

Digital Corporate Marketing

Lecture Title: Email Campaigns and Content Creation



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Date: 04.06.2025

Email Campaigns and Content Creation

What is Email Marketing?

Email marketing refers to the practice of sending targeted, commercial messages to a group of recipients through email.

These messages can vary from newsletters to promotional offers and transactional notifications. The primary goal is to nurture relationships with potential and existing customers, drive conversions, and keep your audience informed about your brand.



Email Campaigns and Content Creation

Importance of Email Marketing

Email marketing stands out due to its cost-effectiveness and high return on investment (ROI). It allows businesses to communicate directly with their customers in a personalised manner, making it a powerful tool for building relationships. Additionally, it is highly measurable, enabling continuous improvement through data-driven decisions. Given its broad reach and the ability to target specific segments, email marketing is indispensable in a well-rounded digital marketing strategy.



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Types of Email Marketing

There are three primary types of email marketing:

- Promotional emails
- Transactional emails
- Newsletter emails



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Types of Email Marketing

Promotional emails are designed to drive sales and conversions by offering discounts or highlighting new products.

Transactional emails are sent after a customer action, such as a purchase, and typically include order confirmations or shipping updates.

Newsletter emails are sent regularly to provide valuable content, company news, or industry updates, helping to keep your audience engaged.



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Email Marketing Tools

Email marketing remains a powerful tool for corporate communications.

Platforms like Mailchimp, Constant Contact, and Sendinblue enable companies to create and distribute targeted email campaigns.

These tools offer templates, analytics, and automation features, ensuring that messages reach the right audience at the right time.

Effective email marketing can boost engagement, drive conversions, and nurture customer relationships.



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Email Campaigns and Content Creation

Building an Email List

Building a robust email list is crucial for successful email marketing. Start by collecting emails through sign-up forms on your website, social media, and during checkout processes.

Offering incentives like discounts, eBooks, or exclusive content can encourage sign-ups. It is essential to ensure that your methods comply with regulations such as GDPR, which requires explicit consent from subscribers before adding them to your list.



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Segmentation of Email Lists

Segmentation is the process of dividing your email list into smaller, targeted groups based on specific criteria such as demographics, past purchase behaviour, or engagement levels. By tailoring your content to these segments, you can increase relevance, open rates, and overall engagement. For example, you might segment your list by purchase history to send personalised product recommendations, ensuring your emails resonate more deeply with each subscriber.



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Personalisation in Emails

Personalisation in email marketing involves using recipient data to tailor content specifically to them. This could be as simple as using their first name in the greeting or as sophisticated as recommending products based on their past purchases. Personalised emails significantly boost engagement, with studies showing an increase of up to 26% in open rates. By making your emails more relevant to each subscriber, you create a more intimate and effective communication channel.



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Subject Lines

The subject line is the first thing your recipients see, making it one of the most critical elements of your email. A compelling subject line should be short, action-oriented, and spark curiosity or urgency. For example, a subject line like "Unlock Your 20% Discount Today!" immediately grabs attention and encourages the recipient to open the email. Testing different subject lines can help determine what resonates best with your audience.



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Written Communication Skills

Written communication includes emails, reports, and memos, and it requires clarity, proper grammar, and a professional tone.

Effective written communication ensures that the message is understood and leaves a positive impression.

Mastering this skill is essential for conveying complex information, documenting processes, and maintaining professional correspondence



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Email Copywriting

Effective email copywriting is clear, concise, and focused on delivering value to the reader. Use a friendly, conversational tone that aligns with your brand voice, and make sure your content is easy to skim, with key points and benefits highlighted. Always include a strong call to action (CTA) that guides the reader to the next step, whether it's making a purchase, signing up for a webinar, or downloading a resource.



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Email Etiquette

Professional email etiquette involves using clear subject lines, addressing the recipient appropriately, and maintaining a polite tone.

It also includes proofreading for errors and being concise.

Good email etiquette enhances your professional image, ensures clear communication, and helps maintain efficient and respectful business interactions.



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Non- verbal Communication in Written Form

Non-verbal cues in written communication include the use of punctuation, formatting, and emoticons.

These elements can convey tone and emotion, enhancing the clarity and effectiveness of the message.

