

Set up an email marketing campaign

SMART goals in email marketing campaigns

Click funnel and segmentation

- ✔

Practice Quiz: Activity: Segment an email list

1 question
- 📖

Reading: Activity Exemplar: Segment an email list

10 min
- 📖

Reading: How did segmentation go?

10 min
- ✔

Practice Quiz: Activity: Complete an email series

1 question
- 📖

Reading: Activity Exemplar: Complete an email series

10 min
- 💬

Discussion Prompt: Reflect on example emails

10 min

Analysis and presentation

Review: Run your own email marketing campaign

Course review: Think outside the inbox: email marketing

Activity Exemplar: Complete an email series

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

Completed Exemplar

To review the exemplar for this course item, click the link below and select “Use Template.”



Link to exemplar: [Email series](#)

OR

If you don’t have a Google account, you can download the exemplar directly from the attachment below.



Activity Exemplar_ Email series
DOCX File



Assessment of Exemplar

Compare the exemplar to your completed email series. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

Note: *The exemplar represents one possible way to complete the activity. Your emails will likely differ in certain ways. What’s important is that they are clear, action-oriented, and provide value to subscribers.*

Let’s review each of the three emails:

Feels Like Home welcome email

The body of the welcome email is friendly and conversational in tone. It invites the reader to make themselves comfortable and outlines some of the benefits they can expect. It also expresses gratitude in a concrete way by offering a 10% discount to subscribers.

Subject line: *Welcome home, {{ fname }}!*

- The subject line is brief, personalized, and matches the friendly tone of the body. The phrase “welcome home” greets the customer and recalls the name of the business (Feels Like Home). The subject line also includes the subscriber’s name ({{ fname }}), which adds a personal touch.

For All product launch newsletter

The newsletter’s subject line makes it clear that the message will introduce a new product line, while the call to action invites the reader to check out the items in the collection.

Body: *Say hello to our new For All line, made with the same care and craftsmanship as always—now for less. Featuring classic pieces to last a lifetime, the For All line is sure to please even the toughest armchair critics.*

Creating affordable, luxury furniture in our signature style was no easy task, but we’re proud to say we’ve done it. With new kitchen and dining sets, sofas, rugs, and more, there’s never been a better time to get the home you’ve always wanted.

- The body introduces the new line and emphasizes its main features, which is also a potential benefit for the reader: stylish, quality furniture that doesn’t cost too much. The meaning is clear and the tone conversational. It also uses all the keywords: classic, affordable, luxury, craftsmanship, and signature style.

Promotional email

The subject line and body of the promotional email remind the reader of a product they visited on the company’s website and the discount code they can use to purchase it.

Call to action: *Redeem 10% off now*

- The call to action is brief and action oriented. It also describes a specific action the reader can take to collect their discount and make a purchase.

Mark as completed

