Equinet Academy

Email Marketing & Marketing Automation

Learn How to Develop and Implement Effective Email Marketing Strategies

In-Person or Online-based classroom

Duration: 16 Hours (2 days)

WS SINGAPORE WORKFORCE SKILLS QUALIFICATIONS

You're in Good Company

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

Microsoft · new balance · SONY · IKEA · DHL · FUJI XEROX

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

www.equinetacademy.com

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Course **Overview**

Email marketing has been around for a long time. Despite the rise of social media platforms like TikTok and Instagram, it remains one of the most effective tools in a marketer's toolkit. In fact, for every $1 spent, email marketing generates an average return of $38 (ROI).

In this 2-day hands-on course on Email Marketing & Marketing Automation, participants will uncover powerful strategies for designing, executing, and optimising both manual and automated email campaigns. They will gain a strong understanding of email marketing automation platforms and learn how to streamline customer lifecycle communication to drive engagement and revenue.

Through a blend of strategy, content planning, and technical setup, participants will learn to set up lead generation and nurturing campaigns from the ground up. The course will also explore key automation techniques such as trigger-based flows, drip campaigns, lead scoring, and dynamic content personalisation.
Hands-on practice with leading tools like Mailchimp will give participants real-world experience in building, automating, and analysing email campaigns that convert.

Target Audience

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

- Understand how email marketing and marketing automation can be integrated into broader marketing strategies to achieve business objectives
- Develop, automate, and optimise email campaigns to boost sales, increase customer engagement, and nurture relationships throughout the customer lifecycle

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Course Highlights

In this email marketing and marketing automation course, participants will learn:

- How to set up and launch email marketing campaigns from ground zero
- How to tailor and deliver customised marketing communications based on customer lifecycle stages to achieve marketing objectives
- How to perform strategic email list and contact database segmentation for better targeting and engagement
- How to measure and optimise campaign performance using essential email marketing metrics
- How to design and implement lead generation, lead nurturing, and lifecycle strategies that align with business goals
- How to build automated lifecycle workflows using behaviour-based triggers and dynamic content
- How to implement a variety of automated campaigns such as welcome sequences, abandoned cart reminders, re-engagement flows, and promotional drips
- How to integrate CRM data and marketing automation tools (e.g. Mailchimp) to enable lead scoring, sales enablement, and highly personalised user journeys

Course Objectives

By the end of the course, participants will be able to:

- Develop and implement an effective email marketing strategy, incorporating both manual and automated communications
- Establish email marketing campaign objectives and performance metrics to measure the effectiveness of email marketing implementation and automation sequences
- Define customer personas and perform segmentation of contact database and email lists for more relevant targeting and personalisation of products and services
- Source, evaluate, and select the most appropriate email marketing and marketing automation platform for the business
- Integrate social media marketing efforts with email marketing campaigns for a seamless omnichannel experience
- Demonstrate an understanding of lifecycle marketing in order to communicate relevant email marketing messages at appropriate intervals using automation
- Drive email marketing campaign development and implementation that leverage both email marketing automation and CRM tools in alignment with marketing strategy
- Build automated workflows including trigger-based and drip email campaigns that align with user behaviour and funnel stages
- Implement lead scoring models to prioritise and personalise customer journeys using automation platform such as Mailchimp
- Identify important email marketing metrics (e.g., open rates, click-through rates, bounce rates, unsubscribe rates) to track and analyse in order to achieve objectives
- Evaluate email marketing and automation performance metrics and recommend improvements to strategy and action plans based on data-driven insights
- Ensure compliance with regulations like PDPA and GDPR throughout automated customer journey workflows

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Course Outline

Introduction to Email Marketing, Marketing Automation and Customer Relationship Management

Topics Covered Include:

- What is Email Marketing and why is it important?
- What is Marketing Automation and its importance?
- What is Customer Relationship Management?
- The Power of Email Marketing and its role in a digital marketing strategy
- Inbound vs outbound email marketing and why you should focus on inbound methods
- How email marketing, automation, and CRM systems complement each other in a unified customer journey

