

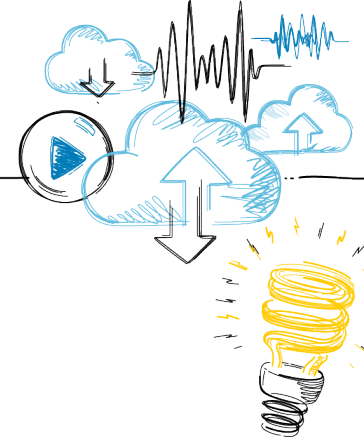
# Email Marketing Training

Hosts: Erin Cross & Kelly Ajmal

Thursday, June 30<sup>th</sup>, 2016

# Agenda

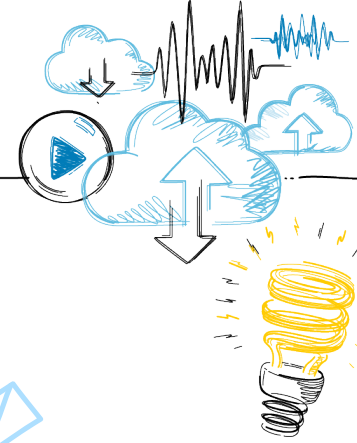
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- Why you should use email marketing
- Previously enrolled student Instructor-led course emails
- Additional email marketing ideas
- Questions/Discussion



# Advantages to Email Marketing



Email marketing can be used to: increase enrollments, drive students to your website, boost credibility, or stay top of mind.

## Reach

It's such an integral part in our lives. There are more than 3.2 billion email accounts today. 95% of online consumers use email and, 91% check their email at least once a day.

## Return on Investment (ROI)

Cost to send an email to a large number of people is minimal in comparison to other delivery channels.

## Analytics

Email has a set of solid metrics such as Open Rate, Click Rate, Unsubscribes, and Sales

## Life span

Email doesn't die, it needs to be killed. Email sits inside a subscriber's inbox waiting to be acknowledged, even if it's just to delete it, it requires of an action to end its life.

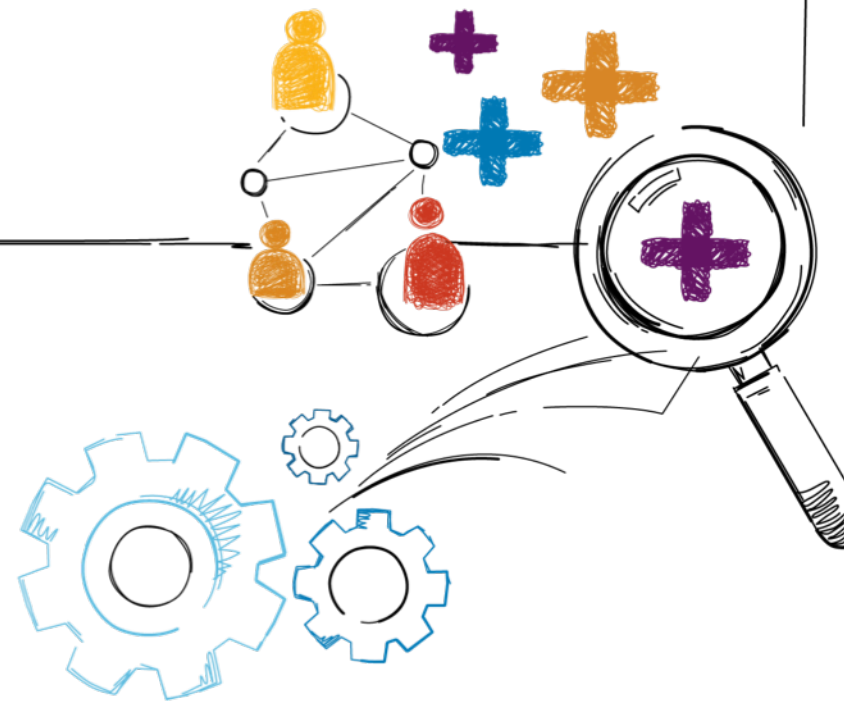
## Personalization

Ability to make message and imaging as personal as possible to reach your target audience.

