



# Email Marketing

Learn How to Develop and Implement  
Effective Email Marketing Strategies

-  In-Person or Online-based classroom
-  Duration: 16 Hours (2 days)



## You're in Good Company

We upskill and empower teams at leading industry organisations.  
You are in good hands



## Course Fees & Fundings

**Course Fee: S\$975.00** (inclusive of 9% GST)

**Course Fee After Eligible SSG Subsidies:**

From **S\$292.50** (inclusive of 9% GST)

SkillsFuture  
Credit, PSEA,  
UTAP  
Claimable

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# Course Overview

Email marketing is an often neglected facet of digital marketing. While it may seem surprising, email has the highest ROI of any digital marketing channel – averaging \$38 for every \$1 spent.

Email marketing is undoubtedly a cost-effective and powerful tool for businesses to reach and engage with their target audience, but many businesses still do not optimise their efforts.

Our 2-day Email Marketing Course is designed to help you develop and implement successful email marketing strategies that will increase your open rates, click-through rates, and conversion rates.

In this comprehensive course, you will learn how to create compelling email content, lead nurturing techniques that work, and how to measure and analyse email campaign performance. You will also learn about email automation and its technical features and capabilities.

Trainees will also have the opportunity to learn how to develop a comprehensive customer lifecycle plan, which includes setting up effective lead generation and lead nurturing campaigns. By applying these techniques hands-on, participants will learn to synergise integrated marketing campaigns and drive revenue growth for their business.



## Target Audience

Marketing Executives, Marketing Managers, Content Marketing Strategists, and individuals who wish to:

- Understand how email marketing can be integrated into existing marketing strategies to achieve marketing objectives
- Develop and launch effective email marketing campaigns to boost sales, customer engagement, and nurture customer relationships

**01. Integration:** Learn how to effectively incorporate email marketing into your current marketing strategies.

**02. Campaign Development:** Master the skills to create and launch successful email marketing campaigns.

**03. Sales Boost:** Discover techniques to drive sales through well-crafted email marketing initiatives.

**04. Customer Engagement:** Explore strategies to enhance customer engagement and maintain strong relationships.

**05. Relationship Nurturing:** Understand how to use email campaigns to build and nurture lasting customer relationships.

**06. Achieving Objectives:** Align email marketing efforts with broader marketing objectives for optimal results.

**07. Practical Skills:** Gain hands-on experience in developing and executing email marketing strategies.

# Course Highlights

## In this Email Marketing course, you will learn:

- How to set up and launch email marketing campaigns from ground zero
- How to tailor and deliver customised marketing communications based on your customer lifecycle stages to achieve marketing objectives
- How to perform email list and contact database segmentation for better targeting and engagement
- How to measure and optimise your email marketing performance
- Lead generation, lead nurturing, and customer lifecycle marketing strategies
- And much more

# Course Objectives

## By the end of the class, trainees will be able to:

- Develop and implement an effective email marketing strategy
- Establish email marketing campaign objectives and performance metrics to measure the effectiveness of email marketing implementation
- Define customer personas and perform segmentation of contact database and email lists for more relevant targeting and personalisation of products and services
- Develop email marketing messaging and integrate it into the overall marketing communications structure
- Select the appropriate email marketing metrics for tracking and analysing to achieve objectives
- Develop a lifecycle marketing strategy in order to communicate relevant email marketing messages at appropriate intervals
- Drive email marketing campaign development and implementation that leverage email marketing automation in alignment with marketing strategy
- Evaluate email marketing performance metrics and recommend improvements to email marketing strategy and action plans based on evaluation outcomes

## Course Outline

# Introduction to Email Marketing and Marketing Automation

### Topics Covered Include:

Instructor-led | Mode of Delivery (Interactive Lecture, Class Discussion)

- An overview of digital marketing strategy
- What is email marketing and why is it important?
- Email marketing and its role in digital marketing strategy

## Foundations of Email Marketing

### Topics Covered Include:

Instructor-led | Mode of Delivery (Interactive Lecture, Class Discussion)

- Benefits of email marketing
- Understanding the current CRM, email marketing and marketing automation platforms
- How to source and choose the right marketing software based on your business requirements
- Define customer persona for email marketing
- Define email marketing campaign objectives
- Establish email marketing performance metrics



## Build and Grow an Email List

### Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture, Practical Application, Class Discussion)

- What is an email list
- The importance of a quality email list
- How to build an email list
- Types and examples of lead magnets
- Understand opt-in lists

## Develop Your Email Marketing Messaging And Communication Structure

### Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration)

- Types of emails
- Types of products you can advertise via email
- Designing an email (layout, images and styling best practices)



# Develop Your Email Marketing Strategy

## Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- Creating an email marketing strategy
- Key components of an email marketing strategy
- Phase 1 of Email Marketing Strategy
- Phase 2 (Creative) and Phase 3 (Content)
- Phase 4 (Publishing) and Phase 5 (Testing) and Phase 6 (Measurement)

