

Class Title: Constant Contact Essentials

Duration: 2 Days

- 1. Create a Master Template**
 - 1.1. Brand the Email
 - 1.2. Create Links
 - 1.3. Create and Edit Images
 - 1.4. How to Create Good Content
 - 1.5. Techniques for Engaging Your Audience
 - 1.6. Options for Headers and Footers
 - 1.7. Design Considerations
 - 1.8. Planning for a Mobile Audience
- 2. Send the Email**
 - 2.1. Timing and Frequency
 - 2.2. Split Testing
 - 2.3. Reporting
 - 2.4. Increase Your Open Rate
- 3. Contact Management**
 - 3.1. Spam and Permission
 - 3.2. Ways to Grow Your Mailing List
 - 3.3. Managing Bounces
 - 3.4. Create Targeted Lists
- 4. Social Media**
 - 4.1. Facebook, Twitter, LinkedIn, YouTube
 - 4.2. Constant Contact Social Sharing Tools