



Webinar: From Inbox to Enrollment

Top Tips to Elevate Your Email
Marketing Program

November 18, 2021

Speakers

Jennifer Hightower



Lifecycle & Email Marketing Manager
ed2go

Kimberly Curtis



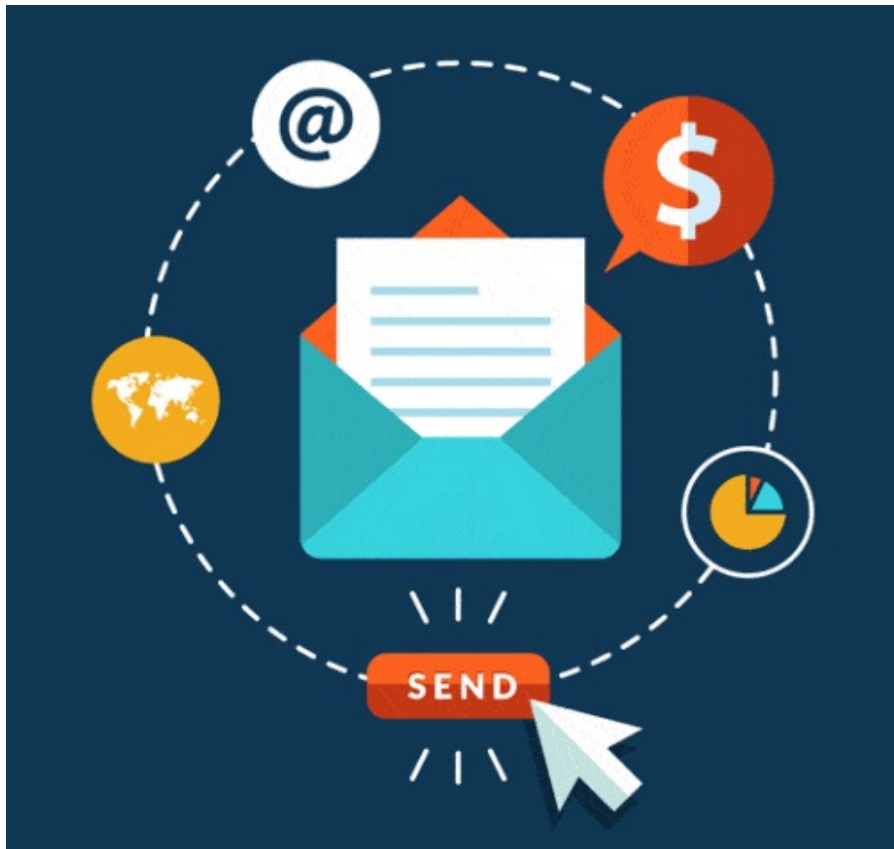
Channel Marketing Manager
ed2go

Topics We'll Cover

- **Importance of Email Marketing**
Why you should be doing it
- **Email Marketing Best Practices**
Top tips to drive engagement and results
- **Measuring Your Email Performance**
Breakdown of the most important metrics
- **How to Leverage ed2go Resources**
Live demo with step-by-step instructions
- **Questions**
Q&A session with our speakers



Email is More Valuable Than Ever



4200%

Return-on-investment

Email has an ROI of \$42 for every dollar spent, up from \$38 in 2018. *Source: Litmus*

98.4%

of U.S. adults check email at least once a day

According to a survey of U.S. adults, 34% say they check email "throughout the day." *Source: BlueHornet*

59%

of adults say marketing emails influence their buying decisions

50.7% of survey respondents say they buy from marketing emails at least once a month. *Source: SalesCycle*

Email Marketing Best Practices

Jennifer Hightower
Lifecycle & Email Marketing Manager, ed2go

Optimize for Opens

Sender Name

- Ensure it is recognizable and consistent

Subject Line

- 50 characters or less
- Concise, clear, and use compelling language
- Front-load important information
- Use branding
- Get creative—add humor, suspense, urgency, or personalization

