

# Tech Briefing: Email Campaigns at Stanford

INTRODUCTION TO EMMA

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June 26, 2015

Stanford University

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## Contents

- HR Communications Goals
- Email Marketing Assessment
- Emma Features
- HR Communications Examples
- Brief Demo

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3

### Objective: Enhance the Employee Experience

- HR Communications aims to:
  - › Provide employees frequent and timely updates on relevant:
    - Benefits and action items
    - Programs and services
    - Employment-related news
    - Events and opportunities to engage with colleagues
  - › Develop targeted, scan-able and visually-appealing communications
  - › Use a unified voice and consistent visual identity in an effort to strengthen the University Human Resources brand

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4

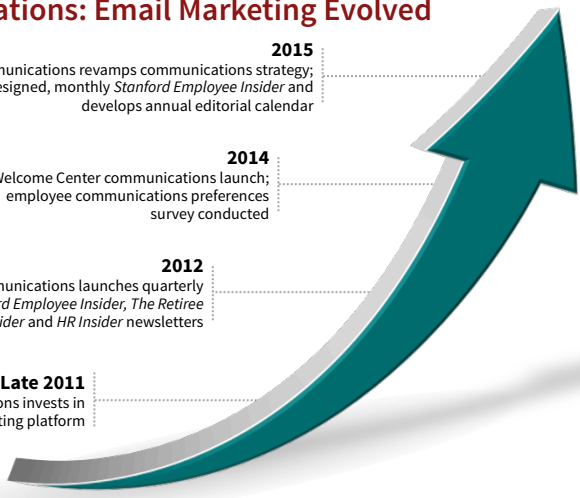
### Email Marketing Assessment

- In 2011, HR Communications assessed two email marketing platforms: Emma and Constant Contact
- Emma was selected based on the following user benefits:
  - › Attractive pricing
  - › Easy-to-use drag and drop layouts
  - › Custom design costs were low
  - › Easy-to-view analytics

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## HR Communications: Email Marketing Evolved



**2015**  
HR Communications revamps communications strategy; launches redesigned, monthly *Stanford Employee Insider* and develops annual editorial calendar

**2014**  
The Welcome Center communications launch; employee communications preferences survey conducted

**2012**  
HR Communications launches quarterly *Stanford Employee Insider*, *The Retiree Insider* and *HR Insider* newsletters

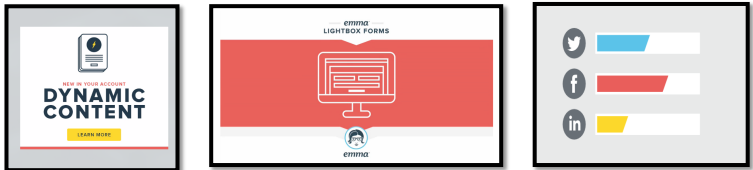
**Late 2011**  
HR Communications invests in email marketing platform

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## Emma Marketing Platform

- In the four years we have used Emma's system, new product features have been introduced – some of which we have not yet incorporated into our strategy



**DYNAMIC CONTENT**

**EMMA LIGHTBOX FORMS**

Twitter, Facebook, LinkedIn

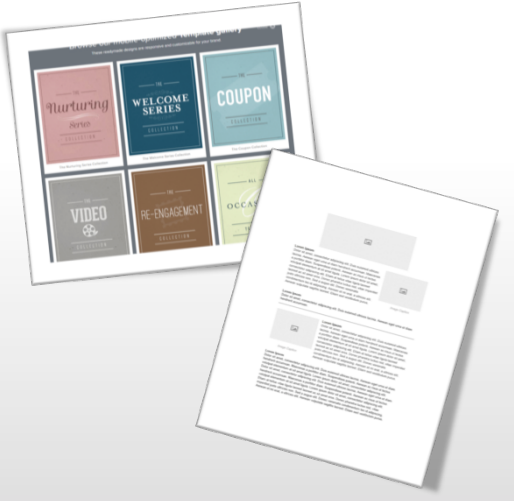
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### Emma Key Features

#### Easy Drag & Drop Templates

- Emma provides dozens of pre-built templates that are flexible and easy to build out
- Emma templates are customizable, creative and mobile-optimized



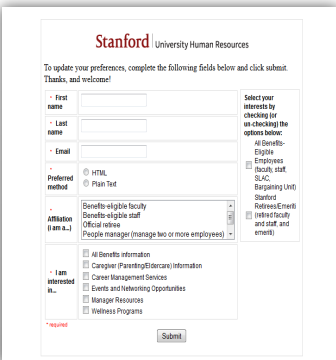
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### Emma Key Features

#### Manage and Build Subscriber Lists

- Uploading a list is simple and quick
- Segment audiences based on who they are, what they want, etc.
- Subscription/sign-up forms are easy to build



