

Email Marketing Training mini eBook

20 Day Learning Session

Designed for: Beginners

**Format: Each session includes Concept,
Practical Exercise (click-by-click), FAQ, and Summary.**

Day 1: Email Marketing Basics + Mailchimp Intro

Part 1 – Concept

Email marketing is the art of sending valuable messages to people's inboxes. It's not only discounts or promotions — it's how businesses stay in touch, build relationships, and create trust. Mailchimp is one of the most popular tools for this. Think of it as your workshop: you log in, design your email, and send it to hundreds or thousands of people in one go.

Part 2 – Practical Exercise (Click-by-Click)

1. Go to mailchimp.com → click Sign Up Free.
2. Enter your email, username, password → confirm email.
3. Once logged in, click Audience → All contacts.
4. Add yourself as a subscriber: Add contacts → Add a subscriber → enter your name + email → tick permission box → Save.
5. Now click Campaigns → Create Campaign.
6. Choose Regular Email.
7. Enter: Campaign name: 'Test Campaign 1'; Subject: 'Hello from Mailchimp'; Preview Text: 'This is my first practice email.'
8. In the editor, add: Headline block, Text block, Button block.
9. Click Preview → Desktop/Mobile to check layout.
10. Click Send → Send Now.

Part 3 – FAQ

- Q: Can I send emails without contacts?

A: No, at least one contact is required — start with your own email.

- Q: Do I need a paid plan now?

A: No, the free plan is enough for practice.

- Q: What if my email goes to spam?

A: That's normal in early tests. Once you set up authentication (SPF/DKIM), deliverability improves.

Summary

After Day 1, you understand what email marketing is and how to use Mailchimp to send your very first campaign. You are now capable of creating a contact list, designing a simple template, and sending a test email.

Day 2: Affiliate Marketing Basics + Brevo Intro

Part 1 – Concept

Affiliate marketing means promoting someone else's product and earning commission when a sale happens. Many affiliate campaigns rely on strong email sequences. Brevo (Sendinblue) is another tool, often stronger in automations than Mailchimp.

Part 2 – Practical Exercise (Click-by-Click)

1. Go to brevo.com → click Sign Up Free.
2. Enter your email, name, password → verify your account.
3. From dashboard, click Contacts → Add a contact → enter your own email.
4. Go to Campaigns → Create an email campaign.
5. Fill details: Subject = 'My first Brevo test email'.
6. Use drag-and-drop editor: add a heading, text block, CTA button.
7. Save and send test email to your own address.
8. Compare Brevo's editor with Mailchimp's — note layout differences.

Part 3 – FAQ

- Q: What is affiliate marketing?

A: It's recommending products or services and earning commission on sales.

- Q: Why Brevo vs Mailchimp?

A: Brevo is cheaper for large volumes and has advanced automation.

- Q: Can I use affiliate links in emails?

A: Yes, but carefully. Avoid spammy words and always disclose properly.

Summary

After Day 2, you know affiliate basics and can send your first campaign in Brevo.

Day 3: Subject Lines & Preview Text + A/B Testing

Part 1 – Concept

The subject line is the first impression of your email. Preview text supports the subject. A/B testing lets you compare two versions to see which performs better.

Part 2 – Practical Exercise (Click-by-Click)

1. In Mailchimp, go to Campaigns → Create Campaign.
2. Select A/B Test Campaign.
3. Choose variable = Subject Line.
4. Enter Subject A: 'Get 30% off shoes today'; Subject B: 'Step into style – 30% off now'.
5. Add preview text: 'Limited time, shop before stock runs out.'
6. Design body with simple header, text, and CTA.
7. Choose your list and split test (50/50).
8. Send campaign and later check which subject performed better.

Part 3 – FAQ

- Q: What is A/B testing?

A: It's testing two versions to see which performs better.

- Q: How long should a subject line be?

A: 5–9 words, short enough for mobile.

- Q: Is preview text important?

A: Yes, many people decide to open emails based on it.

Summary

After Day 3, you can create subject lines, preview texts, and run A/B tests.

Day 4: Body Copywriting + Layout Design

Part 1 – Concept

Writing email body is about clarity and brevity. People skim emails, so use short paragraphs, whitespace, and visuals. Layout organizes the flow.