Define Email Marketing Customer Personas and Campaign Objectives

Topics Covered Include:

- What is lifecycle marketing and why is it important?
- Understanding customer lifecycle marketing in relation to email marketing
- Types of lifecycle emails with examples
- Define email marketing campaign objectives
- Define customer personas for email marketing and how to map them to marketing automation journeys

Fundamental Principles of Email Marketing Segmentation and Personalisation

Topics Covered Include:

- What is an email list?
- Why are contact databases and email lists important?
- Contact database management and segmentation strategy
- 5 Ws of Segmentation (Who, what, when, where, why)
- Segmentation of implicit and explicit data
- Person-related (B2C) vs company-related (B2B) segmentation
- Segmentation targeting based on channel preference - E.g. Direct mail, social media, SMS, mobile, Apps, etc.
- What a good segmentation strategy looks like (real-world examples)
- How marketing automation platforms can personalise emails at scale based on segmentation

Choosing a Reliable Email Marketing Software Provider

Topics Covered Include:

- Email Marketing Vs Marketing Automation Vs CRM software
- Understanding the current CRM, email marketing, and marketing automation platforms
- Navigating the common features of CRM, email marketing, and marketing automation tools
- How to source and choose the right platform based on business requirements, automation needs, and integration capabilities

Email Marketing Lead Generation and Customer Data Acquisition

Topics Covered Include:

- Identifying and acquiring sales and marketing data
- Collecting data through Pop-ups, Squeeze/Landing Pages, and CTAs
- Accelerating signups with lead magnets
- Types and examples of lead magnets
- Thank You page best practices
- Welcome emails and next steps in automated onboarding
- PDPA and GDPR guidelines for ethical data capture and automation compliance

Email Marketing Campaign Implementation:
Lead Scoring, Advanced Segmentation, and Lead Nurturing

Topics Covered Include:

- What is lead scoring and how does it enhance automation?
- Best practices in lead scoring
- Creating and integrating lead scoring models into your automation platform
- Leveraging email marketing, automation, and CRM to streamline sales
- Creating and managing a sales pipeline using automated email flows
- Triggered email sequences and dynamic workflows
- Monitoring customer health and enabling timely, relevant touchpoints
- What is lead nurturing?

- Strategies for nurturing leads through automated content journeys
- Types of nurturing emails: Welcome, Trust-Building, Transactional, Promotional, Progressive Profiling, Goodbye emails
- Hands-on: Creating your first email campaign in ActiveCampaign (or similar)
- Writing effective subject lines using automation-tested formats
- Best practices for email copy, layout, images, and mobile-first design
- Pre-send checklist and email testing
- Email sending best practices
- Integrating social media signals and retargeting triggers into your email automation strategy

Email Marketing Automation

Topics Covered Include:

- How to improve email engagement by automating and optimising lifecycle workflows based on user behaviour
- Understanding behavioural triggers (e.g., email opens, link clicks, page visits)
- Designing and deploying drip campaigns, trigger-based flows, and re-engagement journeys
- Personalising user experiences through automation and dynamic content
- Using automation to align marketing and sales through lead handoff and CRM integration
- How to set up automation in Mailchimp

# Email Marketing Analytics and Optimisation

Topics Covered Include:

- Essential metrics every marketer should track and optimise (Open Rate, Click-Through Rate, Conversion Rate, List Growth/Decline, Unsubscribes, ROI)
- Understanding how automation data differs from one-off campaigns
- Integrating automation campaign tracking with Google Analytics
- Deliverability best practices and tools to monitor sender reputation
- Framework for analysis and optimisation of automated and manual campaign
- Summary and recap