## Open Platform

Available on desktop and mobile versions which make it easy to reach recipients.

# Previously Enrolled Student Instructor-Led Course Emails

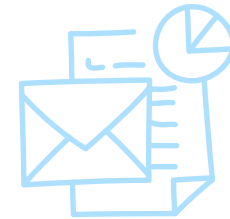


# How it works

Once opted in, an email is sent to all of your previously enrolled students every week of the year.



March						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



**Auburn University**

Make the most of your summer

Make the most of your summer by learning a new skill in as little as six weeks. Learn to take better vacation photos, learn a language for traveling abroad, or learn how to take the most of a national park, learn how to journal your adventures or...

Find the course that's right for you:

Back to: Home > Catalog

**Accounting Fundamentals (US)**

**Auburn University**  
\$99.00 **Enroll Now!**

Instructor-Led Course   Hours: 24   Duration of Access: 6 weeks   Start Dates: Jun 15, Jul 13, Aug 17, Sep 14

224   [DETAILS](#)   [SYLLABUS](#)   [REQUIREMENTS](#)   [REVIEWS](#)   **100,382 Students** have taken this course.

View all of our 300+ Online Courses

- Accounting & Finance
- Business
- College Readiness
- Computer Applications
- Design & Composition
- Health Care & Medical
- Language & Arts
- Law & Legal
- Personal Development
- Teaching & Education
- Technology
- Writing & Publishing

ed2go   This email sent from **ed2go**  
PO Box 760, Newark, CA 94599, USA  
Unsubscribe | Update Profile | View as HTML

Students are sent to ed2go.com and affiliated to your school. You get credit for all of your former student enrollments.

# Types of Emails



- New Courses and Popular Courses emails
- Promotional emails (Holidays, Popular Culture, Themed Courses, and Reminders)
- Target Emails/Automatically Triggered emails

%%Marketing Site Name%%

what will your goals be in 2015?

live healthier

lose weight

cook healthy

get started

get creative

take photos like a pro

play guitar

learn spanish

get started

take control of your future

Start Your Own Business

Financial Budgeting

Land Your Dream Job

get started

Find the course that's right for you

Accounting & Finance	Business	College Readiness
Computer Applications	Design & Composition	Health Care & Medical
Language & Arts	Law & Legal	Personal Development
Teaching & Education	Technology	Writing & Publishing

This email sent from %%Member\_Busname%%  
%%Member\_Adr%%, %%Member\_City%%, %%Member\_State%%, %%Member\_Country%%  
unsubscribe | Update Profile | View as HTML

%%Marketing Site Name%%

### Our Top 10 Most Searched Courses

What are your interests? Search

Enroll in the March 19th Session Today

#1 Photography	LEARN MORE
#2 Excel	LEARN MORE
#3 Medical Coding	LEARN MORE
#4 Spanish	LEARN MORE
#5 GED	LEARN MORE
#6 Project Management	LEARN MORE
#7 SQL	LEARN MORE
#8 Quickbooks	LEARN MORE
#9 Grant Writing	LEARN MORE
#10 Computer Skills	LEARN MORE

Course Categories

Accounting & Finance	Business	College Readiness
Computer Applications	Design & Composition	Health Care & Medical
Language & Arts	Law & Legal	Personal Development
Teaching & Education	Technology	Writing & Publishing

ed2go

This email sent from %%Member\_Busname%%  
%%Member\_Adr%%, %%Member\_City%%, %%Member\_State%%, %%Member\_Country%%  
unsubscribe | Update Profile | View as HTML

%%Marketing Site Name%%

### GHOULISHLY CREATE ONLINE COURSES

HAPPY HALLOWEEN

Mystery Writing	Language Development	Creating Web Pages
Become a Veterinary Assistant	Real Estate Investing	
Human Anatomy	Introduction to Guitar	
Building Teams That Work		

Browse Courses by Category

Accounting & Finance	Business	College Readiness
Computer Applications	Design & Composition	Health Care & Medical
Language & Arts	Law & Legal	Personal Development
Teaching & Education	Technology	Writing & Publishing

