

Course : Emailing and newsletters, designing and implementing campaigns

optional DiGiTT® remote certification

Practical course - 2d - 14h00 - Ref. NEW

Price : 1540 CHF E.T.

★★★★☆ 4,4 / 5

This training course will enable you to master the design, implementation and follow-up of the various stages involved in launching and running an e-mailing campaign or newsletter.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Formalize a strategy for producing and distributing content (emails, newsletters) by e-mail
- ✓ Apply the rules for writing and producing multimedia content
- ✓ Master the tools and respect the rules for distributing content by e-mail
- ✓ Manage, monitor and evaluate the performance of e-mailing campaigns and the impact of newsletters

Intended audience

Communications managers, marketing managers, community managers and web copywriters.

Prerequisites

No special knowledge required.

Practical details

Exercise

Exercises based on the study of existing emails and newsletters and the design of a concrete project by participants.

Course schedule

PARTICIPANTS

Communications managers, marketing managers, community managers and web copywriters.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 Developing your project

- Analysis of the company's Web marketing and communications policy: analysis of existing situation and strategy.
- Consideration of the components of the marketing mix: product policy, services, distribution, pricing, promotion, etc.
- Definition of objectives and targets for the newsletter or e-mailing campaign.
- Production of finalized specifications: communication, technical and budgetary components.

Exercise

Initiating the project or taking stock of each participant's project.

2 Designing your e-mailing campaign or newsletter

- Specificities of Web media: reading, interactivity, hypertext links...
- Content organization and management: editorial committee, resource management, information relays...
- Definition of the editorial line: graphic charter, constraints, editorial, iconographic and multimedia choices.
- Message definition, hierarchy and personalization.
- Copywriting: general principles, calibration, proofreading, validation.
- Legal notices to be integrated into content.

Exercise

Study of existing newsletters and e-mailing campaigns and analysis of best practices.

3 Distribute your newsletter and emails

- Collect addresses: rental and purchase of files, competitions, subscriptions...
- The role of social media in collecting and capturing e-mail addresses.
- Rules for collecting addresses: updating and updating the address database.
- Newsletter and email distribution: uploading, sending and archiving.
- Market players: routers, agencies, tools
- Good distribution practices: planning, rhythm, reminders...

Exercise

Depending on the participants, production of the newsletter project n°0 or finalization of the campaign brief for later or outsourced production.

4 Evaluate and optimize your campaign

- Impact study: monitoring of open, read and click rates, and measurement of email deliverability.
- Optimization and updating: adjusting content and layout according to feedback.
- New trends in e-mail campaigns: trigger marketing, video...

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

Options

Certification : 190€ HT

DiGiTT® certification is optional when you register for this training course, and consists of 3 stages: taking a Diag® before the course, access to a digithèque to learn the concepts and notions for each digital skill, and then taking the certification exam. This consists of a 90-minute test available in English and French. The result certifies your skill level out of 1000 points (beginner, intermediate, advanced, expert). Taking this course alone is not enough to guarantee a maximum score on the exam. You can schedule and take the exam online within 4 weeks of the start of your session.

The certification option comes in the form of a voucher or invitation that will allow you to take the exam at the end of the training course.

Dates and locations

REMOTE CLASS

2026 : 8 June, 21 Sep., 26 Nov.