Part 2 – Practical Exercise (Click-by-Click)

1. In Brevo, go to Campaigns → Create Campaign.
2. Subject: 'Unbelievable discounts on shoes'.
3. Add header image (shoe banner).
4. Insert headline: 'Step into Style – Save 30%'.
5. Add body: 'Our store is offering up to 30% off selective designs. Hurry before stock runs out!'.
6. Add CTA button: 'Shop Now' linking to product page.
7. Use spacing blocks to avoid clutter.
8. Preview on mobile and desktop.

Part 3 – FAQ

- Q: How long should body text be?

A: Short, 50–125 words.

- Q: Do images matter?

A: Yes, but keep file sizes small for faster loading.

- Q: How many CTAs?

A: One main CTA works best.

Summary

After Day 4, you can write clear copy and design a simple, mobile-friendly layout.

Day 5: CTA Strategy + Mobile/Desktop Testing

Part 1 – Concept

The CTA (Call to Action) is the button that drives action. Testing on devices ensures it works everywhere.

Part 2 – Practical Exercise (Click-by-Click)

1. In Mailchimp, create a new campaign.
2. Subject: 'Exclusive deal inside'.
3. Body: 'Click below to claim your offer now.'
4. Add CTA button: 'Claim Offer'.
5. Set button size: large, center-aligned.
6. Preview → Mobile view. Check readability.
7. Preview → Desktop view. Ensure balance.
8. Send test email to yourself and check on phone + computer.

Part 3 – FAQ

- Q: What is CTA?

A: It's the action you want the reader to take.

- Q: Should I use multiple CTAs?

A: Not usually—focus on one main goal.

- Q: Why test mobile?

A: Because most emails are read on mobile.

Summary

After Day 5, you can design strong CTAs and test your campaigns on different devices.

Day 6: List Management & Segmentation

Part 1 – Concept

Your contact list is the foundation of email marketing. Managing it well means higher deliverability and better results. Segmentation helps you send targeted emails instead of generic blasts.

Part 2 – Practical Exercise (Click-by-Click)

1. In Mailchimp, go to Audience → All contacts.
2. Click Add contacts → Import contacts.
3. Upload a sample CSV file with 5–10 dummy emails.
4. Once imported, click on a contact → Add Tag → type 'VIP'.
5. Go to Audience → Segments → Create Segment.
6. Rule: Tag = VIP → Preview segment.
7. Save segment with name 'VIP Subscribers'.

Part 3 – FAQ

- Q: What is segmentation?

A: It's dividing your contacts into smaller groups for targeted campaigns.

- Q: What are tags?

A: Tags are labels you assign manually (e.g., VIP, New Lead).

- Q: Why clean lists?

A: Inactive contacts hurt your deliverability rates.

Summary

After Day 6, you can import, tag, and segment contacts in Mailchimp.

Day 7: Automation Basics (Mailchimp + Brevo)

Part 1 – Concept

Automation means emails are sent automatically based on triggers (e.g., new signup, birthday, abandoned cart). Mailchimp calls them Customer Journeys, while Brevo uses Workflows.

Part 2 – Practical Exercise (Click-by-Click)

1. In Mailchimp, go to Automations → Customer Journeys.
2. Click Create Journey → Trigger = 'Joins Audience'.
3. Add step: Send Email → Subject: 'Welcome to our community!'.
4. In Brevo, go to Automation → Create Workflow.
5. Choose Welcome Workflow template.
6. Trigger = 'When contact added to list'.
7. Add action: Send Email → Design welcome email.
8. Save and activate both automations.

Part 3 – FAQ

- Q: What is automation?

A: Pre-set emails sent automatically when a trigger happens.

- Q: Do clients use this?

A: Yes, it's one of the most common jobs on Upwork.

- Q: Which tool is stronger?

A: Brevo for advanced flows, Mailchimp for simplicity.

Summary

After Day 7, you can build simple welcome automations in both Mailchimp and Brevo.

Day 8: Advanced Automation

Part 1 – Concept

Beyond simple welcome emails, you can build multi-step sequences with conditions, delays, and branching. This makes email marketing smarter and more personalized.

Part 2 – Practical Exercise (Click-by-Click)

1. In Brevo, go to Automation → Create Workflow.
2. Select 'Custom Workflow'.
3. Add trigger: 'Joins List'.
4. Step 1: Send Welcome Email.
5. Step 2: Add delay of 2 days.
6. Step 3: Condition = If clicked CTA → Send 'Thank you' email.
7. Else → Send 'Reminder' email.
8. Save and activate workflow.

