

Dominate the Inbox with Email Marketing

Study the **Certificate in Email Marketing** with
The Online Business Academy



ActiveCampaign >

HubSpot



- ✓ Gain in-demand, future-proof skills that employers value
- ✓ Study at your own pace, on your own schedule
- ✓ Learn from industry experts and experienced educators
- ✓ Real-world outcomes that lead to career advancement



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Welcome To The Online Business Academy

94%

of our graduates reported that their education at The Online Business Academy equipped them with valuable skills that they could apply in their professional careers.

96%

of our graduates say that The Online Business Academy provided them with up-to-date and industry relevant skills.

At The Online Business Academy, your career advancement is at the heart of our mission. We've reshaped online learning with a personalised touch, offering exclusive 1-on-1 Zoom classes that bring the expertise of industry leaders and education specialists directly to you. Our world-class platform is meticulously crafted around your needs, ensuring that you receive undivided attention and tailored support to excel in your chosen field.

Our courses are carefully curated to ensure they are relevant, up-to-date, and practical, with a strong emphasis on real-world applications. We offer a wide range of courses across various industries, including accounting, bookkeeping, business, graphic design, video editing and digital marketing, web development, and more. All of our courses include assessments such as quizzes, assignments, and exams to measure your progress and provide you with valuable feedback.

We understand that life can be busy, which is why we offer a flexible approach to learning. Our online courses allow you to study when, where, and how you want, with no schedules, classrooms, or due dates to worry about. We also offer a range of support services, including access to a Career Centre, where you can get help with CV preparation, job search strategies, and interview skills.



Advancing Online Education

A New Way To Learn

The Online Business Academy brings you a bespoke educational experience tailored through personalised 1-on-1 Zoom sessions. Engage in courses meticulously designed to put your individual learning needs in the spotlight, ensuring that every interaction with our expert mentors is focused solely on your educational journey and success.

Immerse yourself in a structured yet flexible curriculum, with the freedom to delve deeply into your studies and emerge with confidence. With us, you're not just learning; you're shaping your future, one personalised lesson at a time.



#42

We provide 42 high-quality courses curated by leading industry professionals.

Why Choose The Online Business Academy

Choose the Online Business Academy for tailored 1-on-1 learning with industry experts, designed for focused support and a personalised path to your success.



Industry Leading Courses

We're proud to offer industry-relevant courses designed by experienced professionals to equip graduates with the skills and knowledge needed for success.



Superior Support

We offer superior support to students like you with 1-on-1 expert tutor guidance and a range of resources to help you succeed in your learning journey.



Real Outcomes

We are committed to providing real outcomes by equipping students just like you with skills, knowledge and confidence to succeed in the workforce.



Certificate in Email Marketing

Take your email marketing to the next level with our comprehensive course designed to help you master the art of email marketing. With expert-led instruction and hands-on practice, you'll learn how to craft the perfect message and capture user attention to grow your business with email marketing. From developing effective email campaigns to building your email list and analyzing campaign performance, you'll gain the skills and expertise needed to succeed in the world of email marketing.



Enrol Now



Learn More

Course Investment

\$119

Per 1-Hour Zoom Session

Total Cost: \$1428

Course Duration

12 Sessions



Course Outcomes

- Create and implement effective email marketing strategies to increase customer engagement and drive sales.
- Design professional and engaging email campaigns using industry-standard software and tools.
- Analyze and interpret email marketing data to improve campaign performance and ROI.
- Develop compelling email content that resonates with target audiences and inspires action.
- Identify and segment target audiences to deliver highly personalized and relevant email content.