# Email Marketing Analytics and Optimisation

## Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- Introduction to segmentation and personalisation
- 5 Ws of Segmentation (Who, What, When, Where, Why)
- Essential email marketing metrics
- How to evaluate effectiveness of email marketing campaign
- How to improve performance metrics



# Lifecycle Marketing and Marketing Automation

## Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- What is the customer lifetime value?
- What is lifecycle marketing and why is it important?
- Understanding customer lifecycle marketing in relation to email marketing
- How to improve email engagement by automating and optimising lifecycle workflows based on user behaviour
- What is marketing automation and why is it important?
- Grow sales with marketing automation
- Learn how to use marketing automation to create a personalised customer experience

# Automation with Drip Campaigns

## Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- Drip Campaigns
- How to setup a drip campaign
- What is lead nurturing?
- Developing a lead nurturing strategy





# Automation with Triggers

## Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- Understand triggers for automation
- Date-based automation
- Behaviour-based automation

# Advanced Email Marketing Analytics and Optimisation

## Topics Covered Include:

Instructor-led | Mode of Delivery (Lecture & Illustration, Practical Application)

- Revisiting performance metrics
- Improve campaign performance using advanced email marketing

# Assessment Component

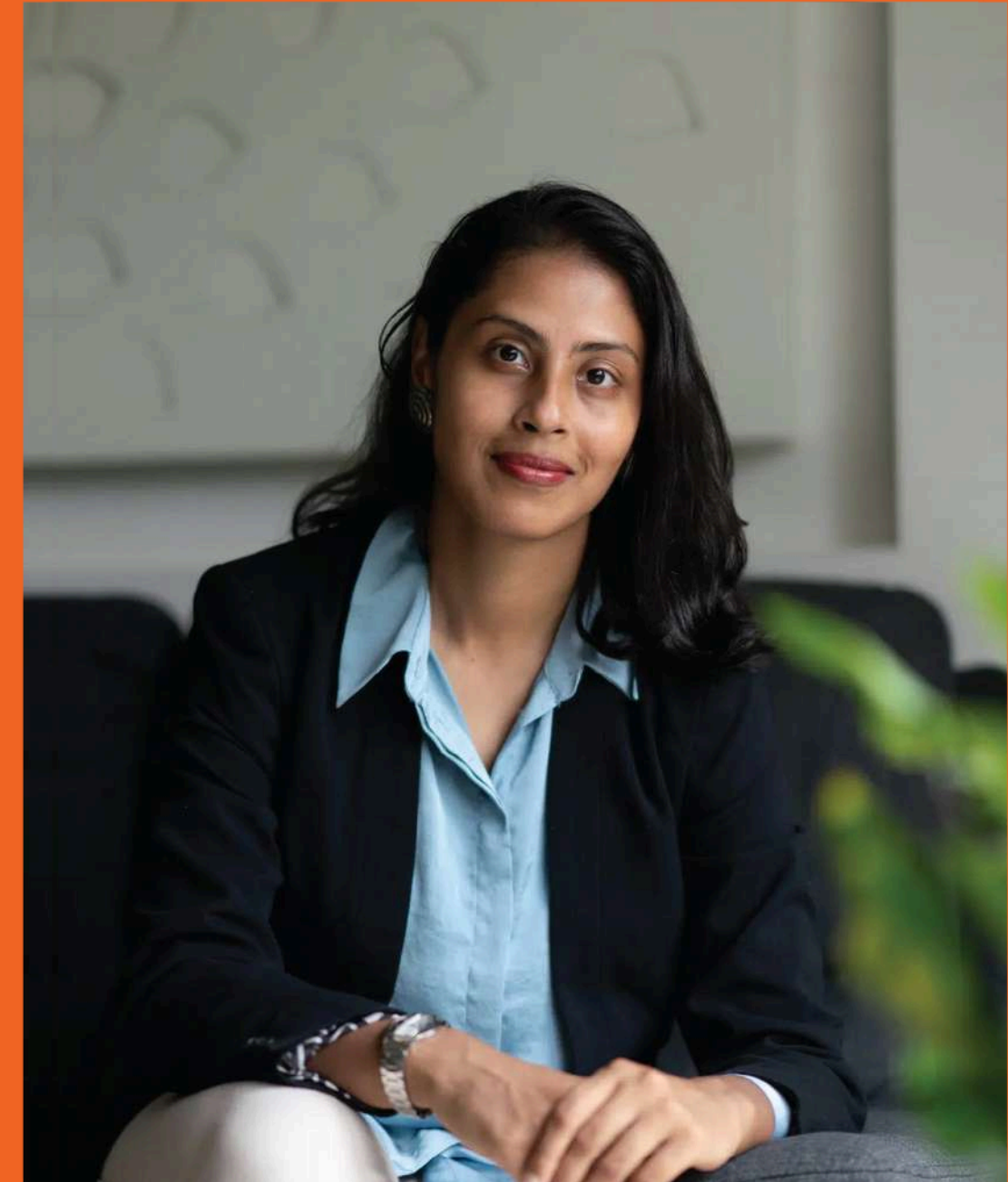
- Written Assessment - Case Study with Questions
- Individual Project Presentation