This email sent from %%Member\_Busname%%  
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unsubscribe | Update Profile | View as HTML

Connect: Blog Facebook Twitter Google+

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### NEW ONLINE COURSES

Courses Start March 19th, 2014

Introduction to Lightroom 5	Instructor: Beverly Richards Schulz Professional Freelance Photographer	Learn More
Romance Writing	Instructor: Patricia A. Klasinger Romance Author & 3 Time Golden Heart Finalist	Learn More
Photoshop CC for the Digital Photographer II	Instructor: Beverly Richards Schulz Professional Freelance Photographer	Learn More
Introduction to QuickBooks 2013	Instructor: Scott Paxton CPA & Certified QuickBooks Pro Advisor	Learn More

Find the course that's right for you

Accounting & Finance	Business	College Readiness
Computer Applications	Design & Composition	Health Care & Medical
Language & Arts	Law & Legal	Personal Development
Teaching & Education	Technology	Writing & Publishing

ed2go

This email sent from %%Member\_Busname%%  
%%Member\_Adr%%, %%Member\_City%%, %%Member\_State%%, %%Member\_Country%%  
unsubscribe | Update Profile | View as HTML



# Types of Emails

January Session Courses Start Tomorrow, Enroll Now!

%%Marketing Site Name%%

## POPULAR ONLINE COURSES

▲ 17,519 Students have taken this course

### Accounting Fundamentals

Also by: Accounting Fundamentals II

Using Social Media in Business

▲ 1,202 Students have taken this course

SQL

### Introduction to SQL

Also by: Intermediate SQL

▲ 29,041 Students have taken this course

Become a Veterinary Assistant

▲ 16,940 Students have taken this course

Computer Skills for the Workplace

Also by: Introduction to PC Security

▲ 26,478 Students have taken this course

Find the course that's right for you

Accounting & Finance	Business	College Readiness
Computer Applications	Design & Composition	Health Care & Medical
Language & Arts	Law & Legal	Personal Development
Teaching & Education	Technology	Writing & Publishing

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This email sent from %%Member\_Business%  
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 %%Member\_City%  
 %%Member\_State%  
 %%Member\_PostalCode%  
 %%Member\_Country%

Unsubscribe | Update Profile | View as HTML

%%Marketing Site Name%%

## Congratulations!

You've completed Introduction to SQL! You now have a solid working knowledge of one of the most requested skills from today's data-driven employers. If you would like to build on that knowledge, we recommend taking **Intermediate SQL**.

### Intermediate SQL

In this course you'll learn a wide range of advanced SQL techniques and be able to perform them with confidence.

- Write Complex Queries
- Learn Advanced Filtering Techniques
- Create Union Queries
- Discover String Functions
- And More!

[Learn More](#)

### View all 15+ Online Database Courses

SQL forms the core of all relational databases and is a "must learn" for all aspiring database users. Now that you know the basics of Structured Query Language, you are better equipped to learn other database programs.

[View Courses](#)

%%Marketing Site Name%%

## ONLINE Programming COURSES

Take your knowledge and skills to the next level!

	<b>Web Design Suite</b> Includes: Creating Web Pages, Introduction to CSS3 and HTML5, Introduction to JavaScript	<a href="#">Click Here to Learn More</a>
	<b>Designing Effective Websites</b>	<a href="#">Click Here to Learn More</a>
	<b>Intermediate CSS3 and HTML5</b>	<a href="#">Click Here to Learn More</a>
	<b>Creating WordPress Websites</b>	<a href="#">Click Here to Learn More</a>
	<b>Introduction to C++ Programming</b>	<a href="#">Click Here to Learn More</a>

[VIEW MORE](#)  
Online Programming Courses

%%Marketing Site Name%%

## Achieve Your 2016 Resolutions!

### Gain the Skills You Need To Shape Your Future

Over 300 Online Courses to Choose From


### Course Categories

Accounting & Finance	Business	College Readiness
Computer Applications	Design & Composition	Health Care & Medical
Language & Arts	Law & Legal	Personal Development
Teaching & Education	Technology	Writing & Publishing

ed2go

This email sent from %%Member\_Business%  
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 %%Member\_Country%

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Auburn University

## Online Summer Business Courses

Next Session Starts Wednesday, July 13th

From starting your own business to time management training, here are some great online courses to take this summer to boost your career.

