



Certified Email Marketing  
Professional  
VS-1218

**Vskills Certifications**

Vskills Brochure



## Certified Email Marketing Professional

### Certification Code VS-1218

Email Marketing is one of the oldest marketing techniques in Online Marketing Domain. With 2.2 billion users, email offers the largest reach. Moreover, being an open protocol, it offer complete control to segment your audience, target them based on the attributes and behavior & deliver personalized communication.

### Why should one take this certification?

This Course is intended for professionals and graduates wanting to excel in their chosen areas. It is also well suited for those who are already working and would like to take certification for further career progression.

Earning Vskills Email Marketing Professional Certification can help candidate differentiate in today's competitive job market, broaden their employment opportunities by displaying their advanced skills, and result in higher earning potential.

### Who will benefit from taking this certification?

Job seekers looking to find employment in Email Marketing departments of various companies, students generally wanting to improve their skill set and make their CV stronger and existing employees looking for a better role can prove their employers the value of their skills through this certification.

### Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 35 (70%)

There is no negative marking in this module.

### Fee Structure

Rs. 4,999/- (Excludes taxes)\*

\*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Please note that completing the Video based course by Digital Vidya is mandatory to appear in this certification exam.

### Companies that hire Vskills Email Marketing Professional

Email Marketing is in great demand. Companies across all verticals are looking for skilled Email Marketing professionals for promoting their business on Digital Media. Email Marketing Professionals are also in high demand in marketing agencies across the world. There are a lots of Marketing Agencies, which are now specializing in Digital Media and they are recruiting 100s of Email Marketing Professionals.

# Table of Contents

## EMAIL MARKETING

### Deliverability

- Setting up an Email Marketing Machine
- ISPs
- Hosting Facility
- MTA
- IP/DNS
- Shared vs. Dedicated IPs
- Reverse DNS
- MX Record
- White listing
- Response Handlers
- Bounces

### Effective Email Content

- Conversation
- Relevance
- Incentives
- Timing
- Creative & Copy
- Attributes

### Customer Acquisition Strategies

- Rented List Emails
- Co-branded Emails
- Third Party email Newsletters
- Viral Emails
- Event Triggered Emails
- House e-newsletters

### Effective Creative

- Introducing: CRABS
- Does your email have crabs?
- Email template model

- Best Practices
- NLP Demonstrations (neuro linguistic programming) to understand customers better

### Nurturing & Automation

- Tools to enhance lead nurturing
- Enhance better reach
- Analyze behavior patterns
- Analytics
- Automation and more

### Resources to do situational analysis and progressive

- Customer personal tool kit
- Complete email marketing worksheet
- Content Editorial Calendar
- Digital Marketing Strategy toolkit
- Email contact strategy template
- Email campaign calculator
- Email Marketing Health Check
- Structuring Digital Marketing Team
- Web resources to improve subject lines, html codes, spam testers and deliverability issues

## Certifications

### ➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

### ➤ Big Data

- Certified Hadoop and Mapreduce Professional

### ➤ Cloud Computing

- Certified Cloud Computing Professional

### ➤ Design

- Certified Interior Designer

### ➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

### ➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

### ➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

### ➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

### ➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

### ➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

### ➤ Project Management

- Certified Project Management Professional

### ➤ Real Estate

- Certified Real Estate Consultant

### ➤ Marketing

- Certified Marketing Manager

### ➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

### ➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

### ➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

### ➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

### ➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

### ➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

### ➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

### ➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

### ➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

### ➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

**& many more job related certifications**

Contact us at :

**Vskills**

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[www.vskills.com](http://www.vskills.com)