

Postgraduate Certificate

Copywriting for Email Marketing



Postgraduate Certificate

Copywriting for Email Marketing

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/copywriting-email-marketing

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01

Introduction

Despite the rise of social networks, Email Marketing continues to be one of the best strategies for both companies and consumers. In this sense, the *copywriter* must be aware of the most effective persuasive techniques, how to make calls to action to drive sales or maintain direct communication with the audience. Given its relevance TECH has created this 100% online program of only 6 weeks duration. A program that provides essential learning to be able to develop campaigns through this communication channel with guaranteed success. For this, the students have at their disposal a syllabus with a theoretical-practical approach, case studies and the best didactic material elaborated by the best experts.



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You are just one step away from accessing the most up-to-date knowledge in Copywriting for Email Marketing. Enroll now”

Email continues to be one of the preferred means of communication for companies to contact their customers, launch marketing campaigns and obtain sales. Therefore, in this digital era, where millions of users are present daily, personalized communication, greater reach and visibility, and high return on investment continue to be very attractive.

Given this reality, the *copywriter* who wants to effectively develop Email Marketing strategies, must not only master the techniques of persuasive writing, but also the various alternatives to generate sales funnels and avoid the most common mistakes. And all this can be acquired through this Postgraduate Certificate 100% online of 150 hours.

It is a program that will lead students to obtain a very useful practical knowledge from the first day. Therefore, the graduate will take an academic journey that will lead them to learn about the characteristics, structures and types of emails, to later delve in detail into the creation of subscriber lists, the line of action, the generation of sales funnels or the use of *chatbots* and Whatsapp.

All this, in addition to a methodology that allows the professional to access the agenda, whenever and wherever they want. All you need is a digital device with an Internet connection to view, at any time of the day, the content of this program. In this way, with no classroom attendance or classes with restricted schedules, the student will have greater freedom to self-manage their study time and reconcile this quality education with their daily personal activities.

This **Postgraduate Certificate in Copywriting for E-mail Marketing** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ Case studies presented by experts in digital marketing and *Copywriting* Communications
- ♦ The graphic, schematic and practical contents of the program provide technical and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*A 100% online program,
flexible, that adapts to your
motivations for professional
growth as a copywriter"*

“

Forget about investing long hours of study and memorization. With the Relearning method you will get a fast and agile learning”

The program's teaching staff includes professionals from the sector who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

Delve whenever and wherever you want, from your digital device with an internet connection on how to create automatic sales funnels.

Empower them with copy techniques to generate effective email marketing.



02

Objectives

Upon completion of this 6-week Postgraduate Certificate, students will have acquired the necessary skills and abilities to be able to successfully implement Email Marketing campaigns. Therefore, they will be able to create effective subscriber lists, write persuasive email texts and create sales funnels, applying the most current strategies. All this, guided by the best content developed by real specialists in the world of *Copywriting*.





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Get numerous examples and case studies on how to sell successfully through email marketing”



General Objectives

- ♦ Offer a wide and deep learning of the *copywriting* profession in its different facets
- ♦ Show the different areas in which *Copywriting* can be applied: web pages, advertisements, launches or content marketing
- ♦ Offer a deep study system for the creation of branding of a brand with the Verbal Identity Manual
- ♦ Offer a complete study about psychology, neuromarketing and *neurocopywriting*
- ♦ Acquire in-depth knowledge about the relationship between language and persuasion, emotion and profit
- ♦ Instruct *Copywriting* experts to be able to make a content plan and write for any of today's major social networks
- ♦ Train experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- ♦ Offer the tools to know how to run a sales funnel from start to finish
- ♦ Provide the tools to know how to develop a digital marketing campaign
- ♦ Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc.
- ♦ Instruct *copywriters* to be able to write ads for major social networks
- ♦ Train to work as a freelance *copywriter* from minute one, or to be able to work for third parties





Specific Objectives

- Learn the generalities of email marketing within a strategy
- Create a list of subscribers
- Know the how to grow a list of subscribers
- Know the objectives that can be achieved with email Marketing
- Know how not to go unnoticed in the inbox
- Acquire knowledge about what sales funnels are and what they are used for
- Understand how to manage a minimum sales funnel
- Learn how to manage a sales funnel for a startup
- Differentiate between email marketing, chatbots or WhatsApp communication

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Prevent your emails from going unnoticed in the inbox thanks to the strategies you will learn in this 150-hour learning process”

03

Structure and Content

The curriculum of this Postgraduate Certificate provides the graduate with an advanced and current learning about the techniques and strategies used in *Copywriting* to generate effective Email Marketing. For this purpose, it has a syllabus with a theoretical-practical perspective and the best didactic material available 24 hours a day, 7 days a week. In addition, thanks to the *Relearning* method, the graduate will not have to dedicate long hours to study and will be able to assimilate the most relevant concepts in an agile and simple way.



