



Certified Digital Marketing Professional

Practical Exercises

Exercise Solutions



Email Marketing

EXERCISE 7: EMAIL MARKETING

The aim of this module is to explain the fundamentals of email marketing and how to design an email delivery plan to test, optimize, and report on the performance of an email marketing campaign. Learners are also introduced to the techniques, processes and value of using marketing automation alongside email marketing campaigns. The Practical Exercise associated with this module includes four tasks: -

Task 1 – Create an Email List

The first task requires the learner to create an email list using MailChimp to support a sales promotion campaign, based on the scenario details provided in the exercise.

Learning Objectives: -

- Create an email list using MailChimp
- Segment an email list using MailChimp to better target messages

Step 1: In the Scenario page, select **Create an email list** from the list of tasks

Step 2: Read the steps required and select **Begin** to move forward

Step 3: Select **Lists** in the menu bar at the top of the screen

Step 4: Select **Create List**

Step 5: Enter *Straya Day* in the field beneath 'List name'

Step 6: Enter hello@organicbewt.au in the field beneath 'Default From email address'

Step 7: Enter *Organic BewT* in the field beneath 'Default From name'

Step 8: Select **Continue**

Step 9: Enter *Instagram post* into the field under 'Remind people how they signed up to your list'

Step 10: Select the small box beside 'Enable double opt-in'

Step 11: Select the small box beside 'Daily summary'

Step 12: Select **Save** to proceed

Step 13: Select **Import contacts** near the bottom of the page

Step 14: Click **Next** to import a .txt file

Step 15: Drag the icon for 'Straya Day list' on the right hand side to the field beneath 'Upload file'

Step 16: Select **Next**

Step 17: Select **Import**

Step 18: Select **Create A Segment**

Step 19: Select **Email Marketing Status** to reveal a dropdown list and select **Location**

Step 20: Select the empty field beneath **Location**

Step 21: Enter *Melbourne* into the empty field beneath **Location** and press 'Enter' on your keyboard

Step 22: Select **Validate Location**

Step 21: Select **Use This Location**

Step 22: Select **Save as segment**

Step 23: Enter *Near Melbourne* into the field beneath 'Where would you like name your segment?' and Select **Save**

Step 24: Select **Continue** to complete the task

[Task complete]

Task 2 – Create an Email Campaign

The second task requires the learner to create an email campaign using MailChimp to support a sales promotion, based on the scenario details provided in the exercise.

Learning Objective: -

- Create an email campaign using MailChimp

Step 1: In the Scenario page, select **Create Australia Day email campaign** from the list of tasks

Step 2: Read the steps required and select **Begin** to move forward

Step 3: Select **Create Campaign**

Step 4: Select **Create an Email**

Step 5: Select the empty field below 'Campaign Name'

Step 6: Select **Begin**

Step 7: Scroll down the page and select **Edit** next to 'Settings & Tracking'

Step 8: Select the small box next to 'Track opens' and then select **Save** at the bottom of the page

Step 9: Select **Continue** to complete the task

[Task complete]

Task 3 – Set Up an Email Campaign

This task requires the learner to set up an email campaign by choosing the appropriate recipients and subject line for the email, based on the scenario details provided in the exercise.

Learning Objectives: -

- Use a segmented email list to target an email campaign at the right audience
- Select a subject line that drives recipients to open and engage with emails

Step 1: In the Scenario page, select **Set up Australia Day email campaign** from the list of tasks

Step 2: Read the steps required and select **Begin** to move forward

Step 1: Select **Australia Day** near the center of the page

Step 2: Select **Add Recipients**

Step 3: Select the dropdown menu under 'List'

Step 4: Select **All subscribers on list** under 'Segment'

Step 5: Select **Straya Day** in the list that appears

Step 6: Select **Near Melbourne** in the list that appears

Step 7: Select the small white box next to 'Personalize the "To" field'

Step 8: Select the field **Please Select** under 'Merge tag'