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.
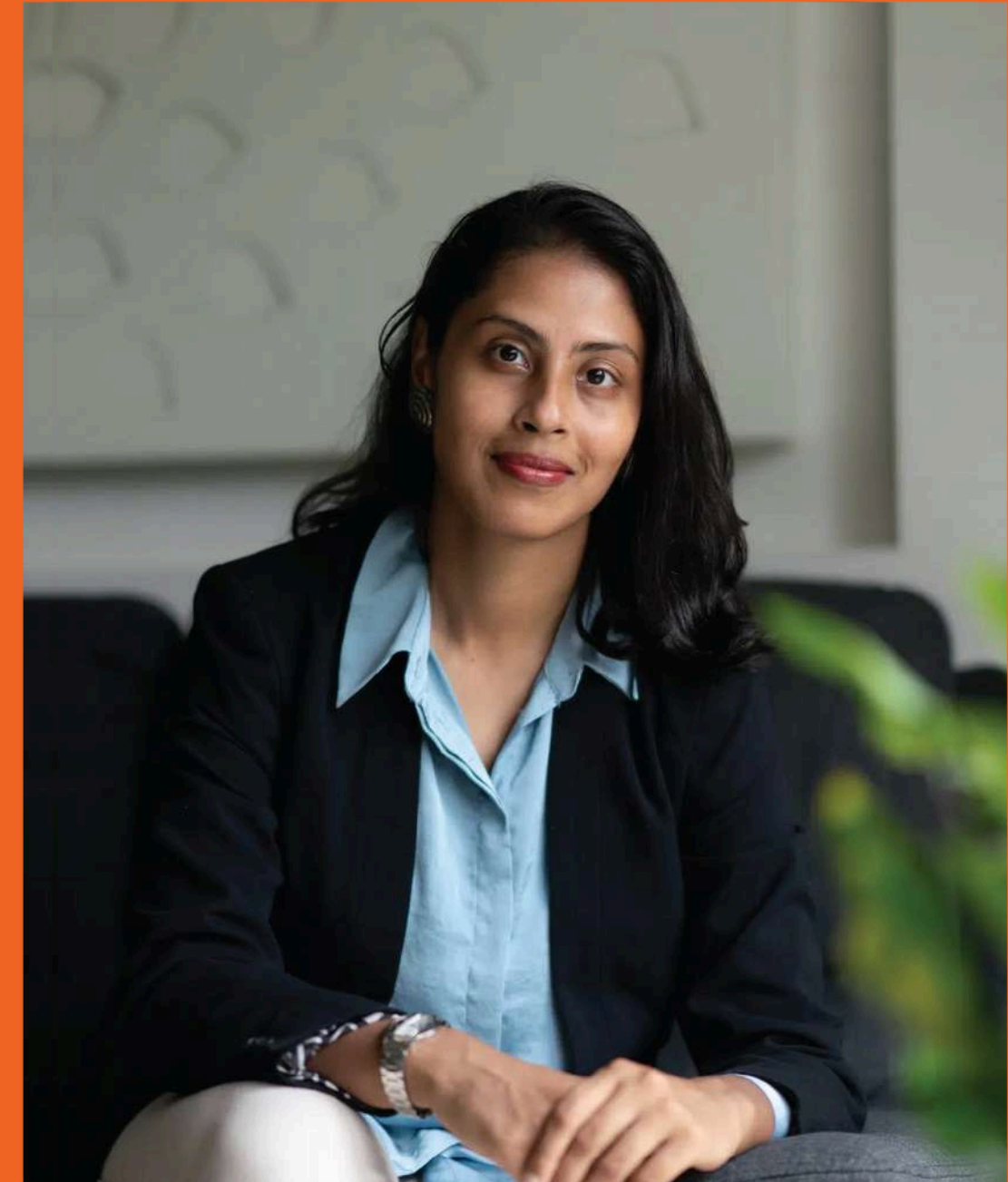
Certificate and Certification Track

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 & Marketing Automation 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

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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

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Frequently Asked **Questions**

How is this course different from other email marketing courses in the market?
This course provides you with bite-sized, yet comprehensive and actionable strategies in email marketing and marketing automation that you can implement immediately.

