Postgraduate Certificate
Copywriting for
Email Marketing

tech technological university

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Postgraduate Certificate
Copywriting for
Email Marketing

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Aimed at: **University graduates who have previously completed any of the qualifications in the fields of Social Sciences, Communication, Administrative and Business Administration.**

Website: **www.techtitute.com/in/school-of-business/postgraduate-certificate/copywriting-email-marketing**

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01
Welcome

The benefits of Email Marketing for businesses have made this strategy continue to be used to increase sales and improve the image of companies. Therefore, any professional who wants to prosper in the Copywriting sector and wants to launch effective campaigns must be aware of the persuasive email writing techniques and working methods. All this will be possible thanks to this 100% online program created by TECH to meet the real needs of those who aspire to progress in this industry. To achieve this goal, students will have the most current syllabus, developed by an excellent team of leading specialists in this area and high quality multimedia teaching materials.

Postgraduate Certificate in Copywriting for Email Marketing.
TECH Technological University

Become an expert in Email Marketing and sales funnel generation in only 6 weeks"

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

tech

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University

Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000 executives prepared each year

+200 different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 | collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.

Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

03
Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

"

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

At the end of this university program, students will have achieved an improvement of their skills in the world of Copywriting oriented to the implementation of Email Marketing campaigns and sales generation. Likewise, this academic option will increase their skills to be able to successfully manage these strategies in the best Communication and Marketing agencies. In this way, the graduates will make significant progress in a booming and fiercely competitive sector.

Revolutionize your clients' Email Marketing strategies thanks to this training. Enroll now"

TECH makes the goals of their students their own goals too.
Working together to achieve them.
The **Postgraduate Certificate in Copywriting for Email Marketing** will qualify the students to:

01 Learning the generalities of email marketing within a strategy

02 Create a list of subscribers

03 Learn how to grow a subscriber list

04 Knowing the objectives that can be achieved with email marketing

05 Know how not to go unnoticed in the inbox

06 Acquire knowledge about what sales funnels are and what they are used for
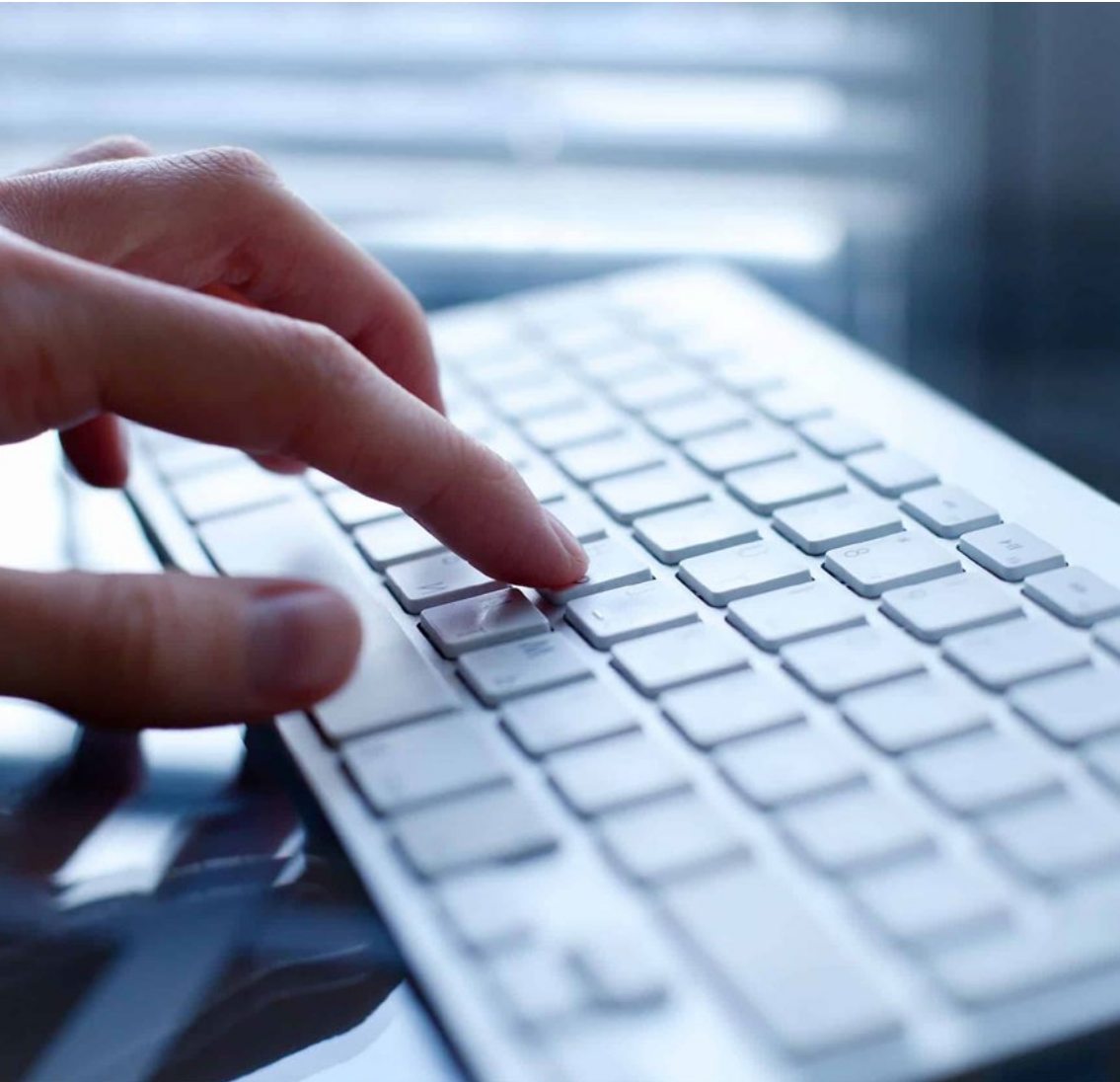
07 Understanding the management of a minimum sales funnel

