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# Xanthal Workshop

*Creating Platforms for Business Improvement*

## Email Marketing (eMarketing)

### Workshop Facts

Title	Email Marketing
Duration	1 Day
Cost	€495
Who Should Attend	Sales managers and executives, marketing managers and executives, direct marketers, business decision makers, marketing directors..
Overview	This 1 Day Workshop is designed for marketing and sales executives and managers who are looking for complementary ways to promote their products and services. We are assuming that your company has a marketing strategy and that you are looking to build upon that strategy. As well as being of immense value to established companies, we would also encourage smaller, dynamic companies to attend – we will be sharing a wealth of experience gained by some leading practitioners.
Workshop Style	Intensive, interactive workshops combining lectures, hands-on exercises, case studies and group discussions.
Key Deliverables	CD containing all presentations and associated tools and resources, handouts and practical exercises reinforcing all of the major learning points, references to online and offline information resources, templates and checklists,

### Learning Objectives

After attending this workshop, the participant should be able to:

- Understand the role and benefits of marketing within the organisation
- Understand the trends and thinking behind current marketing methods
- Understand the benefits of implanting an eMarketing campaign for your company
- How eMarketing can be integrated into the organisations business and marketing plan
- How to develop a route-to-market plan
- Implement a best practice procedure for your company
- Understand the differences between opt-in and unsolicited email campaigns
- Analyse the current eMarketing technologies available and which would work best in your own business environment
- Develop and publish an eNewsletter
- Understand the following:
  - List development and management
  - List uploading
  - Subscribe/Unsubscribe
  - Tracking
  - Event Registration
  - Reporting
- How to increase your conversion rates
- Develop, plan and implement compelling eMarketing campaigns for your company

### What recent participants have said about this Workshop

*"I believe it to be a first for me in that the course delivered what I required. It was practical, of value to me and to the industry partners I work with."*