TRAINING
Mailchimp

LEARNING OBJECTIVES
- Understand the Mailchimp ecosystem and its key features
- Create high-performing email campaigns in line with best practices
- Segment contact databases for targeted sending
- Set up automation scenarios and track performance

TRAINING DURATION
2 days (14 hours)

TARGET AUDIENCE
Marketing and communication 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 Mailchimp
    - Platform overview and use cases
    - Getting started with the interface and modules
    - Account creation and connection to a website or CMS
- Contact management
    - Importing contacts, tags and custom fields
    - Segmentation, groups and dynamic lists
    - Consent management and GDPR compliance
- Campaign creation
    - Choosing formats and designing emails
    - Personalisation and deliverability best practices
    - Testing, previews and scheduled sending
- Automation and workflows
    - Simple and advanced workflows
    - Welcome emails, birthday emails and cart recovery
    - Behaviour-based triggers
- Integrations and external tools
    - Connecting with Shopify, WordPress, Stripe...
    - Forms, landing pages and ads
    - Integrated reports and third-party connectors
- Performance tracking
    - Dashboards, KPIs and campaign analysis
    - Open, click and conversion rates
    - Optimising future campaigns
- Practical workshop
    - Creating a campaign from start to finish
    - Setting up an automation workflow
    - Analysing a real-life case and presenting results

CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to manage their entire email marketing strategy with Mailchimp, automate marketing actions, improve database quality and optimise performance.

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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