

Email Marketing Case Study

Background

At the Digital Marketing Institute, email marketing is integral to communicating and engaging effectively with our audience.

Email marketing is applied in a variety of formats:

- Weekly/Monthly Newsletters
- Trigger Mails
- Webinar notifications
- Promotional campaigns
- Re-engaging older, inactive prospects.

For the purpose of this case study, we will focus on a 'Re-Engagement Campaign', which allowed us to re-activate many inactive prospects and drive revenue for the business.

Strategy

On a daily basis, the Digital Marketing Institutes receives hundreds of leads and general enquiries from students looking for more information on our course content. Some of these leads convert by purchasing a course, but equally there are many leads who find they are not ready to commit to a course at that particular time.

This means that there are many leads in our CRM system that are interested in studying a Digital Marketing Institute course in the future. With this in mind, we decided to launch a re-engagement campaign designed to reactivate these prospects and re-ignite their interest in our offering.

Target Audience

All Professional Diploma leads in the previous 6 months that did not purchase a course.

Content

In order to successfully re-engage these prospects, our content had to be relevant and meaningful to the target audience. We developed an exclusive offer – a free short course for anybody who made a purchase by the end of that month. We developed an email outlining this offer. When they clicked on a button CTA, this action brought users to a separate campaign page, which offered more information. On this page, there was a short contact form. When it was completed, this alerted our training consultants to the fact that a prospect was interested, and had been re-activated.

Below is an example of the email communication sent:



BUY A DIPLOMA.
CLAIM YOUR
FREE SPECIALIST
MODULE



Hi Test First Name

We want you to succeed. That's why we're giving away a **free short course** of your choice when you purchase any of our Professional Diploma or Postgraduate level courses.

Availability is **limited**, so make your purchase before **27th May** to take advantage of this exclusive offer.

If you want to stay ahead in the digital industry, you need to make sure you're constantly learning and updating your skillset. Click the button for more information, and find out how our qualifications can bring you career success.

*Offer applies to new students from 16.05.2016 only.

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Delivery Management

Mailchimp was used to deliver these email communications to the target audience. The emails were scheduled to be delivered at 11AM, and tailored to the time zone and geographic location of the user.

Reporting and Analysis

This campaign delivered:

- A 38% Open Rate
- A 3.5% Click-Through Rate (well above industry averages)
- 85 re-activated leads (which in turn resulted in additional revenue for the organization)