

Why be brilliant at email marketing?

The most used application on the internet has always been email. Whether you are trying to reinforce customer loyalty, generate sales, expand your market, grow brand awareness, drive traffic to your website, or build community, email marketing can be both inexpensive and very productive.

In 2006, according to the Direct Marketing Association, email marketing campaigns generated an average return of more than 50 times the investment in the campaign. That's a medium worth mastering!

But email is a medium that is fraught with complications, particularly as nine out of ten emails today are spam (unsolicited bulk marketing messages) or malware. That has led to recipients being wary of commercial emails even from known senders, spam-filter technologies that automatically block messages or images, and legal and ethical requirements that cannot be ignored. And in South Africa we have our own set of constraints resulting from bandwidth and access issues.

Despite the constraints, email is a major driver of traffic to websites, and it is essential for anyone with an online marketing responsibility to develop the knowledge and skills of a professional email marketer. This course will do that for you.

Why should I attend?

Everyone knows there is a lot more to designing and implementing successful email marketing campaigns than simply sending out emails. It is a science and an art. Get it right, and the return on your investment can be huge. Get it wrong and you can lose customers in droves.

Britefire's Email Marketing course will help you acquire the knowledge and skills of an email marketing professional. You will leave the course with the confidence to move forward and excel in every campaign.

You will learn how to put together an email marketing strategy that exploits all of the components of effective campaigns. And you will discover the best practices in the industry, comprehensively illustrated with actual examples and case studies.

The course examines issues such as building, maintaining, and segmenting mailing lists; designing mailing pieces that get through filters and perform despite common barriers such as being read in preview panes or having images blocked; crafting subject lines that maximise open-rates; ensuring you have all of the must-haves in place, such as view-online, opt-out and forward-to-a-friend links; designing compelling landing pages that convert visitors to customers; and using analytics tools to measure and improve campaign success.

You will learn rules of thumb for important details such as font usage, sentence length, and message width; and you will be introduced to tools and services that can make the creation and management of campaigns both simpler and more professional. And you will learn how email campaigns can best be integrated into an overall marketing strategy.

Email marketing is a powerful cost-effective tool that can grow business, build community, boost customer loyalty, expand your market, generate brand awareness, or drive visitors to your website or microsite. This course teaches you how to use that tool.

FEE: R2,600 including VAT (incl lunch and breaks)
Ask us about Group Discounts.

DURATION: 1 day

VENUES: In Cape Town we use Sea Point or Waterfront area hotels and in Johannesburg, Sandton or Midrand hotels.

DATES: See our website (www.britefire.co.za) for latest dates

Who should attend?

This course is a must for anyone who makes tactical or strategic business or marketing decisions about online initiatives, or has to interact with those who do, including:

- business strategists
- marketing managers, product & brand managers
- marketing communications people
- advertising and marketing services executives
- website developers, information architects, and creative personnel (including copywriters, designers)
- e-commerce and e-marketing personnel

Course Leader

The course is led by Godfrey Parkin, whose recent book *Doing Business Digitally* has taken South Africa by storm.

A twenty-year veteran of the European and US internet marketing industry, he previously ran the global business services operations of market research giant A.C. Nielsen. He has run several successful pioneering businesses in the digital space; he authored the popular e-book *Web Savvy*; and he created North America's best-selling enterprise-wide elearning series *E-biz Insights*.

Godfrey has advised many global organisations ranging from giants like American Express, Honda, Nestlé, Credit Suisse, Cisco Systems and the Georgia Institute of Technology, to large consulting firms and small start-ups. He helps companies to develop brands and implement strategies for global online markets, often overseeing the entire process from concept through launch to ongoing market development.

He is an active participant in the International Society for Performance Improvement, and manages several online social networks, including the E-learning Forum of the American Society for Training and Development. He speaks at conferences around the world, and contributes to several journals, newsgroups and blogs.