Understanding how to use these tools appropriately can improve the impact of your written communication and ensure your intended tone is conveyed accurately.



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Cross-Generational Communication

Different generations may have varying communication preferences.

Understanding these differences and adapting your communication style helps bridge generational gaps.

This includes using appropriate technology, tone, and formality levels.

Being flexible and considerate of these preferences fosters better understanding and collaboration across different age groups in the workplace.



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Designing Your Email

The design of your email plays a significant role in its effectiveness. Aim for a clean, visually appealing layout that is easy to navigate. Ensure your emails are responsive, meaning they look great on both desktop and mobile devices, as nearly half of all emails are opened on mobile.

Highlight your CTAs with buttons or contrasting colours to make them stand out, ensuring they are easy to spot and click.



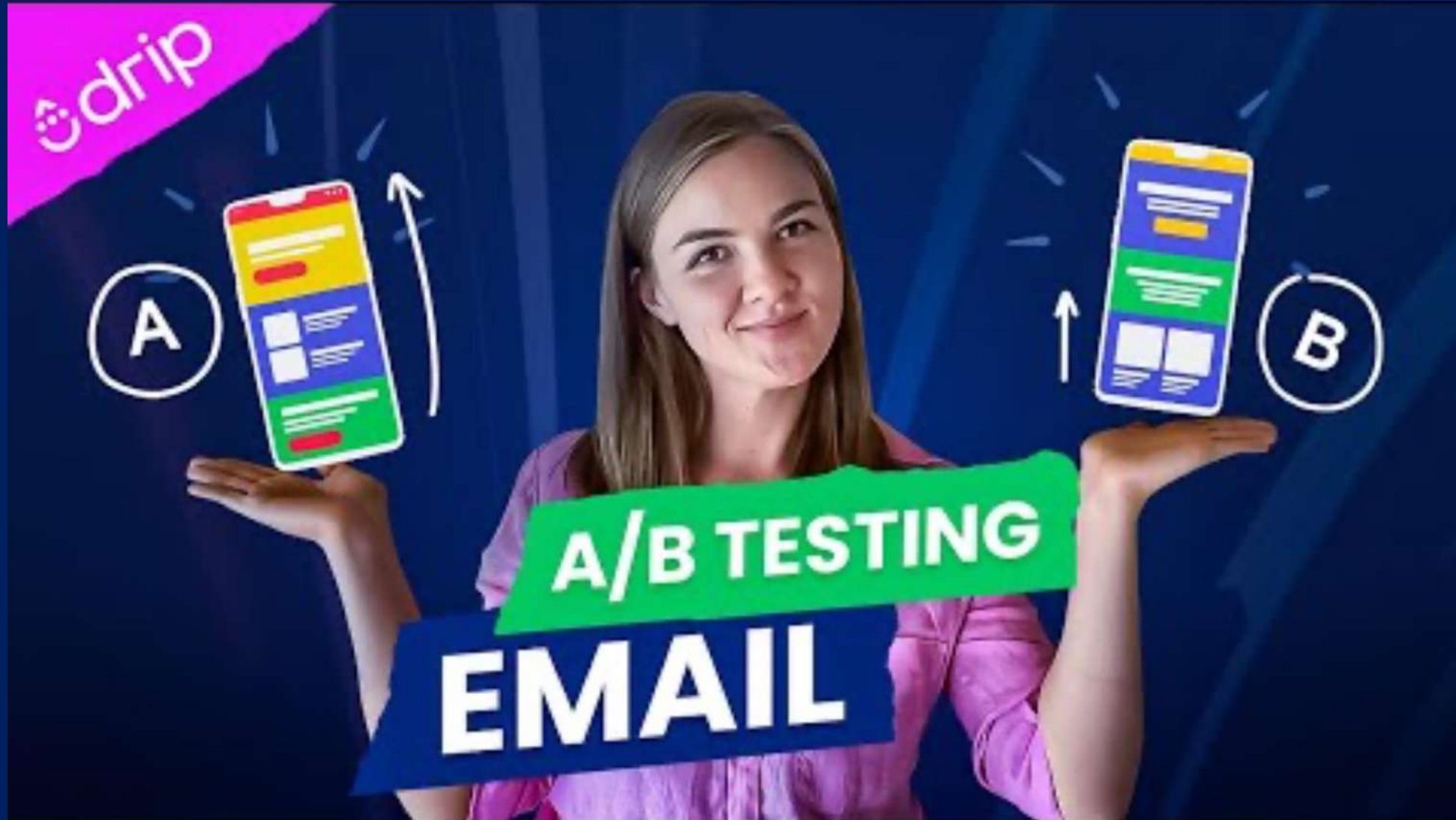
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A/B Testing in Email Marketing

