UNIT 5. Email Marketing

Proposed Activity 1: Build your own Email list
Skill 1: **Building an Email List and a Database, with reference to GDPR law**

Time: 10 min activity explanation, 1-hour activity, 10 minutes feedback

Methodology:

Students are provided with a question or prompt for which they need to generate ideas of how to collect email addresses from people that they know/or don't know and discuss ideas of what is the best way to create an Excel spreadsheet file.

Students are divided into small groups where they will be encouraged to discuss what catchy information to include in their sign-up forms.

Within each group, every student contributes his/her thoughts and ideas, after spending some time finding real examples of Signup forms.

At the end of the class, the teacher should ask the students what the most important thing was they learned during the class that day.

Learning outcomes:

- Building an Email List and a Database, complying with GDPR.
- The creation of an email list of at least 50 subscribers i.e. from students etc. in an excel spreadsheet format.
- Design Signup Forms i.e. for the websites, using all necessary information (i.e. name, address, specific interests, age, sex etc.).

Activity:
Build your own Email list (of at least 50 subscribers) by collecting email addresses from people who have given their permission to use their email addresses. Create the email list in an Excel spreadsheet file format.

Design your own Signup Forms for the subscribers, using all necessary information (i.e. like name, address, specific interests, evaluate different Signup Forms and create your own Signup Forms)

Evaluation:

We suggest the evaluation rubric as follows:

Mark out of 10	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10
Understand the importance of subscribers and the development of an email list.	Demonstrates little or no awareness of key concepts required in an email list.	Illustrates few, ideas of how to begin to develop an email list of subscribers.	Exhibits fair understanding of the email concepts and Provides few examples of how to increase the subscribers.	Demonstrates clear understanding of the concepts involved in creating an email list; Develops a list of 50 subscribers.
Illustrate the ability to create a database of subscribers.	Has trouble understanding of how to build a list of subscribers in an excel spreadsheet.	Demonstrates some ability in constructing an email list.	Begins to build a comprehensive list of subscribers.	Illustrates clear confidence in developing an email list in an excel spreadsheet.
Develop and use of the different forms of subscriber Signup forms	Demonstrates little or no ability to create a subscribers' Signup form.	Demonstrates some ability in designing a Signup form for subscribers.	Starts to show evidence of being able to differentiate and design different Signup forms.	Illustrates clear ability of creating different types of Signup forms using all necessary information.

Proposed Activity 2: Write Effective Emails
Skill 2: Create Engaging Emails & Email Campaigns

Time: 10 min activity explanation, 2 hours activity, 10 minutes feedback

Methodology:

Students will be asked to find the best Welcome Email marketing example from searching the internet. The students will then be asked to gather in small sessions to discuss their findings (what impressed them, what they found unappealing) and propose ways of what they think will make a good catchy heading and what should be the content for their Welcome Email.

At the end of the session students should be asked of what the most useful or meaningful thing

was they learned from writing up their Welcome Email.

Learning outcomes:

Compose a Welcome Email to be sent to the email list created in Skill 1 which may include:

- A catchy subject line
- Thank you email
- Informing subscribers about your business/activities

Activity:

Differentiate between the different types of Email Marketing.

Write effective professional Emails and Newsletter that grasp subscribers' attention by using all the different parts of an email format i.e. subject line, colour scheme, images etc.

Evaluation:

We suggest the evaluation rubric as follows:

Mark out of 10	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10
Comprehends the different emails and Newsletter that grasp subscribers' attention	Demonstrates little or no capability to differentiate the different types of Email Campaigns i.e. welcoming email, newsletter, announcement and invent invitation.	Seldom understand the difference between the different types of email campaigns.	Begin to recognize and comprehend the different types of email marketing campaigns.	Completely comprehends and recognizes the importance of the various email campaigns.
Design and Create effective emails	Makes no effort in writing effective emails and cannot clearly distinguish the different parts i.e. subject line, colour scheme, images etc.	Rarely displays the necessuary skills in composing emails.	Able to connect theory practice and begins to understand and use the different parts of emails.	Designs and Compose persuasive emails and illustrates good use of all parts of the email including the - Call-To-Action (CTA) function.

Proposed Activity 3: Compare and test emails effectiveness
Skill 3: Testing & monitoring the Email campaign

Time: 10 min activity explanation, 2 hours activity, 10 minutes feedback
Methodology:

Once the students have completed activity 2 they are now ready to test the Welcoming email's effectiveness in terms of its content and heading.

Students are prompt with the question why test the effectiveness of email marketing, why is essential and why this is important for a company

Students are asked to exchange their emails that have already completed in activity 2 between them and discuss what impress them and what they can improve further.

The teacher should ask students to summarize the main points of the session in one sentence

Learning outcomes: Test the effectiveness of the email campaign following a 4-step process:

a) choose two variables of the Email to be tested i.e. the Subject Line and the Content;
b) create two versions A and B of the email using different Subject Lines and Content;
c) distribute version A to a portion of your list and version B to another portion;
d) analyze the results to see which version A and B is the best.

Activity:

Compare and evaluate the different parts of the email campaigns in order to see how they impact the subscribers' reactions to them.

Test the effectiveness of the Email campaign before it starts and during the campaign, using the A/B testing method.

Evaluation:

We suggest the evaluation rubric as follows:

Mark out of 10	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10
Understand the criteria and the importance of testing the success of the Email campaign.	Indicates little or no ability to understand the criteria of testing the email campaign.	Occasionally displays some ability to comprehend the importance of the email campaign testing.	Proactively contributes in learning all parts of the Email campaign testing.	Demonstrates and applies the necessary knowledge for the email campaign testing.

Apply the use of different testing methods like the A/B testing method.	Is not aware or able to use an email testing method.	Demonstrates some willingness of learning a testing method.	Actively involves in using testing method like A/B	Applies confidently the use of different testing methods such as the A/B method.

Additional Proposed Activity 4. Optional homework

The proposed Activity 4 integrates all Skills 1, 2 and 3 and can be appraised through the same rubric tables as above:

Time: 1.5-2 hours

Methodology:

Students will prompt with questions of what the terms cold prospects, new visitors, repeat visitors, and loyal subscribers mean.

Students are then divided into groups that focus on a single audience.

Within each group, every student contributes thoughts and ideas of how to compose the appropriate email that represents the audience.

Students should be encouraged to discuss and collaborate among the students within each group; everyone should learn from one another's input and experiences.

Finally, students should be asked what the most valuable lesson was they learned from this unit.

Activity:

Students will choose a company from the internet and consider that company's following audiences: cold prospects, new visitors, repeat visitors, and loyal subscribers.

For each audience, students should compose an email in the form of welcoming that best targets each audience type. They will create a headline, layout, message, bullet points, call-to-action, image, etc.

With each email, students should include an explanation on why each email would be most effective for each audience.

Evaluation weights:

Skill 1. Activity 1.	Weight %
Understand the importance of subscribers and the development of an email list.	10%
Illustrate the ability to create a database of subscribers.	15%

Develop and use of the different forms of subscriber Signup forms	15%
Skill 2. Activity 2.	
Comprehends the different emails and Newsletter that grasp subscribers' attention	5%
Design and Create effective emails	35%
Skill 3. Activity 3.	
Understand the criteria and the importance of testing the success of the Email campaign.	5%
Apply the use of different testing methods like the A/B testing method.	15%
TOTAL	**100%**