Part 3 – FAQ

- Q: What is branching?

A: It's creating different paths based on user actions (clicked or not clicked).

- Q: Why delays?

A: Delays spread emails out to avoid overwhelming subscribers.

- Q: Do advanced automations need paid plans?

A: Often yes, especially in Mailchimp.

Summary

After Day 8, you can design multi-step automated workflows with branching.

Day 9: Email Deliverability

Part 1 – Concept

Deliverability means making sure your emails land in the inbox, not the spam folder. This depends on authentication, list quality, and good practices.

Part 2 – Practical Exercise (Click-by-Click)

1. In your domain settings, set up SPF, DKIM, and DMARC (via hosting panel).
2. In Mailchimp, go to Website → Domains.
3. Verify your sending domain (e.g., bm-aerospace.xyz).
4. Send test campaigns to Gmail and Outlook.
5. Check if they arrive in inbox or spam.
6. Avoid spammy words like 'Free!!!' in subject lines.

Part 3 – FAQ

- Q: What is SPF/DKIM?

A: They are authentication records proving your emails are legit.

- Q: Why do emails go to spam?

A: Bad subject lines, unverified domain, or poor list quality.

- Q: How often to clean lists?

A: Every 3–6 months.

Summary

After Day 9, you understand deliverability and how to authenticate domains.

Day 10: Metrics & Reporting

Part 1 – Concept

Measuring results is critical. Metrics show whether your campaigns are working. You'll learn opens, clicks, and conversions.

Part 2 – Practical Exercise (Click-by-Click)

1. In Mailchimp, go to Campaigns → Reports.
2. Check metrics: Open Rate, Click Rate, Bounce, Unsubscribe.
3. In Brevo, go to Campaigns → Statistics.
4. Export a PDF/CSV report for clients.
5. Compare subject lines vs open rates.
6. Share results with client: 'Your open rate improved 15% from last campaign.'

Part 3 – FAQ

- Q: What is open rate?

A: The % of people who opened your email.

- Q: What is CTR?

A: Click-Through Rate, % who clicked links.

- Q: Do clients need reports?

A: Yes, most jobs include reporting.

Summary

After Day 10, you can track performance and create professional client reports.

Day 11: Spintax Deep Dive

Part 1 – Concept

Spintax is short for 'spin syntax'. It's a way to create multiple variations of text automatically, so every email looks slightly different. This avoids spam filters and makes campaigns look personalized. For example: {Hi|Hello|Hey} will randomly choose one greeting. Spintax is especially useful in affiliate marketing, where the same message is sent to thousands of people but should not look identical.

Part 2 – Practical Exercise (Click-by-Click)

1. Open Brevo dashboard → Campaigns → Create Campaign.
2. In the subject line box, enter spintax: {Exclusive|Special|Hot} Deal Just for You.
3. In the body text, try: {Hurry|Act fast|Don't wait}, this discount won't last!
4. Send test email to yourself.
5. Check inbox → refresh a few times to see how each email shows a different variation.
6. Repeat with Mailchimp using merge tags or a spintax testing tool before pasting.

Part 3 – FAQ

- Q: Does spintax work in Gmail directly?

A: No, Gmail doesn't support it natively. Tools like Brevo or external spinners are required.

- Q: Is spintax safe?

A: Yes, but overuse looks fake. Balance variety with clarity.

- Q: Do clients ask for spintax?

A: Mostly in affiliate and bulk marketing jobs.

Summary

After Day 11, you can write and test spintax-based campaigns that automatically generate variations.

Day 12: Copywriting Mastery

Part 1 – Concept

Copywriting is the skill of writing persuasive email text. Good copy turns readers into buyers. We use formulas like AIDA (Attention, Interest, Desire, Action). A good subject hooks attention, the preview and body build interest, benefits create desire, and the CTA drives action. Mastering copy means you can adapt tone — casual, professional, or emotional — to match the brand.

Part 2 – Practical Exercise (Click-by-Click)

1. Take an existing plain email body.
2. Rewrite using AIDA:
 - Subject: 'Stop Wasting Time on Boring Shoes.'
 - Intro (Interest): 'Your style deserves better.'
 - Benefits (Desire): 'Comfort + 30% off today only.'
 - CTA (Action): 'Shop Now'.
3. In Mailchimp editor, paste your rewritten copy.
4. Use bold for key benefits, italics for emotional words.
5. Send test email to see flow on mobile.