A hand is shown pointing at a tablet screen. In the background, another hand is holding a pencil, suggesting a learning or working environment. The image is split diagonally into a dark grey upper-left section and a red lower-right section.

“

Extend the information of this program with the numerous additional resources provided by this Postgraduate Certificate"

Module 1. Email Marketing and Sales Funnels

- 1.1. Generalities Email Marketing
 - 1.1.1. What Is Email Marketing?
 - 1.1.2. Features
 - 1.1.3. Structures
 - 1.1.4. Types of Emails
- 1.2. How to Create a Subscriber List from Scratch
 - 1.2.1. Strategies for Building a List
 - 1.2.2. Channels for Support
 - 1.2.3. Email Marketing Tools
 - 1.2.4. Frequency of Emails
- 1.3. How to Write Emails According to the Objectives
 - 1.3.1. Content Emails
 - 1.3.2. User Experience Emails
 - 1.3.3. Sales Emails
 - 1.3.4. Sources of Content Inspiration
- 1.4. How Not to Go Unnoticed in the Inbox
 - 1.4.1. Formulas for Creating Headlines
 - 1.4.2. Example of First Emails Subscription Mailing Sequence
 - 1.4.3. Example of Corporate Email
 - 1.4.4. How to Avoid Ending Up in the *Spam* Folder
- 1.5. How to Sell through Email Marketing
 - 1.5.1. How to Sell with Email Marketing
 - 1.5.2. Examples of Email Sequences
 - 1.5.3. Examples of Follow-Up Emails
 - 1.5.4. Examples of Mailings for Closing Sales and Post-sale
- 1.6. Other Aspects to Take into Account
 - 1.6.1. Length
 - 1.6.2. Measurement
 - 1.6.3. Customization
 - 1.6.4. Delivery Schedule



- 1.7. Sales Funnel: Minimum Viable Funnel
 - 1.7.1. Elements You Need to Create a Sales Funnel
 - 1.7.2. *Lead Magnet* in the Sales Funnel
 - 1.7.3. Boosting Your Funnel Organically
 - 1.7.4. Advertising for the Sales Funnel. Taking Your Funnel to a Higher Level
- 1.8. Permanent Funnels
 - 1.8.1. Why You Should Have an Automatic Sales Funnel
 - 1.8.2. Elements that Allow You to Maintain and Optimize Your Funnel
 - 1.8.3. Maintenance, Reviews and Analytics
 - 1.8.4. Closing the Sales Funnel
- 1.9. Launch Funnels
 - 1.9.1. How to Prepare Your Launch
 - 1.9.2. Funnels for Live Launch and Modalities
 - 1.9.3. Specific Advertising for Launches
 - 1.9.4. Converting Your Funnel into an *Evergreen* Launch
- 1.10. Email Marketing vs. *Chatbot* or WhatsApp
 - 1.10.1. The Advantages of *Chatbots*
 - 1.10.2. The Advantages of Email Marketing
 - 1.10.3. Personalizing the Message through Segmentation
 - 1.10.4. Can WhatsApp Complement the Email Marketing Strategy?

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In just 6 weeks you will learn how to turn your funnel into an evergreen launch”



04

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.



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Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.



