

Get Certified with

# Email Marketing (EM)

- 3 months Comprehensive Classes
- 100% Job Placement 2 hrs./day
- Study In-Class/ Study Online

Why Choose

# OFFSHORE ACADEMICS?

Offshore Academics Provides a unique Digital Marketing Training for All Students, Professionals, Homemakers, and Dreamers, Empowering Career Transformations and Success in the Digital Marketing Realm.

We are here to help you to

turn  
your  
dreams  
into reality!



# THINK DIGITALLY

## Why Invest in Courses That May Not Offer Significant Value?

It's Time to Embrace the Idea that Mistakes Can Be Greatest Teachers! This Is a Fundamental Principle of Marketing", Isn't It?

At Offshore Academics, We Adopt a Unique Perspective. We're More Than Just an Educational Institution We're a Supportive Community, with Trusted Reputation, and always be a Reliable Friend Always Ready to Assist You.



Community Connection



Real-World Learning



Practical Insights



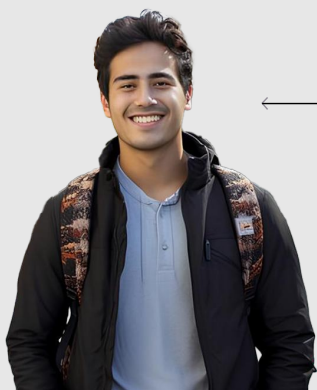
Friend in Need

Who should take this

# COURSE AND WHY?

## Students

Those Seeking to Acquire Practical Skills & Gain a Competitive Advantage in the Job Market.



## Influencers

Those Seeking To Pursue a Flexible Career in Digital Marketing While Balancing Household Responsibilities.

## Entrepreneur

Those Seeking their Knowledge and Skills to Effectively Promote Their Businesses on Online platform, helps to Reach a Wider Audience, to Increase Brand Visibility, For Business Growth.



## Digital Marketers

Who Aim to Improve Their Skills and Stay Updated with the Latest Industry Trends.

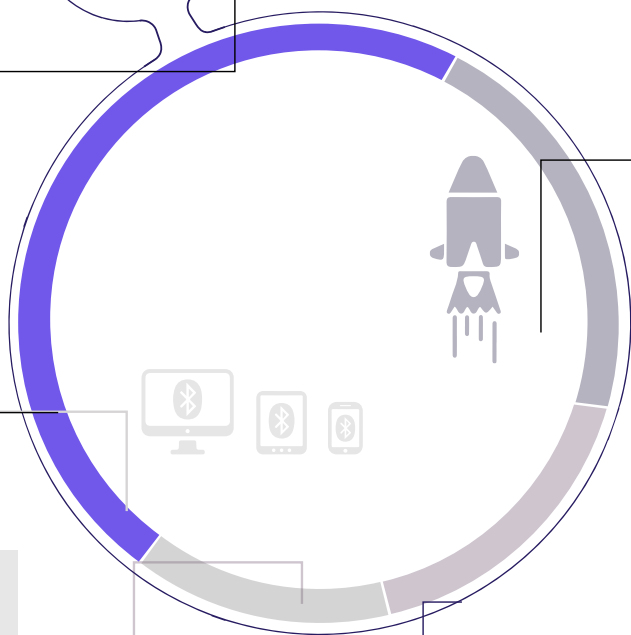


## Content Writers

Who Wants to Strive to Hone Their Writing Skills to Create Effective Digital Content for Marketing Purposes.

## Managers & MBA Graduates

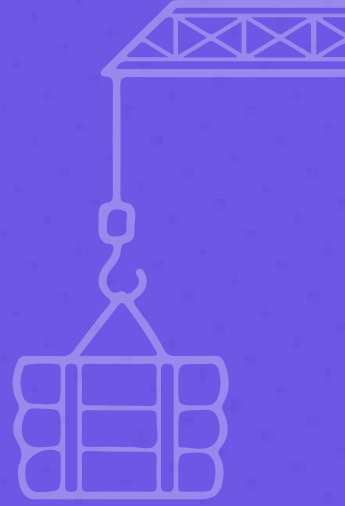
Those Are Interested to Enhance Their Skills and Knowledge helps Effectively to Navigate and Leverage Digital Platforms for Business Growth and Success.