Preheader

- Limit to 100 characters
- Elaborate on the subject line
- Introduce additional ideas from your email

Subject Line: Students cannot get enough of this course at Howard Community College

Preheader: Hear what students have to say about Effective Business Writing



Subject Line: Last chance, Mary! November online course enrollment ends soon

Preheader: Explore one of our 550+ courses

Energize for Engagement

Content

- 80% text / 20% images
- Use visual content hierarchy and follow a logical order
- Consider high color contrast and larger font sizes (14pt min)

Call to Action (CTA)

- Urgent
- Brief: no more than 5 words
- Action-oriented: start with a verb (Enroll Now, Learn More)
- Clear and link to a place that's predictable
- Focus subscribers on 1-2 prominent CTAs
- Avoid images as main CTAs where possible

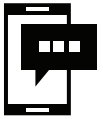


Design for Mobile

ed2go Emails Opened on Mobile Device



Mobile Best Practices



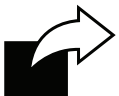
Ensure emails are responsive – display correctly across many devices



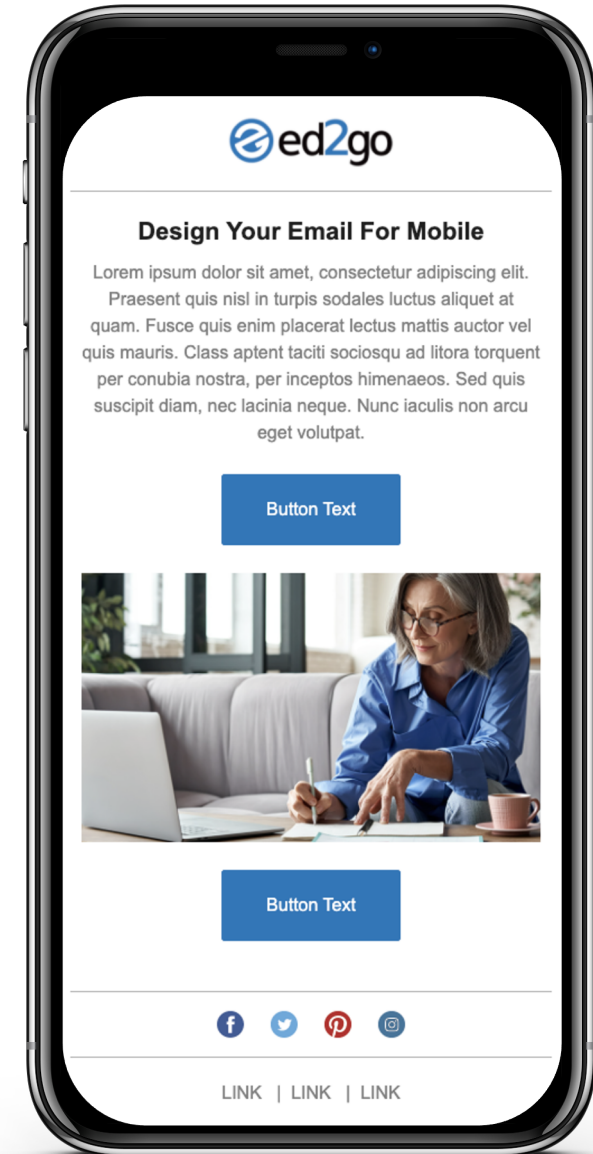
Keep CTA and important information above the "fold"