A/B testing is a method of comparing two versions of an email to see which performs better. By testing different elements, such as subject lines, email content, and designs, you can learn what resonates most with your audience. For instance, you might test a subject line with and without an emoji to see which version gets more opens. This continuous experimentation helps refine your strategy over time, leading to better results.



Email Campaigns and Content Creation



Email Campaigns and Content Creation

Timing and Frequency

The timing and frequency of your emails can significantly impact their success. It's essential to identify the best times and days to send emails based on your audience's behaviour. For example, mid-week mornings might be an optimal time for business-related emails. Additionally, finding the right frequency is crucial; sending too many emails can lead to fatigue and higher unsubscribe rates, while too few can cause your audience to lose interest.



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Welcome Emails

A welcome email is your first opportunity to make a positive impression on a new subscriber. It should introduce your brand, set expectations for future communications, and include a clear call to action. For instance, you might offer a discount on the recipient's first purchase or encourage them to explore your website.

Welcome emails have some of the highest open rates, so it's essential to get them right.



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Automated Email Responses

Automated email response tools such as Gmelius, Front, and Help Scout streamline customer service and support. These platforms offer autoresponders, templates, and workflow automation, ensuring timely and consistent communication.

Automated email responses enhance efficiency, reduce response times, and improve customer satisfaction. They are essential for managing high volumes of inquiries and maintaining professional communication.



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Newsletter Emails

Newsletters are a great way to keep your audience informed and engaged with your brand. They typically include a mix of content, such as company updates, industry news, and promotional offers. A successful newsletter provides value to the reader, whether through insightful articles, useful tips, or exclusive deals. Consistency in sending newsletters is key, helping to build a regular touchpoint with your audience.



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Promotional Emails

Promotional emails are designed to drive sales by highlighting special offers, new products, or time-sensitive discounts. These emails should be direct and focused, with a clear value proposition and an urgent call to action.

For example, a promotional email might announce a flash sale with the subject line, "Today Only: 50% Off All Items!" Such emails are an effective way to boost short-term sales and engagement.



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Transactional Emails

Transactional emails are automated messages sent in response to a specific action taken by a customer, such as a purchase confirmation or password reset. These emails have high open rates because they are expected and provide important information.

Beyond their primary purpose, transactional emails offer an opportunity to include cross-sell or upsell suggestions, enhancing their value to both the customer and your business.



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Drip Campaigns

Drip campaigns automate a series of emails that are sent based on user actions or predetermined intervals. These campaigns are particularly useful for nurturing leads, onboarding new customers, or guiding users through a sales funnel. For example, a new subscriber might receive a welcome email, followed by a series of emails introducing different aspects of your product or service. Drip campaigns help maintain engagement over time without requiring constant manual effort.



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Re-engagement Emails

Re-engagement emails are targeted at subscribers who have become inactive. These emails aim to rekindle interest and reduce churn by offering incentives, requesting feedback, or simply reminding the subscriber of your brand. For instance, you might send a re-engagement email with the subject line, "We Miss You! Here's 20% Off Your Next Purchase." By reconnecting with dormant subscribers, you can extend the lifetime value of your email list.



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Measuring Email Marketing Success

To determine the effectiveness of your email campaigns, it's essential to track key metrics such as open rates, click-through rates (CTR), conversion rates, and unsubscribe rates. These metrics provide insights into how well your emails are performing and where there may be room for improvement.

For example, if your open rates are low, you might need to refine your subject lines or segment your list more effectively. Regular analysis of these metrics helps you continuously optimise your email marketing strategy.



