Email Marketing and Marketing Automation

Sales and Marketing

Course Overview

Email Marketing and Marketing Automation: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Email Marketing and Marketing Automation
- Apply practical tools and techniques for Email Marketing and Marketing Automation in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Email Marketing and Marketing Automation in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

IT professionals, analysts, digital transformation leads and managers seeking to apply modern technology in their organisations.

Course Outline

1. Setting the scene: Email Marketing and Marketing Automation in today's organisation
2. Key concepts and the language of Email Marketing and Marketing Automation
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Email Marketing and Marketing Automation with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
23 to 27 Nov 2026	Pretoria	**$1,450**
30 Nov to 4 Dec 2026	Harare	**$1,550**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.