

Corporate Newsletter Creation - NLC01



This 1 day course will practically demonstrate how to build and configure a professional email newsletter template that can be mailed out to all of your business/organisation contacts. Using email 'client safe' techniques we will go through the process of creating the graphics and html code required to create a newsletter with consistent branding and synergy with your business or organisation website. Batch mailout and interperating click through data and statistics

Pre Requisites:

Basic knowledge of OS X. No programming experience necessary.

What you will learn:

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- Design a layout using Photoshop Elements/ Fireworks
- Prepare graphics and export graphics for web
- Use ftp (file transfer protocol) to upload files to host server.
- Design newsletter using simple 'nested' tables to create a 'email 'client safe' template
- Create and manage a mailinglist
- Create mailing campaign
- send out bulk email to subscribers
- Monitor customer click rates and email usage.

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Corporate Newsletter Creation - NLC01: Course Schedule

1 Day Course Schedule

Using the Dock and Apple keyboard shortcuts and pad 'gestures'.

Creating Content for your Application

Using Photoshop / Fireworks we will build custom graphics

Html editing

Using a visual html editor (freeway) to build up the newsletter framework

File Transfer Protocol

Hosting of image files on a webserver

Data management

Create email list for database inclusion

Configure and batch newsletter mailout

Define mail options plain text etc

Newsletter Campaign review

Stat analysis. Discover which of your customers opened the newsletter and track click activity.

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