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# E-commerce Email Masters 2.0

Course • 64 Lessons

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## Contents

### Onboarding

- ▢ Welcome • 4 mins • 484 MB
- ▢ Getting Support • 3 mins • 167 MB
- ▢ For Freelancers (Path To Scale) • 7 mins • 156 MB
- ▢ For Agency Owners (Path To Scale) • 5 mins • 124 MB
- ▢ Account Setup • 8 mins • 293 MB
- ▢ Account Auditing • 13 mins • 582 MB

### Emails Explained

- ▢ What Is Emails? • 5 mins • 298 MB
- ▢ Interpreting Email Metrics • 13 mins • 477 MB

### Email Capture

- ▢ Email Capture Strategies • 11 mins • 422 MB
- ▢ Pop-ups • 16 mins • 566 MB
- ▢ How To Use Quizzes To Capture More Emails • 9 mins • 90.8 MB

### Email Creation

- ▢ Plain Text Or Design Emails? • 9 mins • 265 MB
- ▢ Email Design Modules • 16 mins • 710 MB
- ▢ Email Copy Modules • 10 mins • 383 MB
- ▢ Copywriting Frameworks • 8 mins • 455 MB
- ▢ Copywriting Research • 6 mins • 338 MB
- ▢ How To Communicate Email Designs To Graphics Team • 7 mins • 208 MB
- ≡ Email Design Inspo Swipe File

### Graphic Design

- ▢ Graphic Design Intro • 1 min • 50.2 MB
- ▢ Introduction • 9 mins • 252 MB
- ▢ Email Design Basics • 41 mins • 803 MB
- ▢ Color Theory • 14 mins • 130 MB
- ▢ Typography • 24 mins • 492 MB
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- ▢ Accessibility • 7 mins • 118 MB
- ▢ Design Thinking • 10 mins • 125 MB
- ▢ Live Designing • 53 mins • 1.25 GB
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- ▢ Email Design Tools • 6 mins • 360 MB
- ▢ Learn by Copying • 6 mins • 134 MB
- ▢ Adaptive Email Design • 5 mins • 76 MB
- ▢ Tips, Tricks and Resources • 21 mins • 574 MB

### Acquisition Flows

- ▢ Welcome Flow • 17 mins • 218 MB
- ▢ Abandoned Checkout Flow • 16 mins • 368 MB
- ▢ Abandoned Cart Flow • 7 mins • 151 MB
- ▢ Abandoned Product Flow • 8 mins • 165 MB
- ▢ Abandoned Click Flow • 6 mins • 93.8 MB
- ▢ Abandoned Open Flow • 2 mins • 36.4 MB

### Retention Flows

- ▢ Customer Thank You Flow (Linear) • 5 mins • 77.4 MB
- ▢ Customer Thank You Flow (Product-Based) • 6 mins • 108 MB
- ▢ Customer Winback Flow • 4 mins • 94.3 MB
- ▢ Customer Upsell Flow • 6 mins • 123 MB
- ▢ Sunset Unengaged Flow • 8 mins • 221 MB

### Campaign Planning

- ▢ Content Calendar Planning • 14 mins • 175 MB
- ▢ How To Never Run Out Of Ideas • 4 mins • 61.1 MB
- ▢ Campaign Frequency • 6 mins • 54.9 MB
- ▢ Holiday Campaigns - Best Practices With Examples • 5 mins • 137 MB
- ▢ Announcement Campaigns - Best Practices With Examples • 6 mins • 154 MB
- ▢ Content Campaigns - Best Practices With Examples • 6 mins • 163 MB
- ▢ Sales Campaigns - Best Practices With Examples • 7 mins • 201 MB
- ▢ Doubling Down Strategy For Sales • 18 mins • 540 MB
- ▢ 2 & 4 Day Double Down Strategy • 7 mins • 203 MB
- ▢ Black Friday & Cyber Monday • 25 mins • 280 MB

### Deliverability

- ▢ Do This If You Haven't Sent A Campaign In A Long Time • 4 mins • 91.5 MB
- ▢ What To Do If Your Deliverability Is Bad/Dead • 6 mins • 65.1 MB

### Decision Making

- ▢ How To Optimize Flows • 5 mins • 35.9 MB
- ▢ How To Optimize Campaigns • 12 mins • 89.6 MB
- ▢ How To Optimize Pop-Ups • 9 mins • 97.1 MB
- ▢ How To Fix Each Metric • 13 mins • 159 MB

### Communication & Reporting

- ▢ Client Onboarding • 16 mins • 96.3 MB
- ▢ Communication Principals • 6 mins • 93.6 MB

### Project Management

- ▢ How To Manage Accounts Using Notion • 8 mins • 61.3 MB
- ▢ Notion Demo • 6 mins • 41.5 MB