Use large text and buttons with plenty of white space









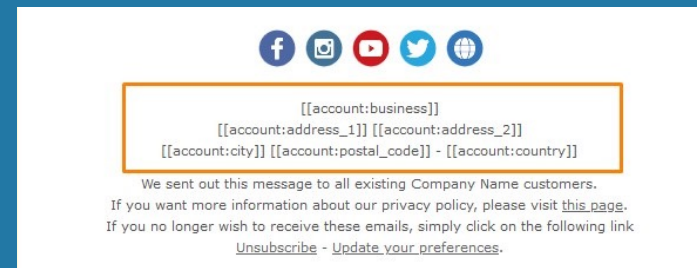
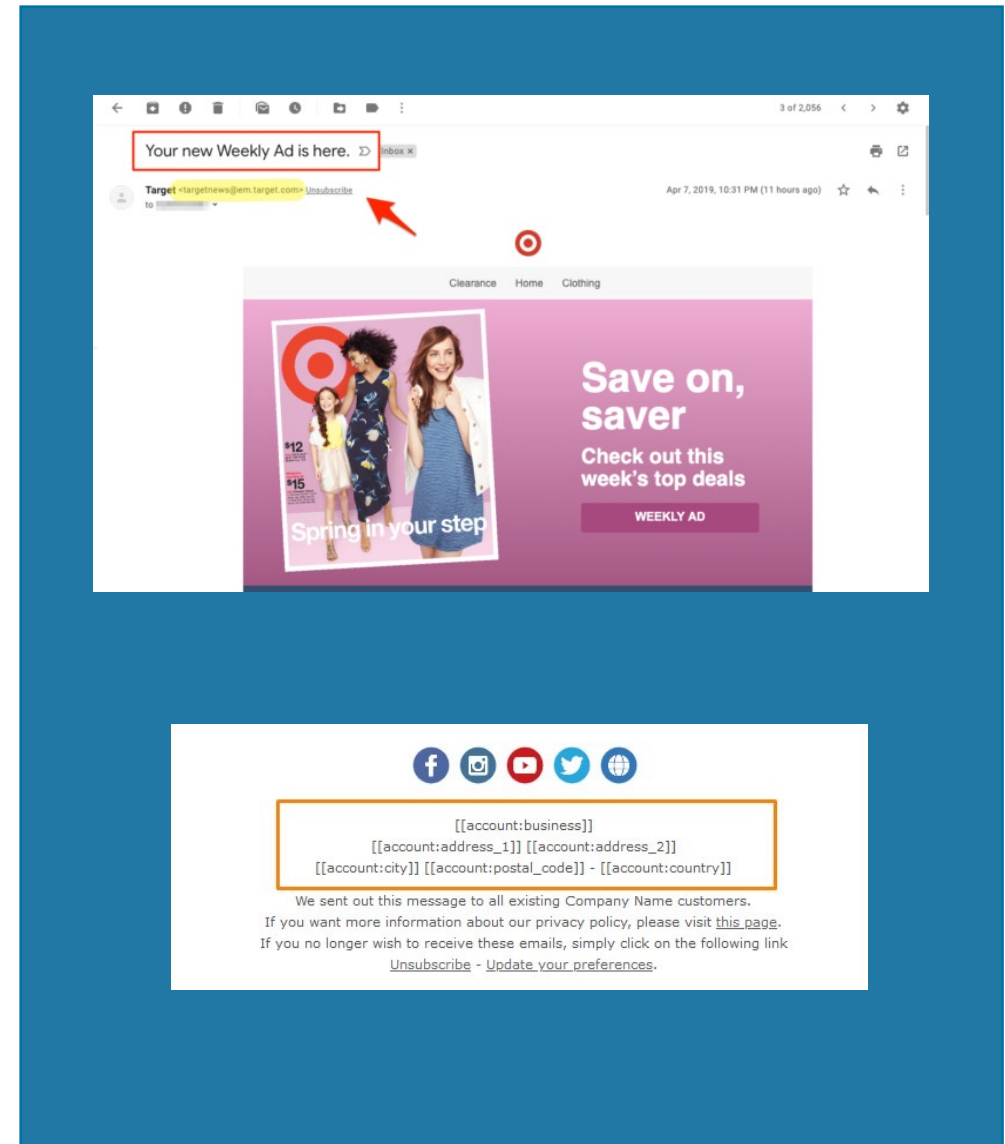
keep dark-mode in mind for logos, icons, and CTAs



