

### 100 - Introduction to Email Marketing

01 - Why Email Marketing is Important	8:35
02 - Email Marketing Trends	4:51
03 - Effective Email Marketing is 3 Things	6:03
04 - Email Strategy	10:46
05 - Building an Email Plan	3:39
06 - Email Software Options	9:18
07 - CAN-SPAM Act	2:47

Total Topics = 7

Total Time = 45:59

10 QUESTION QUIZ

### 200 - Implementation

08 - Email Strategy and Examples	21:24
09 - Target Audience	7:46
10 - Get Email Addresses in 3 Ways	1:02
11 - Why You Shouldn't Buy Email Lists	3:41
12 - Collecting Email Addresses Online	9:46
13 - Best Practices for Opt-in Forms	9:36
14 - Collecting Email Addresses Offline	8:37
15 - Touchpoint Analysis	4:55
16 - Why Will People Share Their Email Addresses	5:31
17 - Sending Emails - Platforms	2:29
18 - Anatomy of an Email	11:24
19 - Sending Emails - Deliverability	8:39
20 - When is the Best Time to Send an Email	11:18
21 - Driving Email Opens	12:50
22 - Driving Email Action	7:49
23 - Driving Email Action with Personalization	9:31
24 - Driving Email Action with Great Content	24:57
25 - Tips for Successful Strategy	2:37

Total Topics = 18

Total Time = 2:43:52

10 QUESTION QUIZ

### 300 - Analyze & Optimize

26 - Analyze and Optimize	2:14
27 - Email Metrics	1:56
28 - Email Metrics - CTR	1:47
29 - Email Metrics - Conversion Rate	2:38
30 - Email Metrics - Bounce Rate	3:42
31 - Email Metrics - Growth Rate	2:25
32 - Email Metrics - Share Forward Rate	1:40
33 - Email Metrics - ROI	2:08
34 - Unreliable Email Metrics	3:53
35 - What are Good Metrics?	11:03
36 - Gaining Insights from Metrics	2:38
37 - What to Optimize	14:13
38 - A/B Testing	10:16

Total Topics = 15

Total Time = 1:00:23

10 QUESTION QUIZ

### 400 - Advanced Email Marketing

39 - Emails That Improve ROI	7:01
40 - Email Autoresponders	4:04
41 - Segmentation	11:15
42 - Google Analytics: Conversion Tracking Implementation	7:55

Total Topics = 4

Total Time = 30:15

10 QUESTION QUIZ

### BONUS! Email Marketing Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd**  
 Creating Beautiful Images with **Canva**  
 Portent Content **Idea Generator**  
 Get Headline Inspiration (Maybe?) with **Linkbait Generator**

#### Resources:

Email Marketing Quick-Start Guide  
 Email Marketing Checklist  
 Email Marketing Tips & Tricks  
 Email Marketing Glossary

**Course Total Topics = 42**  
**Course Total Time = 5:00:29**