E-Newsletter Design

Oaks® Training
A Division of GIL Consultancy Pte Ltd
Building Foundations for Excellence

This 1-day hands-on course is designed for learners with zero to little knowledge in constructing an e-Newsletters (Email Newsletter). The course will equip you with the skills to create and disseminate e-newsletters (also known as an Electronic Direct Mailer or EDM) used widely in e-mail marketing.

You will also gain a greater appreciation of its usefulness when used correctly. Learn how to create targeted campaigns to more effectively reach your audience. Dos and don'ts are discussed with emphasis on layout considerations and image handling.

Learn the fundamentals of how to start building a mailing list is revealed, and how to correctly and effectively manage your mailing lists and user subscriptions. You will also learn how to send bulk emails and stay within the rules and regulations governing mass mailing.

This course provides you with live experience in creating an EDM and mass mailing your creation direct from class.

This Course is For
Learners with basic knowledge of designing webpages and HTML and those who need to send newsletters, direct mailers to larger number of customers via their customer's email.

Public Sector: Division 1, 2 & 3
Private Sector: Applicable to All

Duration
1 Days (7 hours)

Course Fee (after GST)

S$246.10

Check the website for up-to-date course details and pricing

Eligible for
✓ SkillsFuture Credit   ✓ SDF Grant

SkillsFuture/SDF ID: **CRS-N-0014972**

Refreshment will be provided for morning and afternoon tea break.

Certificate of Attendance will be given subject to 90% attendance.

No Exam! Ample hands on practice to master lessons taught.

Local native speaking Trainers with more than 20 years of experience

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Register now:

E-mail/Fax with Registration form

Online Sign Up via our website here

Via HRMS-2 / ACE System*

Call Us 6423-1183

*For government ministries on HRMS-2 or ACE portals inform your Training Coordinator of our Course Code: **VTLOKEND1** and Course Date. Be sure to inform them that the Training Provider is **Oaks Training***

Course Outline

Introduction

- Reader's Interest
- What is an E-Newsletter?
- The Benefits of E-Newsletters
- What is a HTML Enabled E-Mail?
- The Limitation of HTML Enabled E-Mails
- What You Must Have
- The Process

Revisiting Web Design

- Page Structure
- Body Tag Attributes
- Formatting and Cascading Style Sheets (CSS)
- Table
- Images
- Links (Anchor Tag)

Newsletter Considerations

- HTML Newsletters
  - Long Articles
  - Multicolumn Layouts
  - Unrelated Links
  - Unnecessary Images
  - Avoid Using Forms and JavaScript

- Good Practices
  - Add a Text-Based Link at the Top of Your Newsletter
  - Keep Writing Simple and Top-The-Point
  - Use Links Extensively
  - Use Summaries and Tables of Contents
  - Use Bulleted Lists
  - Use Headings
  - Use Appropriate Photos
  - Design for Images Being Turned Off
  - Design for Preview Pan
  - Test Your Design

- Plain Text Newsletters
  - Long Articles
  - Writing Style
  - Five Golden Rules to Follow

Implementation

- Full Address Paths
- Embed Styles
- How to Avoid (Minimize) Being Classified as Spam
- Image Upload
- Setting Up a Campaign
- Mass Mailing the E-Newsletter

Managing Subscribers

- Subscription
- Unsubscribing
- Setting Up an Add/Remove Subscription Link
- Adding the Unsubscribe Link to Your E-Newsletter
- Removing an Subscriber from Campaign List