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Importance of Mobile Optimization

With nearly half of all emails being opened on mobile devices, it's crucial to ensure your emails are mobile-optimised. This means using responsive design, which automatically adjusts the layout of your email to fit different screen sizes. Additionally, your content should be concise and easy to read on a smaller screen. Mobile optimisation improves user experience, leading to higher engagement rates and better overall performance for your email campaigns.



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GDPR Compliance

Compliance with the General Data Protection Regulation (GDPR) is vital when sending emails to European Union residents. GDPR requires that you obtain explicit consent from subscribers before adding them to your email list. This includes providing clear opt-in methods and maintaining a record of consent. Additionally, you must include an easy-to-find unsubscribe option in every email and handle personal data responsibly. Ensuring GDPR compliance protects your business from legal risks and builds trust with your audience.



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Avoiding Spam Filters

To ensure your emails reach your audience's inbox and not the spam folder it's important to follow best practices. Avoid using spammy language such as "Free," "Urgent," or excessive exclamation marks.

Maintain a clean email list by regularly removing inactive subscribers and ensuring your emails are relevant and valuable. Also, using a verified domain for sending emails and including a physical address in your footer can help improve deliverability and avoid spam filters.



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Unsubscribe Process

A clear and straightforward unsubscribe process is crucial for maintaining a positive relationship with your audience, even when they choose to leave your list. Make sure the unsubscribe link is easy to find and the process is simple to complete. Providing an option to adjust email preferences instead of unsubscribing entirely can help retain some subscribers.

A smooth unsubscribe process shows respect for your subscribers' choices and can prevent them from marking your emails as spam.



Email Campaigns and Content Creation

Case Study: Successful Email Campaign

Consider the case of Company Y, which managed to increase its sales by 30% through a well-executed segmented email campaign.

By targeting past buyers with personalised offers and limited-time discounts, the company significantly improved its engagement and conversion rates. This case study highlights the effectiveness of segmentation and personalisation in email marketing, demonstrating how tailored content can lead to substantial business growth.



Email Campaigns and Content Creation

CLASS ACTIVITY: 60 MIN

Imagine you are the marketing manager at a mid-sized retail company, tasked with increasing sales through an email marketing campaign. Based on the successful case study of Company Y, describe the steps you would take to segment your customer base and create personalized email offers. What factors would you consider when determining the content, timing, and design of your emails? How would you measure the success of your campaign, and what strategies would you employ to optimize it in real-time?



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CLASS ACTIVITY: 60 MIN

1. Segmentation of the Email List:

Company Y began by analyzing their customer database to identify specific segments of past buyers. Segmentation was likely based on factors such as purchase history, frequency of purchases, average order value, and product preferences.

For example, one segment might include customers who frequently purchase specific product categories, while another segment could consist of high-spending customers who haven't purchased recently.



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CLASS ACTIVITY: 60 MIN

2. Crafting Personalised Offers:

Once segments were identified, Company Y tailored personalized offers for each group. This personalization went beyond just addressing the recipient by name; it involved creating relevant offers that aligned with the recipient's purchasing behaviour.

For instance, customers who previously bought electronics might receive a special offer on related accessories, while fashion shoppers might get discounts on new arrivals in their preferred category.



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CLASS ACTIVITY: 60 MIN

3. Limited-Time Discounts:

To create a sense of urgency and drive immediate action, Company X incorporated limited-time discounts into their email campaign. These offers were strategically timed to coincide with key shopping periods or after a lull in customer activity.

The limited-time nature of the discounts was likely highlighted in both the subject line and the body of the email, encouraging recipients to take advantage of the offer before it expired.



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CLASS ACTIVITY: 60 MIN

4. Email Design and Copywriting:

The emails were designed with a clear, visually appealing layout that emphasized the personalized offer and the limited-time discount. Strong calls to action (CTAs) were strategically placed to guide the recipient towards making a purchase.

Copywriting was tailored to resonate with each segment, using language and messaging that spoke directly to their needs and interests. The tone of the emails was likely conversational and engaging, reinforcing the sense of a personalized connection with the recipient.



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CLASS ACTIVITY: 60 MIN

5. A/B Testing:

Company Y likely conducted A/B testing on various elements of the campaign, such as subject lines, email content, CTAs, and send times. This testing would have provided insights into what resonated most with different segments, allowing the company to optimize the campaign in real-time.

