

## Course details

### Course title

How to create and manage an email newsletter

### Course code

Q00017162

### Course date

Start: 05/07/24

End: 05/07/24

### Number of classes

1 sessions

### Timetable

Fri 5th Jul, 10:00 to 13:00

### Tutor

Indrel Doney

### Fee:

Free

### How you'll learn

You'll join a small group of fellow learners for classes online in video meetings and materials will be provided in our virtual learning environment.

Got it!

Online

## **Venue**

Online

## **Level of study**

E

## **Course overview**

For London learners. Discover the wonderful world of managing email newsletters: This free three-hour taster introduces beginners to managing email newsletters including setting up accounts, adding tracking codes, and interpreting data. This short taster course will introduce you to the basics of using MailChimp to create and manage email newsletters. We will be setting up a free account, adding contacts, creating an email and viewing reports to help track engagement. We will consider the use of visual design and wording to engage our audience and discuss how data protection regulations apply. Please note that as part of the course you will be creating a free MailChimp account, you will need a valid email address that you can access during the course (to confirm the account and for testing the newsletter). Whether you have studied the content before or are completely new to it, You will find value on this programme. Start managing your email newsletter journey today by registering for this course.

## **Course description**

Email newsletters can be leveraged as a powerful tool in the world of digital marketing.

The advantages are many:

such as allowing you to connect with your audience and maintaining regular communication with your subscribers. You can build customer retention and loyalty as well as also building a stronger engagement and connection with your audience

(by sending relevant updates directly to their inboxes).

This course is based on face-to-face teaching in an online setting.

On this course, you will learn about:

- How to create and send an email newsletter using a MailChimp free account
- how to view reports to track audience engagement.

In addition to the content, citizenship, employability, and digital skills will also be embedded in the programme.

Assessment of learning will be done regularly throughout the course.

Information, advice, and guidance will also be given to enable further course/professional progression.

## **What financial support is available?**

We don't want anything to stand in your way when it comes to bringing Adult learning within reach so if you need anything to support you to achieve your goals then speak to one of our education experts during your enrolment journey. Most of our courses are government funded but if you don't qualify or need alternative financial help to access them then let us know.

## **What other support is available?**

All of our digital content, teaching and learning activities and assessments are designed to be accessible so if you need any additional support you can discuss this with the education experts during your enrolment journey and we will do all we can to make sure you have optimal access.

**Source URL:** <https://www.wea.org.uk/courses/skills-work/digital/5-july-how-create-and-manage-email-newsletter>