1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the course overview⧉.

Activity Overview

In this activity, you will complete a presentation that conveys the results of an email marketing campaign. A well-organized presentation is a good way to share insights with stakeholders and team members so you can make informed decisions about your email campaigns.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

Plot Twist Theater Company is a regional theater that performs a variety of new and classic plays throughout the year. One of their major marketing goals for the upcoming season is to increase ticket sales by 10% over the previous year. To achieve this goal, Plot Twist plans to run a combination of paid, social, and email campaigns. You are helping to create the email campaign.

To support the ticket sales goal, you want this email campaign to have higher subscriber engagement than the last one. Your aim is to increase the open rate and click-to-open rate (CTOR) across three subscriber segments:

Recent attendees, who have been to at least one performance in the last two years

Past attendees, who attended at least one performance two or more years ago

Email subscribers who have never attended a performance

To do this, you are examining last year's open rate and click-to-open rate (CTOR) data and preparing a presentation for your team. Your digital marketing colleagues want to understand how last year's data can help them improve this year's performance. Therefore, your presentation should answer the following questions:

What type of emails have performed the best with different subscriber segments in the past?

What types of email content should we prioritize for each subscriber segment in our new campaign?

You've created a slide presentation that visualizes these KPIs but still need to write speaker notes and a conclusion to interpret the data for your audience. The presentation includes eight slides:

Slide 1: A title slide

Slide 2: The overall marketing goal

Slide 3: The email marketing goal

Slide 4: A donut chart that breaks down email subscriber segments

Slide 5: A clustered column chart that compares open rates by email category

Slide 6: A clustered column chart that compares open rates by promotion type

Slide 7: A clustered column chart that compares click-to-open rates by promotion type

Slide 8: A conclusion and recommendations slide

Step-By-Step Instructions

Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: Email marketing presentation⧉

OR

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

📎 <u>Activity Template_ Email marketing presentation</u>
<u>PPTX File</u>

Step 2: Review the slide presentation
Examine the contents of the slide presentation, focusing on the visualizations in Slides 4–7. Make note of any patterns or trends you identify in the data.
Step 3: Summarize the email open rate by category data (Slide 5)
Write a short paragraph (at least 2–3 sentences) summarizing the data in this chart next to Summary in the speaker notes. Be sure to consider what matters to your audience, and use clear, straightforward language.
Consider the following guiding questions as you plan your summary:

How will this metric help you answer your questions?

What category (or categories) of email have the highest open rate in each subscriber segment?

Note: The speaker notes for Slide 4 have already been completed. You can refer to them as a model for your own summaries.
Step 4: Summarize the promotional email open rate data (Slide 6)
Write a short paragraph (at least 2–3 sentences) summarizing the data in this chart next to Summary in the speaker notes. Be sure to consider what matters to your audience, and use clear, straightforward language.
Consider the following guiding questions as you plan your summary:

How will this metric help you answer your questions?

What type (or types) of promotional emails have the highest open rate in each subscriber segment?
What can the results tell you about each segment?

Step 5: Summarize the promotional email click-to-open rate data (Slide 7)
Write a short paragraph (at least 2–3 sentences) summarizing the data in this chart next to Summary in the speaker notes. Be sure to consider what matters to your audience, and use clear, straightforward language.
Consider the following guiding questions as you plan your summary:

How will this metric help you answer your questions?

What type (or types) of promotional emails have the highest click-to-open rate in each segment?
How does the click-to-open rate data for promotional emails compare to the open rate data in Slide 6?
If the results differ, what conclusions can you draw from those differences?

Step 6: Write a conclusion (Slide 8)
In the text box on Slide 8, briefly summarize your insights and recommendations for each subscriber segment. Be sure to consider what matters to your audience, and use clear, straightforward language.
Consider the following guiding questions as you plan your conclusion:

What conclusions can you draw about each subscriber segment from the data?

What type (or types) of emails should you prioritize for each group to get maximum engagement?

Pro Tip: Save your work
Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.
What to Include in Your Response
Be sure to address the following elements in your completed presentation:

The speaker notes for Slides 5–7 explain the relevant data visualizations.

The conclusion slide outlines what kind(s) of email(s) to prioritize for each subscriber segment.
The presentation considers what the audience wants to know and uses clear, straightforward language.