



NZIE

**7 WEEK
ONLINE**
course


**CERTIFICATE IN
EMAIL
MARKETING
AUTOMATION**
(MICRO-CREDENTIAL)



**WE ARE 100%
COMMITTED
TO YOUR
INDIVIDUAL
SUCCESS**

Actionable • Industry-Endorsed • Short Course

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Hello, we are:
Your industry-focused

ONLINE DIGITAL MARKETING SCHOOL



OUR DIGITAL
WORLD IS
CONSTANTLY
EVOLVING



Let us help you stay up-to-date and relevant in the online space

The Digital Marketing industry is buzzing with a realm of exciting possibilities.

Success in digital marketing comes from strategic planning and ongoing optimisation. Modern marketers and business owners should know how to leverage email marketing automation to improve their campaigns, nurture leads, and drive better results through effective campaign management.



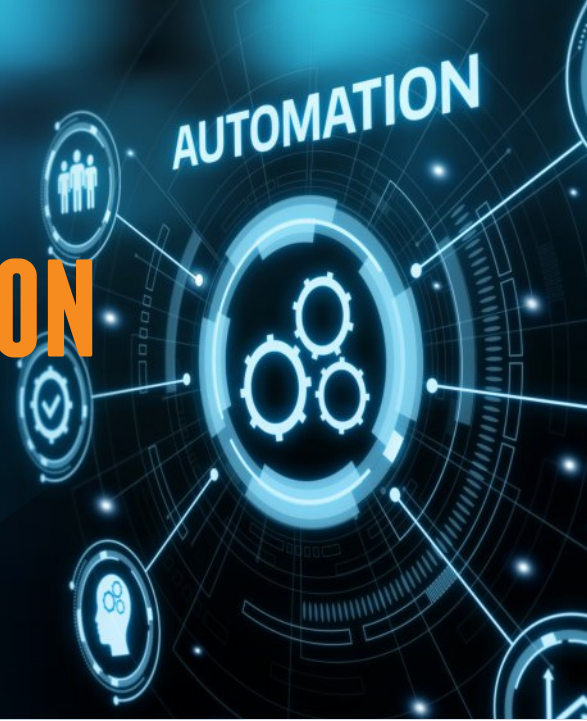
Enter NZIE's NZQA-approved Email Marketing Automation course

Our course curriculum addresses this exact skill gap. Taught and delivered by NZIE tutor expert Leo Falasca, 100% online. We are so excited to be leading the way for upskilling professionals, marketers, freelancers and business owners. If you take the leap, we'll give you the practical skills you need to hit the ground running.

We are 100% COMMITTED TO YOUR INDIVIDUAL SUCCESS Upskilling you with industry- relevant expertise

Email marketing automation puts your brand in front of the right audience at the right time, nurturing leads and boosting conversions. When managed effectively, it allows you to streamline your marketing efforts, target specific customer segments, and achieve measurable results. By understanding strategic email sequencing, audience segmentation, and campaign optimisation, you can turn customer engagement into business growth.

THINK OF NZIE'S MARKETING AUTOMATION CERTIFICATION AS YOUR TICKET!



IN JUST 7 WEEKS YOU WILL LEARN

Email marketing automation, covering everything from setting up your first email campaign to optimisation techniques. Through hands-on practice, you'll develop industry-relevant skills, including building email sequences, segmenting your audience and designing their customer journey, as well as improving campaign performance through analysis.

STRATEGIC EMAIL MARKETING AUTOMATION IS A POWERFUL ADVANTAGE

This course provides both theoretical knowledge and practical experience with industry-standard tools, enabling you to implement effective email campaigns that integrate seamlessly with your marketing strategy and drive measurable business growth.

TRANSFORM YOUR MARKETING EFFECTIVENESS

Learn to create campaigns that deliver real business impact. Through strategic email automation, you'll be able to engage customers more effectively, track performance, and make data-driven decisions to improve ROI. Learn how to build customer loyalty, increase conversion rates, and generate more revenue through targeted communications.

STAY AHEAD OF THE COMPETITION

Email marketing is constantly advancing with new technologies and techniques. This course equips you with adaptable skills that remain relevant as the industry evolves. Become an automation expert who creates sophisticated, responsive campaigns that outperform competitors and deliver exceptional results in any business context.