# COURSE HIGHLIGHTS

3.5  
Lacs Worth  
Tools  
Free

25+  
Certifications



185+

Case Studies &  
Live Projects



73+  
Modules



6 months

Internship Program  
Available



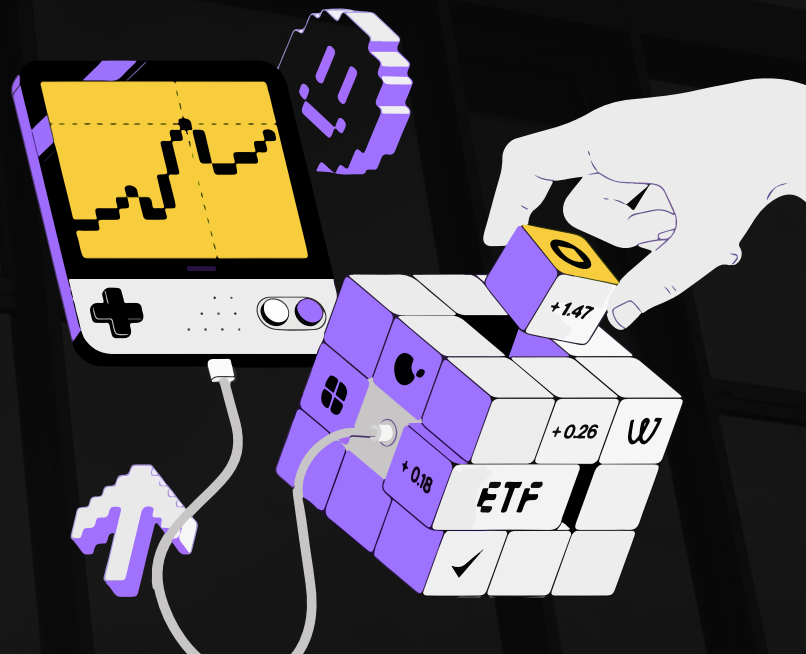
30+  
Certifications



(Google Ads, Bing  
Ads, Facebook  
Ads, etc.)

# Foundation Modules

- The Foundational Course in Digital Marketing Is Crafted to Empower Individuals with Vital Skills and Knowledge for Success in Online Marketing.
- This Comprehensive Program Comprises Three Foundation Courses, Each Emphasizing Crucial Aspects Necessary for Establishing a Solid Base in Digital Marketing.
- Designed to Navigate the Dynamic Landscape of Online Marketing, This Course Equips Learners with Essential Tools and Insights to Excel in the Field.



# Foundation Modules



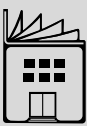
## Getting Started with Course

Understand the course structure, meet the team, and receive guidance for smooth course completion.



## Gain Analytical Skills for Marketing Success

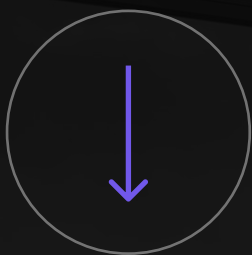
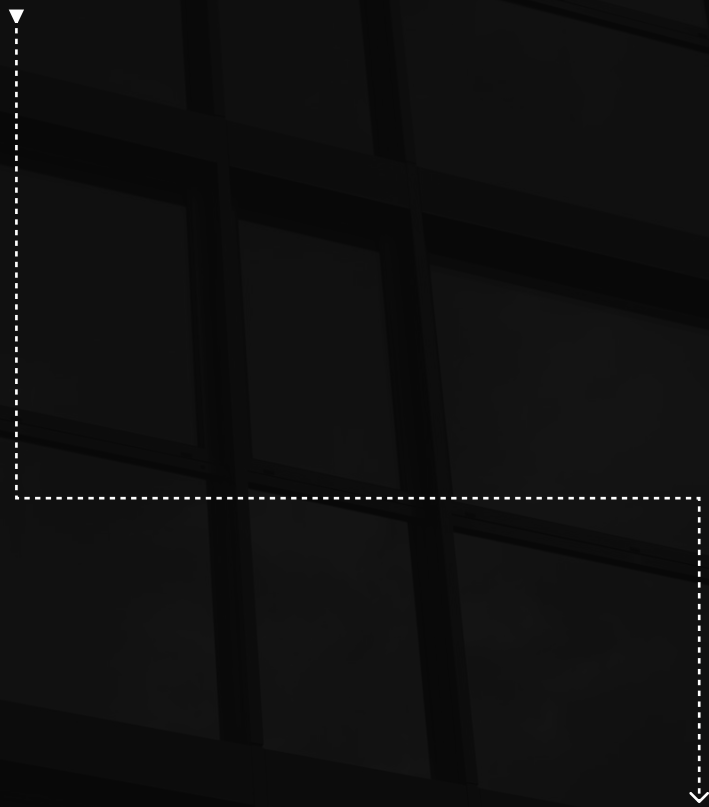
Decipher Data Trends, Craft Resonant Strategies, and Drive Impactful Campaigns by Mastering the Art of Decoding Consumer Behavior for Targeted Outreach and Compelling Engagement.



