



OMCP® Email Marketing and Conversion Professional

Our Program



This program will thoroughly train your local workforce on all facets of email marketing, including how to write emails worth opening, reading, and acting on that won't be categorized as spam. This program also focuses on mobile compatibility and will teach your workforce how to create mobile friendly emails that are valuable and engaging.

Students will also dive into marketing automation, where they'll learn best practices for sending emails to an audience over an extended time period, based on their interests and behavior.

Certifying Exam: OMCP® Certification Exam

Professional Credential:

Online Marketing Certified Professional (OMCP®)

Graduate Stats



Average Completion Score:

65%

Average Credential Exam Pass Rate:

57.8%

