

You can get real RELIABILITY, PERFORMANCE and **EFFECTIVE RESULTS**

Our team spent many years searching for new ideas,
studying hundreds of different kinds of business,
and finding new effective solutions.



Course Outline

Advanced E-mail Marketing

For Professionals

Who Can Participate?

- Anyone can join who has the interest to get into the ‘Online E-mail Marketing’ profession and want to do such type of task in various freelancing marketplaces.

Prerequisite:

- Technical Skill: Must have the fluent operating skill of Computer.
- Must have the skill to use internet.
- A little or basic knowledge on E-mail Marketing would be fine but not necessary.
- Fluency in English (Both writing and speaking).
- Academic: HSC or Equivalent Certificate.

Key features of “Prime IT”:

- Training by Certified and Experienced Trainers.
- Industrial and Corporate Tie-ups for live projects for student.
- Well-equipped Computer Lab, Internet and Book Bank facility.
- Live project based Trainings & Internships.
- Wi-Fi enabled classrooms.
- Certificate will be provided after training.
- Job facilities in freelancing marketplaces.

Course Duration:

- Total Class = 24
- Per Class = 2 hours
- Total Time = 48 hours
- Duration = 2 month
- Course Fee = 10,000 BDT Only

“Always do your best. What you plant now, you will harvest later.”

Og Mandino

Course Outline: Advanced E-mail Marketing

<p>Lecture - 01 :Overall idea about freelance outsourcing & E-mail Marketing</p> <ul style="list-style-type: none"> • What is Freelancing? • What is Outsourcing? • Online Freelance Marketplaces. • Basic Idea about Payment Systems. • Types of Freelancing work. • What is E-mail Marketing? • Types of E-mail Marketing • E-mail Marketing Related Jobs in Online/Offline • What You Need to be a Successful E-mail Marketer? • What can You do To Learn E-mail Marketing? 	<p>Lecture -02: Overall idea about E-mail Marketing</p> <ul style="list-style-type: none"> • Discussion on “E-mail marketing”. • What is Deliver-ability? • What is Spam? • What is Open Rate? • Lead generation process (Web research / List building/E-mail collecting) • Which is the best E-mail Marketing Platform? • Do I need to have graphic or other HTML & CSS skills for E-mail marketing? • How many ways are there for E-mail marketing?
<p>Lecture - 03: Mailchimp</p> <ul style="list-style-type: none"> • How to create list? • Introducing with different merge tag • What is permission reminder? • How to add/import E-mail list? • How to create signup form? • Various steps of signup form. • Integrate signup form with website • Integrate signup form with Facebook • Practical scenario of signup process. 	<p>Lecture - 04 & 05: Mailchimp</p> <ul style="list-style-type: none"> • How to design a template? • Four different methods will be shown to design an attractive newsletter. • How to run a successful campaign? • How to send audio file with newsletter? • How to send video file with newsletter? • How to send pdf file with newsletter? • How to track overall reports? • How to submit reports to client?
<p>Lecture - 06: Mailchimp</p> <ul style="list-style-type: none"> • Auto-responder and how it works • A/B testing • Practical class (running a complete campaign) • Questions and answers about mailchimp <p style="color: red; text-align: center;">Rich people believe "I create my life." Poor people believe "Life happens to me."</p>	<p>Lecture - 07: Social Media Marketing</p> <ul style="list-style-type: none"> • Facebook Marketing - Creating Facebook Fan Page - Design an Effective Page and Group - Increase Real members and Fans (Tricks) - Post Effective Post in Page and Group - How To Setup Ads Campaign - How to Run Effective Campaign - ROI Analysis
<p>Lecture - 08: Social Media Marketing</p> <ul style="list-style-type: none"> • Twitter <ul style="list-style-type: none"> - Creating a Twitter Page - Marketing Techniques in Twitter - Increase Real Followers • Google+ <ul style="list-style-type: none"> - Creating a Google+ Account - Marketing Tips for Google+ - Increase Real Members 	<p>Lecture - 09: Social Media Marketing</p> <ul style="list-style-type: none"> • LinkedIn <ul style="list-style-type: none"> - Create a Eye catching Account - Build Effective Network - Client Hunting Tips from LinkedIn • YouTube <ul style="list-style-type: none"> - Create YouTube Chanel - YouTube Marketing techniques - Increase Subscribers