Stay Compliant

CAN-SPAM

-  Avoid misleading information
-  Identify the email as an ad
-  Tell subscribers where you're located
-  Make it easy to unsubscribe
-  Honor opt-outs promptly
-  Monitor what vendors are doing on your behalf



Source: [ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business](https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business)

When to Email



Test, Test, Test

Test your audience to determine the best frequency, send time, and day of week

- Test apples to apples
- Only test one variable at a time
- Use large sample sizes
- Test long enough to get confident results

Keep a regular and predictable cadence

Try emailing 1-2 times per week and test to determine optimal frequency

Optimize your send times

Weekdays before or after the workday generally perform best

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Su	M	T	W	Th	F	S

Open Rate	18.00%	18.30%	18.00%	18.10%	17.90%	18.90%	17.30%
Click-through Rate	2.50%	2.50%	2.50%	2.60%	2.50%	2.70%	2.40%
Click-to-open Rate	13.90%	13.70%	13.50%	14.50%	14.10%	14.50%	14.00%
Unsubscribe Rate	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%	0.10%

Source: Campaign Monitor

Who to Email

Expand

Grow your email list:

- Prominent opt-in form in multiple places on your website
- Add 'forward to a friend' and 'subscribe' links to emails



Behavioral Targeting

Target subscribers based on their actions:

- Email engagement
- Lead status



Segmentation

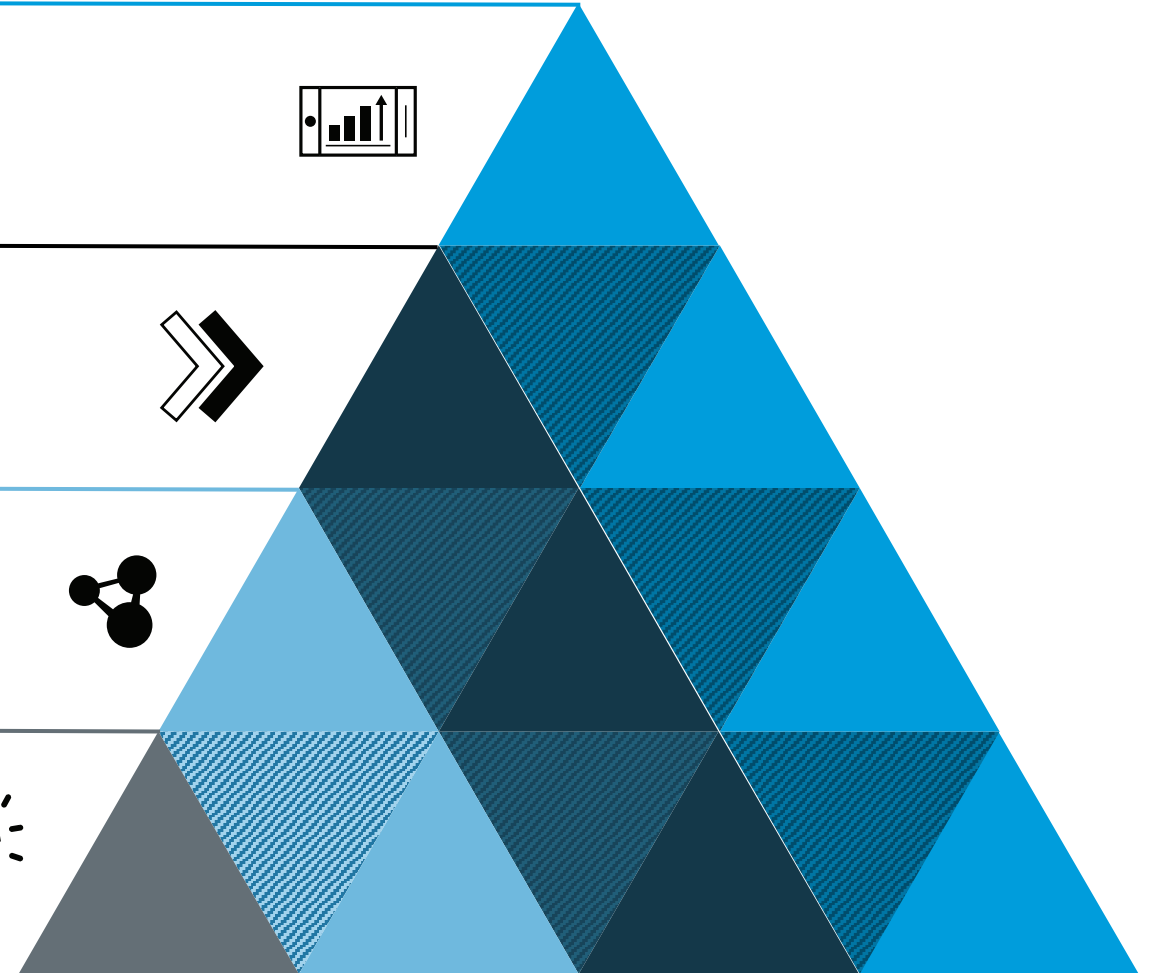
Segment subscribers based on their preferences and interests:

