



EMAIL MARKETING

TS . SEGMENTS . DELIVERAE
AUTOMATION . FLOWS . TEST
COPY . DESIGN . REPORTING

DURATION	LEVEL	MODULES	MODE
30 Hours	Beginner to Advanced	8	Classroom · Online · Hybrid

01 COURSE OVERVIEW

An email marketing course covering list health, automation flows, copy and deliverability. Deliverability is treated as a first-class topic — authentication, warm-up, engagement signals and list hygiene — before any campaign is sent. Flows, segmentation, copy and testing follow, with revenue reporting at the end.

Learners build a welcome, abandonment and re-engagement flow in a real platform.

WHO IT IS FOR

Marketing executives

E-commerce teams

CRM and lifecycle marketers

Small business owners

PREREQUISITES

Basic marketing knowledge.

02 LEARNING OUTCOMES

- 01 Grow a list with consent and clear value.
- 02 Authenticate a sending domain with SPF, DKIM and DMARC.
- 03 Segment by behaviour and lifecycle stage.
- 04 Build automated welcome, abandonment and win-back flows.
- 05 Write subject lines and bodies that get replies.
- 06 Design templates that render across clients.
- 07 Report revenue per email and per subscriber.

01 FOUNDATIONS

Email in the funnel

Regulations

Metrics that matter

Permission and consent

Platform selection

02 LIST GROWTH AND HYGIENE

Lead magnets

Double opt-in

Sunset policies

Forms and pop-ups

Suppression

Re-permission campaigns

03 DELIVERABILITY

SPF, DKIM, DMARC

Sender reputation

Inbox placement testing

Domain warm-up

Spam triggers

Complaint handling

04 SEGMENTATION

Lifecycle stages

RFM analysis

Personalisation tokens

Behavioural segments

Dynamic content

05 AUTOMATION FLOWS

Welcome series

Post-purchase

Birthday and milestone

Abandoned cart and browse

Re-engagement

Branch logic

PRACTICAL

THREE FLOWS BUILT

06 COPY AND DESIGN

Subject lines and preview text

Single call to action

Accessibility

Body structure

Plain text vs HTML

Mobile rendering

07 TESTING

A/B test design

Sample sizes

Creative iteration

Send time analysis

Sequential testing pitfalls

08 REPORTING

Open rate limits post-MPP

Revenue attribution

Dashboards

Click and conversion tracking

Cohort reporting

PROJECT

LIFECYCLE PROGRAMME WITH REPORT

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

EMAIL MARKETING SPECIALIST

CRM EXECUTIVE

LIFECYCLE MARKETER

MARKETING AUTOMATION SPECIALIST

E-COMMERCE MARKETER

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