

Item Navigation

Prepare to complete an email marketing campaign

Scenario

In this portion of the course, you'll refer back to the scenario provided in a previous video. *Feels Like Home* is an upscale, mostly-online furniture retailer, with a brick-and-mortar storefront in New York City and a factory in Oslo, Norway. You've just been hired as their newest email marketing coordinator, and your team consists of 5 other digital marketing coordinators. You're responsible for their upcoming email campaign, while your team members work on other digital marketing duties.

Feels Like Home is releasing a new line of furniture that will feature pieces with quality craftsmanship at a much lower price than their competitors. They hope to cater to customers who don't typically spend as much money on furniture in order to grow their customer base.

For the remainder of this email marketing course, you'll be applying the concepts you've learned to complete various activities. Read below for a brief overview of each activity.

Create SMART goals

In the activity, you will use what you've learned about SMART goals to create your own for the *Feels Like Home* campaign. We'll provide you with two example goals created by the *Feels Like Home* team that you will transform into SMART goals.

Segment an email list

At this point, you've learned a lot about segmenting email lists. In this activity, you will segment a portion of an email subscriber list. Your subscribers have responded to a list of questions, and using that information, you will segment them into three different topics.

Complete an email series

In this upcoming activity, you will reflect on what you've learned about different types of emails to complete an email series welcoming new subscribers to your list. You'll be tasked with ensuring there are clear subject lines, email bodies, and calls to action as you write a welcome email, a newsletter, and a promotional email.

Analyze email campaign metrics

In the activity on analyzing email campaign metrics, you'll review a dashboard with your email marketing campaign results on it. Then, you'll answer questions based on the results.

Create a presentation for stakeholders

In the activity on presenting to stakeholders, using the scenario and insights provided, you'll learn how to summarize your campaign results using Google Slides. We'll provide you with the content on each slide, and you'll write speaker notes to accompany your visuals.

Key takeaways

By the end of this course, you'll have created an entire email marketing campaign from start to finish. Don't hesitate to refer to previous videos, readings, and activities to help you along the way.