For example, they may have tested different subject lines to see which generated higher open rates or experimented with various CTA buttons to improve click-through rates.



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CLASS ACTIVITY: 60 MIN

6. Monitoring and Optimization:

Throughout the campaign, Company Y closely monitored key performance indicators (KPIs) such as open rates, click-through rates, conversion rates, and overall sales generated from the emails.

Based on the data collected, the company continuously refined the campaign. If a particular segment underperformed, they could adjust the offers or messaging to better meet that group's needs.



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CLASS ACTIVITY: 60 MIN

7. Results and Impact:

As a result of these efforts, Company Y saw a significant increase in sales—reportedly by 30%. This growth can be attributed to the precise targeting and the relevance of the offers presented to each customer segment.

The campaign also likely improved engagement rates, as customers felt that the emails were tailored specifically to them, leading to a deeper connection with the brand.



Email Campaigns and Content Creation

Common Email Marketing Mistakes

Even seasoned marketers can fall into common traps that undermine the success of their email campaigns.

Some of the most frequent mistakes include sending emails too frequently, which can lead to subscriber fatigue, failing to segment your audience, resulting in irrelevant content, and neglecting A/B testing, which misses opportunities for optimisation. Avoiding these pitfalls can dramatically improve your email marketing results, leading to higher engagement and lower unsubscribe rates.



Email Campaigns and Content Creation

Integrating Email with Other Marketing Channels

Email marketing should not operate in isolation but rather as part of a broader, integrated marketing strategy. By combining email with social media, content marketing, and paid advertising, you create a more cohesive and effective approach. For example, promoting email sign-ups on social media platforms can help grow your list, while using email to share content from your blog can drive traffic and engagement across channels. Integration ensures a consistent brand message and maximises the impact of your marketing efforts.



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Enhancing Email Engagement

To make your emails more engaging, consider incorporating interactive elements such as polls, quizzes, or countdown timers. Interactive emails provide a more dynamic experience for the reader, encouraging them to interact directly with your content.

For example, a poll asking subscribers to vote on their favourite product can increase engagement and provide valuable feedback. These elements not only make your emails more fun but also help gather insights about your audience's preferences.



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ROI of Email Marketing

Email marketing is known for its impressive return on investment (ROI), with studies showing an average return of \$42 for every \$1 spent. This makes it one of the most cost-effective marketing channels available.

The key to maximising ROI lies in effective list management, personalisation, and continuous optimisation through testing and analytics. By focusing on these areas, you can ensure that your email marketing efforts deliver significant value to your business.



Email Campaigns and Content Creation

Building Trust with Subscribers

Trust is the foundation of any successful email marketing campaign. To build and maintain trust with your subscribers, consistently deliver valuable content that meets their expectations. Be transparent about how you collect and use their data, and always honour your promises, such as sending the types of content they signed up for.

By respecting your subscribers and providing them with worthwhile content, you foster a loyal audience that is more likely to engage with your emails and act on your CTAs.



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Importance of Email Marketing in E-commerce

In the corporate world, email marketing is a critical tool for driving sales and fostering customer loyalty. It plays a crucial role in recovering abandoned carts, promoting flash sales, and encouraging repeat purchases through personalised product recommendations. For example, sending a timely reminder to a customer who has left items in their cart, possibly with an added discount, can significantly increase conversion rates. By using email to create a seamless shopping experience, e-commerce businesses can enhance customer satisfaction and boost revenue.



Email Campaigns and Content Creation

Email Marketing for B2B

In the B2B sector, email marketing is used to nurture leads, share valuable industry insights, and promote events such as webinars or conferences. The focus is on building long-term relationships rather than quick sales.

For instance, a B2B company might send a series of emails highlighting key industry trends and inviting recipients to an expert-led webinar. This approach positions the company as a thought leader, fostering trust and making it more likely that leads will turn into loyal customers over time.



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Dynamic Content in Emails

Dynamic content in emails allows you to personalise messages based on individual user data, such as location, past behaviour, or preferences. This level of personalisation makes your emails more relevant to each recipient, increasing the likelihood of engagement.

