.
- In-depth campaign reports with insights into subscriber engagement.

### **6. Integrations:**

- Seamless integration with popular CRM systems, e-commerce platforms, and other tools.
- Syncing customer data for a holistic view of interactions and behavior.

### **7. Personalization:**

- Merge tags for inserting personalized subscriber information in emails.
- Dynamic content blocks to display tailored content based on subscriber preferences.

### **8. Mobile Optimization:**

- Responsive email templates that adapt to various screen sizes and devices.
- Preview options to ensure emails look appealing on mobile devices.

### **9. Landing Pages:**

- Create customized landing pages for specific campaigns without coding.
- Integrate with Mailchimp forms to capture leads directly.

### **10. Segmentation and Targeting:**

- Segment subscribers based on demographics, behaviors, purchase history, and more.
- Deliver highly targeted messages to specific audience segments.

### **11. Security and Compliance:**

- GDPR compliance tools for managing subscriber consent and preferences.
- Robust security measures to protect subscriber data and maintain privacy.

### **12. Multi-Channel Marketing:**

- Sync email campaigns with social media platforms to maintain consistent messaging.
- Connect with ad campaigns on platforms like Facebook and Instagram.

### **13. Collaboration:**

- Team collaboration features with multi-user access and permissions.
- Comments and feedback directly within the email editor for streamlined workflows.

### **14. Support and Resources:**

- Comprehensive knowledge base, tutorials, and guides for self-help.
- Customer support via email, chat, and phone for assistance and troubleshooting.

These features, options, and tools offered by Mailchimp empower marketers to create, automate, analyze, and optimize their email campaigns while enhancing personalization, engagement, and overall marketing success.

## **Course Schedule**

In this two-week fast track certification course, participants will gain a comprehensive understanding of email marketing, campaign management, and automation using Mailchimp. They'll be equipped with practical skills to create, execute, and optimize successful email campaigns that drive engagement and conversions while leveraging Mailchimp's powerful features. The schedule is as follows:

## **Week 1:**

### **Session 1: Introduction to Email Marketing and Campaigns**

- Understanding the role of email marketing in digital strategy
- Benefits of using email campaigns for businesses
- Exploring different types of email campaigns
- Case studies showcasing successful email campaigns

### **Session 2: Getting Started with Mailchimp**

- Overview of Mailchimp as an email marketing platform
- Setting up your Mailchimp account and navigating the interface
- Creating and managing email lists in Mailchimp
- Designing an effective email template using Mailchimp's templates

### **Session 3: Email Campaign Management**

- Crafting compelling email content and subject lines
- Adding images, videos, and other multimedia to your emails
- Understanding email deliverability and avoiding spam filters
- Scheduling and sending out email campaigns using Mailchimp

### **Session 4: Introduction to Automation in Email Marketing**

- Exploring the concept of email automation
- Benefits of using automation in digital marketing
- Identifying scenarios suitable for email automation
- Overview of Mailchimp's automation features

### **Session 5: Mailchimp Automation and Personalization**

- Setting up automated email workflows in Mailchimp
- Personalizing automated emails for better engagement
- Using dynamic content to tailor emails to different segments
- Best practices for creating effective automated campaigns

## **Week 2:**

### **Session 6: List Management and Audience**

### **Segmentation**

- Importance of maintaining a clean and organized email list
- Segmenting your audience based on demographics and behaviors
- Targeted email campaigns for different audience segments
- Using Mailchimp's segmentation tools effectively

### **Session 7: A/B Testing for Email Optimization**

- Understanding the significance of A/B testing in email marketing
- Setting up A/B tests for subject lines, content, and visuals
- Interpreting A/B test results and making data-driven decisions
- Optimizing email campaigns for better performance

### **Session 8: Reporting and Analytics in Mailchimp**

- Overview of Mailchimp's reporting and analytics dashboard
- Tracking key metrics such as open rates, click-through rates, etc.
- Analyzing campaign performance and identifying areas for improvement
- Using analytics to refine your email marketing strategy

### **Session 9: Integrating Mailchimp with Other Tools**

- Exploring integrations with CRM systems, e-commerce platforms, etc.
- Benefits of seamless data flow between Mailchimp and other tools
- Setting up integrations to enhance your email marketing efforts
- Enhancing customer experience through integrated marketing

### **Session 10: Email Template Design and Scalability**

- appealing email templates
- Customizing Mailchimp's templates to align with your brand
- Ensuring responsive design for mobile and different devices
- Strategies for scaling up email campaigns efficiently Design principles for creating visually

