

Email Campaigns

Best Practices

MindEdge Marketing Resource Center

Email is frequently used to promote full course catalogs and individual programs and courses. It is an effective approach because many institutions and organizations use it to target responsive internal lists that combine current customers, former customers, inquiries, and alumni. Email also provides an opportunity to rapidly test, learn, and identify effective offers and messages. Effective email campaigns combine a strong call to action with links that provide additional information and easy registration.

See below for examples of best practices in email campaigns.

[View this email in your browser](#)



NEW ONLINE COURSE MANAGING REMOTE EMPLOYEES

Companies are embracing the idea of employing remote workers—from both near and far—who can provide a diverse range of skills and viewpoints without being bound by location. While there are many advantages to remote work for both the company and the individual, managers must be aware of the challenges that can arise when employing remote workers. This course explores the benefits and drawbacks of remote work and provides managers with tips for help

Direct link to enroll in the course functions as an effective call-to-action.

Cost: \$79.00

Total PDUs/Contact Hours: 3 | Leadership PDUs: 1.25 | Strategic & Business Management PDUs: 0.5 | Technical PM PDUs: 1.25 | CEUs: .3

SIGN UP NOW

Clemson University Center for Corporate Learning (Education to Go) and JER Online to provide quality online continuing education courses. Through our partners, we offer courses to a wide variety of industries and trade groups.

LEARN MORE

[Clemson University's COVID-19 Updates and Resources](#)

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University of Texas Rio Grande Valley

View this message online

UTRGV Continuing Education

Digital Marketing

Hi Kevin,

Digital Marketing has become an essential skill in a world of technology and innovative communication. You will learn how to sell products and services through online marketing methods such as email marketing, social media messaging, website ads, Facebook marketing campaigns, Adwords, and more.

Participants will now have the choice to attend this certificate program in-person or online via Zoom!

Course Information:

Course Fee
Early Bird: \$649*
Regular Price: \$699
**Early Bird ends Saturday, April 10, 2021*
**Private loans are available for this program! For more information click here.*

Schedule
Saturdays
May 1 - May 22, 2021
Time:
1 PM - 3 PM
(Last Class: 1 PM - 4 PM)

In-Person Attendance:

Until further notice, due to COVID-19 restrictions, in-class courses will be primarily offered via Zoom. However, we will allow up to 6 participants in the classroom on a first-come, first-served basis.

If you wish to secure your in-person seat, please email continuinged@utrgv.edu as soon as you complete the registration for the course.

Course Highlights:

This hybrid course will consist of online and in-person classes covering strategic issues, marketing methods and tactics, industry terminology, and best practices.

Learning Outcomes:

- Digital Marketing Strategy
- Content Marketing
- Social Media Marketing
- Marketing Automation
- Web Analytics

[Learn more...](#)

University of Texas Rio Grande Valley, 1201 W University Dr, Edinburg, Texas 78539, United States
You may [unsubscribe](#) or [change your contact details](#) at any time.

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Schedule

Saturdays
May 1 - May 22, 2021

Time:
1 PM - 3 PM
(Last Class: 1 PM - 4 PM)



UTRGV McAllen
Teaching Site
1800 S. Main St #1100
McAllen, TX 78503

Online Attendance Available via Zoom!

In-Person Attendance:

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If you wish to secure your in-person seat, please email continuinged@utrgv.edu as soon as you complete the registration for the course.

This message outlines the details of this hybrid learning offering, blending instructor-led online or in-person sessions, supplemented with asynchronous online courseware.

WORKFORCE & CONTINUING EDUCATION
BROWARD COLLEGE

Share with colleagues & others!  Share  Tweet  Share



Managing Remote & Virtual Teams

Embrace the idea of employing remote workers — from both near and far — who can provide skills and viewpoints without being bound by location.

[LEARN HOW](#)

TAKE YOUR LEADERSHIP TO THE NEXT LEVEL!
On-Demand: Start Anytime Today! Course Materials Are Included With Tuition

Certificate in Leadership Body Language for Leaders Introduction to Leadership	Leading Teams Leaders and Work-Life Balance Leading and Managing Change
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WORKFORCE & CONTINUING EDUCATION
BROWARD COLLEGE

Let's stay connected!     

Employers seeking to enroll and pay for their employees to attend Broward College Workforce & Continuing Education courses can do so via a [Third Party Billing & Enrollment Authorization](#). If the employer requires proof of attendance, grades, or transcripts prior to payment, the transaction does NOT qualify as Third Party Billing. Email completed form to ce@broward.edu

This message highlights the call to action: Start Anytime Today!

Links to relevant courses and certificates make it easy to find more information and enroll.