

Digital Marketing

Course Preview

Course Overview

This curriculum trains students to plan and manage the online marketing aspects of a business, to integrate digital marketing channels into an overall marketing plan. Key areas covered in the course include: in-depth review of organic and paid digital marketing tools; fundamentals of online branding and content strategy; eCommerce website creation using the Wix platform; and optimizing marketing campaigns results using analytics.

Notes for Instructors

Every assignment or activity will include implementation notes and suggestions for educators from the Wix Higher Education curriculum developer. These notes will provide ideas for how to integrate assignments into the class, how to use the assignments to plan student websites, and how the assignment might be adapted.

Course Learning Objectives:

- Understand the fundamental concepts of digital marketing
- Learn to create a professional website using the Wix platform;
- Gain experience building an online brand with a coherent branding strategy using the full marketing suite Wix has to offer;
- Know the appropriate metrics to analyze and evaluate the performance of digital marketing campaigns.

Organization

Plan Module

- Activity: Assessing Marketing Strategies
- Activity: Brainstorm Your Business Worksheet
- Lesson Plan: Understand Your Target Market
 - Homework: Practice Creating Buyer Personas
- Lesson Plan: How to Plan a Website for Your Business
 - Activity: Analyze eCommerce Sites

- Homework: Website Planning Worksheet

Build and Brand Module

- Video Tutorials: Build a Wix eCommerce Site
 - Activity: Site Building Activities
 - Homework: What Apps Do You Need On Your Site?
- Lesson Plan: Essential Elements of a Brand Strategy
 - Activity: Brand Strategy Worksheet
- Lesson Plan: Craft Your Brand's Visual Identity
- Project: Digital Storefront

Manage and Market Module

- Video Tutorials: Wix Marketing Tools
- Lesson Plan: Content Marketing
- Lesson Plan: SEO - Get Found on Google
 - Activity: SEO Tool
- Lesson Plan: Email Marketing
 - Activity: Craft an Email Campaign
- Lesson Plan: Mobile Marketing
 - Activity: Make Your Site Mobile Friendly
- Lesson Plan: Create Social Posts in Wix
- Lesson Plan: Analytics
- Activity: Peer Review

Sample Lesson Plan: Create Your Email Marketing Campaign

In this lesson, students will apply their knowledge of email marketing best practices to create their own email newsletters. They will focus on drafting email campaigns to drive traffic to their site and fulfill business goals. They will then run an A/B test of their email campaign with classmates to get feedback.

Learning Objectives:

- Students will apply best practices of email marketing to create an effective email newsletter using the Wix email marketing tool.
- Students will A/B test their email newsletter by sending it to classmates, who will then provide feedback on the campaign.

Agenda (75 minute session)

Lecture and discussion (30 minutes)

In-Class Activity: Create an Email Campaign (45 minutes)

Lecture Part 1: Creating Great Content with Your Emails

In our last session, we went over some key best practices of email marketing, and we learned how to begin compiling an email subscriber list. Today, we will apply this knowledge in the creation of our own email newsletters for our businesses.

At this point, you have everything set up to start creating your email marketing campaigns. The next step is to generate the content itself.

Whichever kind of content you're creating - an automated message, a newsletter or an update about a new product - you'll need to keep a few key principles in mind. First, remember that your goal is to become a welcome guest in your subscribers' inboxes. Rather than come across as spammy or annoying, craft thoughtful emails that provide your audience with real value.

You can do this by providing perks or insights your subscribers will appreciate, whether it's actionable tips, exclusive content or a seasonal coupon code.

The writing itself should be engaging, too. Build rapport with your audience by speaking to them individually (e.g., addressing them by name and writing in the second person). Infuse your content with personality, and add humor when appropriate. Your goal is to sound like a helpful friend, rather than a corporation.

But what does a successful email campaign look like? According to [Statista](#), 49% of consumers surveyed said that they would like to receive promotional emails from their favorite brands on a weekly basis. Emails to customers help build relationships, market products efficiently, communicate incentives, and retain loyalty. At the same time, companies must be mindful of the volume of emails their customers receive every day. The fragile company-customer relationship depends on communication staying consistent and relevant while not crossing into overwhelming.

Luckily, an eCommerce site can strategically place sign-up forms for newsletters, blogs, and emails so that consumers can self-enroll or opt out of email communications. Businesses can also consider sign-up incentives like discounts and access to exclusive products, and collect potential email subscribers directly from social media. This is also a great way to ensure you don't end up in your recipient's spam folder.

Much like a company blog, emails must be crafted carefully to ensure customer satisfaction and engagement. Ideas for digital retailing email content include:

- New product
- Seasonal promotion
- Special discount
- Company milestone
- Absentee reminders
- Purchase confirmation

A successful introductory email is all about establishing a human connection and the ability to present a win-win situation. Successful email campaigns should also contain the following:

- **Subject line:** attention-grabbing yet to the point
 - Your first challenge is to make it clear that you are not a spammer. Since the recipient will most likely not recognize your name, the subject line needs to have some personalized language that distinguishes it from mass email campaigns. Consider something along the lines of: "Hey [name]. Hoping to chat about [company/job/theme]."
- **First two sentences:** briefly and clearly explain to the recipient why you are emailing
 - Try to establish a personal connection; you want to sell or promote to your recipient specifically, because you believe that you can make a great fit together.
- **Body:** make sure that your email does not come across as a sales pitch, even if it is - it must offer the customer **value**
 - Write like a human being, not like a robotic spammer. Remember that on the other side of the screen is another person who isn't interested in a generic marketing paragraph. Instead of an advertisement, send them a confident introduction that emphasizes what's in it for the recipient, for example: "Our company provides digital marketing

services for independent musicians and bands. We help our clients with promoting their music online and reaching wider audiences.”