EMAIL MARKETING AUTOMATION CAN RESULT IN:



MARKETING AUTOMATION

TARGETED AUDIENCE ENGAGEMENT

Email automation allows you to deliver highly personalised content based on customer behaviour, preferences, and stage in the buying journey. Various segmentation techniques ensure your messages resonate with customers, creating meaningful connections that drive action and build brand loyalty.

INCREASED EFFICIENCY AND IMPACT

By automating routine email tasks and customer journeys, you'll free up valuable time while improving consistency and effectiveness. Automation tools enable you to create sophisticated, multi-step campaigns that nurture leads and guide customers through the conversion process with ease.

CONSISTENT CUSTOMER EXPERIENCE

Automated email sequences ensure every customer receives timely, relevant communications that build trust and reinforce brand values. By creating thoughtful, triggered responses to customer actions, you can provide them with an experience that feels personal and attentive.

ACTIONABLE PERFORMANCE INSIGHTS

Many email platforms provide in-depth analytics that shows exactly how your campaigns are performing. Learn to interpret open rates, click-throughs, conversion data, and more to continuously refine your approach and increase effectiveness over time.

ADAPTABLE MARKETING STRATEGIES

Email automation works effectively for businesses of all shapes and sizes. The strategies and techniques you'll learn can be applied to small subscriber list or adapted to manage communications with thousands of customers, making this a versatile skill for any marketing professional.

WHO SHOULD STUDY EMAIL MARKETING AUTOMATION:



ARE YOU THE RIGHT FIT FOR OUR EMAIL MARKETING AUTOMATION COURSE? CHECK OUT THESE PROFILES THAT ALIGN PERFECTLY—BUT REMEMBER, THE COURSE SUITS LEARNERS FROM ALL WALKS OF LIFE!

DIGITAL MARKETERS & MARKETING PROFESSIONALS

You're ready to upskill in email automation, whether it's because you want to advance in your current role or expand your skillset, this course will equip you with the strategic and technical skills to create campaigns that drive engagement and conversions.

SMALL BUSINESS OWNERS

You want to make your email marketing more effective and less time-consuming. This course gives you practical skills to create automated campaigns that nurture leads, boost sales, and strengthen customer relationships without demanding your constant attention.

FREELANCERS

You're looking to expand your services and recognise the growing demand for email automation expertise. This course provides the foundation you need to confidently offer email marketing services to clients, helping them achieve better results while expanding your own business opportunities.

TEAM LEADERS/MANAGERS

You're responsible for marketing outcomes/KPIs and want to ensure your email strategy is delivering maximum value. This course helps you understand automation's role in your overall marketing strategy and teaches you to optimise campaigns for improved performance.

YOUR KEY TAKEAWAYS FOR THIS COURSE:

1. You'll develop comprehensive skills in email marketing platforms like Hubspot, learning to create templates, set up automated sequences, and segment audiences effectively to achieve measurable business results.
2. You'll gain the analytical know-how to evaluate existing email strategies and identify opportunities for improvement, whether working with established campaigns or creating recommendations for businesses new to email automation.
3. You'll align email marketing objectives with broader business goals, establishing relevant KPIs and planning campaigns that contribute directly to your chosen organisation's success.
4. You'll create engaging email content, designing templates that reflect brand identity and drive action across various campaign types.
5. You'll learn automation techniques that increase efficiency and effectiveness, including audience segmentation, A/B testing, and performance optimisation to boost open rates and conversions.
6. You'll learn automation techniques that increase efficiency and effectiveness, including audience segmentation, A/B testing, and performance optimisation to boost open rates and conversions.
7. You'll earn an NZQA-accredited Certificate in Email Marketing Automation (Micro-credential), validating your expertise and enhancing your professional credentials.

