TRAINING SOLUTION BRIEF

ZURB University Master Class

Responsive Email

Increase the Speed and Accuracy of Your Email Marketing Workflow
Typical Bottleneck:
Frictions Associated With Translating Marketing Goals Into The Design & Development of Responsive Email

Baseline Email Marketing ROI

Marketing Goals

Operational Outcome: Increase throughput and email performance.
Business Outcome: Decrease cost of customer acquisition.

How: Enroll your email marketing practitioners in ZURB’s Responsive Email Masterclass, and they will receive the training and coaching necessary to maximize email performance and throughput.

Cost: $499 per person.

More Info: Link to the course marketing page.

What: ZURB University’s Responsive Email online course.
Why: Empower your email marketing practitioners to improve their process, and increase their technical skills to design and develop better responsive emails.
How the Coordination & Technical Friction Bottleneck Harms Your Email Marketing, Increasing Cost of Customer Acquisition and Decreasing Customer Lifetime Value:

Designing and developing customized responsive emails are difficult. Email marketing practitioners must cope with two distinct challenges:

A. The technical challenge of coding HTML emails that display correctly on the plethora of screen sizes, browsers, and email clients.
B. The high level of technical constraints placed on designing for the email medium.

ZURB University’s Responsive Email Master Class will help email practitioners increase their technical proficiency and equip them with a solid workflow. By learning how to setup a better email workflow process and acquiring the skills to execute that workflow, teams can significantly mitigate the burdens of email design and development constraints. After this course, your team will be equipped to better reach the right customers, at the right times, with the right messages. Ultimately, you’ll be able to decrease your cost of customer acquisition, and increase customer lifetime value.

Train to Learn How to Mitigate Technical & Design Constraints  
Better Emails Faster  
Right Messages  
Right Customers  
Right Times

Learn More