At Equinet Academy, we are committed to delivering quality training:
- You will gain hands-on experience with tools like Mailchimp to design and automate campaigns that nurture and convert.
- We provide access to up-to-date course materials (learner's guide, slides, templates, and other training resources), accessible anytime via our learning portal.
- The course is designed to be interactive—not hours of dry lectures. Expect group discussions, case studies, quizzes, and practical exercises using real campaign scenarios.
- You'll be guided by an experienced trainer with deep expertise in both email marketing and automation, who will share actionable tips and help you avoid common pitfalls.
- Post-course, you'll receive ongoing support including clinic sessions, refresher seats, and access to a community of peers.

What is the difference between the online classroom and face-to-face traditional classroom?
In a traditional classroom, you'll attend sessions in person with a trainer and peers, engaging in group discussions, presentations, and live activities.
In an online classroom, the same content is delivered via Zoom. You'll still participate in group work, brainstorming sessions (via breakout rooms), and live demos through screen sharing.
Both learning modes deliver the same course content and learning outcomes. Choose the one that best fits your learning style and schedule.

Read the Online-based Classroom Learner Guide for a more detailed comparison on both formats.

Frequently Asked **Questions**

Can't I learn everything online?
While many platforms offer DIY learning, our course provides a practical, hands-on approach that connects concepts directly to your real-world campaigns.
You'll also benefit from:

- Direct access to industry experts who can answer questions in real time
- Clinic sessions (up to three 3-hour sessions over 3 years) for post-course support
- A refresher seat within one year to retake the course online
- Lifetime access to updated courseware and templates

Is 2 days sufficient to meet the learning objectives?
Yes—our courses are designed to deliver focused, high-impact learning in a short time.
Each session includes both theory and hands-on implementation, ensuring you gain practical, applicable skills. If you feel you need more support, you're welcome to:

- Resit the course at no extra cost (online)
- Book a clinic session for deeper guidance
- Review content anytime via our learning portal.

If I have specific questions relating to my email marketing campaigns after the course, can I consult the trainer?
Absolutely. You'll have access to unlimited 3-hour small group clinic sessions for up to 3 years after completing the course. These sessions are designed to help you troubleshoot real campaign challenges and receive expert guidance.