Trainer Profile

# Avantika Jain

Avantika Jain is an INSEAD MBA graduate and an expert in email marketing automation, lifecycle marketing, and behavioral segmentation. As Head of Special Projects at Lazada (Alibaba Group), she led direct marketing and email-driven campaigns that boosted email-attributed orders by 1.5x and increased campaign-driven revenue share from ~5% to 10%. Previously, as General Manager at Fave (PineLabs Group), she managed CRM and lifecycle email strategies, optimising automated email flows for 100K+ users. She also spearheaded Lazada's LiveUp Loyalty Program, achieving a 53% adoption rate—one of its most successful CRM-driven initiatives.





## Certificate and Certification Track

A SkillsFuture WSQ Statement of Attainment (SOA) – Marketing Campaign Management under the Skills Framework TSC and Certification of Completion by Equinet Academy will be awarded to candidates who have demonstrated competency in the WSQ Email Marketing course assessment and achieved at least 75% attendance.

\*This course is accredited by SkillsFuture Singapore under the WSQ Skills Framework Marketing Campaign Management

Course Code: TGS-2022013776

Course Support Period: 24 May 2022 – 23 May 2026



## Why Learn With Us?

When you learn with Equinet Academy, you will not only get certified by a recognised certification body, the **Singapore Workforce Skills Qualifications (WSQ)**. You will also acquire extensive knowledge from highly experienced industry practitioners who develop and deliver top quality course content through experiential hands-on learning methodologies.

- Industry-recognised WSQ Statement of Attainments
- Real world hands-on projects
- Comprehensive, up-to-date curriculum and courseware
- Post-course coaching and mentorship
- Career support services and job opportunities
- Be part of an insider community with over 1000+ members

**4.9/5**

Google Reviews

**20,000+**

In our community and have  
trained at Equinet

**4/5**

Quality Rating on TRAQOM  
via Qualtrics



# Testimonials

”

An enjoyable course that has given me adequate grounding in email marketing and automation. Razy is a helpful and friendly trainer who is able to share his industry experience

Low Jat Leng

”

Trainer was professional and proficient in the subject matter. Trainer was also attentive and even went beyond to tweak the training materials for participants to relate better on the application of the strategies in their own work.

Liew Wen Chong

”

The trainer, Razy personalised the course by giving examples catered to different industries, which is very useful for understanding and application. Course was short yet comprehensive enough to take immediate next actions on current practices.

Melissa Kweh

”

This is my second Course with Equinet and I am very pleased with the quality of the Institute. The right place to develop IT skills at comfortable pace and learn from industry experts.

Zarinah, Modern  
Montessori International

”

I recently completed the email marketing course from Equinet Academy, and I couldn't be more pleased with the results. The course provided a comprehensive understanding of email marketing strategies and automation techniques that have transformed how I manage campaigns

Jiayong Tan



# Frequently Asked Questions

## Are there any pre-requisites or minimum entry requirements?

Trainees should be proficient in web surfing and be able to write and converse in English.

## Do I have to prepare anything before attending the course?

For in-person training, do bring along a laptop. You also have the option to loan a laptop from us for the duration of the course. You may also want to bring along a jacket in case the room gets cold.

For online classes, do ensure you have a functional laptop and have Zoom installed prior to class.

For more details, you may read the [Online-based Classroom Learner Guide](#)

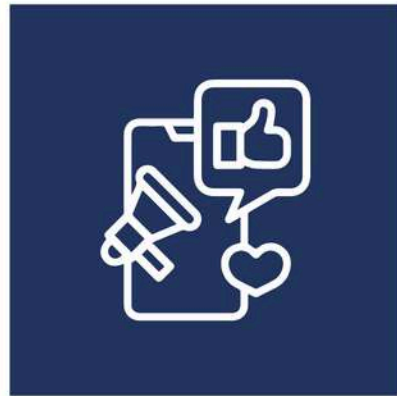
As there will be WSQ assessments conducted in this course, you are required to bring along your NRIC or any form of photo identification for ID verification purposes.

## If I have any questions after the course, can I consult the trainer?

Yes, you may contact your trainer after the course. There are other [post-training support channels](#) such as the Equinet Academy Insider Community where you may network with like-minded individuals and industry experts and live Post-Training Mentoring sessions where you may seek advice from a subject matter expert.



## Related Courses



### Digital Content Creation For Content Creators



### Website & Landing Page Conversion Optimisation



### Copywriting and Content Writing

Learn How to Develop and  
Implement Effective Email  
Marketing Strategies

Sign up for **Email  
Marketing**

Reserve your seat here today.



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