The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



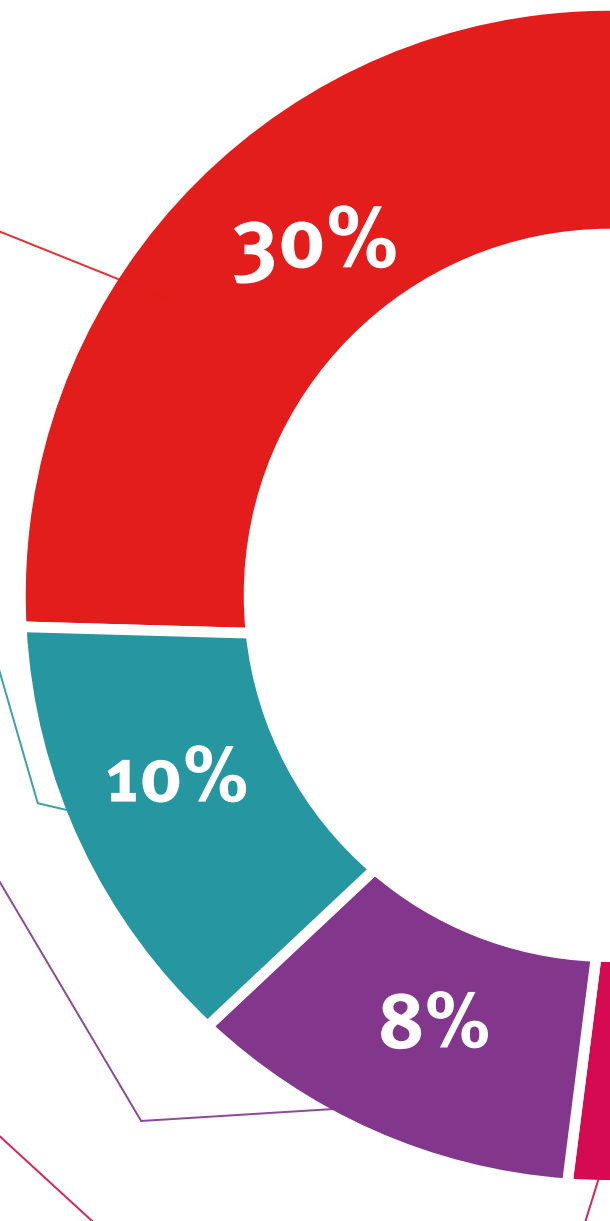
Practising Skills and Abilities

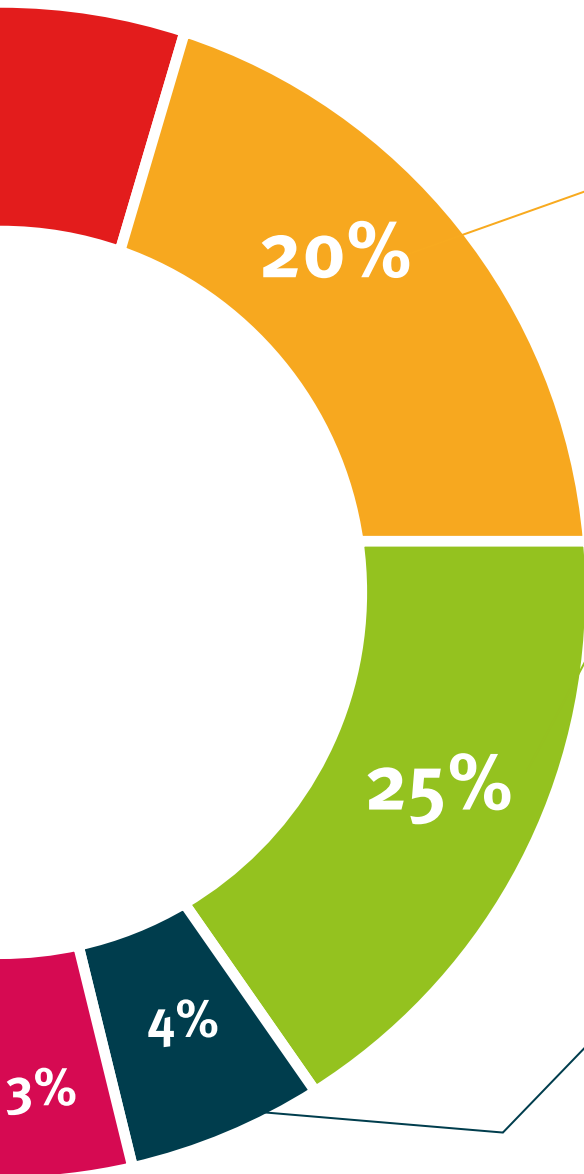
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

Certificate

The Postgraduate Certificate in Copywriting for E-mail Marketing guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork”*

This program will allow you to obtain a **Postgraduate Certificate in Copywriting** for E-mail Marketing endorsed by **TECH Global University**, the world's largest online university.

Tech Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **Tech Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Copywriting for E-mail Marketing**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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Copywriting for Email Marketing

- » Modality: online
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