

## Unit Title: E-Mail Marketing



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|-------------------------------|---------------------------------|
| Unit Credit Value:            | <b>6</b>                        |
| Unit Level:                   | <b>Three</b>                    |
| Unit Guided Learning Hours:   | <b>41</b>                       |
| Ofqual Unit Reference Number: | <b>D/505/1590</b>               |
| Unit Review Date:             | <b>31/12/2016</b>               |
| Unit Sector:                  | <b>15.4 Marketing and Sales</b> |

### Unit Summary

In this unit, learners will be able to demonstrate managing a mailing list, creating a message and use an e-mail marketing service or system to run an e-mail marketing campaign and evaluate its success.

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### Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

**This unit has 3 learning outcomes**

| LEARNING OUTCOMES                               | ASSESSMENT CRITERIA   |
|---|---|
| <b>The learner will:</b>                        | <b>The learner can:</b>   |
| 1. Understand requirements for e-mail marketing | 1.1. Describe the benefits of e-mail marketing<br>1.2. Describe the <b>stages</b> involved in e-mail marketing<br>1.3. Explain the <b>criteria</b> for segmenting leads for e-mail marketing<br>1.4. Explain <b>ways of generating leads</b> for e-mail marketing<br>1.5. Explain the <b>legal requirements</b> to be considered for e-mail marketing |

| LEARNING OUTCOMES                                 | ASSESSMENT CRITERIA  |
|---|--|
| <b>The learner will:</b>                          | <b>The learner can:</b>  |
| 2. Understand technology used in e-mail marketing | 2.1. Describe the functions of <b>e-mail technology systems</b><br>2.2. Describe <b>best practice</b> in creating e-mail marketing messages<br>2.3. Explain the causes of <b>technical obstacles</b> encountered in e-mail marketing<br>2.4. Explain the purpose of <b>different types of data</b> provided by technology to measure success |
| 3. Be able to run e-mail marketing campaigns      | 3.1. Apply criteria from a brief to <b>create a mailing list</b><br>3.2. Apply criteria from a brief to <b>create a marketing e-mail message</b><br>3.3. <b>Test</b> marketing e-mail<br>3.4. <b>Evaluate</b> the success of an e-mail marketing campaign against aims and objectives from a brief   |

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## Assessment Guidance

### Learning Outcome 1

**1.2 Stages:** set objectives, specify message, create mailing lists, create message, design and style message, technical test, send, report, evaluate.

**1.3 Criteria:** job position, gender, age, previous buying habits, lifetime value, location.

**1.4 Ways of generating leads:** researching, purchasing, identifying within existing database, recording.

**1.5 Legal requirements:** use and storage of personal information, confidentiality, SPAM, unsubscribe, cross border issues.

### Learning Outcome 2

**2.1 E-mail technology systems:** CRM, online e-mail services, html e-mail coding and templates, metrics and reports.

**2.2 Best practice:** copywriting, content issues (e.g. copy, images, links, calls to action), design issues (e.g. layout, text, styling, structure, above the fold, mobile considerations), use of templates.

**2.3 Technical obstacles:** missing images, image blocking, broken layout, rendering issues in differing email clients, firewall and network blocking, attachments, limitations of tracking methods.

**2.4 Different types of data:** reports, tracking, analysis, statistics, metrics.

**2.4 Different types of data:** statistics e.g. undelivered, bounce back, out of office, unsubscribe, opened, click-through.

### Learning Outcome 3

**3.1 Create a mailing list:** research and record, purchase, identify customers in an existing database, segment according to criteria in a brief.

**3.2 Create:** incorporate copy, structure message, design layout, style, prepare images, add links.

**3.3 Test:** evaluate results against technical objectives, adjust for technical issues, frequency of testing.

**3.4 Evaluate:** reports, metrics, analytics.

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### Delivery Requirements

Appropriate physical resources will be required in order to deliver and assess this unit.

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### Evidence Requirements

Evidence of practical ability must be demonstrated.

The expectation is that learners will be given a brief by a line manager and tutor, and will therefore carry out activities and be assessed in reference to the aims and objectives of that brief. Learners will, for the most part, be describing rather explaining and demonstrating that they understand how to complete the processes of e-mail marketing.

The learner could evidence the stages of e-mail marketing across multiple real world and simulated campaigns and therefore does not need to complete all stages for a single campaign. For example, in a situation where a learner contributes to only some stages of a complete campaign, any missing stages may be assessed from another real or simulated, campaign (LO3).