

JANUARY 28, 2021

ARUBA NURTURE: EMAIL TEMPLATES

CREATIVE: ROUND 2

CONSECUTIVE TEMPLATES

The following four templates should be used within a single content category to test and promote different assets.

1. Single Asset

Use when: First promoting a single asset.

Use case: We either know what category someone is interested in, or we want to use the asset to gauge category interest. If the user engaged with a previous asset, we assume they want to see more assets from the same category.

Contextual graphic →

Desktop

aruba
a Hewlett Packard
Enterprise company

[CATEGORY]

[HERO—CAMPAIGN IMAGE]

LOREM IPSUM DO CONSE CADIP

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium



CTA

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem

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- Sed ut perspiciatis unde omnis

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupte- rum facilis est et expedita distinctio.

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QC

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- Vertical/ category title
- Hero “clickable”
- Headline (text link)
- CTA button
- 2 Paragraph description <max>
- 3x Bullets

Mobile

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Enterprise company

[CATEGORY]

[HERO IMAGE]

LOREM IPSUM DO CONSE CADIP

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

CTA



At vero eos et accu samus et iusto odio digniss imos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas moles- tias excepturi sint occaecati cupiditate non provi- dent, similique sunt in culpa qui officia deserunt

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Contextual Graphic

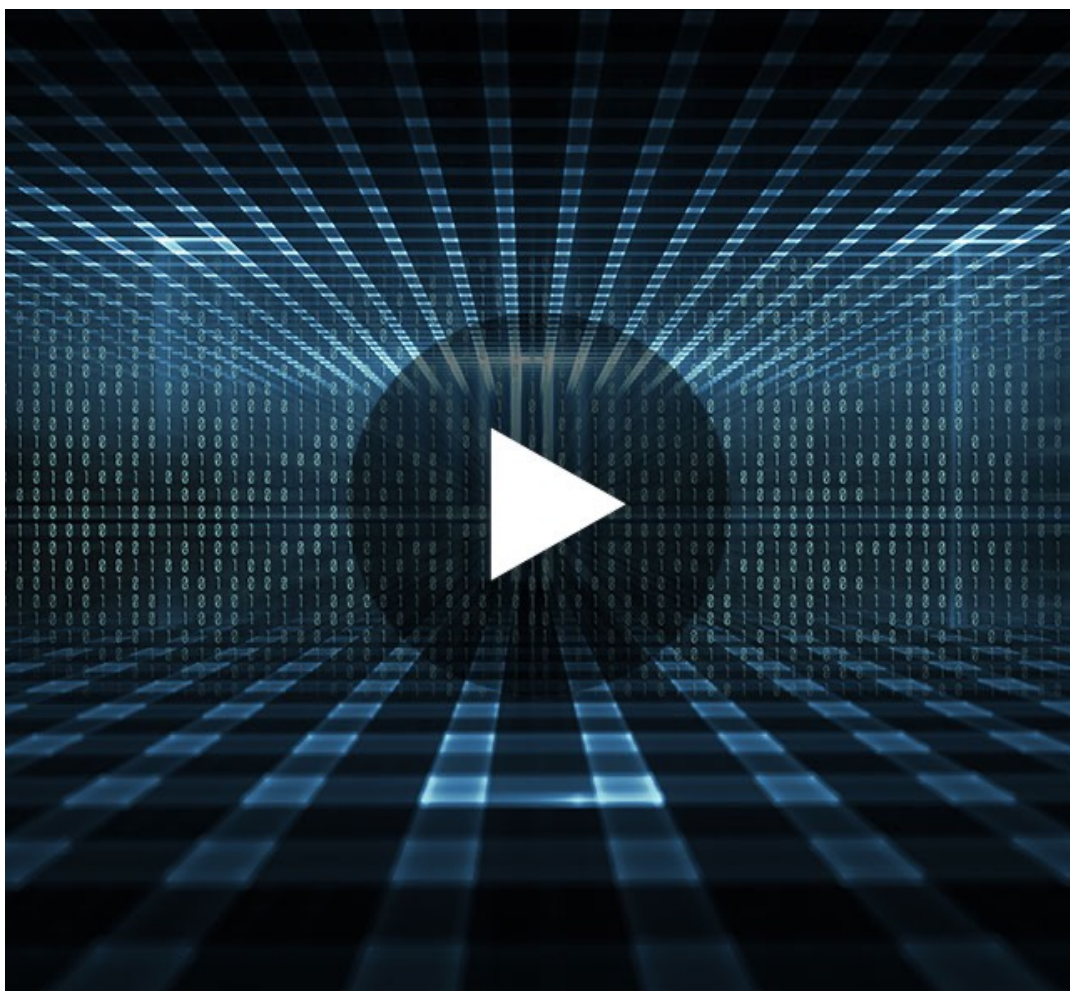
Each email that highlights a single piece of content will have a graphic representation unique unique visual look and type. The size of the graphic will be the same (353 x 327 px) regardless of graphic content.