Module 01 Introduction to Email Marketing

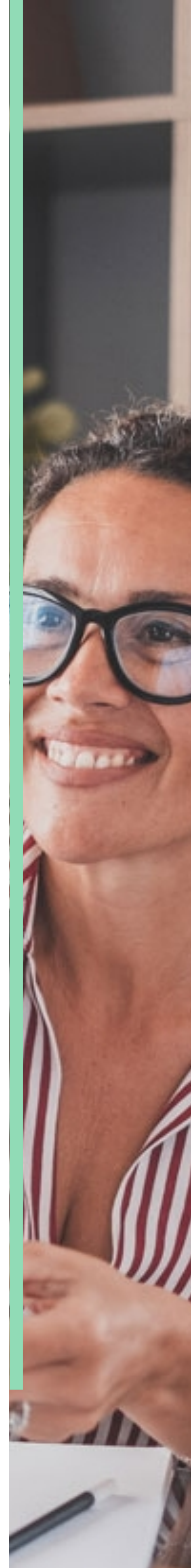
The Introduction to Email Marketing module is designed to provide students with an understanding of the importance of email marketing for businesses. The module covers the basic concepts of email marketing, such as email list building, segmentation, and automation. It also introduces learners to various email marketing platforms and CRM systems that can be used to manage email campaigns effectively. By the end of the module, learners will have a good understanding of the fundamental principles of email marketing and how it can be used to improve business growth and engagement with customers.

Module 02 Email Marketing: First Steps

The Email Marketing: First Steps module is a practical introduction to email marketing using one of the most popular email marketing platforms, MailChimp. The module is designed for students who have little or no experience with email marketing and want to start building their email list and creating effective email campaigns. In this module, students will be guided through the process of creating a free MailChimp account and shown how to navigate the platform's interface. They will also learn how to create and manage email lists, create email campaigns, and track campaign performance. By the end of this module, students will have the foundational knowledge and skills needed to start building their email marketing strategy.

Module 03 Email List Building Strategies

Building an email list is an essential aspect of email marketing and can help businesses establish a direct and effective line of communication with their customers. In this module, you will learn how to create a successful email list by identifying your target audience, understanding their needs and preferences, and developing effective strategies for capturing their contact information. You will explore various tactics and methods for building your email list, including offering lead magnets, creating engaging content, optimizing your website, and leveraging social media. Additionally, the module will highlight the ethical considerations involved in email list building and the importance of complying with legal regulations, such as GDPR and CAN-SPAM Act. By the end of the module, you will have a solid understanding of how to build an effective email list that can help you grow your business.



Module 04 **Lead Magnets**

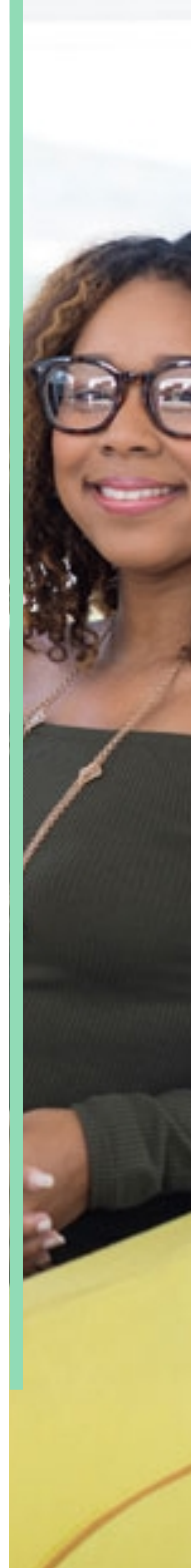
Lead magnets are valuable resources offered to website visitors in exchange for their contact information, such as their email address. The Lead Magnets module of the Certificate in Email Marketing course focuses on the importance of creating lead magnets as a means of growing your email subscriber list. The module covers the different types of lead magnets, such as e-books, checklists, templates, and webinars, and how to choose the best one for your business and target audience. The module also provides tips for creating an irresistible lead magnet that will entice potential subscribers to provide their contact information. By the end of this module, students will have a better understanding of the role of lead magnets in email marketing and how to create effective ones that attract more subscribers.

Module 05 **Subscriber Management on MailChimp**

The Subscriber Management module of the Certificate in Email Marketing course focuses on providing learners with the skills needed to manage their email subscriber list effectively. The module covers the various subscriber management tools available on MailChimp, one of the most popular email marketing platforms. The course will cover creating groups and segments within your subscriber list, which can help you target specific groups of subscribers with tailored content and offers. You will learn how to import and export subscribers to and from your list, and how to identify and remove inactive subscribers, which can help keep your email list healthy and engaged.