08 Learn how to manage a sales funnel for a startup

09 Differentiate between email marketing, chatbots or WhatsApp communications

05
Structure and Content

According to the current academic times, TECH has developed a Postgraduate Certificate that presents a 100% online methodology. So, with no classroom attendance or classes with fixed schedules, students will have greater freedom to self-manage their time to access this program Copywriting for Email Marketing in Copy. A flexibility that will allow them to combine their most demanding responsibilities with a quality education.

Access whenever and wherever you want to the extensive Virtual Library that TECH puts at your disposal"

Syllabus

The syllabus of this Postgraduate Certificate consists of 150 teaching hours of intensive learning and first level on the main techniques of market research, persuasive writing of emails and sales funnels. All this, through innovative didactic material based on video summaries, videos in detail, case studies and specialized readings with which you will be able to extend even more the rigorous information provided in this program.

In this way, the graduates will learn how to sell through email marketing, create emails that do not go unnoticed in the inbox or maintain permanent sales funnels. They will also delve into the use of chatbot or Whatsapp as channels to communicate with customers.

All this, moreover, without having to invest many hours of study and memorization. And, thanks to the Relearningmethod, focused on the reiteration throughout the academic course, the students will consolidate in a simpler way the key content addressed in this university proposal.

An excellent opportunity to obtain an advanced and convenient teaching through a study plan planned in detail by great experts in the field of Copywriting.

This Postgraduate Certificate program is spread out over 6 weeks and is divided into 1 module:

| Module 1 | Mail Marketing and sales funnels |

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Copywriting for Email Marketing completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Mail Marketing and Sales Funnels

1.1. Generalities of Email Marketing
1.1.1. What is Email Marketing?
1.1.2. Features
1.1.3. Structures
1.1.4. Types of Emails

1.2. How to Create a Subscriber List from Scratch
1.2.1. Strategies for Building the List
1.2.2. Channels to Support
1.2.3. Email Marketing Tools
1.2.4. Frequency of Emails

1.3. How to Write Emails According to the Objectives
1.3.1. Content Emails
1.3.2. User Experience Emails
1.3.3. Sales Emails
1.3.4. Sources of Content Inspiration

1.4. How Not to Go Unnoticed in the Inbox
1.4.1. Formulas for Creating Headlines
1.4.2. Example of First Email Subscription Mail Sequence
1.4.3. Example of Corporate Email
1.4.4. How to Avoid Ending Up in the SpamFolder

1.5. How to Sell through Email Marketing
1.5.1. How to Sell with Email Marketing
1.5.2. Examples of Email Sequences
1.5.3. Examples of Follow-up Emails
1.5.4. Examples of Closing Sales Mailings

1.6. Other Aspects to Take into Account
1.6.1. The Length
1.6.2. Measurement
1.6.3. Customization
1.6.4. Delivery Schedule

