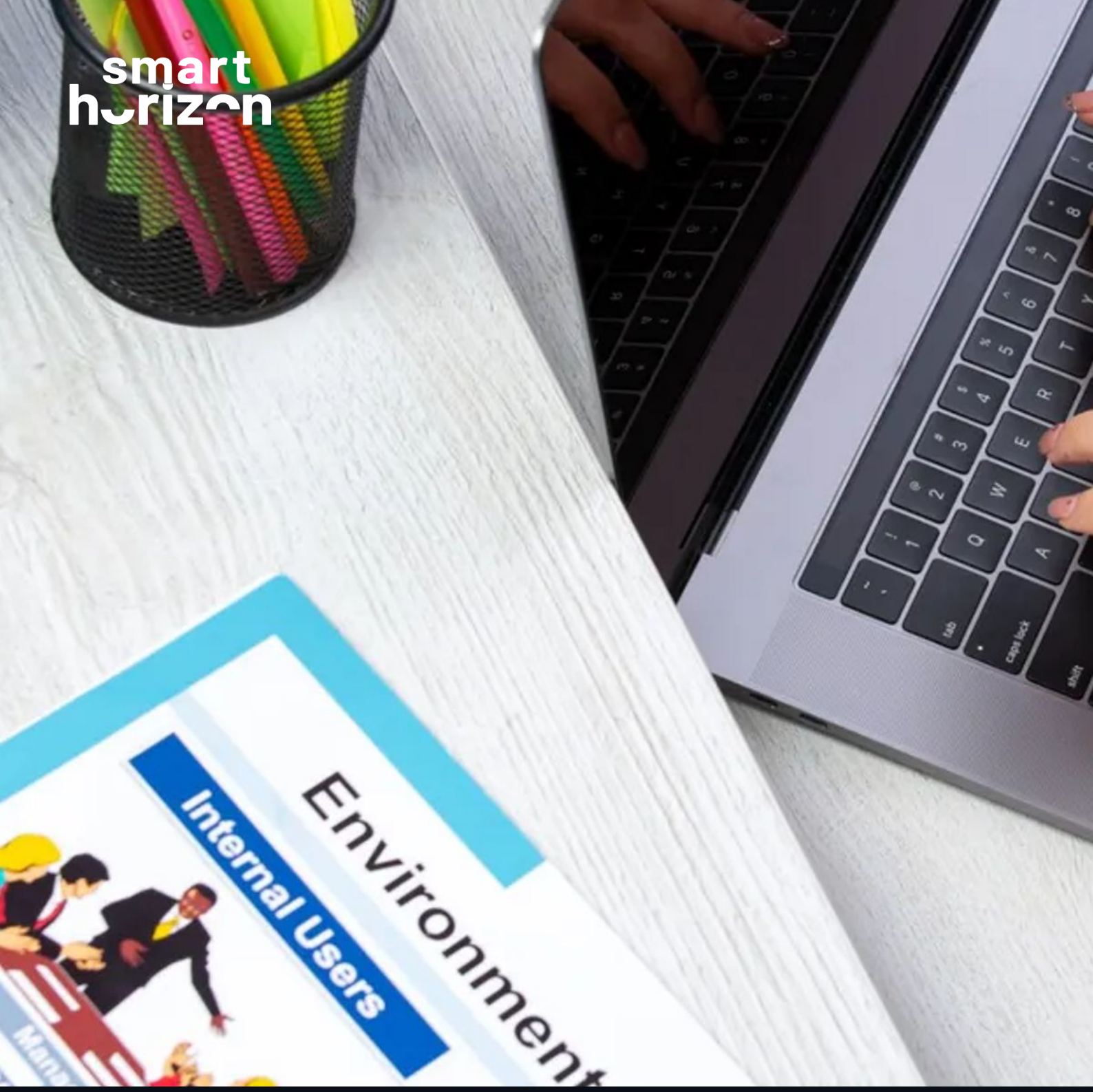


MARKETING & COMMUNICATION | COURSE BROCHURE

Newsletter Marketing for B2B Companies

5 days | Classroom training | English

SMART HORIZON

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



Course content

Why attend

Newsletters remain one of the most effective ways to stay in front of business customers. This course covers B2B newsletter strategy: audience segmentation, valuable content mix, design and readability, list growth and consent, deliverability, automation and measuring opens, clicks and pipeline influence.

A good newsletter keeps you top of mind until customers are ready to buy. You will learn to create newsletters people look forward to.

