



MASTER YOUR DIGITAL SKILLS

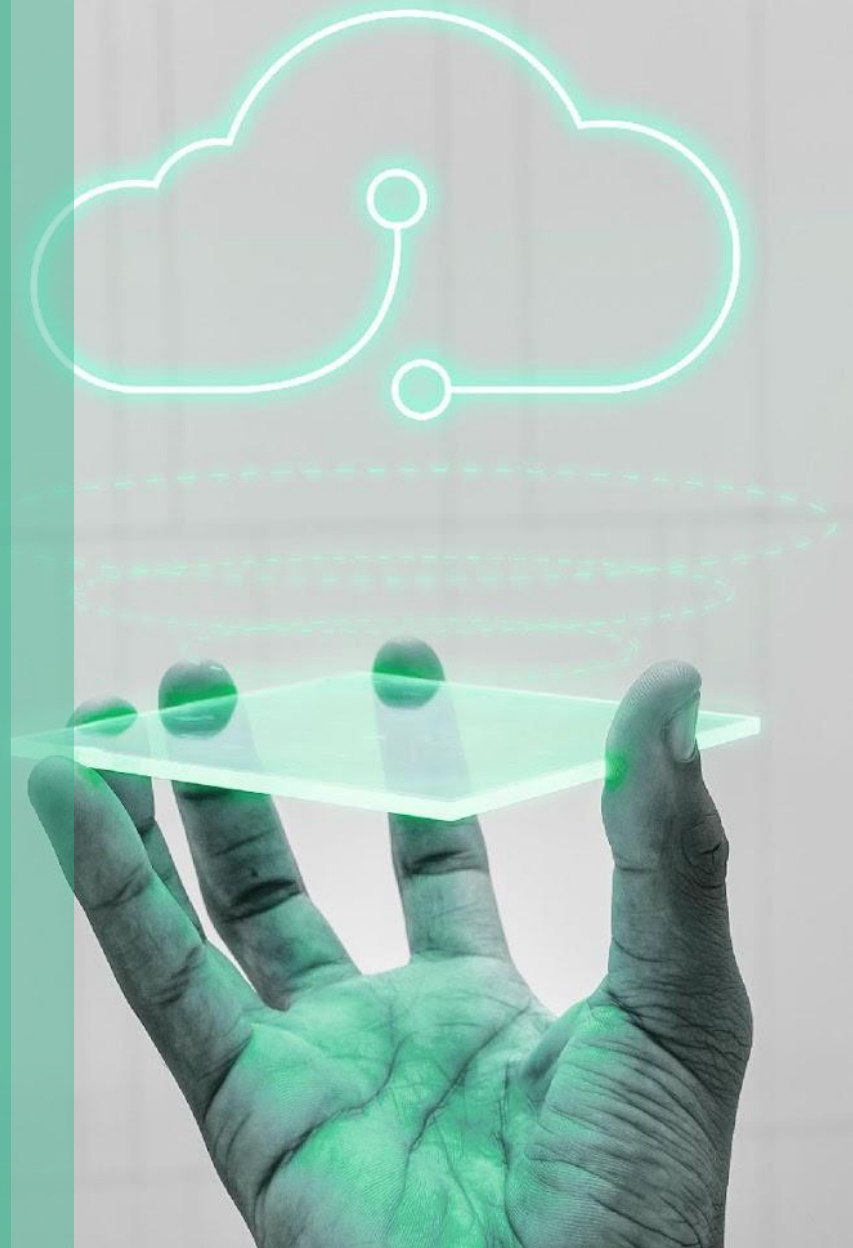
Email Marketing with Mailchimp: Segments & Automations

Cloud & Software / Programming

Workearly



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COURSE OVERVIEW

Develop skills in creating targeted digital campaigns and automated workflows to effectively engage and communicate with your audience.



OUR GOALS

1. Master the basics – Account, lists, templates.
2. Segment smartly – Tags, groups, behaviors.
3. Automate journeys – Triggers, drip flows, nudges.
4. Optimize performance – A/B tests, KPIs, improvements.

COURSE DESCRIPTION

Create targeted campaigns and automated journeys in Mailchimp.
Build segmentation, personalization, and data-driven optimization skills.

- **Intro to Mailchimp – Setup & essentials**
- **Audience & Segmentation – Tags, groups, conditions**
- **Campaigns – Design, scheduling, A/B testing**
- **Automations – Triggers, journeys, lifecycle flows**
- **Personalization – Merge tags, dynamic content**
- **Analytics & Optimization – Reports, KPIs, tweaks**
- **Compliance & Deliverability – Consent, GDPR, sender health**

COURSE INFO

Location	<u>Workearly Platform</u>
Date	Asynchronous
Duration	5 hours
Cost	Participation is fully funded by the European Union, under the Level Up Project

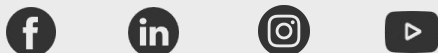




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