For example, a clothing retailer might use dynamic content to show different products to customers in different climates or regions. By tailoring content to each subscriber's unique needs, you enhance the effectiveness of your email campaigns.



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Email Campaigns and Content Creation

List Cleaning and Maintenance

Maintaining a clean and up-to-date email list is essential for high engagement and deliverability. Regularly cleaning your list involves removing inactive subscribers and correcting any errors in contact information. This not only improves your open and click-through rates but also helps you avoid deliverability issues caused by sending emails to outdated or invalid addresses. For example, you might conduct a quarterly list cleaning to ensure that you're only targeting engaged subscribers, thereby maximising the impact of your campaigns.



Email Campaigns and Content Creation

Clear Call to Action

Every email should include a clear and compelling call to action (CTA) that directs the reader to the next step, whether it's making a purchase, signing up for a newsletter, or downloading a resource.

The CTA should be easy to find and understand, and it should create a sense of urgency. For instance, a CTA like "Shop Now" accompanied by a limited-time offer encourages immediate action. A well-crafted CTA is crucial for driving conversions and achieving your email marketing goals.



Email Campaigns and Content Creation

Using Analytics to Improve Campaigns

Analytics play a critical role in optimising your email marketing efforts. By tracking key performance indicators (KPIs) such as open rates, click-through rates, and conversion rates, you can gain insights into what's working and what needs improvement.

For example, if you notice a high open rate but a low click-through rate, it might indicate that your subject lines are effective, but your content or CTAs need refinement. Regularly reviewing and acting on these insights helps you continuously enhance the effectiveness of your campaigns.



Email Campaigns and Content Creation

Case Study: Using Mailchimp

Mailchimp is a popular email marketing platform that allows businesses and individuals to create, send, and analyse email campaigns.

It is widely used because of its user-friendly interface, robust features, and integrations with various apps and platforms.



Email Campaigns and Content Creation

Case Study: Using Mailchimp

Email Campaign Creation:

DragandDrop Editor: Easily design emails with a simple draganddrop interface, allowing for customisation without needing coding skills.

Templates: Access a variety of predesigned templates that can be customised to fit your brand's look and feel.

Content Blocks: Add images, text, buttons, and other elements to your emails to make them more engaging.



Email Campaigns and Content Creation

Case Study: Using Mailchimp

Automation:

Automated Campaigns: Set up automated email sequences, such as welcome series, abandoned cart reminders, and birthday emails.

Behavioural Targeting: Send emails based on user behaviour, such as website visits or past purchases.

Custom Workflows: Create custom automation workflows tailored to your specific business needs.



Email Campaigns and Content Creation

Case Study: Using Mailchimp

Audience Management:

Segmentation: Divide your email list into different segments based on demographics, purchase history, or engagement levels.

Tags: Use tags to organise your contacts and target specific groups with relevant content.

Personalisation: Personalise your emails with the recipient's name, location, or other data points to improve engagement



Email Campaigns and Content Creation

Case Study: Using Mailchimp

Analytics and Reporting:

Performance Tracking: Monitor the performance of your email campaigns with realtime analytics on open rates, clickthrough rates, and conversions.

A/B Testing: Run A/B tests to determine which subject lines, content, or designs perform better.

Detailed Reports: Access detailed reports that provide insights into the overall performance of your campaigns.



Email Campaigns and Content Creation

Case Study: Using Mailchimp

Integrations:

E-commerce: Integrate with popular ecommerce platforms like Shopify, WooCommerce, and Magento to send targeted emails based on purchase data.

CRM: Connect with CRM systems like Salesforce and HubSpot to align your email marketing with your sales process.

Social Media: Sync with social media platforms to expand your reach
connect your email marketing with your social cam



Email Campaigns and Content Creation

Case Study: Using Mailchimp

Compliance and Deliverability:

GDPR Compliance: Mailchimp offers tools to help you stay compliant with GDPR, ensuring that your email marketing practices align with data protection laws.

High Deliverability: Mailchimp is known for its high deliverability rates, meaning your emails are more likely to reach your subscribers' inboxes rather than their spam folders.



