Tech Briefing: Email Campaigns at Stanford

INTRODUCTION TO EMMA

Marie Vasquez
University HR Communications
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Contents
- HR Communications Goals
- Email Marketing Assessment
- Emma Features
- HR Communications Examples
- Brief Demo
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

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
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

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
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

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
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

**Other Cool Features**
- Automation marketing
- A-B Subject Line Testing ensures the best results
- Email personalization
**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

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**Stanford University Human Resources**
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

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

RETIREE NEWSLETTER
Welcome Center: New Hire Communications
A SERIES OF AUTOMATED EMAILS SENT TO NEW HIRES OVER THE FIRST MONTH OF EMPLOYMENT

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%
Emma Demo

https://myemma.com/login

Stanford University
HR Communications

MARIE VASQUEZ
MARIEV@STANFORD.EDU
650-725-5928

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