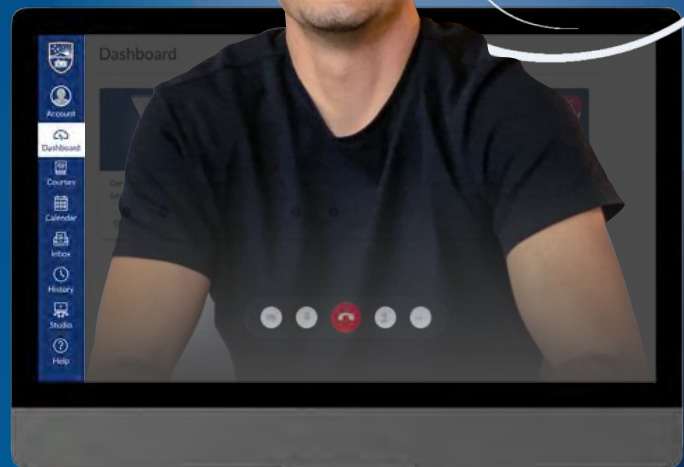
By the end of the course, you'll have a theoretical understanding and the practical skills to implement effective email marketing automation strategies. You'll be comfortable using industry-standard tools like Hubspot, and know how to design and execute campaigns that drive engagement and conversions. Plus, your NZQA Level 5 qualification will demonstrate your expertise to employers and clients alike.

WHO WILL I LEARN FROM?

Your Tutor-Led Expert

Leo Falasca

**Leo
Falasca**



INDUSTRY EXPERT

WHO IS LEO ?

Leo has been a tutor of various subjects for over 15 years and got deeply involved with digital marketing for the past 6 years, also teaching in both the Email Marketing and Digital Marketing Principles and Practice courses in the Digital Marketing Diploma at NZIE.

Proud to have completed his Postgraduate Diploma in Applied Business at NZIE in 2019, he conducted research in Social Media Marketing training needs for SMEs and published his research in the International Journal of Advanced Science and Technology. He's super involved in content production and strategies for social media and email marketing, alongside customer journey design.

ONLINE VIRTUAL CAMPUS

**FACILITATED
THROUGH DIGITAL TOOLS**



HOW DOES REMOTE LEARNING WORK?

Duration: 7 weeks

Delivery Mode: 100% online

Time Commitment: 10 hours per week

(4 hours directed learning including a 2-hour live class each week, with 6 hours self-directed).

Learning Expectations:

You'll be required to attend the live classes through our online learning system, where you'll need solid internet connection to access.

We'll release the pre-class work for you to complete. This is to be completed before the next live class the following week. For the first week, you'll gain access after the first live lecture. This includes quizzes and activities that you'll need to complete to help you confidently apply analytics and reporting to various aspects of marketing over the 7 weeks. 6 hours self-directed learning can be done in your own time and will include working on your chosen asset (which doubles as your assessment submission to complete the course, completing readings and preparing for the live classes).

Entry Criteria
Check your eligibility

GENERAL ENTRY REQUIREMENTS:

Be employed or seeking employment in a small to medium businesses or organisation.

ENGLISH LANGUAGE ENTRY REQUIREMENTS

You will need to meet at least one of the three options below.

OPTION 1.

Successfully completed 3 years secondary education in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

OPTION 2.

Successfully attained an IELTS score of 5.5 with no band below 5 **OR** an equivalent test.

OPTION 3.

Successfully completed an NZQA level 3 study, or equivalent, in any subject in English from one of the following countries: New Zealand, Australia, Canada, the Republic of Ireland, South Africa, the United Kingdom and the United States.

CODE OF PRACTICE FOR DOMESTIC STUDENTS

PASTORAL CARE OF DOMESTIC TERTIARY STUDENTS

Education (Pastoral Care of Tertiary and International Learners) Code of Practice 2021.

NZIE has agreed to observe and be bound by the Code published by the New Zealand Qualifications Authority.

Copies of the Code are available on request from NZIE or from the New Zealand Legislation website at: www.nzqa.govt.nz/providers-partners/domestic-code-of-practice/



NEW ZEALAND **QUALIFICATIONS** AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

NZIE is a Category 1 provider. Meaning that the New Zealand Qualification Authority (NZQA) is highly confident in the educational performance and capability in NZIE's self-assessment.

NZQA is a government department that sets the standards for courses and quality. NZIE complies with Ministry of Education data collection through a Single Data Return (SDR) sent every four months.

ARE YOU READY TO ENROL?

Get in touch with Phil, our Recruitment Advisor

Chat through any burning questions you may have and see if we're a right fit for your future career and digital marketing goals.

Book Video Call