<ul style="list-style-type: none"> <li>• <a href="#">Project Management Suite</a></li> <li>• <a href="#">Project Management Fundamentals (Self-Paced Tutorial)</a></li> <li>• <a href="#">Fundamentals of Supervision and Management</a></li> <li>• <a href="#">Sales Training Suite</a></li> <li>• <a href="#">Introduction to Microsoft Excel 2013</a></li> <li>• <a href="#">Intermediate Microsoft Excel 2013</a></li> <li>• <a href="#">Introduction to Microsoft Excel 2010</a></li> <li>• <a href="#">Intermediate Microsoft Excel 2010</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Introduction to Windows 10</a></li> <li>• <a href="#">Administrative Assistant Fundamentals</a></li> <li>• <a href="#">Using Social Media in Business</a></li> <li>• <a href="#">Leadership Suite</a></li> <li>• <a href="#">Business Finance for Non-Finance Personnel</a></li> <li>• <a href="#">Soft Skills Suite</a></li> <li>• <a href="#">Keys to Effective Communication</a></li> <li>• <a href="#">Start Your Own Small Business</a></li> <li>• <a href="#">Get Assertive!</a></li> <li>• <a href="#">Effective Business Writing</a></li> <li>• <a href="#">Computer Skills for the Workplace</a></li> </ul>
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View all of our 300+ Online Courses

Accounting & Finance	Business	College Readiness
Computer Applications	Design & Composition	Healthcare & Medical
Language & Arts	Law & Legal	Personal Development
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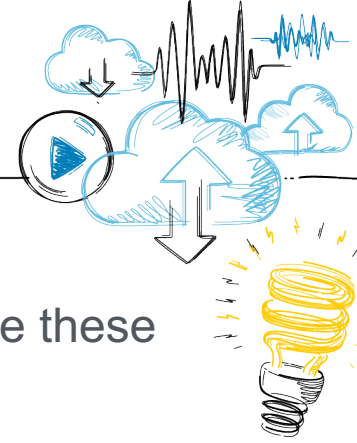
This email sent from Cengage ed2go  
 PO Box 760, Temecula, CA 92593, USA

Unsubscribe  
 Update Profile  
 View as HTML



2016 March TARGETED Emails	Enrolled to Deliver
Targeted Personal Development	0.04%
Targeted Email Business	0.16%
Targeted Email Programming	0.12%
Targeted Emails Education	0.09%
Targeted Email Microsoft	0.13%
Targeted Email Writing	0.18%
Targeted Email Healthcare	0.07%
Targeted Email Photography	0.13%
Targeted Email Adobe	0.04%

# Previously Enrolled Student Emails Results



We've invested in staff, software, and resources to design and manage these email sends to students, so that you don't have to.

In the past 3 years former student emails we've sent out:

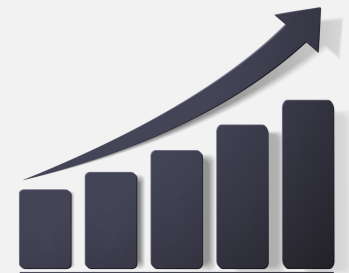


**Averaged 15% Open Rate**

**Averaged 3.5% Click Through Rate**



**Generated 57,344 Enrollments**





# Make Sure You're Opted In



This free and valuable service is usually set up when your account is created. If you're unsure whether you're taking advantage, ask your account manager to check for you. If not, they can quickly make that change for you and your students will begin seeing those emails immediately.