- Step 9:** Select ***|FNAME|*** from the list that appears
- Step 10:** Select **Save**
- Step 11:** Select **Add From**
- Step 12:** Select **Verify Domain**
- Step 13:** Select **Send Verification Email**
- Step 14:** Enter *OrganicBewT* and select **Verify**
- Step 15:** Select **Done**
- Step 16:** Select **Save**
- Step 17:** Select **Add Subject**
- Step 18:** Select **How do I write a good subject line?** below the 'Subject' field
- Step 19:** Enter *Hello* into the field below 'Subject line terms' and select **Search**
- Step 20:** Select the small gray 'x' in the top right corner of the window
- Step 21:** Select the field below 'Subject' and enter *Hello Gorgeous! Don't miss our Straya day sale*
- Step 22:** Select the field below 'Preview text' and enter *Hi *|FNAME|*, Good news, all of our Organic BewT moisturizers will be 50% off on Straya day* – press 'Enter' on your keyboard when you are finished
- Step 23:** Select **Save**
- Step 24:** Select **Continue** to complete the task

[Task complete]

Task 4 – Design an Email Campaign

This task requires the learner to use best practice to design the email layout and ensure the key components of an effective email are included in the campaign, based on the scenario details provided in the exercise.

Learning Objectives: -

- Select the components that contribute to writing and designing effective emails
- Design balanced and effective emails to deliver a message

- Step 1:** In the Scenario page, select **Design Australia Day email campaign** from the list of tasks
- Step 2:** Read the steps required and select **Begin** to move forward
- Step 3:** Scroll to the bottom of the page and select **Design Email**
- Step 4:** Scroll to the bottom of the page and select **1 Column** under 'Basic'
- Step 5:** Select **Image Group** in the top-right corner of the page
- Step 6:** Drag the 'Image Group' option over to the window on the left hand side
- Step 7:** Select **Logo**
- Step 8:** Select the pencil and paper icon in the top-right corner of the window
- Step 9:** Select the **Your Default Logo** file on the right hand side column
- Step 10:** Select **Upload**
- Step 11:** Select **Edit** in the options below the 'OrganicBewT logo.01.png' file in the right column
- Step 12:** Select **Resize** in the menu bar along the top of the window
- Step 13:** Enter *100* in the 'Width' field and *100* in the 'Height' field, then select **Apply**
- Step 14:** Select **Save**
- Step 15:** Select **Save & Close**

- Step 16:** Select **Browse** in the first box in the left column
- Step 17:** Select the newly formed box around **Browse**
- Step 18:** Select **Upload**
- Step 19:** Select **Browse** in the second box in the left column
- Step 20:** Select the newly formed box around **Browse**
- Step 21:** Select **Upload**
- Step 22:** Select 'It's time to design your email.' on the left hand side
- Step 23:** Select the pencil and paper icon in the top-right corner of the window
- Step 24:** Select **Style** in the top-right corner
- Step 25:** Select the **Not specified** field below 'Font' on the right hand side
- Step 26:** Select 'Helvetica' from the list that appears
- Step 27:** Select the empty field below 'Size'
- Step 28:** Select '16px' from the list that appears
- Step 29:** Select the empty field below 'Color'
- Step 30:** Select an area of the blue color that appears in the new window
- Step 31:** Select the color again to confirm and proceed
- Step 32:** Select the second option under the 'Align' section
- Step 33:** Select the field below 'Line height'
- Step 34:** Select '1 ½ spacing' from the list that appears
- Step 35:** Select **Save & Close**
- Step 36:** Select the text on the left hand side of the page
- Step 37:** Select the pencil and paper icon in the top-right corner of the window
- Step 38:** Select the button for centering text below 'Styles' on the right hand side
- Step 39:** Select the icon featuring a large 'A' that is underlined next to the **Size** button
- Step 40:** Select an orange color from the pop-up window
- Step 41:** Select **Save & Close**
- Step 42:** Drag the **Button** icon on the right hand side over to the left hand side where it says 'Drop block here.'
- Step 43:** Enter *organicbwt.au/orderitem* into the field below 'Web address (URL)' and then select **Save & Close**
- Step 44:** Select one of the Social Media icons at the bottom of the page
- Step 45:** Enter *organicbwt* into the fields below 'Twitter URL or username' and 'Facebook URL', then select **Save & Close**
- Step 46:** Select **Preview and Test** at the top of the page
- Step 47:** Select **Enter preview mode**
- Step 48:** Select **Continue**

[Task complete]