- **Keep it brief:** We recommend that you break your email into three short sections:
 - Opening (1-2 sentences)
 - Offer (2-3 sentences)
 - Call to Action (i.e. “I set up this 30-second demo for you. Have a look!”)
- **Hero image:** finally, including a bright, crisp, relevant image can help draw your recipient into the message.

So You’ve Sent Your First Newsletter. How Do You Measure the Results?

Once you’ve triple checked and tested your newsletter, it’s time to send it to your audience. Wait a few days until after you’ve sent the email newsletter, and then analyze the data. How did your newsletter perform? How will you use that information to improve on the next one?

Here is the most important email marketing data to pay attention to:

- **Delivery rate:** The percentage of emails that were successfully delivered to your subscribers.
- **Open rate:** The percentage of delivered emails that were opened.
- **Clicks:** The number of people who clicked on a link within the email.
- **Bounce rate:** The percentage of emails that weren’t delivered.
- **Spam reports:** The number of emails flagged as spam.

Once you have the data, brainstorm how you can improve your next campaign by increasing your delivery rate, open rate and clicks, and reducing your bounce rate and spam reports. For example, if your open rate is low, you may need to improve your subject line. If, on the other hand, you’re not getting many clicks within your email, you may need to rework your copy or optimize your CTAs.

In-class Activity: Create an Email Campaign

Duration: 35-40 minutes

Learning Objectives: This activity is designed to help students practice writing for the web, especially successful email marketing campaigns, and to practice using the Wix digital back office.

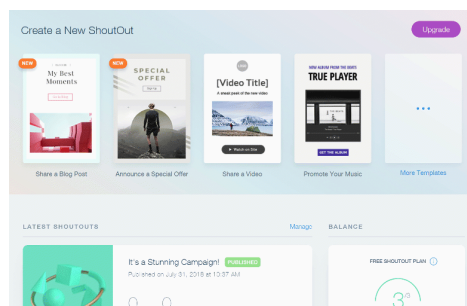
Instructors → follow the instructions below each feature to demonstrate the marketing tool. *Students* will then complete their own email campaigns during the in-class activity.

For the email marketing part of our digital marketing strategies, we will be using Wix Email Marketing. It includes inbuilt analytics features, such as statistics on email opens, views and clicks, so that you can analyze the performance of your campaigns. In addition, you can customize the design of your emails so that they look professional, reflect your brand identity and resonate with your audience.

On top of that, Wix Email Marketing lets you [connect your email to your website](#). That way, you can send emails through a special business email address, and view data about their performance directly through your site's dashboard.

From your site Dashboard:

1. From **Marketing and SEO** in the left menu bar, select **Email Marketing**.
2. Hover over the template you want to use and select **Use Template**.
3. Select **More Templates** to see more options or design your email from scratch.



4. Once you've selected your template, the email Editor will open and you can start designing!

Note: Please make sure you read the Wix Email Marketing Terms of Use before sending any emails. You can send 3 email campaigns per month or a total of 5,000 emails, whichever comes first. These numbers apply even if you start using Wix Email Marketing in the middle of the month. If you have a larger audience, upgrade to a Wix Email Marketing Premium Plan.

Instructions:

Your task is to draft a compelling email and send it to 2-3 other students.

1. Decide what your email will be about (new product, seasonal promotion, special discount, company milestone, purchase confirmation, etc.)
2. Choose an email campaign template, then take **10 minutes** to write a new email message by editing the template elements.
 - o Remember to keep the email brief, explain the goal and try to establish a connection with the customer in the first two sentences, offer the customer value in the body of the email, and provide a bright, crisp, relevant image to draw the recipient in.
3. Take the next **10 minutes** to change the design of the email. Think especially about changing the images, colors, theme and background to fit your branding.
4. When you're done, select **Preview & Test**, then **Back to Editing**, then **Next**.
5. Turn to 2-3 of your classmates and enter their email addresses into the recipient section.
6. Write a new **Subject Line** that matches the email you created, then send the email (if you haven't already confirmed your email address yet, Wix will prompt you to do so before you can send the email campaign).
7. Once you and your classmates are done, open your own email and read your classmates' campaigns. Discuss and critique them together.

Be prepared to report back to the class on your experience and your favorite email campaign.

Homework: Automations

Read the blog and watch the Youtube video posted below to learn how to make your own email automations in Wix. Remember, you will need to create an "Abandoned Cart" automation for your Unit Project.

- Wix Blog Reading: [Email Automation](#)
- Video: [Automations in Wix](#)

For Homework:

- Continue to work on your email campaigns for the Unit 3 final project
- Read this Wix blog article: [20 Types of Social Media Content](#) and be prepared

to discuss it during the next class.

REMINDER: Unit Project Email Requirement

- For both the [Unit project](#) and [Capstone project](#) in this class, you need to create a branded newsletter promoting your blog and an “abandoned Cart” email automation.

Sources:

[What Is Email Marketing? A Beginner’s Guide](#)

[How to Make a Newsletter: the Complete Checklist](#)

[How to Build an Email List](#)

[15 Brilliant Newsletter Examples](#)