Part 3 – FAQ

- Q: What is the golden rule of copy?

A: Benefits over features. Show why it matters to the reader.

- Q: How long should emails be?

A: Depends: promos short, newsletters longer.

- Q: What tone works best?

A: Whatever matches the brand and audience.

Summary

After Day 12, you can confidently rewrite weak emails into persuasive ones using copywriting formulas.

Day 13: SMS Marketing Basics

Part 1 – Concept

SMS marketing sends short promotional messages directly to subscribers' phones. It has high open rates but must be used carefully (only for urgent or special offers). Brevo makes SMS campaigns easy to set up alongside emails. It's best for reminders, discounts, and event alerts.

Part 2 – Practical Exercise (Click-by-Click)

1. In Brevo dashboard, go to Campaigns → SMS Campaigns.
2. Click Create SMS Campaign.
3. Enter Campaign name = 'Flash Sale SMS'.
4. Write message: 'Today only: 20% off all items. Click link: [yoursite.com](#)'.
5. Choose contact list with phone numbers.
6. Send test SMS to your own number (Brevo requires credits).
7. Compare how SMS vs email feels — short, urgent, action-driven.

Part 3 – FAQ

- Q: Is SMS better than email?

A: Not better, but faster for urgent updates.

- Q: Do I need permission for SMS?

A: Yes, always. It's stricter than email rules.

- Q: How long can SMS be?

A: 160 characters per message.

Summary

After Day 13, you can design and send short, effective SMS campaigns in Brevo.

Day 14: Integration with Shopify/WordPress

Part 1 – Concept

Integrations connect your email tool with websites. For example, when someone signs up on your site, they automatically join your email list. This saves manual work and powers automations like welcome series.

Part 2 – Practical Exercise (Click-by-Click)

1. For WordPress:

- Install the Mailchimp plugin from Plugins → Add New.
- Connect your Mailchimp API key.
- Add a signup form to your sidebar or footer.

2. For Shopify:

- Go to Shopify Apps → search 'Brevo' or 'Mailchimp'.
- Install app → connect API key.
- Test: Submit signup form on site.
- Check if contact appears automatically in Mailchimp/Brevo list.

Part 3 – FAQ

- Q: Why integrate?

A: To automate list building and avoid manual uploads.

- Q: Do I need coding?

A: No, most integrations are plug-and-play.

- Q: Do clients ask for this?

A: Yes, many Shopify/WordPress jobs need email integration.

Summary

After Day 14, you can set up signup forms and sync website contacts with Mailchimp/Brevo.

Day 15: Building Reusable Templates & Portfolio Samples

Part 1 – Concept

Templates save time. Instead of designing each campaign from scratch, you create reusable layouts. This also helps build a portfolio for clients, showing them your style and professionalism.

Part 2 – Practical Exercise (Click-by-Click)

1. In Mailchimp, go to Campaigns → Email Templates.
2. Click Create Template.
3. Add logo at top, headline block, text block, image block, CTA button, footer.
4. Save as 'Promo Template v1'.
5. Duplicate it, change colors/fonts → Save as 'Newsletter Template v1'.
6. Export screenshots of templates and save as portfolio samples.
7. Repeat in Brevo: Campaigns → Templates → Create → Save for later use.

Part 3 – FAQ

- Q: Why templates?

A: They save time and keep brand consistency.

- Q: Can I sell templates?

A: Yes, some freelancers sell template packs.

- Q: Do clients ask for portfolio?

A: Yes, showing samples increases trust.

Summary

After Day 15, you can build reusable templates and prepare samples to show clients on Upwork.

Day 16: How to Present Email Work to Clients

Part 1 – Concept

Clients value not only your work but also how you present it. A clear report with screenshots, results, and explanations builds trust. Learning to package your work professionally makes you stand out on Upwork.

Part 2 – Practical Exercise (Click-by-Click)

1. After sending a campaign, go to Mailchimp → Campaigns → Reports.
2. Take screenshots of open rate, click rate, bounce rate.
3. In Brevo, go to Campaigns → Statistics → Export PDF report.
4. Open Word/Google Docs → create a one-page report:
 - Title: 'Campaign Performance Summary'.
 - Add screenshots + short explanation.
 - End with: 'Next steps: Improve subject line, test CTA colors.'
5. Save as PDF → send to client.

Part 3 – FAQ

- Q: Do clients expect reports?

A: Yes, almost always.

