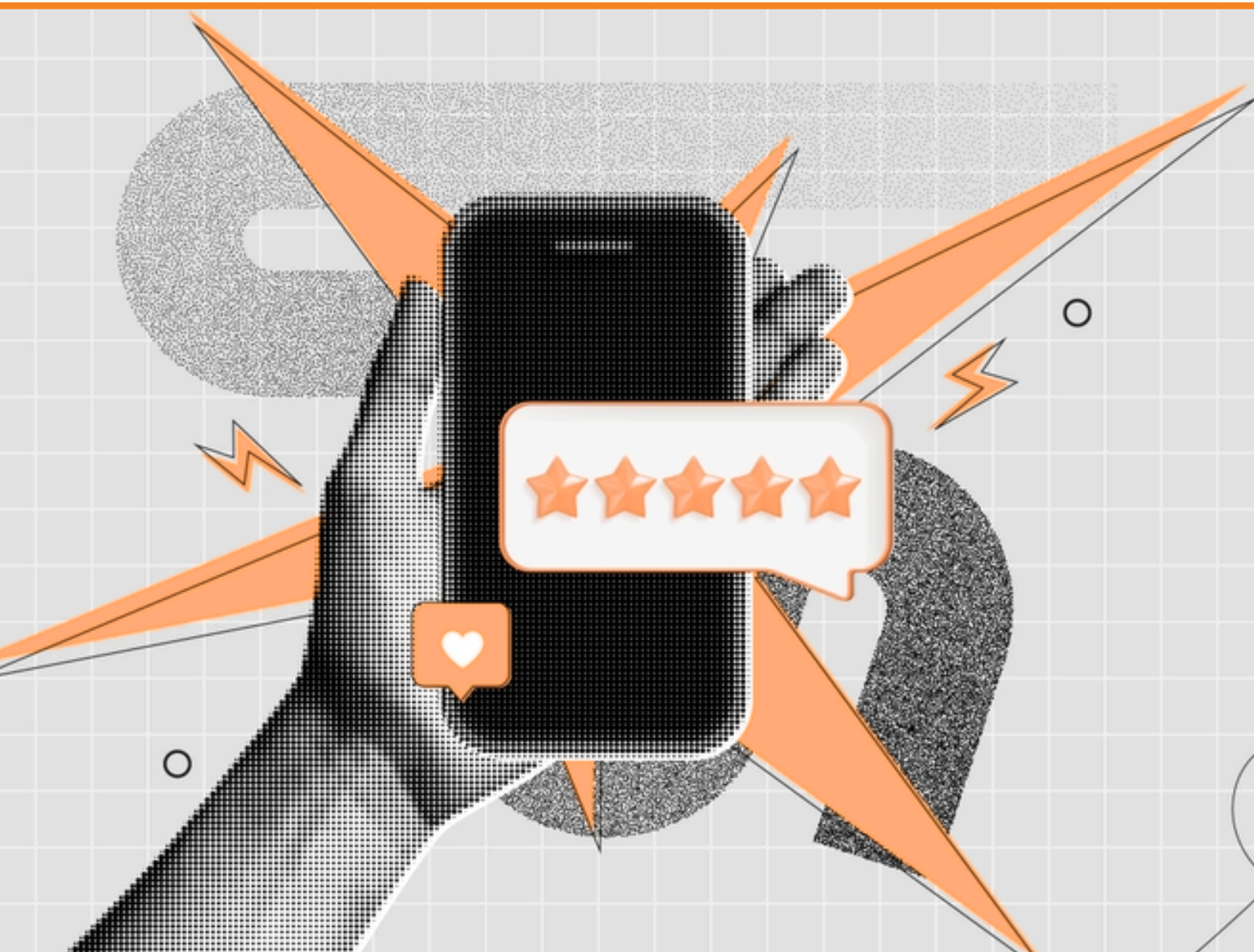




# WhatsApp, SMS, Email & Influencer Marketing Course





## Course Overview

### Launch Direct & Influencer Campaigns that Drive Engagement and Sales

In today's digital-first world, **direct marketing** channels like WhatsApp, SMS, and Email are some of the most powerful tools to get personal with your audience. Add **influencer marketing**, and you unlock the potential of social trust and mass visibility.

This **15-day training program by SkillUpgrades** combines the best of both: direct outreach + influencer impact. You'll learn hands-on strategies to run effective WhatsApp campaigns, SMS automation, email sequences, and influencer marketing collaborations across Instagram, YouTube, and other platforms. Ideal for digital marketers, social media managers, brand strategists, and small business owners.

## What You'll Learn

- Setting up and managing WhatsApp Business
- Broadcast messages, catalogs, auto-replies & APIs
- Using tools like WATI, AiSensy & WhatsApp Cloud API



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- SMS marketing platforms and campaign setup
- Complying with DLT regulations and sender ID setup
- Email campaign creation using Mailchimp, Mailerlite
- List building, segmentation, and automation
- Creating influencer outreach campaigns
- Shortlisting, verifying, and approaching influencers
- Negotiation, collaboration, and contract tips
- Measuring campaign performance & ROI tracking

## What You'll Learn

- Digital marketing students and freshers
- Freelancers managing direct marketing for clients
- Brand owners and small businesses
- Social media executives and community managers
- Entrepreneurs wanting to run targeted campaigns



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# Requirements

- Basic computer and internet knowledge
- No prior experience in marketing required
- Laptop or desktop with email and WhatsApp access
- Willingness to build campaigns during training

## Course Modules – 15-Day Direct & Influencer Marketing Training

### Module 1: WhatsApp Marketing Mastery

- Setting up WhatsApp Business features
- Catalogs, labels, and quick replies
- Broadcast campaigns & limits
- WhatsApp Cloud API overview
- Tools: AiSensy, WATI, Interakt

### Module 2: SMS Marketing for Campaigns



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- Platforms: TextLocal, MSG91, Gupshup
- DLT registration & template approval
- Bulk SMS campaign setup
- Tracking delivery & CTR

### **Module 3: Email Marketing from Scratch**

- Tools: Mailchimp, Mailerlite, ConvertKit
- Email list building strategies
- Campaign design (welcome, newsletter, promotion)
- A/B testing, open rate, and conversion metrics
- Avoiding spam and compliance best practices

### **Module 4: Influencer Marketing Strategy**

- Finding relevant influencers using tools
- Nano, Micro, Macro influencer strategy
- Collaboration formats: barter, paid, affiliate



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- Writing influencer briefs and contracts
- Monitoring engagement and ROI

## Course Highlights

- 4-in-1 specialized training for modern marketers
- Tools + strategy + execution in each module
- Real campaign setup during the program
- Certificate of Completion
- Freelance & client onboarding support

# Thank You



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