

MARKETING & COMMUNICATION | COURSE BROCHURE

# Email Marketing and Marketing Automation

5 days | Classroom training | English

**SMART HORIZON**

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London W2 6BD, United Kingdom

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https://smarthorizon.uk



# Course content

## Why attend

Email and marketing automation remain among the highest-return digital channels. This course covers list building, segmentation, email design and copywriting, automated journeys, lead nurturing, personalisation, deliverability, testing, data protection compliance and measurement.

Well-designed automated programmes engage customers at the right time with relevant messages. This course helps you build effective email and automation programmes.

## Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

## Course methodology

The course uses campaign design exercises, journey mapping, testing workshops and platform demonstrations.

## Course objectives

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

- Build and grow compliant email lists
- Segment audiences and personalise content
- Write and design effective emails
- Design automated customer journeys
- Improve deliverability
- Test and measure email performance

## Target audience

This course is suitable for:

- Email and CRM marketers
- Digital marketing managers
- Marketing automation specialists
- E-commerce managers
- Small business owners



# Course content

## Target competencies

Participants will develop competencies in:

- List building
- Segmentation
- Email copywriting
- Journey automation
- Deliverability
- Testing and analytics

## Course outline

### Day 1: Email Marketing Foundations

| | |
|---|---|
| **09:00–09:54** | Role of email |
| **09:54–10:48** | Consent and data protection |
| **10:48–11:00** | List building |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | List building (continued) |
| **12:12–13:06** | Email strategy |
| **13:06–14:00** | Exercise: Email audit |

### Day 2: Content and Design

| | |
|---|---|
| **09:00–09:54** | Subject lines |
| **09:54–10:48** | Copywriting |
| **10:48–11:00** | Design and accessibility |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Design and accessibility (continued) |
| **12:12–13:06** | Calls to action |
| **13:06–14:00** | Workshop: Email creation |



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## Day 3: Automation

| | |
|---|---|
| 09:00–09:54 | Marketing automation platforms |
| 09:54–10:48 | Welcome and nurture journeys |
| 10:48–11:00 | Triggered emails |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Triggered emails (continued) |
| 12:12–13:06 | Lead scoring |
| 13:06–14:00 | Workshop: Journey design |

## Day 4: Personalisation and Deliverability

| | |
|---|---|
| 09:00–09:54 | Dynamic content |
| 09:54–10:48 | Segmentation |
| 10:48–11:00 | Deliverability factors |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Deliverability factors (continued) |
| 12:12–13:06 | Authentication |
| 13:06–14:00 | Case study: Deliverability fix |

## Day 5: Testing and Measurement

| | |
|---|---|
| 09:00–09:54 | A/B testing |
| 09:54–10:48 | Email metrics |
| 10:48–11:00 | Attribution |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Attribution (continued) |
| 12:12–13:06 | Optimisation |
| 13:06–14:00 | Capstone: Automation programme |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



# Course content

sessions. They are indicative only and do not constitute a binding commitment.

## Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Kuala Lumpur<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **£1,450.–** |
| Online<br>Confirmed dates | 9 Nov 2026 | 13 Nov 2026 | **£1,250.–** |
| Paris<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **£2,860.–** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **£1,250.–** |
| Istanbul<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **£2,650.–** |
| Online<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **£1,250.–** |
| Amsterdam<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£2,540.–** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£1,250.–** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Singapore<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **£2,820.-** |
| Online<br>Confirmed dates | 11 Jan 2027 | 15 Jan 2027 | **£1,250.-** |
| Barcelona<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **£2,840.-** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **£1,250.-** |
| London<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 25 Jan 2027 | 29 Jan 2027 | **£1,250.-** |
| Dubai<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **£1,250.-** |
| Frankfurt<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **£2,650.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 22 Feb 2027 | 26 Feb 2027 | **£1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **£1,450.-** |
| Online<br>Confirmed dates | 8 Mar 2027 | 12 Mar 2027 | **£1,250.-** |
| Paris<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **£2,860.-** |
| Online<br>Confirmed dates | 22 Mar 2027 | 26 Mar 2027 | **£1,250.-** |
| Rome<br>Confirmed dates | 29 Mar 2027 | 2 Apr 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 29 Mar 2027 | 2 Apr 2027 | **£1,250.-** |
| Istanbul<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **£1,250.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Amsterdam<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **£2,540.-** |
| Online<br>Confirmed dates | 26 Apr 2027 | 30 Apr 2027 | **£1,250.-** |
| Singapore<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **£2,820.-** |
| Online<br>Confirmed dates | 10 May 2027 | 14 May 2027 | **£1,250.-** |
| Cape Town<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **£1,890.-** |
| Online<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **£1,250.-** |
| London<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 24 May 2027 | 28 May 2027 | **£1,250.-** |
| Dubai<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£3,150.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£1,250.–** |
| Frankfurt<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **£1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **£1,450.–** |
| Online<br>Confirmed dates | 12 Jul 2027 | 16 Jul 2027 | **£1,250.–** |
| Rome<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **£1,250.–** |
| Paris<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 26 Jul 2027 | 30 Jul 2027 | **£1,250.–** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Istanbul<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 9 Aug 2027 | 13 Aug 2027 | **£1,250.-** |
| Amsterdam<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **£2,540.-** |
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **£1,250.-** |
| Singapore<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **£2,820.-** |
| Online<br>Confirmed dates | 13 Sept 2027 | 17 Sept 2027 | **£1,250.-** |
| London<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **£1,250.-** |
| Vienna<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **£2,940.-** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 27 Sept 2027 | 1 Oct 2027 | **£1,250.–** |
| Dubai<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **£3,150.–** |
| Online<br>Confirmed dates | 11 Oct 2027 | 15 Oct 2027 | **£1,250.–** |
| Frankfurt<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **£1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **£1,450.–** |
| Online<br>Confirmed dates | 8 Nov 2027 | 12 Nov 2027 | **£1,250.–** |
| Cape Town<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **£1,890.–** |
| Online<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **£1,250.–** |



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## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Paris<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 22 Nov 2027 | 26 Nov 2027 | **£1,250.–** |
| Istanbul<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **£1,250.–** |
| Amsterdam<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£2,540.–** |
| Online<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£1,250.–** |



# Course content

## Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

## Contact Smart Horizon

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View the latest course details online