## THE ACCOUNT MANAGEMENT TEAM



**KELLY AJMAL**  
*Account Manager*

REGIONS: AL, FL, GA, NC, SC, VA, WV

HOURS: 7:00 AM – 3:00 PM (Pacific) PHONE: (951) 972-3607 EMAIL: [kelly.ajmal@cengage.com](mailto:kelly.ajmal@cengage.com)



**KELLY BERNHARD**  
*Account Manager*

REGIONS: CT, DC, DE, MA, MD, ME, NH, NJ, NY, OH, PA, RI, VT

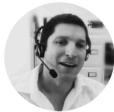
HOURS: 6:30 AM – 2:30 PM (Pacific) PHONE: (951) 972-3617 EMAIL: [kelly.bernhard@cengage.com](mailto:kelly.bernhard@cengage.com)



**TERRY SCHEIDT**  
*Account Manager*

REGIONS: AK, CAN, CO, ID, KS, MT, NE, ND, OR, SD, UT, WA, WY

HOURS: 8:30 AM – 4:00 PM (Pacific) PHONE: (951) 972-3657 EMAIL: [terry.scheidt@cengage.com](mailto:terry.scheidt@cengage.com)



**RICH TALMO**  
*Account Manager*

REGIONS: AZ, CA, HI, NM, NV, Intl., Misc.

HOURS: 9:00 AM – 5:00 PM (Pacific) PHONE: (951) 972-3669 EMAIL: [richard.talmo@cengage.com](mailto:richard.talmo@cengage.com)



**ANGELA YOUNG**  
*Account Manager*

REGIONS: IA, IL, IN, MI, MO, MN, WI

HOURS: 7:00 AM – 3:00 PM (Pacific) PHONE: (951) 972-3696 EMAIL: [angela.young@cengage.com](mailto:angela.young@cengage.com)



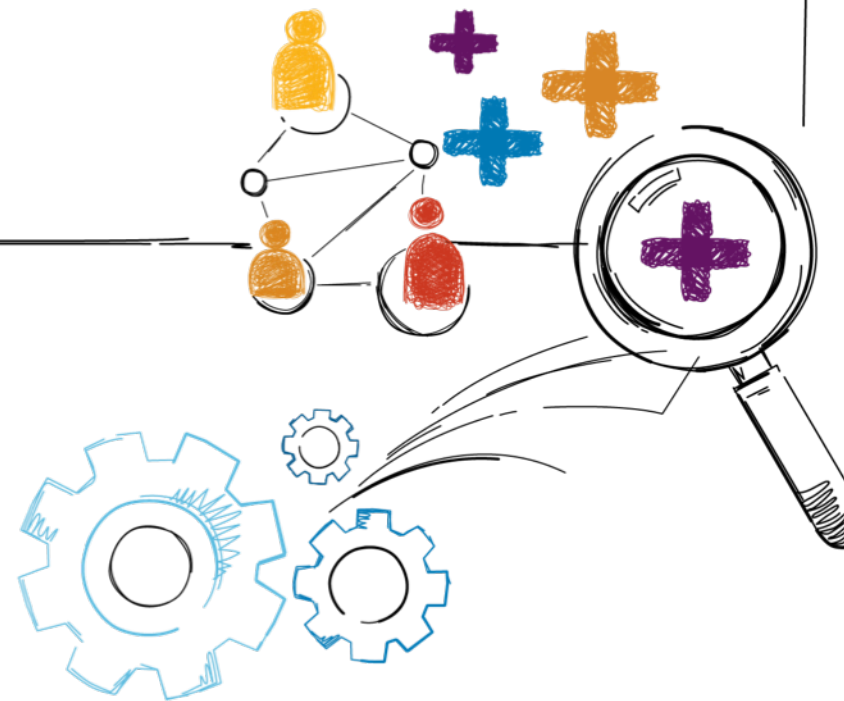
**DANIEL LINDSEY**  
*Account Manager*

REGIONS: AR, KY, LA, MS, OK, TN, TX

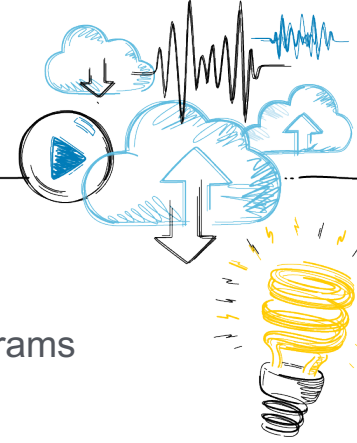
HOURS: 7:00 AM – 3:00 PM (Pacific) PHONE: (951) 972-3695 EMAIL: [daniel.lindsey@cengage.com](mailto:daniel.lindsey@cengage.com)