Email Campaigns and Content Creation

Case Study: Using Mailchimp

Users:

Small Businesses: Ideal for small businesses looking to grow their audience and nurture customer relationships through email.

E-commerce: Perfect for online stores to send personalised product recommendations, abandoned cart reminders, and postpurchase follow-ups.

Bloggers and Content Creators: Great for keeping subscribers updated with newsletters, content promotions, and event invites.



Email Campaigns and Content Creation



Class Exercise: 60 MIN

Creating an Email Marketing Campaign with Mailchimp

Your team has been hired by a company launching a new product or service. Using the free version of Mailchimp, create a basic email marketing campaign designed to generate awareness and encourage customer engagement.

- Create a free Mailchimp account.
- Create a fictional company profile.
- Define your target audience
- Create an audience list with at least 10 sample contacts.
- Segment the audience based on one characteristic (e.g. age, location, interest)



Class Exercise: 60 MIN

Creating an Email Marketing Campaign with Mailchimp

Create a promotional email that includes:

- A subject line
- Company logo or image
- Short promotional message
- Call-to-action button (e.g. Learn More, Register Now, Shop Now)
- Contact information

At the end of the exercise, submit:

- A screenshot of the audience list.
- A screenshot of the email campaign.
- A brief explanation of the campaign objective and target audience.



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Corporate Email Marketing

Corporate email marketing involves the strategic use of email to communicate with a large, diverse audience within a corporate context. This could include internal communications, client relations, or public relations efforts.

In a corporate setting, email marketing not only drives external engagement but also plays a crucial role in maintaining internal communication and aligning various departments with the company's goals.



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Internal Email Communications

In large corporations, internal email communications are essential for keeping employees informed and aligned with the company's mission, policies, and updates. Regular internal newsletters can share important news, upcoming events, or changes in corporate policy.

For example, a quarterly email from the CEO updating employees on company performance fosters transparency and keeps everyone on the same page.



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Corporate Newsletters

Corporate newsletters sent to clients, partners, or stakeholders are crucial in maintaining relationships and demonstrating thought leadership. These newsletters might include industry insights, updates on the company's projects, or highlights from recent events.

For instance, a law firm might send a quarterly newsletter featuring analyses of recent legal developments and their implications for clients, positioning the firm as an industry expert.



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**Newsletter Tips
FREE Checklist +**

PAMELA BUMP
Program Manager

The graphic features a green background. On the left is a portrait of Pamela Bump. In the center is a screenshot of an email template editor interface, showing a sidebar with categories like 'All Templates', 'My templates', 'All templates', 'Blog', 'Email', 'Landing page', 'System page', 'Template packs', 'Website page', 'More', and 'Purpose'. The main area displays several email templates, including one titled 'SONATA' and another 'RESONANT'. On the right is a portrait of a smiling man with glasses and a beard. A small white icon resembling a stylized 'd' or a network node is in the top right corner of the green area.

Email Campaigns and Content Creation

Client Onboarding Emails

Client onboarding emails are a critical component of corporate email marketing, particularly in B2B contexts. These emails help new clients understand your services, set expectations, and establish the foundation for a long-term relationship.

A well-crafted onboarding series might include a welcome message, a guide to getting started, and an introduction to the support team, ensuring that new clients feel supported and valued from the outset.



Email Campaigns and Content Creation

Crisis Communication

In times of crisis, email becomes a vital tool for corporate communication. Whether addressing internal stakeholders or the public, clear, timely, and transparent communication is essential to manage the situation and maintain trust.

For example, during a product recall, a company might use email to quickly inform customers, explain the steps being taken, and provide instructions on what to do next. Effective crisis communication can mitigate damage and preserve the company's reputation.



Email Campaigns and Content Creation

Future of Email Marketing

The future of email marketing is likely to be shaped by emerging trends such as AI-driven personalisation, interactive emails, and advanced segmentation. AI can help you deliver more personalised content by analysing vast amounts of data and predicting user preferences. Interactive elements, such as embedded videos or live polls, are becoming increasingly popular for boosting engagement.

As these trends evolve, staying ahead of the curve will be crucial for maintaining a competitive edge in email marketing.



Digital Corporate Marketing

THANK YOU FOR TODAY

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