

# Mailchimp newsletter marketing 101

Email marketing is a must have for all businesses and can result in increased turnover for SME's the like. The cost for companies to establish such campaigns cost on average R8000 per month for newsletters regarding specials and product launches. Learn how to create and leverage these skills.

This course is held by Google certified bodies and can be used to increase your skill set and enhance your value in your current role

You will learn:

- How to start an email campaign,
- How to design newsletters on MailChimp
- Different categories of MailChimp licenses
- How to upload and test on MailChimp

You will receive a certificate of attendance endorsed by Schack It Up.

**Email Marketing - Mailchimp Tutorial (Basic):** 24 October 2017 to 25 October 2017

**Time:** 09:00 - 12:00

**Venue:** 8 Morrison Road, Durban

**Cost:** R1750 per person

**More info:**

Half day workshop including refreshments.

For more, visit: <https://www.bizcommunity.com>