



## 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](mailto:contact@crews-education.com)

[www.crews-education.com](http://www.crews-education.com)



## 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](mailto:handicap@crews-education.com)

Accessibility to international attendants, contact us: [international@crews-education.com](mailto:international@crews-education.com)

## CONTACTS

- By telephone: +33(0)4 80 81 94 50
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