Mastering Marketing Emails in Mailjet

Objectives

Discover the basics of emailing, understand how to navigate from the Mailjet user interface, learn how to build and send a Marketing campaign.

Duration

3h30

Audience

Operations

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Real-Time Dashboard

- Presentation

Account Management

- Quick description of "My Account" and the different sections
  - Account Sharing
  - Support Ticket
- Account management
  - Sub-account management
- Senders & Domains
  - Add a sender domain or address
  - Setup SPF/DKIM Authentication

Contacts Management

- Contacts in Mailjet
- Contact List Creation
- Features
  - Contact Properties
  - Segmentation
- Understanding how to manage contact lists
- Campaign Exclusion List

Campaigns Management

- Quick overview of the Campaigns Tab
- Creating a Newsletter with Passport
  - Section Management
  - Drag and drop
  - Toolbar / Columns
  - Responsive Design
  - Sending your campaign

Reporting

- Campaign stats
- Stats page Overview

Mailjet SAS - 13 rue de l'Aubrac 75012 Paris, France