



@ASK Training
Attitude | Skills | Knowledge



SINGAPORE
WORKFORCE SKILLS
QUALIFICATIONS



2-DAYS WSQ EMAIL MARKETING COURSE

Master Email Marketing Strategies for Maximum Impact



Course Duration

2 Days

8.30 AM - 6.30 PM



Course Fee

From **\$128.78** (inclusive of GST)
after **90% SkillsFuture Funding**



Mode of Delivery

Face-to-Face Classroom or
Online-Based Classroom (Zoom)



This course is accredited by SkillsFuture
Singapore under the WSQ Skills Framework
Course Code: TGS-2023020907



Who Should Attend

This course is suitable for Entrepreneurs, Business Owners, Marketing and Communications Executives of mid to high level, Content Strategists, Community Managers, Content Creators, and any individual looking to leverage social media to nurture leads, build brand presence, build an online community, strengthen customer relationships, and drive sales.

@ASK Training is a **Private Education Institution (PEI)** accredited by the Ministry of Education and is a **Continuing Education and Training (CET) Centre**, offering a diverse range of WSQ Digital Marketing Courses with up to 90% funding and job placement programmes.



Minimum Entry Requirements

To enroll in this WSQ Email Marketing Course, you should possess the following:

- 1 GCE 'O' level or equivalent (\geq 21 years old); or
- NITEC/Higher NITEC (\geq 21 years old); or
- Mature candidates (\geq 30 years old with 8 years of work experience); or
- Candidates with other qualifications will be considered on a case-by-case basis

You will need basic computer skills. While optional, having a basic understanding of sales and marketing concepts would be beneficial.

COURSE DESCRIPTION

Email marketing remains a cornerstone of digital marketing strategies, offering a direct and personalised way to connect with audiences, nurture relationships, and drive conversions.

Our 2-Day WSQ Email Marketing course breaks down the complexities of email marketing strategies and tactics, ensuring you grasp the fundamentals and gain practical insights. Through a blend of easy-to-understand theory and hands-on exercises, you'll learn how to develop and execute email campaigns that are hard to miss, boost conversions, and yield impressive ROI.

From building your email lists to segmenting your audience and automating processes, we'll cover it all. By the end of the email marketing training, you'll gain the ability to utilise email marketing effectively, synergise your marketing campaigns, and drive results for your business.

COURSE **HIGHLIGHTS**

Learning Objectives:

- Formulate a strategic email marketing plan aligned with organisational objectives, incorporating segmentation, list management, and compliance.
- Create engaging and personalised email content with responsive designs that captivate a diverse audience and drive engagement.
- Implement comprehensive email marketing automation systems and workflows that seamlessly integrate with other marketing channels to enhance campaign efficiency and effectiveness.
- Evaluate email marketing campaigns using advanced analytics to optimise performance and ensure adherence to ethical standards and best practices.

COURSE **OUTLINE**

▶ **Module 1: Email Marketing Foundational Knowledge and Strategy**

- Email Marketing Introduction
- Your Business Objectives & Goals
- Segment Your Email List
- Email Deliverability Factors
- Regulations

▶ **Module 2: Email Content Creation, Design, and Personalisation**

- Writing Compelling Email Copy
- Welcome Email
- Promotional Email
- Follow-Up Email
- Other Advanced Email Tools

▶ **Module 3: Implementation, Automation, and Integration of Email Marketing Systems**

- Automated Email Drip Campaigns
- Tags In Email Marketing

▶ **Module 4: Testing, Analytics, Optimisation and Ethics**

- A/B Split Test
- Key Email Marketing Metrics
- Email Marketing Ethics and Best Practices

▶ **Hands-on Project-based Assignment**

At the end of this course, trainees should be able to develop a strategic email campaign for an organisation, including creating and designing creative email content, setting up a basic email marketing automation workflow, and evaluating the campaign's performance.

COURSE FEES & **FUNDING**

Self-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Singapore Citizens 40 years old and above	S\$1,014.00	90% SkillsFuture Funding	S\$128.78
Singapore Citizens, Singapore Permanent Residents and/or Long Term Visitor Pass Plus Holders (LTVP+) 21 years old and above		70% SkillsFuture Funding	S\$331.58
Company-Sponsored	Course Fee before Subsidy and GST	Eligible Funding	Nett Fees Payable incl. 9% GST
Small-to-Medium Enterprise (SME) Singaporean Citizens, PRs or LTVP+ Holders 21 years old and above	S\$1,014.00	90% SkillsFuture Funding	S\$128.78
Non-SME Singaporean Citizens, PRs or LTVP+ Holders ≥ 21 years old		70% SkillsFuture Funding	S\$331.58
Non-SME Singapore Citizens 40 years old and above		90% SkillsFuture Funding	S\$128.78

For more detailed funding information, visit asktraining.com.sg/course-fundings/

up to
90%
SkillsFuture
Funding

E- CERTIFICATION

A **SkillsFuture WSQ Statement of Attainment (SOA)** under the Skills Framework TSC and Certification of Completion by ASK Training will be awarded to candidates who have demonstrated competency in the WSQ Email Marketing Assessment and achieved at least 75% attendance.

VISIT OUR WEBSITE

WSQ EMAIL MARKETING COURSE

Course Code: TGS-2023020907

<https://asktraining.com.sg/digital-marketing-courses/wsq-email-marketing-course/>

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Speak to a Course Consultant

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