- Field of study
- Prospective vs enrolled student
- Funding options

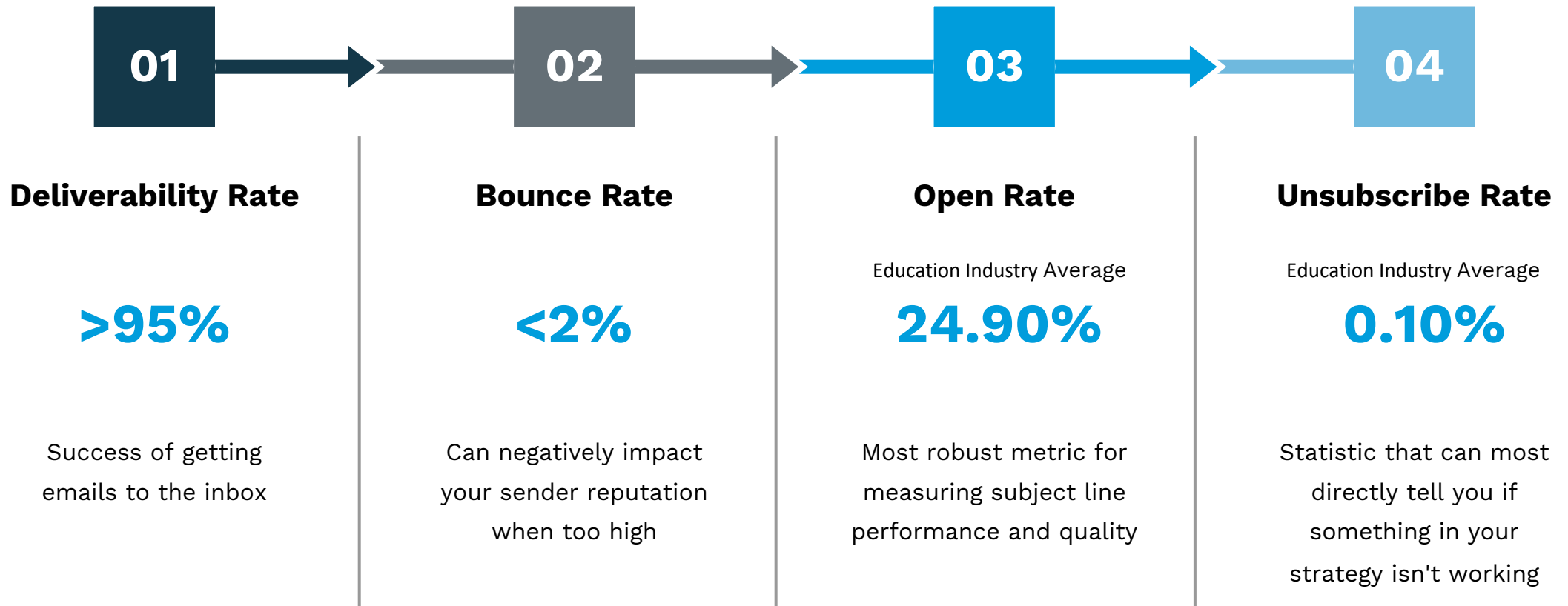


Mass Communications

Avoid emailing your entire subscriber list except for communications that make sense



