EMAIL MARKETING, MARKETING AUTOMATION & LEAD NURTURING TRAINING COURSE

Introduction

Email Marketing, Marketing Automation & Lead Nurturing is an executive-level programme designed to equip marketing, sales, business development and customer engagement professionals with the strategic and practical capabilities required to attract prospects, build relationships, nurture leads and convert customer interest into measurable business results. The programme moves beyond conventional email broadcasting to examine how organizations can build data-driven, personalized and automated customer communication systems. Participants learn how to segment audiences, develop targeted campaigns, create compelling email content, design customer journeys, automate repetitive marketing activities and use Behavioural data to deliver relevant communication at different stages of the buying cycle. The course examines the relationship between lead generation, lead qualification, nurturing, sales readiness and conversion, helping organizations reduce the loss of potential customers between initial interest and purchase. Participants will also explore marketing automation workflows, triggered communication, customer lifecycle campaigns, CRM integration, lead scoring, personalization, A/B testing, campaign analytics and marketing-to-sales handover processes. Particular attention is given to using automation responsibly. The programme therefore addresses data quality, consent, privacy, communication frequency, customer experience and ethical use of customer information, ensuring that automation enhances rather than damages customer relationships.

Course Objectives

- Understand the strategic role of email marketing in digital customer acquisition.
- Develop an integrated email marketing strategy.
- Segment audiences according to customer characteristics, needs and behaviour.

- Build effective customer and prospect databases.
- Design compelling and conversion-oriented email campaigns.
- Develop automated customer journeys and lead-nurturing workflows.
- Apply lead scoring and qualification techniques.
- Personalize communication according to customer behaviour and lifecycle stage.
- Integrate email marketing with CRM and marketing automation systems.
- Use A/B testing to improve campaign performance.
- Measure email engagement, conversion and revenue contribution.
- Develop effective marketing-to-sales lead handover processes.
- Use AI and automation technologies to improve marketing productivity.
- Apply appropriate data privacy, consent and communication governance principles.

Course Modules

> Module 1: Strategic Email Marketing & Digital Customer Engagement
- Evolution and strategic role of email marketing
- Email marketing within the digital marketing ecosystem
- Email objectives, customer acquisition and revenue generation
- Developing an integrated email marketing strategy

> Module 2: Audience Segmentation, Customer Data & Personalization
- Customer segmentation principles
- Building and managing marketing databases
- Behavioural and lifecycle-based segmentation
- Personalization and targeted communication

> Module 3: Email Campaign Planning & Content Strategy
- Campaign objectives and audience selection
- Email content strategy and messaging
- Subject lines, calls-to-action and conversion copy
- Editorial calendars and campaign scheduling

> Module 4: Lead Generation & Digital Lead Capture
- Building effective digital lead-generation systems
- Landing pages, forms and lead magnets
- Website and social-media lead capture
- Lead source tracking and acquisition measurement

> Module 5: Lead Nurturing & Customer Journey Management
- Principles of strategic lead nurturing
- Mapping customer journeys and lifecycle stages
- Designing nurturing sequences
- Moving prospects from awareness to sales readiness

> Module 6: Marketing Automation & Workflow Design
- Fundamentals of marketing automation
- Trigger-based and behaviour-based communication
- Automated workflows and customer journeys
- Automation rules, frequency and campaign governance

> Module 7: Lead Scoring, Qualification & Marketing-Sales Alignment
- Lead scoring models and criteria
- Behavioural indicators of buying intent
- Marketing-qualified and sales-qualified leads
- Lead handover, follow-up and sales alignment

> Module 8: CRM Integration, AI & Marketing Technology
- Integrating email marketing with CRM systems
- Marketing technology platforms and data flows
- AI-assisted personalization and content development
- Automation technology selection and implementation

> Module 9: Email Campaign Analytics, Testing & Optimization
- Open rates, click-through rates and engagement
- Conversion, revenue and customer acquisition metrics
- A/B testing and campaign experimentation
- Performance dashboards and continuous optimization

> Module 10: Customer Retention, Lifecycle Marketing & Revenue Growth
- Customer onboarding and lifecycle communication
- Retention, reactivation and loyalty campaigns
- Cross-selling, up-selling and customer expansion
- Email marketing ROI and sustainable revenue growth