## Fundamentals of Marketing

Essential principles and strategies for effectively promoting products and services to target audiences, forming the cornerstone of successful business growth.

# Core Modules





# Email Marketing (EM)

Email marketing is a digital marketing strategy focused on sending commercial messages to a targeted audience via email. It involves creating and sending compelling emails to subscribers with the goal of promoting products, services, or building relationships.

## 1. INTRODUCTION TO EM

- Understanding the Basics
- Definition and Importance of Email Marketing
- Evolution of Email Marketing
- Email Marketing Strategy
- Setting Objectives and Goals
- Target Audience & Segments

## 2. GROWING EMAIL LISTS

- List Building Strategies
- Opt-in Forms & Lead Magnets
- Managing Email Lists
- Segmentation and Personalization
- List Hygiene and Maintenance
- GDPR and Compliance

## 3. COMPELLING EMAIL CONTENT

- Writing Effective Copy
- Understanding Your Audience
- A/B Testing Subject Lines
- Personalization and Content
- Designing Engaging Emails
- Best Practices for Layout and Design

## 4. AUTOMATION AND SEQUENCES

- Introduction to Automation
- Benefits and Use Cases
- Setting Up Automated Workflows
- Drip Campaigns & Sequences
- Nurturing Leads
- Behavioral Triggers

## 5. DELIVERABILITY AND OPTIMIZATION

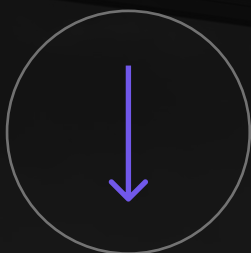
- Factors Influence Email
- Sender Reputation  
Authentication Protocols (SPF, DKIM, DMARC)
- Avoiding Spam Traps Testing and Optimization
- A/B Testing for Campaigns.

## 6. INTEGRATE MARKET CHANNELS

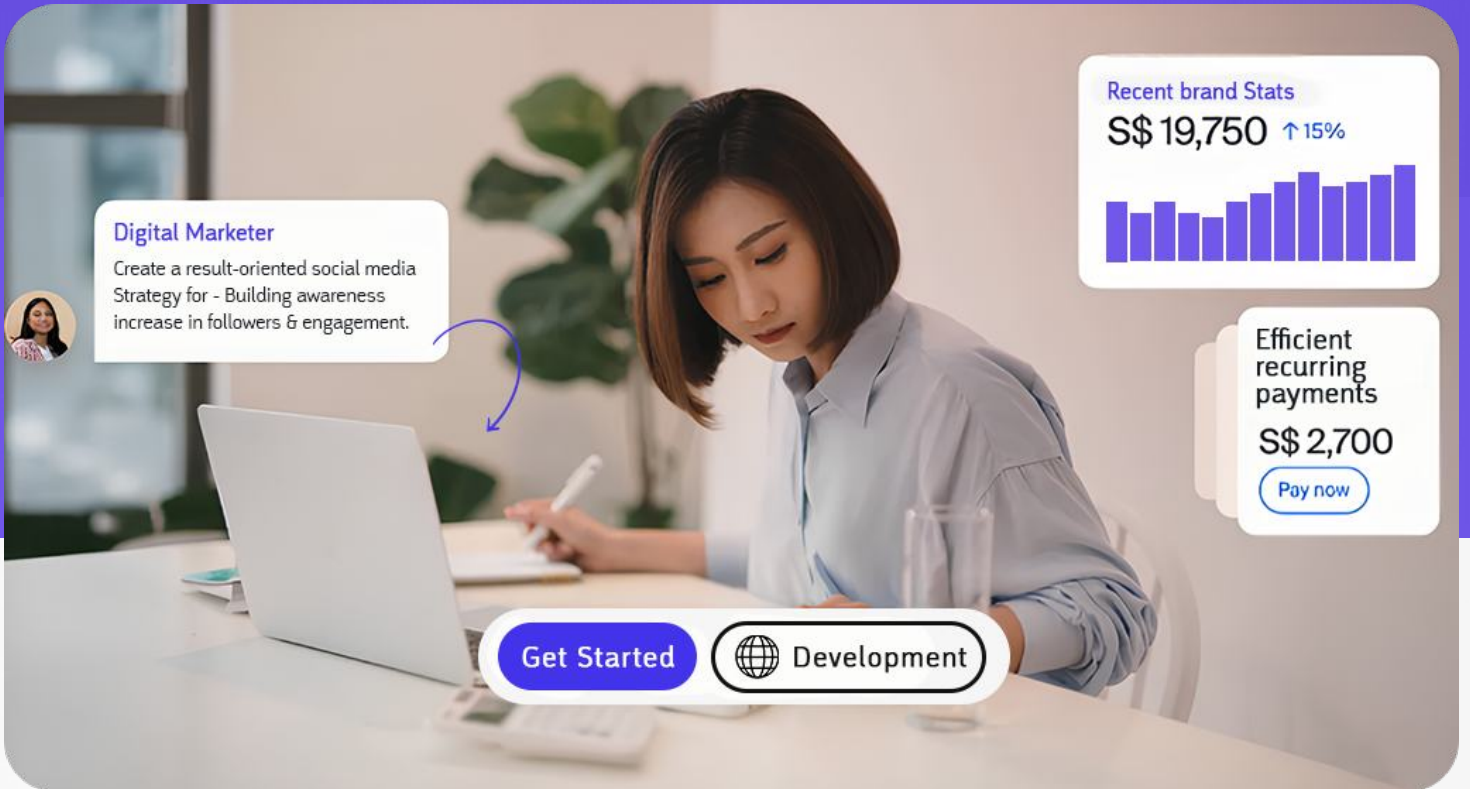
- Email and Social Media Integration
- Cross-Channel Campaigns
- Social Sharing and Forwarding
- Integrating with CRM Systems
- Leveraging Customer Data
- Coordinating Marketing Efforts