Links to book these sessions will be sent after your course.
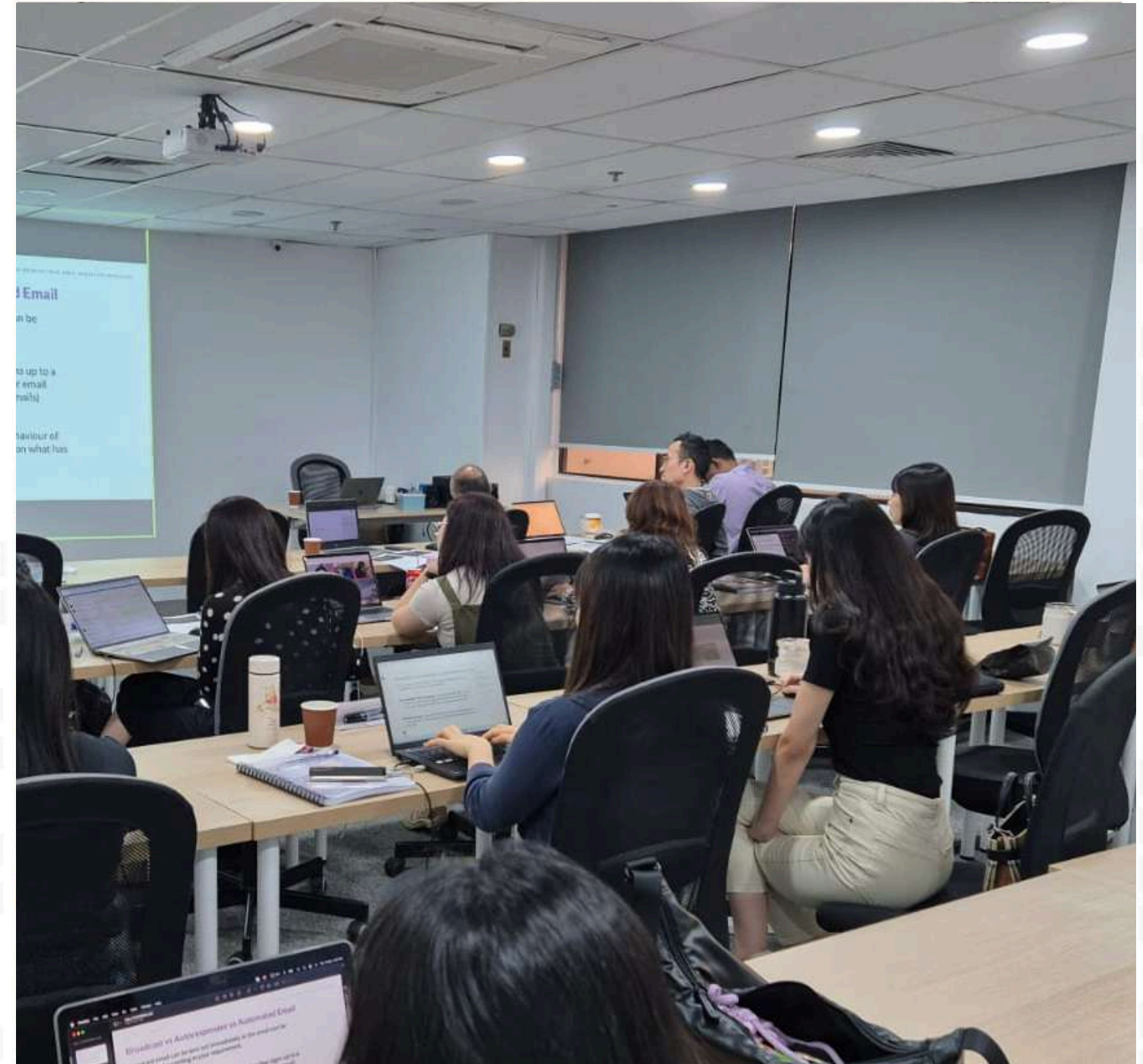
Frequently Asked **Questions**

Do I have to prepare anything before attending the course?

Yes, just a few simple things:

- For in-person classes: Bring a laptop (or request a loaner) and a jacket for cold rooms.
- For online classes: Ensure your laptop is ready and Zoom is installed.
- You should have basic computer navigational skills (open/close files, drag & drop, copy & paste).
- For WSQ assessment, please bring your NRIC or photo ID for verification.

Are there any other prerequisites/ criteria I need to meet in order to attend this course?

There are no strict prerequisites, but having basic computer skills is essential.

If you're completely new to digital marketing, we recommend taking the WSQ Digital Marketing Strategy and WSQ Content Marketing Strategy courses first, although they're not mandatory.

How do I sign up?

You can sign up for this course through this link. Once you have registered for the course, we will follow up with you via email regarding your course registration.

I'm still unsure whether this course can help me meet my objectives.

