

TRAINING

Brevo

LEARNING OBJECTIVES

- Understand the Brevo ecosystem and its key features
- Create effective and automated email marketing campaigns
- Intelligently segment contact databases to better target messages
- Track marketing performance using Brevo indicators

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Marketing, communication and e-commerce professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,680 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE
Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com
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DETAILED PROGRAM

- Introduction to Brevo
 - Platform overview
 - Main use cases: emailing, SMS, CRM and marketing automation
 - Account creation and interface onboarding
- Contact management and segmentation
 - Importing and structuring contact databases
 - Custom fields, tags, lists and dynamic segments
 - Advanced segmentation and scoring
- Email campaign creation
 - Using the drag & drop editor and HTML editor
 - Best practices for design, deliverability and open rates
 - A/B testing and dynamic personalisation
- Marketing automation
 - Creating simple and advanced automated workflows
 - Behavioural triggers, conditions and delays
 - Monitoring and optimising automation scenarios
- CRM and integrations
 - Using Brevo's native CRM
 - Connecting with CMS, e-commerce platforms, forms and Zapier
 - Synchronisation with other marketing stack tools
- Monitoring, reporting and optimisation
 - Key indicators: open rate, clicks and unsubscribes
 - Campaign and automation analysis
 - Reports, dashboards and performance optimisation
- Practical workshop
 - Creating a complete email automation scenario
 - Designing an email campaign with segmentation
 - Setting up a performance tracking dashboard

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CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to design, send and automate high-performing marketing campaigns with Brevo, efficiently manage customer relationships and leverage data to improve results.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

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