Detailed Course Contents

Introduction to Permission Marketing

- Opt-ins and opt-outs
- Ethics and the law

Crafting Strategies and Objectives

- Setting realistic objectives
- Newsletters, lead generators, promotions, brand-builders
- Targeting, segmenting, and personalisation
- Mapping communication strategies to products and personas
- Using behavioural / response-based targeting
- Integrating email with online/offline marketing
- Assessing effectiveness
- Improving email campaign results

Creative Strategies

- The 'excuse to contact' and spam
- Incentives to respond
- Viralising a campaign
- Personalising content
- Guidelines for writing for email
- Compelling subject lines and headings and call to action
- Tools for creating your email
- Templates that increase response
- Guidelines for layout, text and images
- Tools for testing what recipients will see
- Who is it "From:" ?
- Dealing with text, HTML, and rich media
- Managing image-blocking & preview panes
 - Tags
 - Headlines
 - Visible calls to action
 - Link to view online
 - Communicating without images
- Calls-to-action
- Must-haves
 - Request to white-list
 - Forward to friend
 - Opt out
- Award winning examples

Lists

- Eight steps to building a mailing list
- Capturing opt-in addresses
- It's a relationship, stupid
- Maintaining lists
- Enhancing lists
- List member privacy
- Buying or renting opt-in lists

Email Hosting and Management

- In-house vs outsourcing
- Email marketing agencies
- Software for DIY mailings
- Auto-responders
- Database applications
- Managing soft and hard bounces
- List management
- ISP permission issues
- Timing is almost everything
- Response management

Planning for Conversion

- Flow controls (how not to do a Mango)
- Understanding and Managing the User Experience
- Landing pages

Testing and Analytics

- Metrics and how to use them
- Tracking, testing and improving
 - Open rate
 - Click throughs
 - Activity paths
 - Conversion
 - A/B testing
- Continuous improvement strategies

Recommended reads and RSS feeds

Register Now!

You can register in a number of ways:

Register online at our website

www.britefire.co.za

Or download the form and email it to us at

registration@britefire.com

Or fill in the registration form below and fax it to 086-693 3575 or

or phone us on 021-790 0303 and we'll take your details

A registration form is attached to this Info Sheet and is also available on our website.

What will I learn?

You will leave this course not only with a great understanding of how email marketing and its many processes actually work, but also with a practical ability to create your own email strategies and campaigns, and to measure and improve their results.

What is more you will be equipped with an host of industry best practices, inspiring and enlightening examples, and guidelines for staying in tune with developments in the future. You will learn:

- how to put together an effective email marketing strategy
- the best practices in the industry
- how to build, maintain, and segment mailing lists
- how to design mailing pieces that perform
- how to manage common barriers to success such as preview panes image-blocking
- how to craft subject lines that maximise open-rates
- how to put all of the must-haves in place
- how to design compelling landing pages that support conversion
- how to use analytics tools to improve campaign success
- guidelines for font usage, sentence length, and message width
- what tools and services can simplify the creation and management of campaigns
- how email campaigns can best be integrated into an overall marketing strategy

And you'll be totally psyched to take charge of your own email marketing initiatives!



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REGISTRATION FORM

Complete this form and Fax to 086-693 3575 or Email to registration@britefire.com

PARTICIPANT DETAILS

First Name: _____ Surname: _____
Company: _____
Purchase Order: _____
Phone Number: _____ Cell Phone: _____
Email Address: _____
Address: _____
Address: _____
City: _____ Postal Code: _____

COURSE OR SEMINAR DETAILS

Please register me for the following training event:

Name of course or seminar: _____
Location: _____
Date of the event: _____
Cost: _____

PAYMENT DETAILS

My preferred payment method is (check one):
[] Internet Transfer (invoice me)
[] Cheque (invoice me)
[] Credit Card (details are below)

We accept Visa and MasterCard. If making payment by credit card, please provide the following details:

Name on card: _____ Card number: _____
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Postal code: _____ Card type: _____
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Bank ABSA | Branch Code 632005 | Account # 4065623467 | email notify accounts@britefire.com

Signature: _____ Date: _____

Payment for course or seminar attendance is due in advance of the event. All amounts include VAT.
Britefire_RegistrationForm Vers Date: 22/12/2009