

# Practical Email Marketing



Email marketing is one of the most cost-effective tools available to IPs to promote your business and communicate with your clients and contacts. It enables you to connect directly with them, maintain and develop relationships, and keep you in their mind for when they next need an IP. It also helps drive traffic to your website, providing relevant information for visitors already interested in what you have to offer.

This interactive, half-day course starts with an introduction to the fundamentals of email marketing and goes on to offer a practical guide to setting up your own email marketing using Mailchimp, one of the world's most popular email marketing management systems.

For this course you will need to bring with you a WiFi enabled laptop or tablet.

## CPD LEARNING OUTCOMES

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- Integrate email marketing into your mix of marketing and communications activities
- Define your objectives and strategy for email marketing
- Build and manage your database/email lists
- Plan, structure and deliver email campaigns
- Design layout and templates for emails and newsletters
- Source and develop content
- Learn tips on subject lines, calls to action, design and imagery
- Monitor and evaluate results
- Use email marketing as a business development tool
- Set up and start to use Mailchimp

## WHO SHOULD ATTEND

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IPs and other staff with limited experience of email marketing who want to learn how to use this tool, or anyone who manages email marketing already and wants to achieve better results.

## SPEAKER

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### David Wallace

David's training courses are based on over 25 years' experience in developing and implementing successful marketing strategies in many sectors, including professional services. As well as having held management positions with Sony, The Royal Bank of Scotland, and Shepherd+Wedderburn, he has managed consulting projects for organisations ranging from ambitious start-ups to international corporates. He established his marketing research, strategy and training business in 2006.

A Fellow of the Chartered Institute of Marketing, David has an MBA from London Business School. He is Regional Director for the Professional Marketing Forum in Scotland, and has lectured on marketing at Heriot-Watt University. His track record includes the Grand Prix in the Royal Mail Scottish Marketing Awards and being voted Marketing Director of the Year in the UK Legal Marketing Awards.

[www.wallacemarketing.co.uk](http://www.wallacemarketing.co.uk)

 [www.linkedin.com/in/davidjwallace](https://www.linkedin.com/in/davidjwallace)

## LOCATIONS AND DATES

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Manchester	Tuesday 15 May 2018
Glasgow	Tuesday 4 September 2018

## TIME

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9.30am to 1.00pm

## COST

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**Half day course: £155 + VAT per delegate**

Also available as a bespoke course



# Booking Form

## BOOKING CONTACT

Title: \_\_\_\_\_ First Name: \_\_\_\_\_ Surname: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

## DELEGATE DETAILS

DELEGATE 1	
Title:	
First Name:	
Surname:	
Email:	
Telephone:	
Dietary requirements	
Access requirements	
Course Title	Date

DELEGATE 2	
Title:	
First Name:	
Surname:	
Email:	
Telephone:	
Dietary requirements	
Access requirements	
Course Title	Date

DELEGATE 3	
Title:	
First Name:	
Surname:	
Email:	
Telephone:	
Dietary requirements	
Access requirements	
Course Title	Date

DELEGATE 4	
Title:	
First Name:	
Surname:	
Email:	
Telephone:	
Dietary requirements	
Access requirements	
Course Title	Date

Course Title	Date	Number of Delegates	Price per Module (excl. VAT)	Total Net Cost
				Total Net Cost
				Add VAT at 20%
				Gross Total to pay

# ISS Training Courses

## HOW TO BOOK AND PAY

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By email to: [courses@insolvencysupportservices.com](mailto:courses@insolvencysupportservices.com)

Or by post to: ISS Training, Insolvency Support Services, 12 Castle Terrace, Edinburgh EH1 2DP

You can pay online or by BACS using the following details:

Bank: Clydesdale Bank plc  
Bank sort code: 82 - 45 - 05  
Bank account number: 60031559

Or by cheque payable to Insolvency Support Services Limited (which should accompany your booking form). Please write the delegates' names on the rear of your cheque for identification purposes.

## BOOKING CONDITIONS

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Payment is due on booking. If the nominated delegate cannot attend, you may transfer the place to another individual at any point. Please inform us of the change as soon as possible. If you do not wish to transfer your place, you will receive 100% refund if cancelled at least 21 days before the date of each individual module or day's course. If you cancel within 21 days of the course, your fee will not be refunded. Please note that your contract is with Insolvency Support Services Limited trading as ISS Training.

## DATA PROTECTION

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ISS Training will use the information you provide on your booking form, and any additional information you may provide to us in the future, for administering our event. We will not disclose this information to any other person or organisation except in connection with the above purpose. All delegates are provided with a list of co-delegates' names and organisations but no further details.

## REFUNDS AND CANCELLATIONS BY DELEGATE

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Cancellations must be in writing. Please note that no refunds will be given outwith the time limits listed on your booking confirmation. Substitute participants are acceptable at any time and will incur no extra charges.

## COURSE PAPERS

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Course papers will be issued on the day of the course. This documentation is made available only to those attending the course. Course papers may not be reproduced without prior permission from Insolvency Support Services Limited.

## COURSE DATE, PROGRAMME AND FEE CHANGES BY ISS

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If the date or time of a course needs to be changed or the course is cancelled for reasons beyond our control, such as low enrolment numbers, we reserve the right to do so. We will notify delegates in writing of any changes as soon as possible. If a course is cancelled, or rescheduled to a date that the delegate cannot attend, and payment has already been made, the full course fees will be refunded in full.

Our training programme is constantly reviewed and updated and we reserve the right to amend the content, timing and cost of the programme as necessary.