1.7. Sales Funnel: Minimum Viable Funnel
1.7.1. Elements you Need to Create a Sales Funnel
1.7.2. Lead Magnet in the Sales Funnel
1.7.3. Boosting your Funnel Organically
1.7.4. Advertising for the Sales Funnel. Taking your Funnel to a Higher Level

1.8. Permanent Funnels
1.8.1. Why Should you Have an Automatic Sales Funnel?
1.8.2. Elements that Allow you to Maintain and Optimize your Funnel
1.8.3. Maintenance, Reviews and Analytics
1.8.4. Closing the Sales Funnel

1.9. Launch Funnels
1.9.1. How to Prepare your Launch
1.9.2. Funnels for Live Launch and Modalities
1.9.3. Specific Advertising for Launches
1.9.4. Converting your Funnel to an EvergreenLaunch

1.10. Email Marketing vs. Chatbot or WhatsApp
1.10.1. The Advantages of Chatbots
1.10.2. The Advantages of Email Marketing
1.10.3. Personalizing the Message through Segmentation
1.10.4. Can WhatsApp Complement the Email Marketing Strategy?

You will prepare the best funnels for launches with the most advanced syllabus in the current academic landscape"

06
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

" *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

❝

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

3%

30%

15%

4%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

07
Our Students' Profiles

This program is open to university graduates who have previously completed any of the following qualifications in the field of Social Sciences, Communication, Marketing and Public Relations.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

In addition, it can also be taken by professionals who, being university graduates in any area, have work experience in the field of Online Marketing.
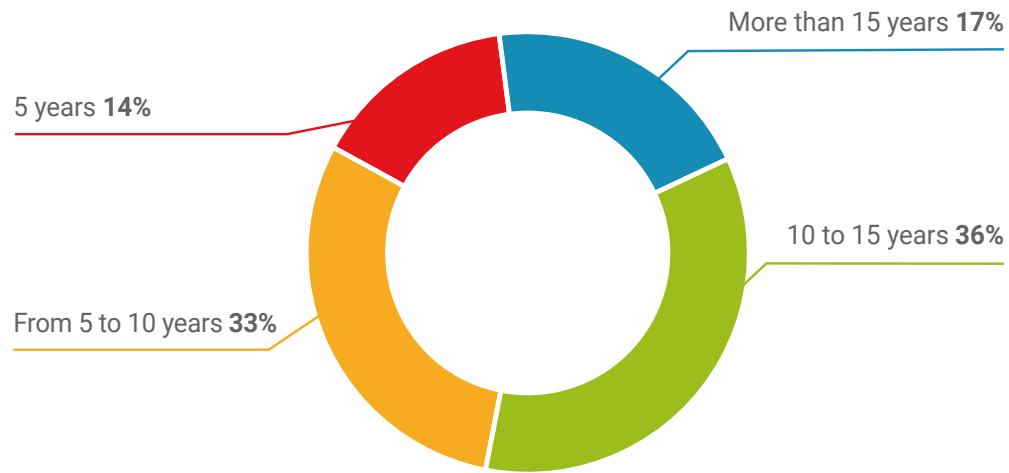
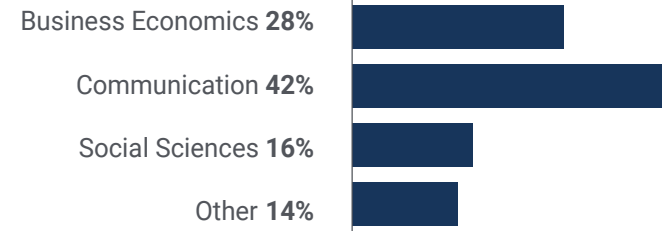*Take a leap in your professional career as a Copywriting Director after taking this university program"*