# Specialization Modules

The Specialization Modules in Digital Marketing offer an emerging trends and cutting-edge techniques, these modules provide participants with in-depth knowledge and practical skills necessary to excel in today's competitive market. Comprising **17 specialized courses** this specialization covers a wide range of topics essential for success in digital marketing.



# SELECTED ASSIGNMENTS



**Digital Marketer**  
Create a result-oriented social media Strategy for - Building awareness increase in followers & engagement.

Recent brand Stats  
S\$ 19,750 ↑15%

Efficient recurring payments  
S\$ 2,700  
[Pay now](#)

[Get Started](#) [Development](#)

# Email Marketing (EM)



## DURATION

3 MONTH

- Become hands-on on Legal Aspects involved in sending Emails in various countries
- Email Automation: Leveraging automation tools to streamline workflows, deliver targeted messages, and nurture leads effectively.



## LEARNING OUTCOMES

- Never let your emails land in Spam Folders – Be equipped with key techniques
- Start to manage your emails professionally using MailChimp
- Introduction to Email Marketing: Understanding the fundamentals and importance of email marketing in modern business strategies.
- Building Your Email List: Strategies for growing a quality email list and maximizing subscriber engagement.



## TOOLS

Rank Watch,  
Google Keyword Planner,  
Broken Link Checker



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”It’s time to rethink and let your mistakes be your teacher this time around! That’s a basic principle of marketing, right?”

At Offshore Academics Digital Marketing, we believe in a different approach.”

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## **KNOW MORE**

### OFFSHORE ACADEMIICS

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Create and launch 1st live campaign on the Search network

Create video and banner assets on Canva

Conduct research & create 1st live campaign for your YouTube and Display network

# In-House Internships

You will be working closely with the Marketing team. This internship provides a one-of-a-kind chance to gain hands-on experience in advanced optimization techniques, developed and refined by our experienced marketing team.

## Performance Marketing (Meta) Internship

Company: Offshore Academics

Duration: 1.5 months

Time: 10 hrs/week (WFH)

Eligibility: SMM and SEM module

## SEO Internship

Company: Offshore Academics

Duration: 1.5 months

Time : 10 hrs/week (WFH)

Eligibility: SEO Module

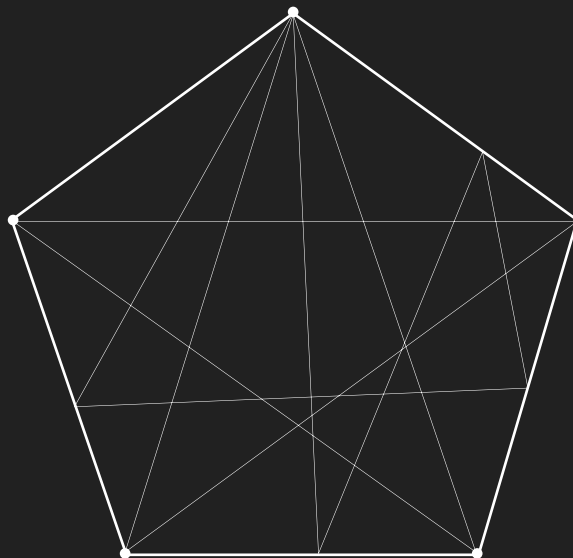
## Online Content Writing Internship

Company: Offshore Academics

Duration: 1 month

Time: 12 hrs/week (WFH)

