

Navigating Email Marketing Platforms Lesson Plan:

Objective: Explore the features and functionalities of email marketing platforms at the foundation level, focusing on popular platforms' navigation, essential tasks, audience segmentation, personalization, and performance tracking.

Materials needed:

- Computers with internet access
- Access to email marketing platforms (e.g., Mailchimp, Constant Contact, Sendinblue)
- Printed copies of key terminology and concepts from the lesson
- Examples of email templates, subscriber lists, and campaign analytics

Instructions:

1. Icebreaker Activity:

- Begin with an icebreaker where students share their experiences or expectations with email marketing platforms. This could involve discussing their familiarity with different platforms or their goals for learning about email marketing tools.

2. Platform Exploration Groups:

- Divide students into small groups (3-4 members). Assign each group a specific email marketing platform (e.g., Mailchimp, Constant Contact, Sendinblue).

3. Theoretical Exploration:

- Provide theoretical information on email marketing platforms, discussing features and functionalities such as email template customization, audience segmentation, personalization options, and campaign performance tracking. Emphasize how these elements contribute to successful email marketing campaigns.

4. Practical Demonstrations:

- Each group explores their assigned platform practically. Students should navigate through the platform interface, demonstrating essential tasks like creating and customizing email templates, managing subscriber lists, and scheduling email campaigns. Encourage them to interact with the platform in real-time to reinforce their understanding.

5. Presentation Preparation:

- Allocate time for groups to prepare their presentations or demonstrations. Encourage them to structure their presentations to include:
 - Theoretical discussions on the platform's features and functionalities.
 - Practical demonstrations showcasing key tasks and workflows.
 - Insights on effective navigation and utilization of the platform.

6. Presentation and Demonstration Sessions:

- Schedule presentations or demonstrations, allowing each group to showcase their findings. Encourage audience interaction by posing questions or scenarios for groups to address based on their platform exploration.

7. Feedback and Discussion:

- After each presentation or demonstration, facilitate a feedback session where groups provide constructive criticism and insights. Encourage peers to ask questions or share additional tips related to the platform.

8. Reflection and Application:

- Conclude the lesson with a reflection period where students individually write about what they learned from the exercise and how they can apply this knowledge in real-world scenarios. Encourage them to consider specific business objectives or marketing challenges where email marketing platforms could be beneficial.

Evaluation criteria:

- Clarity, relevance, and depth of the presentation or demonstration content.
- Effectiveness of practical demonstrations in showcasing key platform features.
- Quality and professionalism of the presentation delivery.
- Engagement and contribution during the feedback and discussion sessions.

Outcome: Students will develop a solid understanding of email marketing platforms, gaining practical skills in navigating platforms like Mailchimp, Constant Contact, and Sendinblue. They will be equipped to effectively utilize these platforms for tasks such as template customization, audience segmentation, personalization, and campaign performance tracking, enhancing their ability to drive successful email marketing campaigns in professional contexts.