<p>Lecture - 10: Constant-Contact</p> <ul style="list-style-type: none"> • How to create List? • How to create signup form? • Different steps of signup form. • Integrate Signup form with website? • Integrate signup form with Facebook? • How to build list via sign up form? <p style="text-align: center;">(Be Your Own Boss)</p>	<p>Lecture - 11 & 12: Constant-Contact</p> <ul style="list-style-type: none"> • How to design Template using different layout. • How to use social networking site in newsletter? • How to personalize Name? • How to send Audio/Video/Pdf file? • How to run campaign? • Auto-responder. • Report Analyze.
<p>Lecture - 13 : iContact</p> <ul style="list-style-type: none"> • How to create List? • How to create signup form? • Different steps of signup form. • Integrate Signup form with website? • Integrate signup form with Facebook? 	<p>Lecture - 14: iContact</p> <ul style="list-style-type: none"> • Design Template using different layout? • Use social networking site in newsletter? • How to personalize Name? • How to send Audio/Video/Pdf file? • How to run campaign? • Auto-responder & Report Analyze
<p>Lecture -15 & 16: Aweber & Get Response</p> <ul style="list-style-type: none"> • How to create List? • How to create signup form? • Different steps of signup form. • How to integrate Signup form with website? • What is broadcast and how to design it? • What is follow-up and how to create it? • Design templates using different layout. • Use social networking site in newsletter? • How to personalize Name? • How to send Audio/Video/Pdf file? • How to run campaign & Report Analyze. 	<p>Lecture - 17: Review & QA</p> <ul style="list-style-type: none"> • Client Communication. • Reviews. • Problem Solving Class. • Question & Answer. <p style="text-align: center;">“Don't aim for success if you want it; just do what you love and believe in, and it will come naturally.”</p> <p style="text-align: right;">David Frost</p>
<i>Freelance Outsourcing</i>	
<p>Lecture - 18 & 19: Marketplace oDesk</p> <ul style="list-style-type: none"> • Creating an effective profile. • Making an eye catching profile and portfolio. • Types of EM related task in oDesk. • How to write a professional proposal? • What should do and don't for jobs? • How to withdraw money from oDesk ? <p>Stop chasing the money and start chasing the passion." - Tony Hsieh</p>	<p>Lecture - 20 & 21: Elance & Freelancer</p> <ul style="list-style-type: none"> • Creating Account in Elance &Freelancer • Create a professional profile • Exams for Elance & Freelancer.com. • How to write a professional proposal? • How to verify Phone and NID/DL/PP? • What should do and don't for job? • How to withdraw money from Elance & Freelancer?

Lecture – 22 & 23 : PPH & Fiverr

- Creating Account in PPH & Fiverr
- Creating professional profile.
- How to write professional proposal/hourlie/gigs?
- How to collect stars and Endorsements?
- How to increase Rank / CRT?
- How to verify Phone and NID/DL/PP?
- What should do and don't for job?
- How to withdraw money from PPH & Fiverr?

Lecture - 24: Payment Systems from Freelancing Sites:

- a. Payoneer Master Card
 - Apply for a free MasterCard
 - How to use Payoneer MasterCard
 - Where Can use MasterCard
 - Maintenances of MasterCard
 - What should do and don't with PMC
- b. Moneybookers
 - Create a MB account.
 - How to use MB.
- c. Direct Bank Wire Transfer.

"All our dreams can come true if we have the courage to pursue them."

Walt Disney