Average Age

Between **35** and **45** years old

Years of Experience

5 years **14%**

From 5 to 10 years **33%**

More than 15 years **17%**

10 to 15 years **36%**

Training

Business Economics **28%**

Communication **42%**

Social Sciences **16%**

Other **14%**

Educational Profile

Communication **39%**

Services **20%**

Entrepreneurs **29%**

Other **12%**
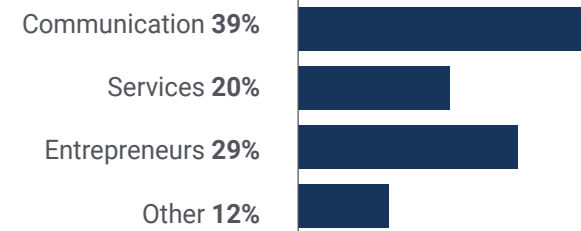
Geographical Distribution

USA **11%**

Spain **48%**

Mexico **34%**

Colombia **7%**
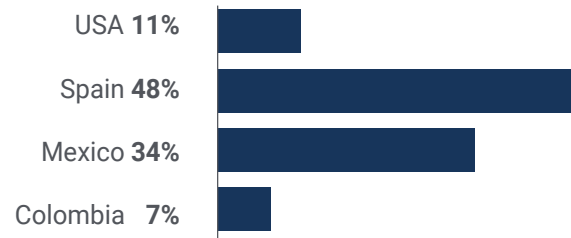
Juan Carlos Álvarez

Director of Marketing and Advertising Agency

In the digital communication sector it is key to be aware of the latest trends and be in continuous training. With this goal I enrolled in this TECH Postgraduate Certificate and this led me to learn more about the present Email Marketing strategies, evolve in my projects and the agency that I manage"

Course Management

TECH has brought together in this program outstanding professionals with extensive professional experience as *copywriters* for major brands and communication agencies. Their excellent background is evident in a syllabus focused on offering students a knowledge of great practical application from the first moment. In addition, thanks to his proximity, students will be able to resolve any questions they may have about the content of this Postgraduate Certificate.

Get a professional boost from the best experts in Copywriting for Email Marketing"

Management

Mr. Berenguer Falcó, José
- Editor in chief at PCcomponents and copywriter for professional agencies and brands
- Innovation Consultant at Barrabés.biz
- SocialMedia and Copywriter at Cacahuete Comunicación
- Editor in Chief at Diego Coquillat.com
- Editor-in-Chief of 10 Restaurants. He is
- Layout and copywriter at Difussion Media
- SEO copywriter for several communication agencies
- Communications Director at Eco Expansion
- Head of Press and Communication of the Bar Association of Elche
- Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- Graduate in Journalism

Professors

Ms. Hernández Martín, Irene
- Communication consulting at Barrabés
- Public Relations at Madison MK
- Public Relations at Cerealto Siro Food
- Graduate in Advertising and Public Relations from the University of Valladolid

"

TECH has carefully selected the faculty for this program so that you can learn from today's top specialists"

Impact on Your Career

This Postgraduate Certificate is focused on providing not only rigorous theoretical knowledge, but also to apply it directly in the day to day and with excellence. All this will have a direct impact on the work performed by the students either with their own clients or in the agencies in which they work. A specialization that is a plus to achieve the desired job and salary progression.

You will increase your scope of action in the creation and management of Email Marketing campaigns"

Are you ready to take the leap?
Excellent professional development awaits you.

TECH's Postgraduate Certificate in Copywriting for Email Marketing is an intensive program that prepares you to face challenges and business decisions in the field of Copywriting. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

One more step to reach, as soon as possible, your salary increase as a Copywriting specialist.

Elevate your skills to lead Copywriting teams and get your promotion.

Time of Change

During the program	During the first year	After 2 years
11%	**63%**	**26%**

Type of Change

Internal Promotion **47%**

Change of Company **31%**

Entrepreneurship **22%**
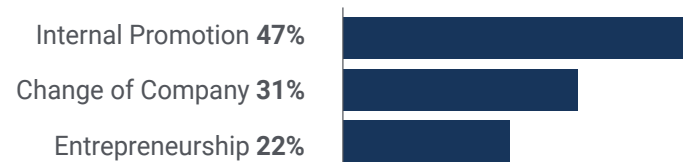
Salary Increase

This program represents a salary increase of more than **23.14%** for our students

Salary before	A salary increase of	Salary after
$28,200	**23.14%**	**$34,725**

10
Benefits for Your Company

In a highly competitive digital market, having specialized personnel in companies with an excellent command of their functions allows them to stand out from the rest of the competitors. Applied to Communication and Marketing agencies, this program will undoubtedly not only provide students with knowledge, but will also increase the quality and productivity of the company they work for. A quid pro qui totally beneficial for both parties.

"

Make your agency grow by offering a catalog of high quality Copywriting services"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.

tech

05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11
Certificate

The Postgraduate Certificate in Copywriting for Email Marketing guarantees students, in addition to the most rigorous and up-to-date education, the access to at Postgraduate Certificate issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate in Copywriting for Email Marketing** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Copywriting for Email Marketing**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in
Copywriting for Email Marketing

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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