

EMAIL MARKETING CAMPAIGN REPORT

'' New Leaf News V2''
3 September 2019

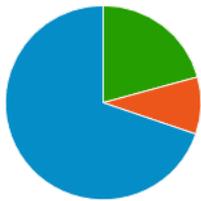
Campaigns > New Leaf News V2

New Leaf News V2

Sent on 3 Sep 2019 to 3,155 unique subscribers in [23JulyMagnetic](#)

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■ **654 Unique opens**
1,276 total opens to date

■ **300 Bounced**
9.51% couldn't be delivered

■ **2,201 Not Opened**
Open rates are [only estimates](#)

22.91% of all recipients [opened so far](#)

17.28% [clicked a link](#) (113 people)

0.81% [unsubscribed](#) (23 people)

0 people marked it as spam (0%)

0 [shares](#) across Facebook & email

SUMMARY

Total Database Recipients: 3,155

Open rate: 654 (of 3,155) **22.91%** of all recipients opened

Successful CTA rate: 113 (of 654) **17.28%**

Unopened rate: 2,201 (of 3,155)

Bounce rate: 300 (of 3,155) 9.51% couldn't be delivered

Unsubscribe rate: 23 recipients (of 654) 0.81%

Spam reports: 0 recipients marked campaign as spam

CTA ACTION DETAILS

The following will explain the CTA links most actioned upon by the 113 recipients who demonstrated interest in specific content.

Campaign CTA links

'' Watch it here'' video link = 15,44 % / 21 of 136 unique clicks

'' Request the full catalog'' link = 8,82 % / 12 of 136 unique clicks

'' Try a course here'' link = 20, 59 % / 28 of 136 unique clicks

'' Jobs available'' link = 22,06 % / 30 of 136 unique clicks

'' Skills available'' link = 11,03 % / 15 of 136 unique clicks

Facebook link = 3,68 % / 5 of 136 unique clicks

Linkedin link = 2,94 % / 4 of 136 unique clicks

YouTube link = 2,94 % / 4 of 136 unique clicks

CORRECTIVE ACTIONS

Unopened rate:

We will be resending the campaign on Sunday 8 September 2019 to list of unopened recipients.

We will change the subject line of the re-sent campaign to "Servest Group wins R2,4 million eLearning mega prize"

Bounce rate:

A report of all incorrect / problematic e-mail accounts will be revised with NLT stakeholders. Once complete, the campaign will be sent to relevant recipients.

Campaign message:

It is well known "general company / product news" is not typically a communication message recipients want to receive, on the basis that the content within this newsletter is very company centric (NLT) and not related to a topic / value add for the recipient. A news and company centric communication of this nature is best directed towards existing customers of NLT as an existing customer would have an established relationship promoting a higher interest rate in regards to NLT updates. Whereas a lead phase recipient has no real interest or reason to take interest in NLT news. It is perilous to send email communications to recipients who are within the lead phase if the messages are off-point communications. As a result of sending non relevant communications to a lead phase recipient, it will deter the lead recipient from finding the value in using NLT as a supplier. Considering the low open and CTA rate in comparison to the total number of recipients who received this marketing communication, it is recommended that a different communication approach be taken in future.

Recommended changes:

The campaign is based upon content that is not in the interest of the lead phase recipient. It is recommended that New Leaf develop a newsletter that speaks into the concerns, problems or solution seeking content our lead phase recipients are experiencing. We need to establish:

- 1) What is our ultimate goal when sending communications? (IE: Brand awareness, lead generation, increased traffic etc)
- 2) What actions do we want to guide the audience to take? (IE: Request a demo, complete a web form etc)
- 3) What value can we offer our audience through these communications? (IE: What will be considered valuable to our audience?)

It is recommended NLT first establish the above and then develop email marketing content that is specifically catering to the above pointers.

Additional recommendations:

NLT need to develop 2 versions of email marketing.

- 1) Email marketing content specific to existing customers of NLT.
- 2) Email marketing content specific to lead phase audience.

It must be taken into consideration that the content we publish will only be successful with our audience if our communications are relevant to where the recipient is within the sales cycle. Existing customers of NLT require a unique communication method and service offering. Since they are already customers of NLT, content needs to be created with the aim of additional value ontop of their services. Lead phase audience require content that will prompt them to interact with NLT and develop confidence in the service value of NLT. It must be considered that a lead phase audience is considered a lead, not a customer, due to a lack of decision making confidence, therefore our communications need to revolve around adding value, which will nurture their confidence in the services of NLT.