Lesson 1: Understanding Email Marketing

Lesson description:
In today's world, there are endless ways to communicate, but email marketing is still an important inbound tool for having conversations with your contacts. Email marketing is rooted in every part of an inbound strategy, and a great strategy will help you keep your marketing on target and show your company a return on investment. Learn why email marketing is an important part of inbound and how to build an effective email marketing strategy for growth.

Videos:
- Understanding the importance of email marketing
- How to build an effective email marketing strategy?
- What does an email marketing strategy look like?

Topics:
- Email marketing
- Email relation to contact database
- Emails connection to a CRM
- Emails connection to overall inbound strategy
- Creating human, helpful and customer-driven conversations
- Inbound methodology
- Significance of segmentation
- Power of personalization
- Impact of data-driven analysis
- Buyer personas
- Buyers journey
- Email Service Provider
- Email software

Quiz Yourself:
- What is the definition of an email marketing strategy?
- What are the three stages of the inbound methodology?

Lesson 2: Creating a Contact Management and Segmentation Strategy

Lesson description:
To provide value to your contacts, you need to understand their needs. To grow your business, you need a strategy that helps you be as productive as possible. Learn how to create a contact management and segmentation strategy that's designed to help you send contextual content in emails and create conversations that people want to engage with. That is the power of bringing contact management and segmentation together.

Videos:

- Why is contact management and segmentation important?
- How do you build a segmentation strategy?
- What does a segmentation strategy look like?

Topics:

- Contact management
- Segmentation
- Contact database
- CATS
- Permission
- Clean and organize database
- Collecting information
- Explicit data
- Implicit data
- Creating segments

Quiz Yourself:

1. What does the email marketing strategy "CATS" stand for?
2. There are three best practices for creating a successful segmentation strategy. Two of them are having a clean and organized database and understanding implicit and explicit data. What is the third?
3. If explicit data is information that is intentionally shared between a contact and a company, what is implicit data?
4. What is a contact property?

Lesson 3: Sending the Right Email

Lesson description:
When you send the right email, you have a better chance of converting your leads into customers because you're sending the most contextual message. This means you're delivering that message to the right person at the time so it will provide the most value to them. In turn this will help you develop your relationship with them, build trust, and continually delight them. In this lesson you'll learn the key components of how to send the right email to the right person at the right time, and provide the most value to your contacts in the process.

Videos:
- Why is it important to send the right email?
- How do you send the right email?
- What does sending the right email look like?

Topics:
- Sending the right email
- Buyer journey
- AIDA

Quiz Yourself:
1. There are three key components to sending the right email. The first is including the right content in the email. What are the second two?
2. Inbound is all about the happy marriage between what two things?
3. True or false? The AIDA model can be used to organize the structure of your emails.

Lesson 4: Creating High-Performing Email

Lesson description:
Sending email, checking email, and drafting email has become as much a part of our day-to-day lives as getting up and going to work. And email will continue to play an important role in both our professional and personal lives. Creating emails that engage your contacts and help you grow your business will be a key piece of your overall email marketing strategy. In this lesson you'll learn the elements of high-performing emails and what you can do to implement them in your business.

Videos:

- Why focus on high-performing email?
- How do you create a high-performing email?
- What do high-performing emails look like?

Topics:

- ROI of email
- 5 Whys
- Email goals
- Optimizing your email
- Conversions

Quiz Yourself:

1. There two main themes when creating high performing emails. One of these is to selecting the right goal for your email. What is the second?
2. With subject lines, shorter is better. What is the average character length that will appear on a mobile device?
3. True or false? To be compliant with CAN-SPAM law you only need to include your physical address in your footer.
4. To achieve the second theme of creating high performing emails, "*optimizing for a conversion" you* need someone to get into your email then compel them to take action. What do we look at when trying to focus on this conversion?
5. When using the Five Whys to help you set goals for your emails, what is the most important question that you ask?

Lesson 5: Understanding Email Deliverability

Lesson Description:
In this lesson you hear from the assistant postmaster at HubSpot as well as learn how to identify trends in your email deliverability metrics and next steps you can take from them. You'll learn how your email deliverability strategy will continue to help you build trust with your contacts and create long-lasting relationships with them.

