

# Making the most of emails and marketing automation

Intermediate level

With the advent of GDPR, intelligent SPAM filters and flooded inboxes, getting your email marketing right is trickier than ever. This half-day course helps marketing managers and assistants set up their email systems for success, implement effective email processes and optimise their email marketing in light of modern technologies.

This online workshop qualifies for 3.5 hours CPD.

## Topics covered

### *Setting up your systems*

- Complying with GDPR
- Understanding SPAM filters
- Optimising your IP address set-up
- Choosing the right email programme

### *Designing for user experience*

- Implementing best practice
- Increasing open and click-through rates
- Going Mobile First
- Emailing for events

### *Implementing iterative processes*

- Implementing a high-tempo testing approach
- Aligning email with marketing objectives
- Testing variables and hypotheses
- Setting up an email content plan

### *Automating email marketing*

- Understanding what makes marketing automation different
- Setting up email workflows
- Introducing lead scoring and personas
- Personalising email content

## Eligibility

This training course is open solely to member firms of the **PM Forum**, a worldwide group of over 3,000 marketers in professional services firms. Visit [www.pmforum.co.uk](http://www.pmforum.co.uk)



## Tuesday 29 September 2020

This half-day online workshop takes place from 9.30 to 13.00

## Trainer



**Bram Vanoirbeek** is a seasoned strategic communications professional helping businesses build impactful online marketing strategies. His clients range from tech start-ups to VC funds, professional services firms to publishers, commodity manufacturers to e-commerce companies.

Before starting his own consultancy, Bram worked for three top law firms, building their digital strategy from the ground up and training thousands of fee earners on how to harness the power of digital for BD.

In addition to a BSc and MSc in Strategic Communications and an MSc in Management, Bram holds an Academic Teachers Degree from the University of Leuven, certifying him as a university-grade trainer.

## Other workshops in the Digital series:

**Harnessing the power of social media – Thursday 22 October**

**Planning digital campaigns and a solid content strategy – Tuesday 24 November**

**For information on other training workshop visit [www.pmforum.co.uk/training](http://www.pmforum.co.uk/training)**

## Venue

Online

## Cancellations/Substitutions

Refundable cancellations are only accepted up to one month prior to the event (a cancellation fee of £25 + VAT will be incurred per person).

Substitutions can be made at any time. PMI reserves the right to cancel with no liability beyond refund of fees paid.

## Fees

First attendee £235 + VAT

Second attendee £225 + VAT

All subsequent attendees £215 + VAT

Prices are only for attendees booked concurrently. No booking can be confirmed without payment. The fee includes a folder of workshop material.

# Making the most of emails and marketing automation – 29 September

Name .....	Name .....	Name .....
Position .....	Position .....	Position .....
Firm .....	Type of firm .....	
Address .....		
		Postcode .....
Tel .....		
E-mail .....		

Please pay by Visa/Mastercard/Maestro/AmEx (please circle one)

Cardholder name: .....	Amount: £ .....
Card number: .....	Security code: .....
Expiry date: .....	

Signed ..... Date .....

Confirmation of booking will be sent by return along with a VAT receipt

Please return this form to: [training@pmint.co.uk](mailto:training@pmint.co.uk)

020 7786 9786 [www.pmforum.co.uk](http://www.pmforum.co.uk)