Eligibility: Admission Test



## Performance Marketing Internship

Company: Offshore Academics

Duration: 15 days

Time :10 hrs/week (WFH)

Eligibility: SEM Module completion

## Social Media Marketing Internship

Company: Offshore Academics

Duration: 15 days

Time Commitment: 10 hrs/week (WFH)

Eligibility: SMM Module completion

# You will become skilled

These tools serve various purposes across different aspects of digital marketing, including:



## Google Analytics

It provides valuable insights into website traffic, user behavior, demographics, conversion rates, and more, helping businesses make informed decisions



## Hotjar

It helps businesses understand how users interact with their websites, identify pain points, and optimize user experience to improve conversion rates and overall website performance.



## SEMrush

It helps businesses optimize their online presence, improve search engine rankings, and drive more organic and paid traffic to their websites.



## Ahrefs

It is widely used by digital marketers and SEO professionals to optimize website performance and improve online visibility.



## Mailchimp

It enables businesses to create, send, and manage email campaigns efficiently.



## Google Ads

It provides valuable insights into website traffic, user behavior, demographics, conversion rates, and more, helping businesses make informed decisions



## Buzzsumo

It provides insights into content performance metrics like social shares, backlinks, and engagement, helping businesses content ideas and understand audience interests.



## WIX

It offers a variety of customizable templates, drag-and-drop tools, and features for building websites for businesses, blogs, portfolios, and more.





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## WHY TRUST US?



Practical Approach Over Theoretical Learning.



Personalized tutoring for each student



Lifetime access for each course module

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Supercharge your Digital Marketing skills With Over 20 Online Courses And Certifications! which are perfect for [Graphic Designing](#), [social media](#), [advertisement](#), [SEO marketing](#) and more...

**+1.612**

Happy Customers

**+40**

Courses for Student

**+105**

Web projects done in 2023

**+10**

Years Experience

## Project Highlights

“Dive into a world of learning and mastery with our diverse array of courses. From SEO to PPC, Social Media Marketing to Freelancing, and everything in between, unlock your potential for success!”

# A WORD ON OFFSHORE ACADEMY



**Sahil**

Digital Marketer

"Offshore Academics' Digital Marketing course is a must for anyone seeking in today's digital age. The interactive sessions, and learning environment fostered my growth."



**Badal**

Digital Marketer

"Enrolling in Offshore Academics' Digital Marketing course was a game-changer for me. The instructors' expertise and real-world examples provided invaluable insights."



**Saakey**

Graphics Designer

"As a graphic designer navigating the intricate landscape of learning and skill enhancement, I recently had the opportunity to delve into Offshore Academics, an online platform promising to elevate my design prowess."



**Abhishek**

Google Ads

"I've been on the hunt for courses that offer both depth and practical application. My search led me to Offshore Academics' Google Ads Course, and I must say, it exceeded my expectations on multiple fronts."



**Rikhil**

Digital Marketer

"As someone deeply invested in expanding my skills in the realm of digital marketing, I recently embarked on a journey with Offshore Academics to explore their Advanced Digital Marketing Course."



**Mukti**

Facebook Ads

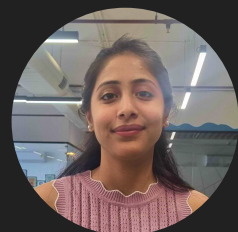
"As a digital marketing enthusiast looking to delve deeper into the realm of Facebook advertising, I recently enrolled in the Facebook Ads Course offered by Offshore Academics."



**Ruhani**

Social Media

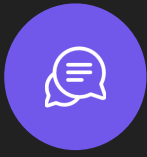
"As an eager learner, I joined Offshore Academics' Social Media Course with high hopes, and I'm thrilled to say they were exceeded."



**Nikita**

Email Marketing

"I just finished Offshore Academics' Email Marketing course, and it was truly exceptional. As a digital marketing enthusiast, I found it incredibly insightful and practical."



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“In the digital age, marketing isn’t just about what you sell, but about the stories you tell and the connections you make.”

At Offshore Academics, We Embrace a Distinct Perspective, Paving the Way for Innovative Strategies and Unparalleled Results.

# OFFSHORE ACADEMICS

Offshore Academics offers digital marketing training and certification courses, catering to individuals seeking to reshape their careers & thrive in the digital marketing field.

- **Duration:**  
3 Months
- **Optional Batches:**
  1. Mon-Fri (2hrs)
  2. Sat & Sun (4hrs)

Interested?  
**CONTACT US!**



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