Videos:
- Why is an email deliverability strategy important?
- How to take control of email deliverability for your business?
- What does email deliverability look like?

Topics:
- Email deliverability
- Sources
- Permissions
- Expectations
- Types of opt-ins
- Graymail
- Verifiable permission

Quiz yourself:
1. What is the definition of email deliverability?
2. What are the three ways to look at your contacts list through?
3. Are there three levels of opting in types?
4. What is graymail?
5. When looking to send email to your contacts what do you need to collect to help build the trust you need to create lasting relationships with your contacts.

Lesson 6: Outlining the Design of your Marketing Emails

Lesson Description:
A well-designed email will drive the content forward, guiding the contact who received it to your desired goal. Content and design are equally important partners in delivering valuable emails to your contacts. In this lesson learn about why design is important for your marketing emails and how you can start designing emails that will provide value to your contacts.

Videos:

- Why is email design important?
- How do you outline the design of your marketing emails?
- What types of email designs can you use?

Topics:

- Email design
- Email client
- Foundations of good email design
- Mobile responsiveness
- Consistent experiences through email

Quiz Yourself:

1. What is an email client?
2. What are the two foundational benefits of great email design?
3. In a HubSpot survey of more than 1,500 customers, what was the most important email element for their company?
4. Two of the three steps of creating an outline for your email design are setting a goal and writing and designing the content. What is the third?
5. What are the two key parts to creating a consistent experience in your marketing emails?

Lesson 7: Analyzing Your Marketing Emails

Lesson Description:
Analysis in essential to everything that you do as an inbound professional– and not just with email. Every channel you're using, analyzing, and improving consistently will keep you growing. In this lesson you'll explore why analyzing your email sends is important and the steps you can take to do this analysis.

Videos:
- Why is conversion optimization important to your inbound strategy?
- How to implement conversion optimization?
- What roles do reporting and analytics play in conversion optimization?

Topics
- Conversion optimization
- Implementing conversion optimization on your site
- Role of reporting and analytics in conversion optimization

Quiz yourself
1. What is conversion optimization?
2. What can you take to implement conversion optimization on your site?
3. Where does conversion optimization fit into the inbound methodology?
4. What are the advantages of reporting in conversion optimization? Of analytics?

Lesson 8: Testing Your Marketing Emails

Lesson Description:
Before sending an email, you're planning, preparing, and carefully crafting the emails that you send. So why, after all of that, are you also going to test them to change them? In this lesson you'll learn why testing your marketing emails is an important piece of your overall email marketing strategy along with what types of test you can run on your marketing emails and how to position those tests.

Videos:
- Why test your marketing emails?
- How to develop tests for your marketing emails?
- What does an email marketing test look like?

Topics:
- A/B testing
- Segments
- Designing tests
- Statistically significance

Quiz yourself:
1. When you and your business decide you are going to run a test what is the one thing you need to have to get started?
2. What is A/B Testing?
3. What is one of the common mistakes when running A/B tests?
4. True or False: Do you have to use an A/B testing tool to run your tests?
5. True or false: Should you on average focus on testing only one variable at a time?

Lesson 9: Developing Relationships with Lead Nurturing

Lesson description:
Lead nurturing is important to inbound marketing because it's your opportunity to provide value to your leads and customers and help them grow with your business. In this lesson you'll hear from industry experts on how to develop relationships through lead nurturing and the keys to help you grow your business through lead nurturing.

Videos:

- Why is lead nurturing important?
- How to develop relationships using lead nurturing campaigns?
- What does developing relationships with lead nurturing look like?

Topics:

- Fundamentals of lead nurturing strategy
- Lead nurturing
- Marketing automation
- Contact management
- The buyer's journey
- Behavioral email

Quiz Yourself:

1. What is behavioral email?
2. What does Campaign Creators talk about as being so important to your lead nurturing strategy?
3. What are the three foundational pieces of a lead nurturing strategy?
4. What is the definition of lead nurturing?