- Q: How detailed should reports be?

A: 1-2 pages is enough unless client asks for more.

- Q: Can I reuse a report template?

A: Yes, create a reusable report template.

Summary

After Day 16, you can prepare professional reports and confidently present results to clients.

Day 17: Upwork Job Search Strategy

Part 1 – Concept

Finding the right projects is as important as doing the work. Email marketing jobs vary: one-time setup, ongoing campaigns, automation, or list management. You need to learn how to filter, read job posts carefully, and apply strategically.

Part 2 – Practical Exercise (Click-by-Click)

1. Log into Upwork → Search bar: 'Mailchimp' or 'Brevo'.
2. Use filters: 'Client history = 1+', 'Payment verified'.
3. Bookmark jobs that match your skills (campaign setup, automation).
4. Ignore jobs with unclear budgets or spammy descriptions.
5. Save at least 5 good jobs daily for proposals.

Part 3 – FAQ

- Q: Should I apply to all jobs?

A: No, focus on relevant ones only.

- Q: What about new clients with no history?

A: You can apply, but check their description carefully.

- Q: Do I need a niche?

A: Yes, email marketing + Mailchimp/Brevo is your niche.

Summary

After Day 17, you know how to search and select suitable email marketing jobs on Upwork.

Day 18: Proposal Writing Practice

Part 1 – Concept

A strong proposal increases your chance of getting hired. It should be short, client-focused, and highlight your skills clearly. Always personalize based on the job description.

Part 2 – Practical Exercise (Click-by-Click)

1. On Upwork, open a saved job post.
2. Click 'Submit Proposal'.
3. Structure proposal:
 - Greeting: 'Hello [Client Name],'
 - Problem: 'I see you need help setting up automation in Brevo.'
 - Solution: 'I can design a welcome workflow, segment your list, and test deliverability.'
 - Proof: 'I've done similar test projects (attach screenshots).'
 - CTA: 'Let's schedule a quick call.'
4. Save this as a template for future jobs.

Part 3 – FAQ

- Q: How long should proposals be?

A: 150–200 words is enough.

- Q: Should I attach files?

A: Yes, sample screenshots or templates help.

- Q: Do clients read full proposals?

A: They skim, so keep it sharp and clear.

Summary

After Day 18, you can write strong proposals and increase chances of winning projects.

Day 19: Building Client Packages

Part 1 – Concept

Instead of selling only one-time services, create packages: Basic, Standard, Premium. This way, clients can choose what fits their budget and you earn more with higher-value options.

Part 2 – Practical Exercise (Click-by-Click)

1. In Upwork, go to Project Catalog → Create Project.
2. Title: 'Mailchimp & Brevo Email Marketing Setup'.
3. Create three packages:
 - Basic: 1 campaign setup (\$50).
 - Standard: 1 campaign + 1 automation (\$120).
 - Premium: Full setup + 1-month management (\$300).
4. Add images/screenshots of your templates.
5. Publish and share link in proposals.

Part 3 – FAQ

- Q: Why packages?

A: Clients love clarity and choices.

- Q: Do I need samples?

A: Yes, templates and screenshots are proof.

- Q: Can I change prices later?

A: Yes, you can adjust anytime.

Summary

After Day 19, you can set up client packages on Upwork to increase your chances of getting steady projects.

Day 20: Mock Client Project

Part 1 – Concept

This is your final practice. You'll complete a full project as if you were hired by a client. It includes reading a brief, setting up campaign, automation, and reporting results.

Part 2 – Practical Exercise (Click-by-Click)

1. Mock Brief: Client owns a fashion store, wants a welcome series.
2. Step 1: Create contact list with 5 dummy emails.
3. Step 2: Build automation in Brevo: Trigger = Signup → Email 1 (Welcome), Email 2 (Discount after 2 days).
4. Step 3: Design branded template with logo, product images, CTA.
5. Step 4: Send test campaign.
6. Step 5: Export report with open/click rate.
7. Step 6: Package report + screenshots into PDF → deliver as final project.

Part 3 – FAQ

- Q: Do I need real products?

A: No, dummy data is fine for practice.

- Q: Should I use my own domain?

A: For mock projects, free Mailchimp/Brevo accounts work.

- Q: Is this portfolio-ready?

A: Yes, you can showcase mock projects in your Upwork profile.

Summary

After Day 20, you can handle an end-to-end client project: setup, automation, testing, and reporting.