Take advantage of this great service

# Additional Email Marketing Strategies



# Additional Email Marketing



## Plan

- Create a email marketing calendar so you know when to promote certain courses/programs

## Build or access email lists

- Collect student email addresses
- List ideas: non-ed2go CE students, leads, alumni groups, for- credit students, community partners, etc.

## Know your local market/interests

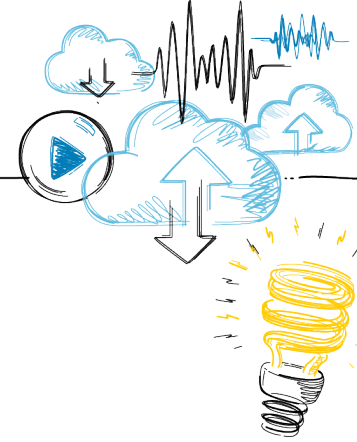
- Understand which courses and careers are in-demand for your local region
- Determine which courses/programs are your best sellers
- If you need help mapping ed2go courses/programs to your local region, ask your Account Manager for assistance. We can provide you with this information.

## Select a email service provider (ESP)

- This allows you to send html emails, track responses, manage campaigns and unsubscribers
- There are many to choose from such as Constant Contact, Vertical Response, Mail Chimp
- Many have free trials available, however you'll need to contract with them for long term use



# Email Content Ideas



## Newsletter

- Most popular method of email communication
- Send periodically (monthly/quarterly)

## Course Highlights/Promotional Email

- Focus on product group, variety of courses or single course
- Try to drive an enrollment

## Event Invite

- Build awareness of an on-campus or digital event (webinar) you're hosting
- Create several reminder emails and send to students over a set period of time

## Announcement/Greeting

- Seasonal greeting or birthday email
- Press releases



# Best Practices Checklist



- Use a 6 to 10 Word Subject Line = Subject lines fewer than 10 characters long have an open rate of 58% - *Adestra Report*
  - 64% of people say they open an email because of the subject line
- Less text and more graphics
- Strong and clear Call to Action (CTA)
- Link to your ed2go hosted site and straight to course product details pages
- Always provide an “unsubscribe” option – refer to [CAN-SPAM laws](#) for additional information
- Track and analyze your results, test new ideas, and repeat your successes
- Update email subscriber lists, add new subscribers, manage unsubscribers and addresses that are undeliverable
- Use HTML format – mix graphics and text, be creative
- Segment like users and send applicable message when possible
- If opted in to ed2go previously enrolled student emails, don’t duplicate efforts by sending to those students

# Resources Available



We have html email templates available for you to download and use on the partner site.

*Note: Templates are meant to provide you with the design only. You'll need to add in links, photos, text, and CAN-SPAM compliance information.*

## MARKETING RESOURCES

- [Most Recent](#) >
- [Campaigns](#) >
- [General Resources](#) >
- [Instructor-Led Courses](#) >
- [Career Training Programs](#) >
- [Blended ILC/CTP Resources](#) >
- [Best Practices](#) >
- [Funding](#) >
- [Affiliate Resources](#) >

## Instructor-Led Courses Email Templates



By ed2go • 29 June, 2016 • Instructor Led Courses, Marketing Resources

Access materials at: [partner.ed2go.com](http://partner.ed2go.com)



# Thank You For Attending Questions?

Erin Cross, Partner Marketing Specialist

[erin.cross@cengage.com](mailto:erin.cross@cengage.com)

Kelly Ajmal, Senior Account Manager

[kelly.ajmal@cengage.com](mailto:kelly.ajmal@cengage.com)

