Getting started with the course

Video: Introduction to Course 4
2 min

Reading: Course 4 overview
20 min

Reading: Helpful resources to get started
20 min

Discussion Prompt: Meet and greet
10 min

What is email marketing?

Preparing for your campaign

Do's and don'ts of email marketing

Review: Introduction to think outside the inbox: email marketing

Course 4 overview

Welcome to the fourth course of the program, **Think Outside the Inbox: Email Marketing**. Email marketing is one of the oldest and most proven digital marketing channels and is a key part of an overall digital marketing strategy. By the end of this course, you will gain an understanding of email marketing, including how to create a strategy, execute email campaigns, and measure results of those campaigns.

Course progress

The entire program has seven courses. **Think Outside the Inbox: Email Marketing** is the fourth course in the series.

1. **Foundations of Digital Marketing and E-commerce** —Learn about the fields of digital marketing and e-commerce and the skills needed for associate-level roles.
2. **Attract and Engage Customers with Digital Marketing** —Apply the marketing funnel concept to stages of the customer journey, including engagement, conversion, and loyalty. Learn methods for search engine optimization so potential customers find your products or services.
3. **From Likes to Leads: Interact with Customers Online** —Learn how to create marketing content and ads on social media platforms and evaluate their effectiveness using social media analytics data.
4. **Think Outside the Inbox: Email Marketing** —(*current course*) Learn how to execute email campaigns, use mailing lists, and automate customer communication and workflows.
5. **Assess for Success: Marketing Analytics and Measurement** —Learn how to collect, monitor, analyze, and present data from marketing campaigns using analytics and presentation tools.
6. **Make the Sale: Build, Launch, and Manage E-commerce Stores** —Learn the process to create a new e-commerce store and drive traffic to the online business through advertising campaigns.
7. **Satisfaction Guaranteed: Develop Customer Loyalty Online** —Learn strategies to build customer loyalty in e-commerce and use specific tools to help develop and maintain client relationships. This course also closes out the program with professional development topics to help you prepare for a job search.

Course 4 content

This course has weekly assignments. You can complete them at your own pace; however, the weekly assignments are designed to help you finish the program in six months or fewer. Refer to the information below about weekly progression for this course.

Week 1: Introduction to Think outside the inbox: Email marketing

The importance of email marketing in meeting your overall business goals will be explored. You will learn how to employ different frameworks to set email marketing goals. Then, you will learn about best practices in email marketing.

Week 2: Types of email marketing

You will examine the most common types of marketing emails. First, you'll learn about emails that greet customers, like acquisition emails and welcome emails. Next, you'll learn about emails that entice subscribers, such as newsletters and promotional emails. You'll focus on emails that keep customers, known as retention emails. Then, you'll explore how to craft catchy email copy, write sample subject lines, and create preview text for marketing emails.

Week 3: Useful tools for email marketing

You will learn about useful tools for email marketing. You'll determine how to create and segment email lists. You'll also learn how to write effective emails that engage with customers. After that, you'll explore email marketing tools like HubSpot and Mailchimp and learn how they work. Then, you'll explore crisis management and how to correct mistakes in email marketing.

Week 4: Collect and analyze email campaign data

You will learn about the key metrics in email marketing, such as open rate, click-through rate, unsubscribe rate, complaint rate, conversion rate, bounce rate, and more. You'll examine how to measure, track, and analyze email campaign results. Then, you'll learn how to effectively present email campaign results to stakeholders by creating an email marketing campaign report.

Week 5: Run your own email marketing campaign

You will create, manage, track, and complete a mock email marketing campaign. You'll be given a fictional business to build the email campaign around, and you'll employ all the strategies, tools, and tricks you've learned during this course to complete the campaign. First, you'll set SMART goals for your campaign. Then, you'll segment your email list and complete an email series. Finally, you'll complete the campaign and end the course by analyzing the results of the campaign and presenting them to stakeholders.

What to expect

This course offers a series of lessons with many types of learning opportunities. These include:

- **Videos** for instructors to teach new concepts and demonstrate the use of tools
- **Readings** to introduce new ideas and build on the concepts from the videos
- **Discussion forums** to share, explore, and reinforce lesson topics for better understanding
- **Discussion prompts** to promote thinking and engagement in the discussion forums
- **Self reviews** to practice tasks and check your results for accuracy or correctness
- **In-video quizzes** to help your comprehension of content presented in videos
- **Practice quizzes** to prepare you for graded quizzes
- **Graded quizzes** to measure your progress, give you valuable feedback, and satisfy program completion to obtain a certificate—Following program guidelines, you can take a graded quiz multiple times to achieve a passing score of 80% or higher.

Tips for success

- It is strongly recommended to go through the items in each lesson in the order they appear because new information and concepts build on previous knowledge.
- Participate in all learning opportunities to gain as much knowledge and experience as possible.
- If something is confusing, don't hesitate to replay a video, review a reading, or repeat a self-review activity.
- Use the additional resources that are referenced in this course. They are designed to support your learning.
- When you encounter useful links in this course, remember to bookmark them so you can refer to the information later for study or review.
- Understand and follow the **Coursera Code of Conduct** to ensure that the learning community remains a welcoming, friendly, and supportive place for all members.

Mark as completed

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