Module 06 **Landing Pages: Creating Landing Pages That Convert**

The Landing Pages module in the Certificate in Email Marketing course will provide students with an in-depth understanding of landing pages and their role in email marketing campaigns. This module will cover the key elements of a successful landing page, including headline, copy, images, and call-to-action. Students will learn how to create a landing page that is optimized for conversions, how to test and optimize landing pages, and how to integrate landing pages with email marketing campaigns. Additionally, students will be introduced to landing page tools and platforms, such as Unbounce and Instapage, and learn how to use them effectively. By the end of this module, students will have a strong understanding of how to create effective landing pages that can convert website visitors into customers.



Module 07 Subscription Forms: Capturing Visitors From Your Website

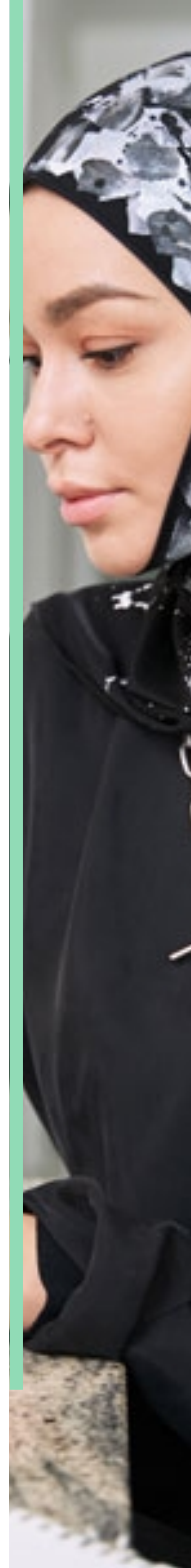
In this module of the Certificate in Email Marketing course, students will learn about the importance of subscription forms in capturing website visitors and converting them into email subscribers. The module will cover the different types of subscription forms, including pop-ups, embedded forms, and landing page forms. Students will also be introduced to MailChimp's form builder tool and will learn how to customize and design their subscription forms. Additionally, the module will provide instructions on how to integrate subscription forms into their website and optimize them for maximum effectiveness. By the end of the module, students should have a solid understanding of how to create and implement subscription forms to grow their email subscriber lists.

Module 08 Email Automation on MailChimp

Email automation is a powerful tool in email marketing that allows businesses to send targeted, personalized messages to subscribers at the right time. In this module, students will be introduced to the benefits of email automation and how it can save time and effort while increasing engagement and conversions. The module will cover the process of planning and creating an email sequence in MailChimp for new subscribers, including creating automated emails, setting triggers, and scheduling the sequence. Additionally, students will learn how to activate and test their email automation to ensure that it is working correctly and effectively.

Module 09 Campaign Statistics

The Campaign Statistics module in the Certificate in Email Marketing course teaches students how to analyze the performance of their email campaigns and make data-driven decisions to improve their results. Students will learn how to use Mailchimp's reporting tools to track the success of their campaigns, including open rates, click-through rates, and conversion rates. Additionally, the module covers best practices for maintaining a healthy email list, including compliance with anti-spam policies and managing inactive subscribers. By the end of the module, students will have a solid understanding of how to interpret their email campaign data and use it to optimize their future campaigns for better engagement and conversions.



Module 10 **A/B Testing Email Campaigns**

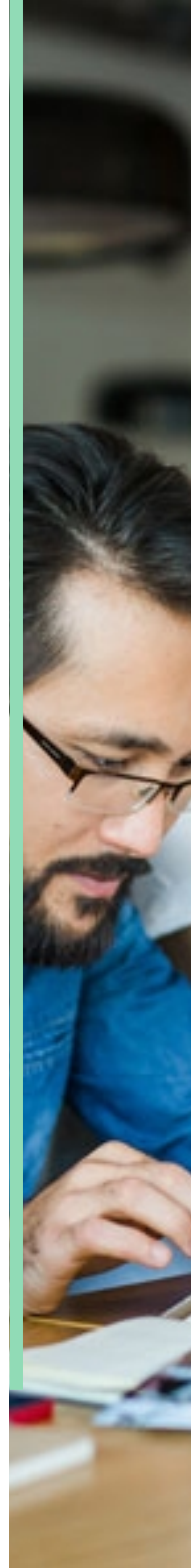
The A/B Testing Email Campaigns module is an important component of email marketing, as it teaches students how to optimize their email campaigns using A/B testing. A/B testing involves comparing two versions of an email campaign to see which version performs better in terms of open rates, click-through rates, and other metrics. In this module, students will learn the basics of A/B testing, including how to plan an A/B test campaign, how to create an A/B test in MailChimp, and how to analyze the results of the A/B test to make data-driven decisions. By the end of the module, students will have a solid understanding of how to use A/B testing to improve the effectiveness of their email campaigns and increase conversions.

