Advanced Email Marketing and Customer Retention Automation Training Course



21 - 25 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #MAR8173_143907

Course Introduction / Overview:

This comprehensive training course is designed to transform your approach to digital communication by mastering the dual arts of advanced email marketing and customer retention automation. In today's competitive digital landscape, simply sending emails is not enough; success hinges on creating personalized, automated journeys that nurture leads, engage customers, and foster long-term loyalty. This program delves deep into the strategies that drive sustainable growth, moving beyond basic campaigns to explore sophisticated automated workflows, behavioral triggers, and data-driven segmentation. As marketing authority Philip Kotler emphasizes, acquiring a new customer can cost five times more than retaining an existing one. This principle is the cornerstone of our curriculum, which is structured to equip you with the skills to maximize customer lifetime value (CLV). Drawing on concepts from seminal works like "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey, this course offered by BIG BEN Training Center provides a robust framework for building and executing a retention-focused email strategy. Participants will learn to design, implement, and optimize automated systems that deliver the right message to the right person at the right time, turning subscribers into loyal brand advocates and driving measurable business results.

Target Audience / This training course is suitable for:

- Marketing Managers and Directors.
- Digital Marketing Specialists.
- CRM and Loyalty Program Managers.
- E-commerce Professionals and Business Owners.
- Email Marketing Coordinators.
- Customer Experience and Journey Managers.
- Sales Professionals involved in lead nurturing.
- Marketing Automation Specialists.
- Small Business Owners seeking to scale their marketing efforts.

Target Sectors and Industries:

- Retail and E-commerce.
- Technology and Software as a Service (SaaS).
- Financial Services and Insurance.
- Hospitality, Travel, and Tourism.
- Healthcare and Wellness Providers.
- Telecommunications and Media.
- Real Estate and Property Development.
- Non-Profit Organizations.
- Governmental and Public Sector Agencies.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Customer Relationship Management (CRM).
- Digital Strategy and Innovation.
- E-commerce and Online Sales.
- Customer Service and Support.
- Product Management.
- Data Analytics and Business Intelligence.

Course Offerings:

By the end of this course, the participants will have able to:

- Design and implement sophisticated, multi-stage automated email workflows.
- Develop advanced customer segmentation strategies based on behavior and lifecycle stage.
- Master A/B testing and multivariate testing to optimize email performance.
- Create highly personalized email content using dynamic fields and behavioral triggers.
- Analyze key email marketing metrics to measure ROI and inform future strategy.
- Build effective re-engagement campaigns to reduce customer churn.
- Integrate email marketing efforts with broader CRM and customer retention strategies.
- Ensure email campaigns comply with global regulations like GDPR and CAN-SPAM.
- Map the customer journey and identify key touchpoints for automated communication.
- Enhance customer lifetime value through strategic email marketing initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants not only learn the theory but can also apply it directly to their professional roles. We move beyond traditional lectures to foster an environment of experiential learning. The course is built around a series of real-world case studies, allowing participants to analyze successful and unsuccessful email automation strategies from various industries. A significant portion of the training is dedicated to hands-on workshops and practical exercises where attendees will design their own automated workflows, segment customer lists based on provided data sets, and draft compelling email copy. Collaborative group projects encourage peer-to-peer learning and problem-solving, simulating a real marketing team environment. Our expert instructors facilitate dynamic discussions, providing personalized feedback and guiding participants through complex concepts. This blended approach of theoretical knowledge, practical application, and collaborative engagement ensures that all participant leaves with a robust skill set and the confidence to implement advanced email marketing and retention strategies within their organization.

Course Agenda (Course Units):

Unit One: Foundations of Modern Email Marketing and Retention

- The Evolution of Email Marketing Beyond the Newsletter.
- Understanding the Customer Lifecycle and Its Stages.
- The Critical Role of Email in Customer Retention and Loyalty.
- Key Metrics and KPIs for Email Marketing Success.
- Introduction to Marketing Automation Platforms and Core Features.
- Legal and Ethical Considerations: GDPR, CAN-SPAM, and Data Privacy.
- Setting Strategic Goals for Your Email and Retention Program.

Unit Two: Advanced Segmentation and List Management

- Moving Beyond Demographics: Behavioral and Psychographic Segmentation.
- Implementing RFM (Recency, Frequency, Monetary) Analysis for Segmentation.
- Building Dynamic Segments that Update in Real-Time.
- Strategies for List Hygiene and Maintaining a Healthy Subscriber Base.
- Lead Scoring Models to Identify and Prioritize High-Value Contacts.
- Developing Detailed Customer Personas for Targeted Messaging.
- Techniques for Progressive Profiling to Enrich Customer Data Over Time.

Unit Three: Designing and Building Automated Workflows

- Mapping the Customer Journey to Identify Automation Opportunities.
- Building a High-Converting Welcome and Onboarding Series.
- Designing Effective Cart Abandonment and Browse Abandonment Workflows.
- Creating Automated Re-engagement and Win-Back Campaigns.
- Developing Post-Purchase Follow-up and Cross-Sell/Up-Sell Sequences.
- Trigger-Based Emails: Leveraging Customer Actions for Timely Communication.
- The Architecture of a Drip Campaign vs. a Nurture Campaign.

Unit Four: Content Personalization and Campaign Optimization

- The Psychology of Personalization in Email Marketing.
- Using Dynamic Content to Tailor Messages at Scale.
- Advanced Personalization with Liquid Logic and Merge Tags.
- Crafting Compelling Subject Lines and Preview Text.
- A/B Testing and Multivariate Testing for Continuous Improvement.
- Optimizing for Mobile: Responsive Design and User Experience.
- Email Deliverability Best Practices: Authentication, Reputation, and Inbox Placement.

Unit Five: Analytics, Reporting, and Strategic Integration

- Analyzing Campaign Performance and Generating Actionable Insights.
- Creating Custom Dashboards to Track Retention-Focused KPIs.
- Calculating Customer Lifetime Value (CLV) and Its Impact on Strategy.
- Integrating Email Marketing with CRM and Other MarTech Platforms.
- Using Email for Customer Feedback, Surveys, and Net Promoter Score (NPS).
- Predictive Analytics in Email Marketing: Anticipating Customer Needs.
- Developing a Comprehensive 360-Degree View of the Customer.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As automation and AI become more integrated into email marketing, how can businesses maintain a genuine, human connection with their customers without sacrificing efficiency?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by focusing on the strategic integration of email marketing and customer retention, rather than merely teaching the functional aspects of an automation tool. While many courses concentrate on platform-specific tutorials, our curriculum is built on a foundation of timeless marketing principles, ensuring the skills you acquire are transferable across any technology or platform. We emphasize the "why" behind the "how," delving into the psychology of customer loyalty, the economics of customer lifetime value, and the art of mapping a seamless customer journey. The program is uniquely structured to bridge the gap between marketing execution and business objectives, teaching participants how to directly link their email campaigns to measurable outcomes like reduced churn and increased repeat purchases. Furthermore, the course content is heavily weighted towards data-driven decision-making, equipping participants with the analytical skills to interpret performance data, gene
rate actionable insights, and continuously optimize their retention strategies. It provides a holistic framework for transforming your email program from a simple communication channel into a powerful engine for sustainable business growth.