

MailChimp for Marketing

📌 Course Aim

This one day course is for individuals who wish to design, manage and maintain mailing list used for e-marketing mailshots & E-zines. Mailchimp is a professional solution which allows approx 2000 messages per month using the free version and more emails with a tiny monthly fee

📌 Client Profile

It is important that each client has previous computer experience and a good working knowledge of a spreadsheet style mailing list, working knowledge of Mail Merge would be a huge advantage.

📌 Mailchimp Course Outline

- Overview of Mailchimp
- Mailchimp features
- Document window and toolbars.
- mailing list Layouts
- setting up campaigns
- Editing & design of templates
- Opening reviewing and saving files



📌 Course Location:

Online or Classroom Based

📌 Course Duration:

1 Full Day 9:30 – 4:30 with break for lunch