If you're unsure about your learning objectives, you may complete this 3-question survey or claim your free 5-step Digital Marketing Strategy Guide. If you are still unsure whether this course is suitable for you, please leave your contact details **here**. A course consultant will get in touch with you to recommend appropriate course(s) based on your learning objectives.
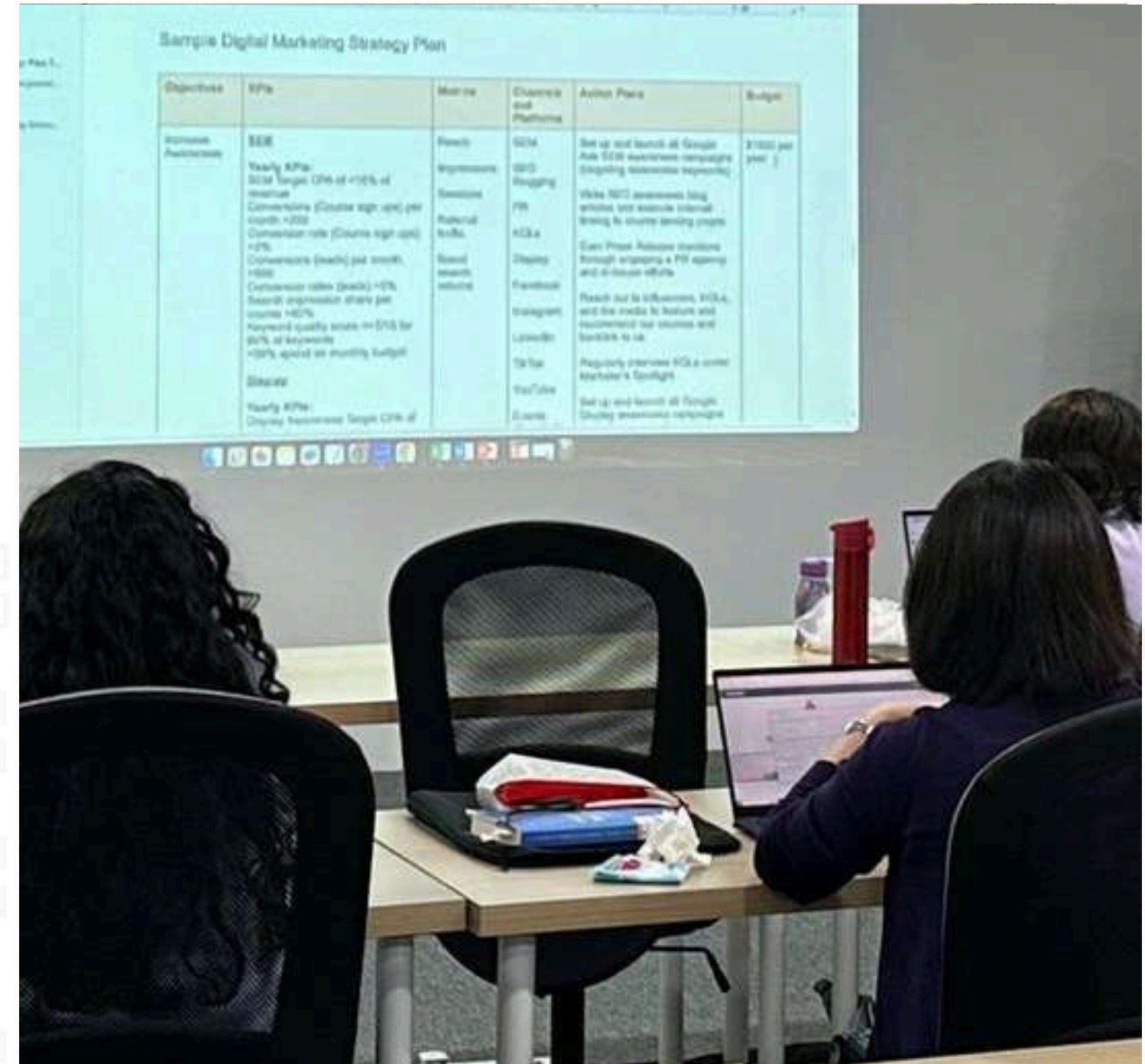
Related **Courses**

- **Certified Digital Marketing Strategist (CDMS) v2**

- **AI in Digital Marketing**

- **Copywriting & Content Writing**

- **Digital Content Creation & Content Marketing Strategy**

- **Landing Page Design**

Learn How to Develop and Implement Effective Email Marketing Strategies

Sign up for **Email Marketing & Marketing Automation**

Reserve your seat here today.

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