

SEYA CAPITAL
INSIGHT.STRATEGY.GROWTH

MARKETING

Email Marketing Strategy and Optimization

Building High-Performing Email Programmes that Drive Results

SECTOR	FORMATS	FEE FROM	2027 SESSIONS
Marketing	5 days & 2 weeks	US$ 2,100	3

OVERVIEW

About this course

Despite the rise of newer channels, email remains one of the highest-return tools in a marketer's arsenal when built and managed well. This training course covers the full email marketing lifecycle, from list building and segmentation through to automation, testing, and optimisation.

Participants will gain hands-on experience building campaigns, journeys, and reports that improve engagement, deliverability, and measurable business results.

This Seya Capital training course will highlight:

- Building an effective email marketing strategy
- List building, segmentation, and personalisation
- Automation and customer journey design
- Deliverability and inbox placement
- Testing, optimisation, and measurement

2027 SCHEDULE

Dates, venues & fees

DATES	VENUE	FORMAT	FEE PER DELEGATE
10 – 14 May 2027	Singapore	5 days	**US$ 3,700**
17 – 28 May 2027	Dar es Salaam, Tanzania	2 weeks	**US$ 3,780**
24 – 28 May 2027	Dar es Salaam, Tanzania	5 days	**US$ 2,100**

Fees exclude travel and accommodation. This course is also available in-house, on dates and at a venue of your choice.

OBJECTIVES

By the end of the course

By the end of this Seya Capital training course, participants will be able to:

- Design an effective email marketing strategy
- Build and segment email lists ethically and effectively
- Apply automation and personalisation techniques
- Optimise email performance through testing
- Measure and report email marketing results

WHO SHOULD ATTEND

Designed for

This Seya Capital training course is designed for professionals responsible for email and lifecycle marketing, including:

Email Marketing Specialists | Digital Marketing Executives | CRM and Lifecycle Marketing Professionals | Marketing Managers | E-commerce Marketing Teams

PROGRAMME

Course outline

Day 1: Foundations of Email Marketing Strategy

- The role of email in the marketing and customer lifecycle
- Setting email marketing objectives and KPIs
- Building and growing a permission-based email list
- Email compliance: data protection and best practice
- Overview of email marketing platforms and tools

Day 2: Segmentation and Personalisation

- Principles of effective list segmentation
- Building customer personas for email targeting
- Personalisation techniques and dynamic content
- Behavioural and lifecycle-based segmentation
- Workshop: building a segmentation strategy

Day 3: Automation and Customer Journeys

- Mapping the customer journey for email automation
- Building welcome, nurture, and re-engagement flows
- Trigger-based and behavioural email automation
- Integrating email with CRM and marketing automation platforms
- Workshop: designing an automated email journey

Day 4: Crafting High-Performing Email Content

- Writing compelling subject lines and preview text
- Email copywriting and design best practices
- Mobile optimisation and accessibility considerations
- Building effective calls to action
- Workshop: designing a high-converting email campaign

Day 5: Testing, Optimisation, and Measurement

- A/B testing strategies for email campaigns
- Deliverability: reputation, spam filters, and inbox placement
- Key email metrics and performance benchmarks
- Reporting email marketing ROI
- Final case study: optimising an underperforming email programme

METHODOLOGY

How you will learn

This training course uses hands-on campaign-building exercises, case studies, testing workshops, and platform walkthroughs to build practical email marketing capability.

IMPACT

The return on learning

For your organisation

- Improved email engagement and conversion rates
- Stronger customer relationships built through email
- Better list health and deliverability
- More efficient use of marketing automation tools

For you

- Develop practical email strategy and execution skills
- Build confidence using marketing automation tools
- Strengthen a testing and optimisation mindset
- Broaden overall digital marketing expertise

CERTIFICATION

Seya Capital certificate

Upon successful completion of this training course, delegates will be awarded a Seya Capital Certificate.

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Register or enquire

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