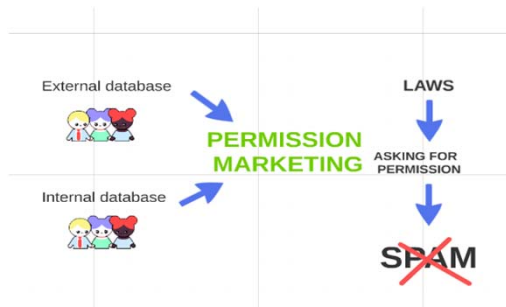


What is email marketing?



How to design an email marketing campaign

1 Strategy

- R
- L
- B

2 Database

- Internal or External Database?

Note: Watch the video. What do the teacher recommend for higher conversion?

3 Planning

- Which...
- How many...
- How to make...
- How to ...
- How to create...

4 Test and Sending

5 Feedback

- F...
- O...
