

- Set up an email marketing campaign
- SMART goals in email marketing campaigns
- Click funnel and segmentation
- Analysis and presentation
- Practice Quiz: Activity: Analyze email campaign metrics
6 questions

Reading: Revisiting presentations
10 min

Practice Quiz: Activity: Create a presentation for stakeholders
1 question

Reading: Activity Exemplar: Create a presentation for stakeholders
10 min
- Review: Run your own email marketing campaign
- Course review: Think outside the inbox: email marketing

Activity Exemplar: Create a presentation for stakeholders

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 campaign presentation](#)

OR

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

**Activity Exemplar_ Email campaign presentation**
PPTX File

Assessment of Exemplar

Compare the exemplar to your completed presentation. 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 version of the presentation. Yours will likely differ in certain ways. What’s important is that your presentation explains the campaign data clearly and makes actionable recommendations.*

Let’s review **Slides 4– 7** one at a time:

Slide 4: New subscribers added

Summary: The speaker notes summarize the most relevant information from the slide: The number of new subscribers have gone up each month, but not enough to reach the 12,000 subscribers target on time. They also suggest that the launch of the new line could have had a bigger impact on this number than pre-launch marketing activities.

Recommendations: Because the campaign is only a few weeks behind schedule for its subscriber goal, the notes recommend continuing to monitor the situation.

Slide 5: Conversion rate

Summary: The speaker notes state that the campaign is also behind schedule in meeting its conversion goal. The conversion rate has risen in both July and August, but is projected to miss the target.

Recommendations: Like the subscriber goal, the conversion goal is about a month behind schedule. However, as the next slide will demonstrate, optimizing certain metrics could have a measurable impact on the conversion rate. The notes also suggest continuing to monitor results to determine whether this rate of growth is sustainable.

Slide 6: Weekly open rate vs. click-to-open rate

Summary: The speaker notes explain that the gap between the open rate and click-to-open rate has widened in the eight weeks after launch.

Recommendations: Because the click-to-open rate is unusually low, the notes recommend conducting A/B tests with the CTAs and hyperlink placement. Optimizing the click-to-open rate could help boost the conversion rate.

Slide 7: Conclusion and next steps

The conclusion summarizes the most important parts of the presentation and restates the suggested next steps. It also makes recommendations for future campaigns, including running more A/B tests and starting to build the email list earlier.

Mark as completed