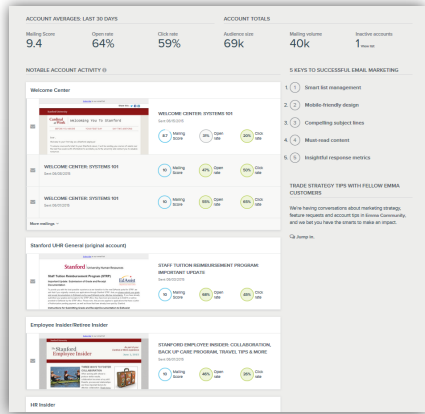
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### Emma Key Features

#### Easy-to-View Analytics

- Response results are easy to understand and view
- Metrics can be viewed by individual email or by a campaign
- The Account Summary Dashboard provides a preview of metrics by account



The dashboard displays account averages for the last 30 days: Rating Score (9.4), Open rate (64%), Click rate (59%), Address size (69k), Mailing volume (40k), and Mailing accounts (1). It also shows a list of campaigns such as 'WELCOME CENTER: SYSTEMS 01' and 'STANFORD EMPLOYEE WELCOME: COLLABORATION, BACK-UP CARE PROGRAM, TRAVEL, TP13 & MORE', each with its own set of performance metrics.

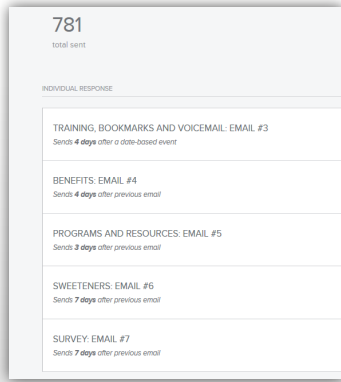
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### Emma Key Features

#### Other Cool Features

- Automation marketing
- A-B Subject Line Testing ensures the best results
- Email personalization



The screenshot shows a total of 781 sent emails. Below, it lists individual responses with subject lines and timing: 'TRAINING, BOOKMARKS AND VOICEMAIL: EMAIL #3' (sent 4 days after a class-based event), 'BENEFITS: EMAIL #4' (sent 4 days after previous email), 'PROGRAMS AND RESOURCES: EMAIL #5' (sent 3 days after previous email), 'SWEETENERS: EMAIL #6' (sent 7 days after previous email), and 'SURVEY: EMAIL #7' (sent 7 days after previous email).

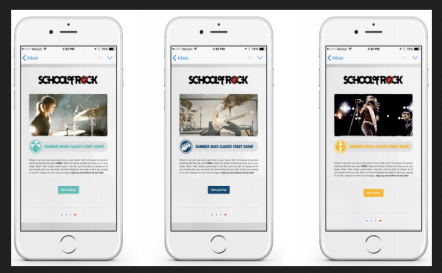
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## Emma Key Features

**New Features Are Introduced Often**

- Dynamic content
- Lightbox forms
- EventBrite partnership integrating personalized event invitations and ticket sales
- Social media integration
- Metrics for Android and iPhone



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## Employee Preferences & HR Communications Use Cases

Employees want:

- To receive more **frequent and timely** updates
  - › Monthly updates preferred over quarterly
- To see **direct and descriptive** subject lines
- To be presented **content in bite-size chunks** that can be easily scanned
- To be **driven to the website** for more information
- To use social media platforms for **personal use**, not workplace issues
- To learn more about **networking events** and other opportunities to **connect socially** with colleagues

12

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## Regular Digital Postcard Announcements

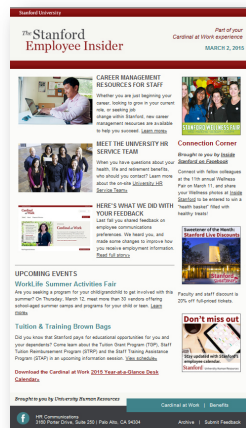
Increase open and click through rates by:

- Providing a clear subject line
- Keeping content simple and easy to digest
- Incorporating personalization “Dear Name”
- Having a clear call to action



## Targeted Newsletters

### EMPLOYEE NEWSLETTER



### RETIREE NEWSLETTER



- Keep content brief; drive to website for details
- Keep sections consistent so they know what to expect each month
- Incorporate clear and engaging images

## Welcome Center: New Hire Communications

A SERIES OF AUTOMATED EMAILS SENT TO NEW HIRES OVER THE FIRST MONTH OF EMPLOYMENT



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## HR Communications Email Response Results

### 2015 OPEN AND CLICK THROUGH DATA

- › Digital Postcards
  - 54% open rate
  - 24% CTR
- › *The Stanford Employee Insider* (four issues)
  - 47% open
  - 28% CTR
- › Platform
  - Desktop = 76%
  - Mobile = 24%

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16

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## Emma Demo



<https://myemma.com/login>

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17

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