TRAINING SOLUTION BRIEF

ZURB University Master Class
Responsive Email

Increase the Speed and Accuracy of Your Email Marketing Workflow

ZURB

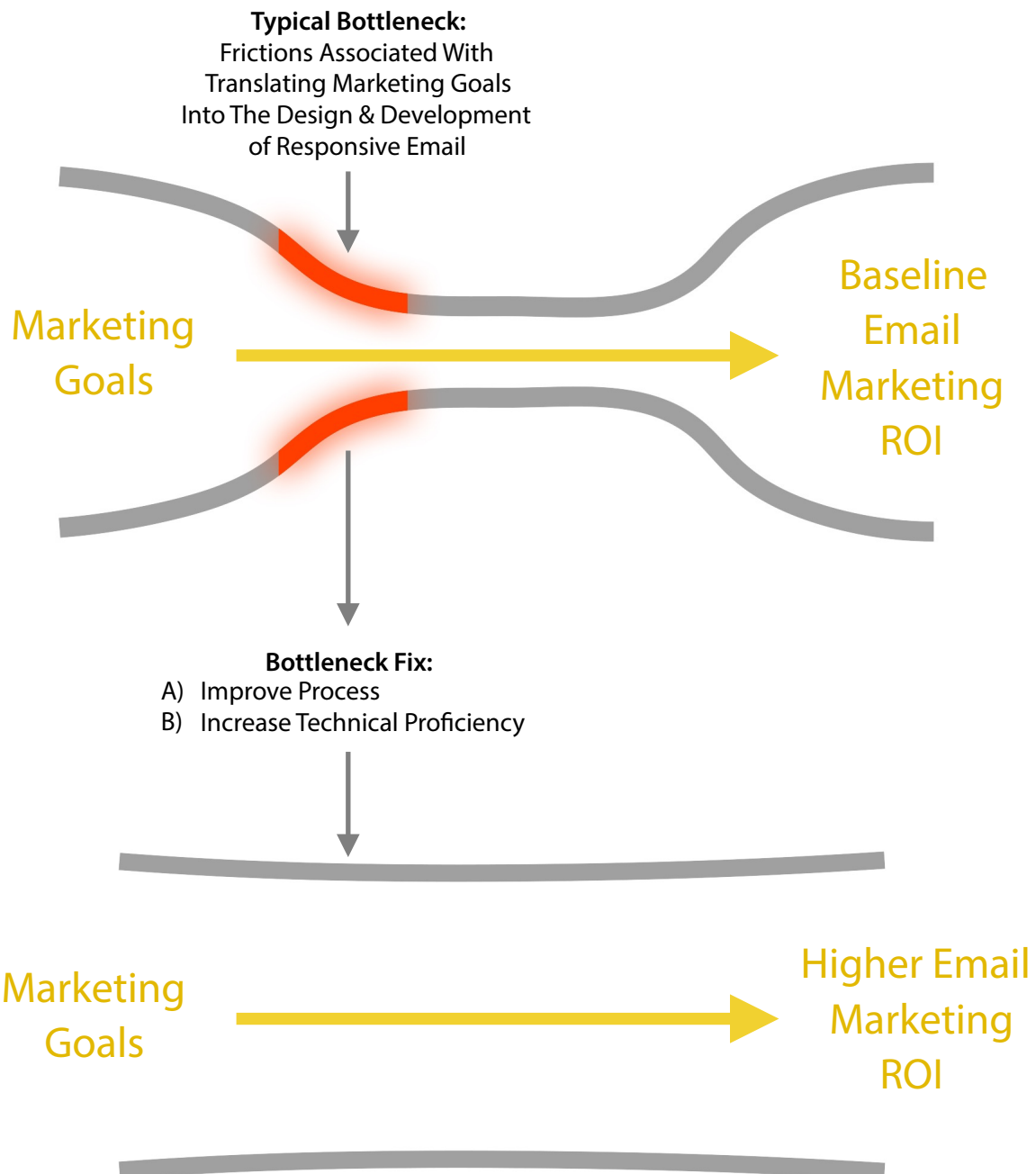|	
What:	ZURB University's Responsive Email online course.
Why:	Empower your email marketing practitioners to improve their process, and increase their technical skills to design and develop better responsive emails.
Operational Outcome:	Increase throughput and email performance.
Business Outcome:	Decrease 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.

