

Email lists

How to write an effective email

Tools for email marketing

- Video:** Helpful tools for effective email marketing
2 min
- Video:** How to choose an email marketing tool
2 min
- Reading:** Send emails in HubSpot
20 min
- Practice Quiz:** Activity: Optional - Create an email in HubSpot
1 question
- Reading:** Activity Exemplar: Create an email in HubSpot
10 min
- Reading:** Send emails in Mailchimp
30 min
- Practice Quiz:** Activity: Optional - Set up a Mailchimp campaign
1 question
- Reading:** Activity Exemplar: Optional - Set up a Mailchimp campaign
10 min
- Discussion Prompt:** Which tools are you familiar with or would like to be familiar with?
10 min

Mistakes in email marketing

Review: Useful tools for email marketing

Activity Exemplar: Optional - Set up a Mailchimp campaign

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

Completed Exemplar

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



Links to exemplars:

- [Homework Helpers email - version 1](#)
- [Homework Helpers email - version 2](#)
- [Homework Helpers email - version 3](#)



Assessment of Exemplar



Compare the exemplar to your completed data visualizations. 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 exemplars represent three possible versions of the Homework Helpers email. They use a few of the design, formatting, and layout options available in the Mailchimp email builder. Your email will likely differ in certain ways. What’s important is that you’ve gained experience using an industry-standard email marketing tool.

Each exemplar includes the Homework Helpers logo, the full text of the email, and 1–2 of the images provided. The message layouts are broadly similar, but they use different formatting and design options to create varied results.

Version 1

Layout

- The logo, first block of text, and button are stacked vertically (using a text layout).
- The “Who we are” and “What we do” sections use a text & image layout.
 - The images are cropped square to fit the layout.
- The “What parents are saying” section is stacked vertically.
- Dividers separate the sections of the message.

Design and formatting

- The subject line uses an emoji (stack of books).
- The email uses a sans serif font (Lato) for both the headings and the paragraph text.
- To draw attention, the first button is larger than the others. The other buttons use an outline style, but all are pill-shaped.
- The bold color palette fits the brand’s personality and complements the logo:
 - The body color is light green, allowing the text to stand out.
 - The background frames the message body with darker green.

Version 2

Layout

- Except for the last section, all of the text and images are stacked vertically (using both text and text & image layouts).
 - The images are not cropped.
- The “What parents are saying” section uses a plain text block for the header and a column text layout for the testimonials.
- Dividers separate the sections of the message.

Design and formatting

- The subject line uses an emoji (stack of books).
- The email uses a sans serif font (Arimo) for both the headings and the paragraph text.
 - The paragraph text is double-spaced throughout the message, and bolded in the sections with blue body colors.
- All the buttons are square and use a filled style. To draw attention, the first button is larger than the others.
- The white body allows the text and colorful images to stand out. The background frames the message body with neutral slate gray.

Version 3

Layout

- All of the text and images are stacked vertically (using both text and text & image layouts).
 - The message uses one uncropped image in addition to the logo.
- The “What parents are saying” section uses a plain text block for the header and a column text layout for the testimonials.
- A divider separates the “Who we are” and “What we do” sections.

Design and formatting

- The subject line uses an emoji (notebook).
- The email uses a sans serif font (Raleway) for both the headings and the paragraph text.
- The first button is white with blue text, which helps it stand out against the darker background. The other two buttons are blue with white text. All the buttons are rounded and use a filled style.
- Bold background colors (shades of cyan and blue) separate the body section and fit the brand’s personality. The background is a neutral gray, allowing the body of the message to stand out.

Mark as completed