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

Newsletter audits, content planning, design exercises and analytics review.

Course objectives

By the end of this course, participants will be able to:
• Define newsletter goals and audiences
• Plan a valuable content mix
• Design readable newsletters
• Grow subscriber lists with proper consent
• Improve deliverability
• Measure engagement and business impact

Target audience

This course is suitable for:
• B2B marketers
• Content managers
• Communication managers
• Sales and business development staff
• Small business owners



Course content

Target competencies

Participants will develop competencies in:
- Newsletter strategy
- Content planning
- Design
- List management
- Analytics

Course outline

Day 1: Newsletter Strategy

09:00–10:08	Role of newsletters
10:08–11:00	Goals
11:00–11:30	**Coffee break**
11:30–11:45	Goals (continued)
11:45–12:53	Audience
12:53–14:00	Exercise

Day 2: Content

09:00–10:08	Content mix
10:08–11:00	Editorial voice
11:00–11:30	**Coffee break**
11:30–11:45	Editorial voice (continued)
11:45–12:53	Calendar
12:53–14:00	Workshop

Day 3: Design

09:00–10:08	Layout and readability
10:08–11:00	Mobile design
11:00–11:30	**Coffee break**



Course content

11:30–11:45	Mobile design (continued)
11:45–12:53	Templates
12:53–14:00	Exercise

Day 4: Lists and Deliverability

09:00–10:08	Consent and privacy
10:08–11:00	List growth
11:00–11:30	**Coffee break**
11:30–11:45	List growth (continued)
11:45–12:53	Deliverability
12:53–14:00	Case study

Day 5: Measurement

09:00–10:08	Opens, clicks and conversions
10:08–11:00	Testing
11:00–11:30	**Coffee break**
11:30–11:45	Testing (continued)
11:45–12:53	Improvement
12:53–14:00	Action plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

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

Venue	Start date	End date	Fee (GBP)
Dubai Confirmed dates	16 Nov 2026	20 Nov 2026	**£3,150.–**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**£1,250.–**
Amsterdam Confirmed dates	7 Dec 2026	11 Dec 2026	**£2,540.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**£1,250.–**
Paris Confirmed dates	4 Jan 2027	8 Jan 2027	**£2,860.–**
Online Confirmed dates	4 Jan 2027	8 Jan 2027	**£1,250.–**
Barcelona Confirmed dates	25 Jan 2027	29 Jan 2027	**£2,840.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**£1,250.–**
London Confirmed dates	15 Feb 2027	19 Feb 2027	**£2,450.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**£1,250.-**
Istanbul Confirmed dates	8 Mar 2027	12 Mar 2027	**£2,650.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**£1,250.-**
Dubai Confirmed dates	29 Mar 2027	2 Apr 2027	**£3,150.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**£1,250.-**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**£1,250.-**
Cape Town Confirmed dates	3 May 2027	7 May 2027	**£1,890.-**
Online Confirmed dates	3 May 2027	7 May 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Rome Confirmed dates	24 May 2027	28 May 2027	**£2,450.-**
Online Confirmed dates	24 May 2027	28 May 2027	**£1,250.-**
London Confirmed dates	14 Jun 2027	18 Jun 2027	**£2,450.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**£1,250.-**
Cape Town Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,890.-**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**£1,250.-**
Barcelona Confirmed dates	19 Jul 2027	23 Jul 2027	**£2,840.-**
Online Confirmed dates	19 Jul 2027	23 Jul 2027	**£1,250.-**
Cape Town Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,890.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**£1,250.-**
Vienna Confirmed dates	30 Aug 2027	3 Sept 2027	**£2,940.-**
Online Confirmed dates	30 Aug 2027	3 Sept 2027	**£1,250.-**
Dubai Confirmed dates	20 Sept 2027	24 Sept 2027	**£3,150.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**£1,250.-**
Frankfurt Confirmed dates	11 Oct 2027	15 Oct 2027	**£2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**£1,250.-**
Rome Confirmed dates	25 Oct 2027	29 Oct 2027	**£2,450.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**£1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (GBP)
Vienna Confirmed dates	15 Nov 2027	19 Nov 2027	**£2,940.-**
Online Confirmed dates	15 Nov 2027	19 Nov 2027	**£1,250.-**
Rome Confirmed dates	6 Dec 2027	10 Dec 2027	**£2,450.-**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**£1,250.-**

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

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online