

Email Content Development

Use power of email!

Session 1: Introduction & Concept Of Email Content

Introduction:

1. A brief on assignments and training schedule.
2. Introduction to content industry.

Email Content & Its Scope:

1. What is email content and its scope?
2. How to leverage email content for personal and corporate branding?
3. Plagiarism and spinning.
4. Expectations from email content developers.
5. Elements of email content.
6. Assignment

Session 2: Types of Email Content

1. Discussion on submitted assignment and solutions to the queries based on last session.
2. Kinds of emails such as,
 - i) Personal emails
 - ii) Newsletters
 - iii) Product update emails
 - iv) Social media emails
 - v) Welcome emails
 - vi) Transactional emails
 - vii) Social media emails
 - viii) Informational emails
 - ix) Event update emails
 - x) Confirmation emails
 - xi) Thank you emails
 - xii) Lead nurturing emails
3. How to develop above emails?
4. Assignment

Session 3: Editing & Important Tools

1. Discussion on submitted assignment and solutions to the queries based on last session.
2. How to edit and create a final draft.
3. How to fetch emails ids from social media accounts
4. Email marketing tools.
5. What is call-to-action and open rate
6. How to schedule emails using Gmail accounts.
7. Tools for creating email's imagery content.
8. Tools to get copyright free images.
9. Tools to keep a check on unethical practices like plagiarism, spinning etc.

Note: Use of tools and softwares will not be covered in the session.

So, let's learn together!

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