# **Email Campaigns**

### **Best Practices**

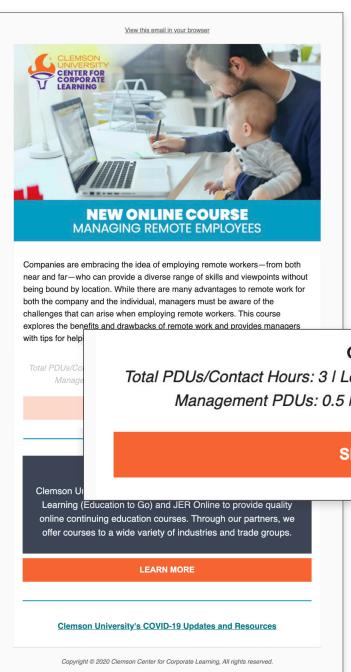
MindEdge Marketing Resource Center

Email is frequently used to promote full course catalogs and individual programs and courses. It is an effective approach because many institutions and organizations use it to target responsive internal lists that combine current customers, former customers, inquiries, and alumni. Email also provides an opportunity to rapidly test, learn, and identify effective offers and messages. Effective email campaigns combine a strong call to action with links that provide additional information and easy registration.

See below for examples of best practices in email campaigns.



## **Clemson University**



Direct link to enroll in the course functions as an effective call-to-action.

Cost: \$79.00

Total PDUs/Contact Hours: 3 | Leadership PDUs: 1.25 | Strategic & Business Management PDUs: 0.5 | Technical PM PDUs: 1.25 | CEUs: .3

#### **SIGN UP NOW**

Want to change how you receive these emails?
You can <u>update your preferences</u> or <u>unsubscribe from this list</u>.

### University of Texas Rio Grande Valley



#### Hi Kevin,

Digital Marketing has become an essential skill in a wor technology and innovative communication. You will lear sell products and services through online marketing me media messaging, website ads, Facebook marketing ca

Participants will now have the choice to attend this certific



#### **Course Fee**

Early Bird: \$649\*

\*Early Bird ends Saturday,

Schedule

### Saturdays

1 PM - 3 PM

#### In-Person Attendance:

Until further notice, due to COVID-19 restrictions, in-class

If you wish to secure your in-person seat, please email u as soon as you complete the r

#### **Course Highlights:**

This hybrid course will consist of online and in-person classtrategic issues, marketing methods and tactics, industry terminology, and best practices

#### Learning Outcomes:

- · Digital Marketing Strategy
- · Content Marketing
- Social Media Marketing
- · Marketing Automation
- · Web Analytics

Learn more..

Participants will now have the choice to attend this certificate program inperson or online via Zoom!

#### **Course Information:**



#### Course Fee

Early Bird: \$649\* Regular Price:\$699

\*Early Bird ends Saturday, April 10, 2021)

\*Private loans are available for this program! For more information click here.



#### **Schedule**

**Saturdays** May 1 - May 22, 2021

#### Time:

1 PM - 3 PM (Last Class: 1 PM-4 PM)



**UTRGV McAllen Teaching Site** 1800 S. Main St #1100 McAllen, TX 78503

**Online Attendance** Available via Zoom!

#### In-Person Attendance:

Until further notice, due to COVID-19 restrictions, in-class courses will be primarily offered via Zoom. However, we will allow up to 6 participants in the classroom on a first-come, first-served basis.

If you wish to secure your in-person seat, please email continuinged@utrgv.edu as soon as you complete the registration for the

> This message outlines the details of this hybrid learning offering, blending instructor-led online or in-person sessions, supplemented with asynchronous online courseware.



### **Broward College**



This message highlights the call to action: Start Anytime Today!

TAKE Y On-Demand: Sta

Certificate in Body Languag Introduction to

Certificate in Leadership Body Language for Leaders Introduction to Leadership

Leading Teams
Leaders and Work-Life Balance
Leading and Managing Change

KIDS & TEENS I CO

IT I PROFESSIONAL DEVELOPMENT I ONLINE LEARNING I NON-PROFIT I WORK WITH US

WORKFORCE & CONTINUING EDUCATION

Let's stay connected!









TAKE YOUR LEADERSHIP TO THE NEXT LEVEL!

On-Demand: Start Anytime Today! Course Materials Are Included With Tuition



Employers seeking to enroll and pay for their employees to attend Broward College Workforce & Continuing Education courses can do so via a Third Party Billing & Enrollment Authorization. If the employer requires proof of attendance, grades, or transcripts prior to payment, the transaction does NOT qualify as Third Party Billing. Email completed form to <a href="mailto:ce@broward.edu">ce@broward.edu</a>

Links to relevant courses and certificates make it easy to find more information and enroll.