Measure Your Performance




Measure Your Performance

Click-Through Rate

Subscribers who clicked on a link out of total emails delivered

- Insights on how many subscribers are visiting your website and ultimately converting from your email

Education Industry Average




4.30%

Click-to-Open Rate

Subscribers who clicked on a link out of those that opened the email

- Arguably best metric for email effectiveness
- High CTOR means you're connecting with your active subscribers

Education Industry Average



17.30%

Email Statistics Glossary

1 Deliverability Rate

- Percentage of emails that were delivered compared to the number that bounced (*delivered/sent*)

2 Bounce Rate

- Percentage of email addresses in a mailing that did not receive the message because the mail servers returned them (*total bounces/total sent*)

3 Unique Opens

- Number of subscribers that opened your email no matter how many times they opened

4 Open Rate

- Percentage of emails that were opened compared to the number that were delivered (*unique opens/delivered*)

5 Unique Clicks

- Number of subscribers who clicked on a link in the email no matter how many times they clicked

6 Click-Through Rate

- Percentage of subscribers who clicked on a link out of total emails delivered (*unique clicks/delivered*)

7 Click-to-Open Rate

- Percentage of subscribers who clicked on a link out of those that opened the email (*unique clicks/unique opens*)

8 Unsubscribe Rate

- Percentage of subscribers who clicked unsubscribe compared to total number of emails delivered (*unsubscribes/delivered*)

