Interactive Email Marketing Fundamentals Lesson Plan

Objective: Design and execute a comprehensive email marketing campaign focusing on audience targeting, content creation, campaign execution, and performance evaluation.

Materials Needed:

- Computers with internet access
- Access to email marketing platforms
- Printed copies of key terminology and concepts from the lesson

Instructions:

1. **Group Formation and Topic Selection (10 minutes):**
   - Divide students into small groups (3-4 members).
   - Each group selects a topic or theme for their email marketing campaign. Focus on the interests and needs of adult learners and low-skilled migrants.
   - Use a brainstorming session to come up with creative themes.
2. **Identifying Target Audience (15 minutes):**
   - Groups identify their target audience, considering demographic information, language preferences, and educational backgrounds.
   - Each group explains why this audience is suitable for their chosen topic.
   - Use persona-building activities to create detailed audience profiles.
3. **Choosing an Email Marketing Platform and Budget Planning (20 minutes):**
   - Research and choose an email marketing platform for campaign execution.
   - Develop a budget plan, considering factors such as subscriber list size and frequency of email sends.
   - Each group presents their chosen platform and budget plan to the class.
4. **Designing Email Content (30 minutes):**
   - Create email content, including subject lines, body text, and visuals, tailored to resonate with the target audience.
   - Ensure the language is clear, accessible, and culturally sensitive.
   - Use tools like Canva or similar for creating visuals and templates.
   - Groups share drafts of their email content and get peer feedback.
5. **Scheduling and Timing (15 minutes):**
   - Determine the timing and frequency of email sends, considering the preferences and availability of the target audience.
   - Schedule the emails accordingly.
   - Groups discuss and agree on the best timing strategy.
6. **Defining and Measuring KPIs (20 minutes):**
   - Define key performance indicators (KPIs) such as open rate, click-through rate (CTR), and conversion rate.
   - Outline a plan for measuring these KPIs using analytics tools available on the chosen platform.
   - Groups create a KPI dashboard template.
7. **Presentation Preparation (15 minutes):**
   - Each group prepares a presentation of their email marketing campaign.

- Include the rationale behind their strategy, examples of email content, and an explanation of how they will measure success.

8. **Group Presentations (30 minutes):**
   - Groups present their email marketing campaigns to the class.
   - Each presentation is followed by a Q&A session.

9. **Feedback Session (15 minutes):**
   - Groups provide constructive feedback to each other, focusing on clarity, relevance, and effectiveness of the campaign strategies.
   - Use a feedback form to structure and standardize feedback.

10. **Reflection (10 minutes):**
    - Students write a short reflection on what they learned from the exercise and how they can apply this knowledge in real-world scenarios.
    - Share reflections with the class for additional insights.

Evaluation Criteria:

- Clarity and relevance of the target audience.
- Creativity and effectiveness of the email content.
- Rationality of the budget and scheduling plan.
- Comprehensiveness of the performance measurement plan.
- Quality and professionalism of the presentation.

Outcome: Students gain practical experience in planning and executing an email marketing campaign tailored to the needs of adult learners and low-skilled migrants. They learn to apply industry-standard techniques and tools to effectively communicate and engage with diverse audiences throu