Typical Bottleneck:
Frictions Associated With
Translating Marketing Goals
Into The Design & Development
of Responsive Email

Marketing
Goals

Baseline
Email
Marketing
ROI

Bottleneck Fix:
A) Improve Process
B) Increase Technical Proficiency

Marketing
Goals

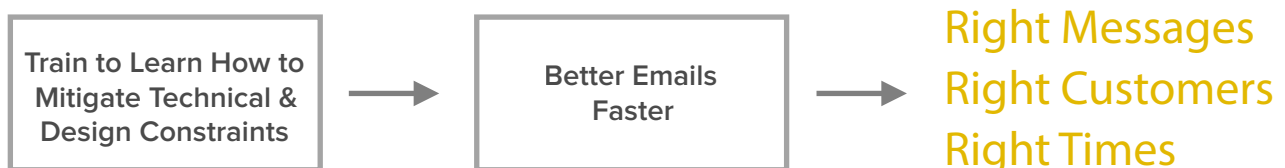Higher Email
Marketing
ROI

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How the Coordination & Technical Friction Bottleneck Harms Your Email Marketing, Increasing Cost of Customer Acquisition and Decreasing Customer Lifetime Value:
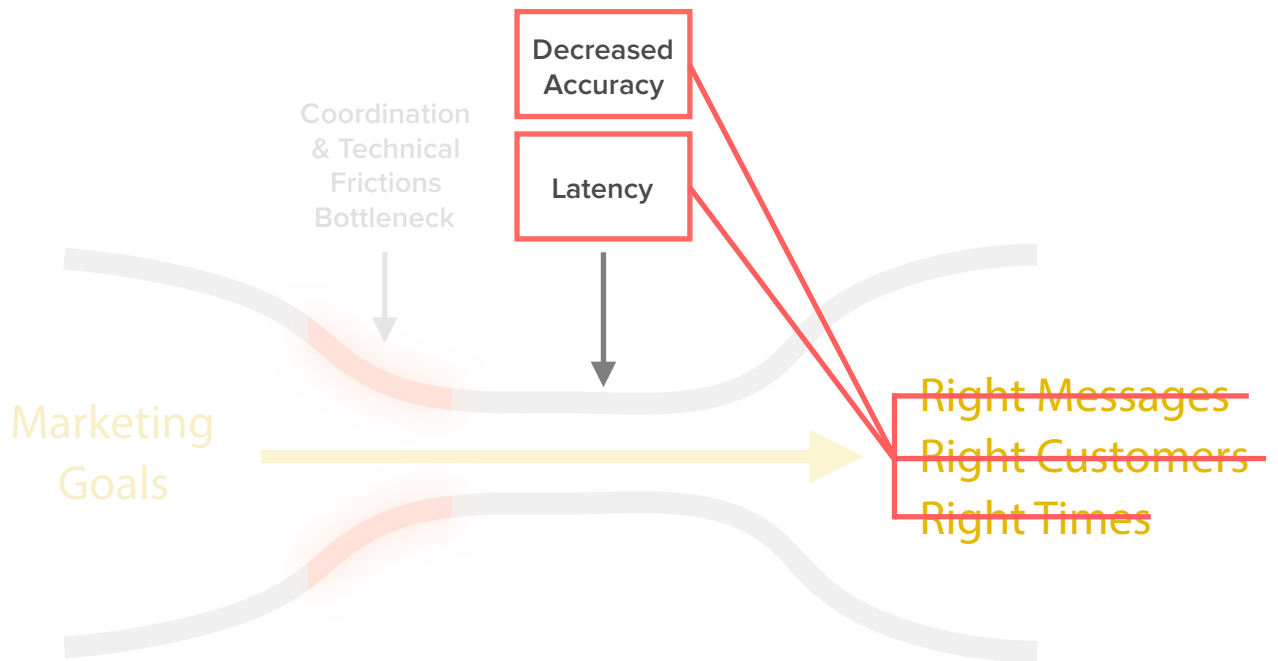
Designing and developing customized responsive emails are difficult. Email marketing practitioners must cope with two distinct challenges:

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.

Learn More

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