



Practical Exercises

Professional Diploma in Digital Marketing

Email Marketing

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1. Email Marketing

Practical Exercises

A series of practical exercises is provided below:

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Email Acquisition & KPIs</i>
<i>Exercise 1</i>	Acquire email addresses using both online and offline techniques. Set KPIs against these acquisitions. How would you report on these?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Campaign Set up</i>
<i>Exercise 2</i>	Set up a free account on an email service provider and start to import your contacts and begin to build your email databases. Rate your end users in terms of open rates, interaction and click through rates.

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Email Design</i>
<i>Exercise 3</i>	<p>Find three examples of good email design and three examples of bad email design.</p> <p>From the emails you have chosen, provide three reasons why they illustrate good or bad design.</p> <p>From the emails that illustrate bad email design, explain how you would improve them.</p>

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Sender, Subject, Copy</i>
<i>Exercise 4</i>	Create an email using different examples of sender, subject and copy. Use your designated email service provider e.g. Mailchimp and test these different characteristics.

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Split Testing</i>
<i>Exercise 5</i>	Test, Test, Test Create an email marketing campaign using split testing. Send to a select number of email addresses. From here test subject lines, content and sender details. Which split is performing better and why is that performing better? You need to report on this better split. How? You will run with this split henceforth. How?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Segmentation</i>
<i>Exercise 6</i>	Segment your audience using email marketing campaigns. How many segments can you make in just one campaign?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Reporting and Analytics (KPIs)</i>
<i>Exercise 7</i>	Create a KPIs dashboard and find which KPI is most relevant for your business. Think open rates, interaction rates, click through rates, unsubscribes, bounce rates, etc.

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Email Marketing Report Customization</i>
<i>Exercise 8</i>	You need to customize the reporting of your email marketing campaign by using a goal funnel type report. How would you go about doing this?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Data Management</i>
<i>Exercise 9</i>	You have a database of 1,000 subscribers that you inherited from your predecessor. You conduct an email marketing campaign and the bounce rate is 50% and many more unsubscribe. What are you going to do? List the steps involved in cleaning your data.

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Scheduling</i>
<i>Exercise 10</i>	You have an aggressive email marketing campaign coming up next month but you are out of the office for two weeks. You need to send out weekly email campaigns. Schedule your email to be sent out on Thursdays at 2pm to a target segment. Make sure to test your scheduling to mitigate any anomalies.

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Email Reminder</i>
<i>Exercise 11</i>	You have emailed your database about an event coming up next month. The open rate of 40% is quite good but the other 60% has not responded. Using the same campaign, remind the remainder of unopens about the event.

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Email Clients & Testing</i>
<i>Exercise 12</i>	You have discovered that 65% of your end users are still using much older email clients e.g. Outlook 2000, 2003 and Express but the other 35% are on much newer platforms. How are you going to satisfy those archaic systems and the newer platforms? Test email clients and see what your email looks like across older and newer platforms.

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Cross Channel Integration</i>
<i>Exercise 13</i>	<p>You are part of a chain of hotels with a marketing budget for Q1 of next year of €50k. You need to utilize channels apart from Email Marketing in your Digital Campaign. Find other affordable means and decide how you are going to integrate these as part of your overall marketing campaign. Where does email rank in this integrated digital campaign?</p>

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>SPAM Filters</i>
<i>Exercise 14</i>	You are at the advanced stages of sending your email marketing campaign to a new group of subscribers. You have lots of imagery and hyperlinks in your email. To send the email you need to make sure not to trigger SPAM filters. Test and send the email and report to see if SPAM filters were triggered. If yes, why?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Channels Differentiation</i>
<i>Exercise 15</i>	You have 1,000 B2B customers and 1,000 B2C customers. You need to schedule the best time to email them on the ESP. What time are you going to target your audiences? How will you carry out scheduling?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Email Account Upgrade</i>
<i>Exercise 16</i>	Your marketing budget caters for some email marketing upgrades. You have a database of 20,000 email addresses. Mailchimp can only target 2,000 subscribers on the basic package. Make a proviso to upgrade your account or trial an upgrade (depending on ESP). What extra benefits and services have you acquired? Now conduct a campaign with these and add to your analytics and reporting.

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Data Protection</i>
<i>Exercise 17</i>	You work for an indigenous Irish company with customers all over the globe. These include customers in Brazil, Russia, India, China and Singapore. The industry is education and eLearning. You have a sizeable email marketing database and the range stretches outside of Ireland and the UK. You are not sure of what laws and guidelines you need to adhere to. Where do you go for information for the different geographies? How does this affect your campaign?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Email Subscribers</i>
<i>Exercise 18</i>	You have a list of dormant customers dating back as far as 5 years. You have not had their subscription for >12 months. How are you going to reacquire their opt-in at this stage?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Data Capture (Offline)</i>
<i>Exercise 19</i>	You are at an exhibition in the UK and have the opportunity to use a lead scanner managers. How are you going to use this and how are you going get the cost of the device (£500) approved from your boss?

<i>Module</i>	<i>Email Marketing</i>
<i>Learning Item</i>	<i>Dynamic Segmentation</i>
<i>Exercise 20</i>	Your list is performing quite well but you need to segment your audience on their link interactivity. How will you do this with your current database and what does this mean for your list?