Jaipur Engineers

Your One-Stop IT & Staffing Ecosystem

DIGITAL MARKETING

Email Marketing

SAMPLE PROJECT

Opt-In Welcome Sequence



COURSE FEE

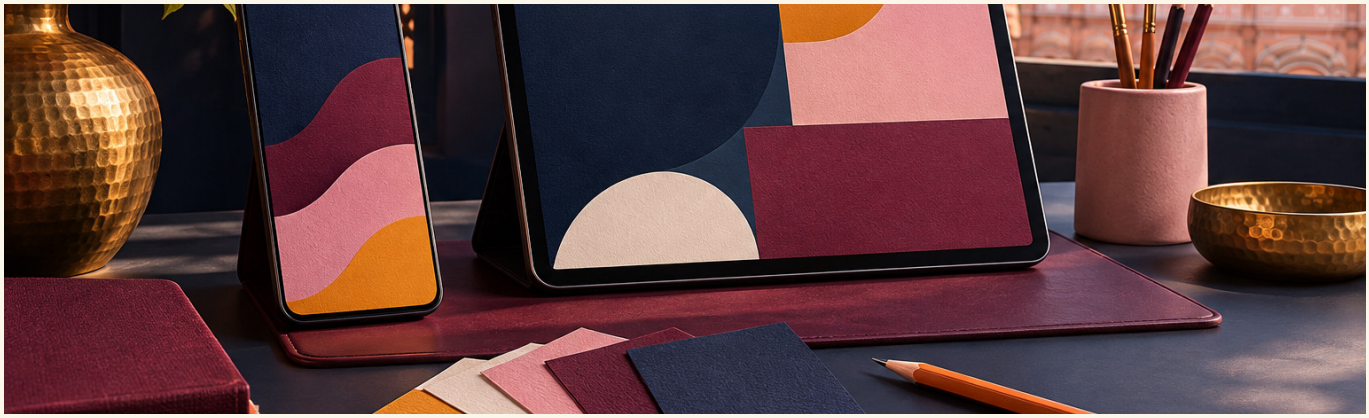
Fee on enquiry

JAIPUR, RAJASTHAN

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Email Marketing

Core concepts



01 Permission-based list building and segmentation

02 Subject lines, copy and accessible templates

03 Personalisation, automations and welcome flows

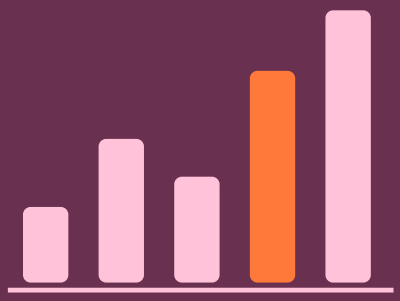
Set a goal

Choose an audience, one primary measure and a realistic sample budget.

Email Marketing

Applied skills

- **Audience**
- **Campaign**
- **Measurement**



04 Deliverability, unsubscribe and list hygiene

05 A/B tests, link tracking and conversion metrics

06 Campaign review and lifecycle planning

PROJECT DELIVERABLES

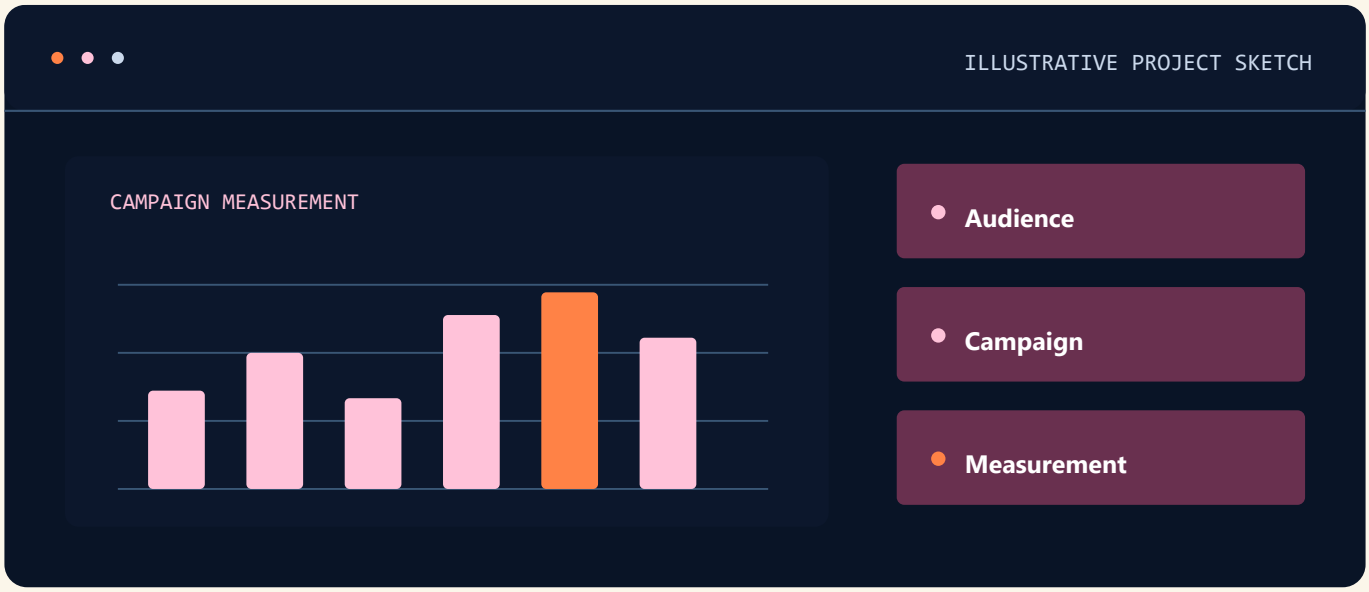
A campaign brief, sample assets, a budget plan and a measurement dashboard.

Email Marketing

Portfolio project

Opt-In Welcome Sequence

Write and map a three-message series for consenting subscribers and measure its engagement.



Set a goal

Choose an audience, one primary measure and a realistic sample budget.

Review the plan

Explain which result would justify a change to the campaign.

A campaign brief, sample assets, a budget plan and a measurement dashboard.

Email Marketing

Course fees

COURSE FEE

Fee on enquiry

Ask admissions for the course fee, available batches and enrolment details.

ADMISSIONS

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SCAN FOR MAP

Check course details

Email Marketing

Course content

MODULES 01–02

01

Lessons & practice

- Permission-based list building
- Segmentation

HANDS-ON

Build a consent-based segmentation plan and document the source of each segment.

02

Lessons & practice

- Subject lines
- Copy
- Accessible templates

HANDS-ON

Write two subject lines and create an accessible sample email template.

Email Marketing

Course content

MODULES 03–04

03

Lessons & practice

- Personalisation
- Automations
- Welcome flows

HANDS-ON Map a welcome series with branches for engaged and inactive subscribers.

04

Lessons & practice

- Deliverability
- Unsubscribe
- List hygiene

HANDS-ON Test unsubscribe behaviour and document list hygiene checks.

Email Marketing

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MODULES 05–06

05

Lessons & practice

- A/B tests
- Link tracking
- Conversion metrics

HANDS-ON Plan an A/B test with link tracking and a success measure.

06

Lessons & practice

- Campaign review
- Lifecycle planning

HANDS-ON Review synthetic campaign results and propose the next lifecycle message.