Module 11 **Best Day & Time To Send Emails**

The Best Day & Time To Send Emails module teaches email marketers how to optimize their email campaigns by selecting the best day and time to send their emails based on their target audience's behavior and preferences. The module covers the research and studies that have been conducted on the topic, as well as the factors that can impact email open rates and click-through rates, such as time zones, industry, and type of email content. The module provides practical tips and strategies for testing and experimenting with different sending times to find the most effective timing for each email campaign. By mastering the best day and time to send emails, email marketers can maximize the impact of their email campaigns and achieve better results.

Module 12 **Advanced Email Marketing Strategies**

The Advanced Email Marketing Strategies module focuses on helping students take their email marketing campaigns to the next level by covering advanced tactics and techniques. The module starts by discussing the different types of emails and their purpose, such as promotional emails, newsletters, and transactional emails. Students will also gain insight into the importance of creating mobile-friendly emails, including tips and best practices for designing emails that work well on mobile devices. Additionally, the module will cover personalization techniques, such as using dynamic content and segmentation to create targeted and personalized email campaigns. Overall, the module will provide learners with the knowledge and skills they need to create effective email campaigns that drive engagement, conversions, and revenue.





Career Centre

We'll Help You Find a Job

At The Online Business Academy, we are dedicated to supporting you on your journey to success. We are confident that by leveraging the resources and connections offered by our Career Centre, you will build valuable networks and gain the confidence needed to secure a new job or promotion.

Receive a Free CV Review From The Experts at Resume Hub

By partnering with Resume Hub, we provide all our students with an added advantage in their job search. Upon enrolment, our students receive a complimentary comprehensive CV review from expert professionals, ensuring they have the best chance for success in their career.

What You'll Get With Our Career Centre

- Access to professional CV templates to update your current CV
- Complimentary personalized CV review with feedback to make your CV stand out
- Job tips and resources, including a clear five-step job success process
- Industry-relevant advice to stay up-to-date with the latest industry trends and requirements.



Very friendly and helpful stuff

They responded very quickly to my initial enquiry. The consultant gave me very helpful advice on which course would be right for me. The follow up was really great too. Helpful but not too pushy. Getting registered was quick and easy too.

Julie N.

Certificate in Xero



What Our Students Say



We pride ourselves in delivering an excellent education experience. See what our students have to say:



Maria R.

Certificate in Adobe
Photoshop

Exceptional Learning Experience

I had a great experience with the Online Business Academy! The course content was well-structured and easy to follow. The assessments helped me understand the concepts better and the feedback provided was valuable. I'm grateful for the flexible learning schedule that allowed me to study at my own pace. I would highly recommend this academy to anyone looking for a quality learning experience.



Sarah T.

Certificate in
Microsoft Word

Practical, Relevant and Fun!

I recently completed a Microsoft Word course with the Online Business Academy, and I loved it! The course was practical, relevant, and fun. The online platform was user-friendly, and the support from the academy team was exceptional. The assessments were challenging yet enjoyable, and I learned a lot from the feedback provided.



Mark J.

Digital Marketing
Bootcamp

Changed my Career Trajectory!

I joined the Online Business Academy to upskill in digital marketing, and it was the best decision I made for my career. The course content was comprehensive and up-to-date, and the assessments were challenging and relevant. The Career Centre helped me prepare a strong CV and provided valuable advice on job search strategies. The skills I learned from this academy have changed my career trajectory, and I'm grateful for the team over at the Online Business Academy.



Start Upskilling Today!

Follow our easy 4-step enrolment process - it only takes a few minutes to get started today!



1. Click on 'Get Started Now'



2. Proceed to payment



3. Receive login details



4. Start Learning!

Get Started Now, Click Here

