

**DMCP – The Framework****UNIT 5. E-mail marketing**

Skills	Descriptors	Learning outcomes	Performance Indicators (suggested activities included)
<p><b>SKILL 1</b></p> <p><b>Building an Email List and a Database, with reference to GDPR law</b></p>	<p><b>Build your own Email list</b> Collect emails from people who have given their permission to use their email addresses and create an email list in an Excel spreadsheet file format <a href="https://www.lyfemarketing.com/blog/email-list-building/">https://www.lyfemarketing.com/blog/email-list-building/</a> Alternative you may use a database program that contains and organizes all the names and email addresses like the FileMaker <a href="https://www.filemaker.com/trial/">https://www.filemaker.com/trial/</a></p> <p><b>Subscriber's Sign up forms</b> New subscribers can be encouraged to register (using a Sign Up form) through a website in exchange for a newsletter or a story</p> <p><b>Email marketing software tools</b> Software and automation tools that can be used in email marketing include MailChimp and Constant Contact. These tools can be used to send out emails and monitor how the subscribers interact with the emails. These tools can also be used to track and analyses the email movement rates</p>	<p><b>Students should be able to:</b></p> <ul style="list-style-type: none"> <li>○ Illustrate the importance of the Email List/subscribers</li> <li>○ Demonstrate their ability to create a database of subscribers</li> <li>○ Develop and use of the different forms of subscriber Sign Up forms</li> <li>○ Familiarize themselves with at least one software as is Mailchimp</li> </ul>	<p>1. <b>Create an email list</b> of at least 50 subscribers ie from students etc. (Mailchimp example: <a href="https://www.youtube.com/watch?v=lZibsAyUWDU">https://www.youtube.com/watch?v=lZibsAyUWDU</a> )</p> <p>2. <b>Build a Database</b> by entering the email list you have created in an excel spreadsheet or database of subscribers.</p> <p>3. <b>Explore ways to increase</b> the number of subscribers:</p> <ul style="list-style-type: none"> <li>○ Design Sign Up Forms ie for the websites, using all necessary information (ie like name, address, specific interests, age, sex etc). in order to increase the number of subscribers</li> <li>○ Build Your List of Email Addresses</li> </ul> <p>Track on Mailchimp <a href="https://www.youtube.com/watch?v=t7fyhkEQkig">https://www.youtube.com/watch?v=t7fyhkEQkig</a></p> <p>4. Verify acceptance of email</p> <p>5. Obtain approval as per GDPR law when sending out emails.</p>

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<p><b>SKILL 2</b></p> <p><b>Create Engaging Emails &amp; Email Campaigns</b></p>	<p><b>Design and differentiate the different types of emails</b></p> <p>Write effective professional Emails and Newsletter that grab subscribers' attention in the right format</p> <p>Make effective use of the different parts of an email i.e. subject line, colour scheme, images etc</p> <p><b>Create an Email Campaign</b></p> <p><b>Email Campaigns</b> take the form of Newsletter, Welcome Email, Event Invitation. Welcoming email, Telling a Story etc</p> <p>The step by step process of creating your email campaign which includes preparing the content, layout and style of your email.</p> <p><a href="https://www.youtube.com/watch?v=t7fyhkEQkig">https://www.youtube.com/watch?v=t7fyhkEQkig</a></p> <p><b>Customize Templates</b></p> <p><b>Creating Email Campaign and customize templates using Mailchimp</b></p> <p><a href="https://mailchimp.com/why-mailchimp/">https://mailchimp.com/why-mailchimp/</a></p>	<p><b>Students should be able to:</b></p> <ul style="list-style-type: none"> <li>○ Distinguish between the different types of Email Campaigns ie Welcoming Email, Newsletter , Announcement and Invitation</li> <li>○ Compose persuasive emails that capture attention</li> <li>○ Design emails that are mobile-friendly</li> <li>○ Illustrate the use of the call-to-action (CTA) function <a href="https://www.hubspot.com">Hubspot.com</a></li> <li>○ Demonstrate the use of the unsubscribe mode</li> </ul>	<p><b>1. Compose a</b> Welcome Email that will be sent to the email list created in Skill 1 which may include:</p> <ul style="list-style-type: none"> <li>○ A catchy subject line</li> <li>○ Thank your subscribers</li> <li>○ Tell them about your business</li> <li>○ Provide more information about the future email content they will receive</li> <li>○ An incentive (if you offered one)</li> <li>○ Contact information</li> <li>○ Use Call-To-Action (CTA) function</li> </ul> <p>2. Make it easy for the subscribers to unsubscribe.</p> <p><b>3. Describe Email design best practices</b></p>

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<p><b>SKILL 3</b></p> <p><b>Testing &amp; monitoring the Email campaign</b></p>	<p><b>The A/B testing method</b>  <b>Test the effectiveness of the Email campaign</b> before and during the campaign</p> <p><b>Why test?</b>  Compare and evaluate the different parts of the email campaigns in order to see how they impact the subscribers' reactions to them.</p> <p><b>What to Test?</b>  Historically, the subject line has been the most popular marketing email element to test, followed by the content of the message itself. Other features include, day or time and Call to action:</p> <p><b>The A/B testing method</b> is one of the most common testing methods. Email testing can be processed in 3 step process: 1) outline the variables to be tested; 2) create two versions of the email (i.e. version A and B); 3) distribute version A to a portion of the Email list, and version B to the other portion. Note – make sure your sample size is large enough.</p> <p>Using software tools to test the Email (i.e Mailchimp )  <a href="https://mailchimp.com/marketing-glossary/#a-b-tests">https://mailchimp.com/marketing-glossary/#a-b-tests</a></p> <p><b>A quick way to test your Champaign</b> Give it to your friends or coworkers who can check your email for typing mistakes and give you some feedback on the subject line, layout, etc</p>	<p><b>Students should be able to:</b></p> <ul style="list-style-type: none"> <li>o Present the importance of testing the email campaign</li> <li>o Specify which factors should be tested</li> <li>o Demonstrate the use A/B testing</li> </ul>	<p><b>1. Test the effectiveness</b> of their email campaign following a 4 step process:</p> <ul style="list-style-type: none"> <li>o choose two variables of the Email to be tested (ie the Subject Line and the Content)</li> <li>o create two versions A and B of the email using different Subject Lines and Content</li> <li>o distribute version A to a portion of your list and version B to another portion</li> <li>o analyze the results to see which version is the best</li> </ul> <p><b>2. Students will test the campaign using</b> the Mailchimp tool  <a href="https://mailchimp.com/features/ab-testing/">https://mailchimp.com/features/ab-testing/</a></p>

### References

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