



COURSE BROCHURE

Email Marketing Course Training

Build lists, write emails that convert and automate customer journeys with Mailchimp, Brevo and Klaviyo.

2 months

DURATION

Live

ONLINE CLASSES

Rs 8,000

PER MONTH (OFFER)

Final

PORTFOLIO PROJECT

COURSE OVERVIEW

SODM's Email Marketing Course Training is a 2-month practical program covering list building, segmentation, copywriting and design, automation, deliverability, platforms, CRM integration and analytics.

You prepare strategies, emails and automated workflows for Pakistani brands throughout the course and finish with a complete campaign project.

SKILLS YOU WILL BUILD

- ✓ List building & segmentation
- ✓ Email design & templates
- ✓ Abandoned-cart & e-commerce flows
- ✓ Platform & CRM integration
- ✓ Subject lines & email copywriting
- ✓ Automation & customer journeys
- ✓ Deliverability & compliance
- ✓ Analytics & A/B testing

TOOLS AND PLATFORMS

Mailchimp

Brevo

Klaviyo

CRM tools

Google Analytics (UTM tracking)

AI-assisted email tools

WhatsApp: 0331-144 2999

MODULE 01

Email Marketing Fundamentals

Understand how email marketing works, set goals and choose the right tools and strategy for a business.

MODULE 02

List Building & Segmentation

Build an email list with forms and lead magnets, collect consent properly and segment audiences for targeted messages.

MODULE 03

Email Copywriting & Design

Write subject lines and emails that get opened and clicked, and design responsive templates that match the brand.

MODULE 04

Email Automation & Customer Journeys

Build welcome, abandoned-cart, post-purchase and win-back automations for e-commerce and service businesses.

MODULE 05

Deliverability & Compliance

Stay out of spam folders with sender reputation, SPF, DKIM and DMARC, consent rules and testing checklists.

MODULE 06

Email Platforms & CRM Integration

Work hands-on in Mailchimp, Brevo and Klaviyo, and connect email with CRM tools for lead nurturing.

MODULE 07

Analytics, Testing & Optimization

Read open, click and conversion data, run A/B tests and use UTM tracking to improve every campaign.

MODULE 08

Final Project

Present a complete email campaign with copy, automation workflows and a performance plan.

Your Final Email Campaign Project

Pick a business and deliver a segmented email strategy with copy, automation workflows, a deliverability checklist and a performance plan.

- ✓ Email marketing strategy for a business
- ✓ Signup form, lead magnet concept and audience segments
- ✓ Promotional email and newsletter design
- ✓ Welcome sequence and abandoned-cart workflow map
- ✓ Deliverability and compliance checklist
- ✓ Segmented campaign workflow connected to a CRM or website
- ✓ Performance report with optimization recommendations
- ✓ Portfolio-ready project presentation

List building

Forms, lead magnets, segmentation and consent.

Copy that converts

Subject lines, newsletters and promotional emails.

Automation

Welcome, abandoned-cart, win-back and nurture flows.

Deliverability

SPF, DKIM, DMARC and compliance checklists.

Who should join

- ✓ Students and fresh graduates
- ✓ Beginners in digital marketing
- ✓ E-commerce and online store owners
- ✓ Freelancers adding email services
- ✓ Marketers who want automation skills

Format

- ✓ Live instructor-led classes on Google Meet
- ✓ Recorded sessions for revision
- ✓ Hands-on practical tasks
- ✓ Certificate of completion

Course fee

LIMITED-TIME: 20% OFF THE COURSE FEE

Confirm offer validity and batch dates on WhatsApp. Enrolment fee is not discounted.

Enrolment fee

One-time, paid when you join.

Rs 4,000

MONTHLY PLAN

~~Rs 10,000~~ **Rs 8,000**

per month for 2 months, plus Rs 4,000 enrolment

How to enrol: message us on WhatsApp 0331-144 2999 with the course name. We confirm the next batch date and seat availability.
schoolsofdigitalmarketing.pk

We do not guarantee jobs, income or rankings. Outcomes depend on your effort and the market.