How to Leverage ed2go Resources

Kimberly Curtis
Channel Marketing Manager, ed2go

How ed2go Can Help You

Customizable HTML email templates



ACTs and Fundamentals



Course-specific or industry focused



Seasonal and topical themes



Military and workforce funding

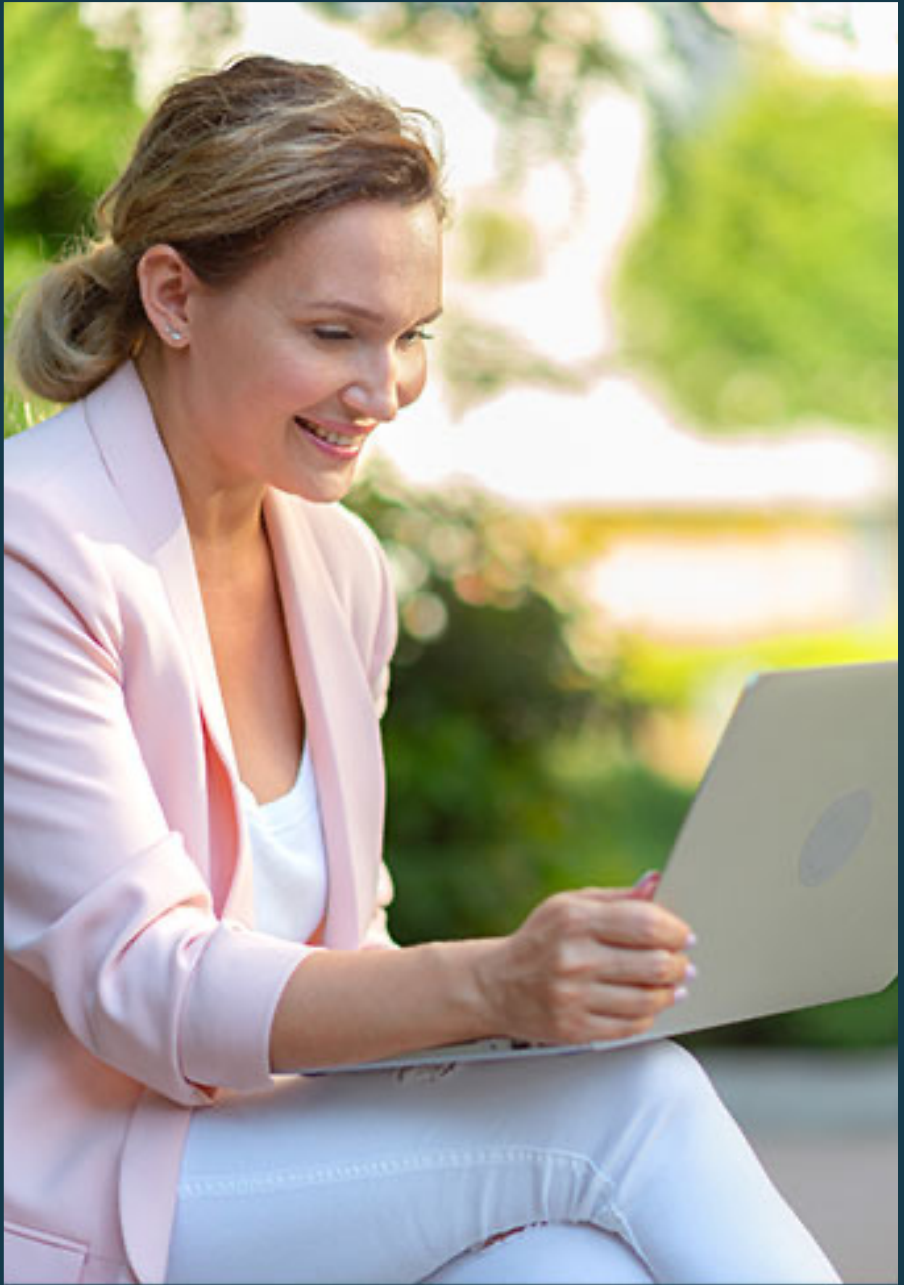


Step-by-step instructions

The screenshot shows the ed2go PARTNERS website interface. At the top, there is a navigation bar with links for Home, News and Updates, Marketing Resources, and Support. Below the navigation bar, there is a 'MARKETING RESOURCES' sidebar with a list of categories: Webinars/Best Practices, Course Videos, Third Party Funding, Campaigns, Fundamentals Courses, Catalogs/Ads/Flyers, Web Banners, Email Templates, Advanced Career Training, and Branding. The main content area is titled 'ADVANCED CAREER TRAINING EMAIL TEMPLATES' and displays three email template preview cards. The first card is for 'Information Technology' with the headline 'The Information Technology industry moves fast - you need to move faster'. The second card is for 'Military' with the headline 'Train for a career that moves with you'. The third card is for 'Medical Billing and Coding' with the headline 'Medical billing and coding professionals are in-demand nationwide'. Each card includes a 'VIEW COURSE' button and a date stamp of '28 October'.

The screenshot shows the HCC (Houston Community College) website. At the top right is the HCC logo. Below it is a large image of a woman sitting at a desk with a laptop. Underneath the image is the heading 'Get In-Demand Job Training — 100% Online'. The text below the heading states: 'We offer non-credit online courses in a wide variety of categories to help you start or advance your career in today's top fields. Many of our Advanced Career Training courses lead to industry-recognized certifications and often include the certification exam fee in the cost of enrollment. You can start any time and financial assistance may be available.' Below this text is a yellow button that says 'Take courses around your schedule.'. At the bottom, there are two course cards. The first card is for 'Certified Clinical Medical Assistant (CCMA) (Voucher Included)' and the second card is for 'Pharmacy Technician (Voucher Included)'. Each card includes a 'VIEW COURSE --' button.

Visit: partner.ed2go.com



Q & A

Thank you for attending!

Please contact your Account Manager if you have questions.