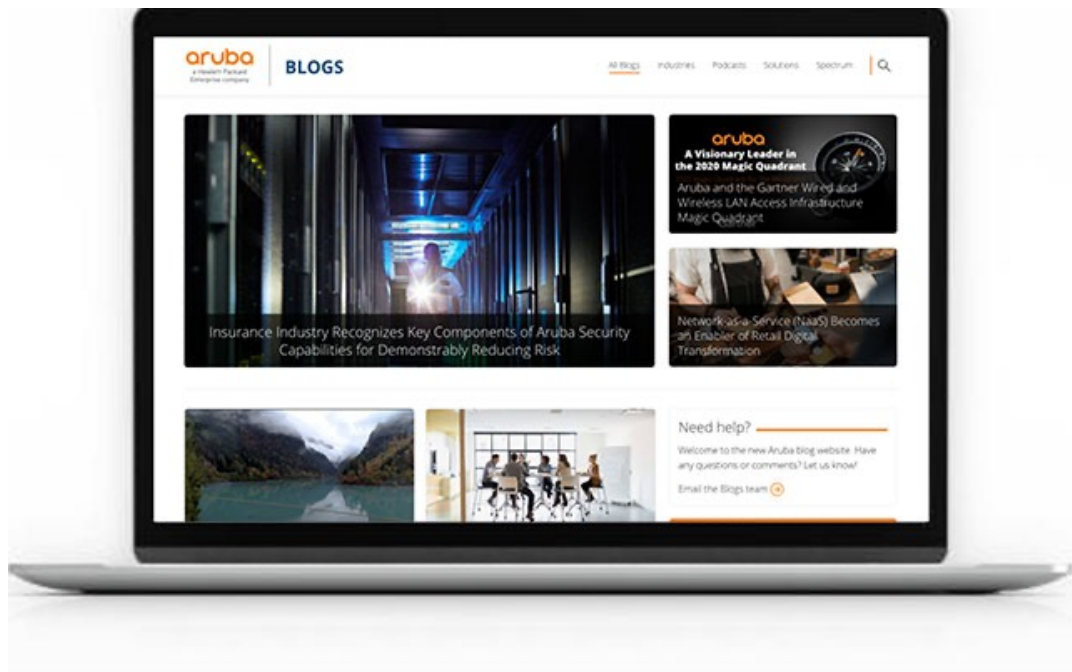
Report or White Paper



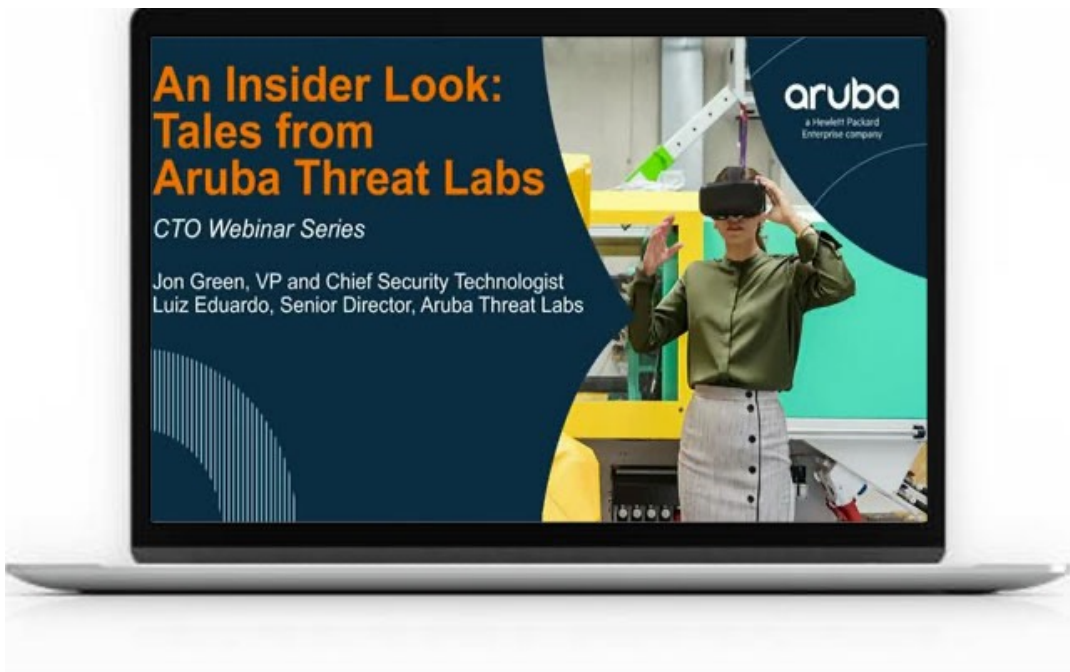
Infographic



Video



Web Page



Webinar

Hero Banners

Sample: Higher Ed



Generic

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HIGHER ED

LOREM IPSUM DO CONSE CADIP

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

CTA

At vero eos et accusamus et iusto odio dignissimos ducimus qui blandis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem

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• Sed ut perspiciatis unde omnis

At vero eos et accusamus et iusto odio dignissimos ducimus qui blandis praesentium voluptatum deleniti atque corruptor-um facilis est et expedita distinctio.

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Campaign

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HIGHER ED

LOREM IPSUM DO CONSE CADIP

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium

CTA

At vero eos et accusamus et iusto odio dignissimos ducimus qui blandis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem

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At vero eos et accusamus et iusto odio dignissimos ducimus qui blandis praesentium voluptatum deleniti atque corruptor-um facilis est et expedita distinctio.

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2. Single Asset with Secondary Options

Use when: The first assets in a particular category failed to engage the user.

Use case 1: We think the user is interested in a particular category, but we want to test which asset the user is most interested in.

Use case 2: We think the user is interested in a particular category, but we want to offer different categories of assets to confirm.

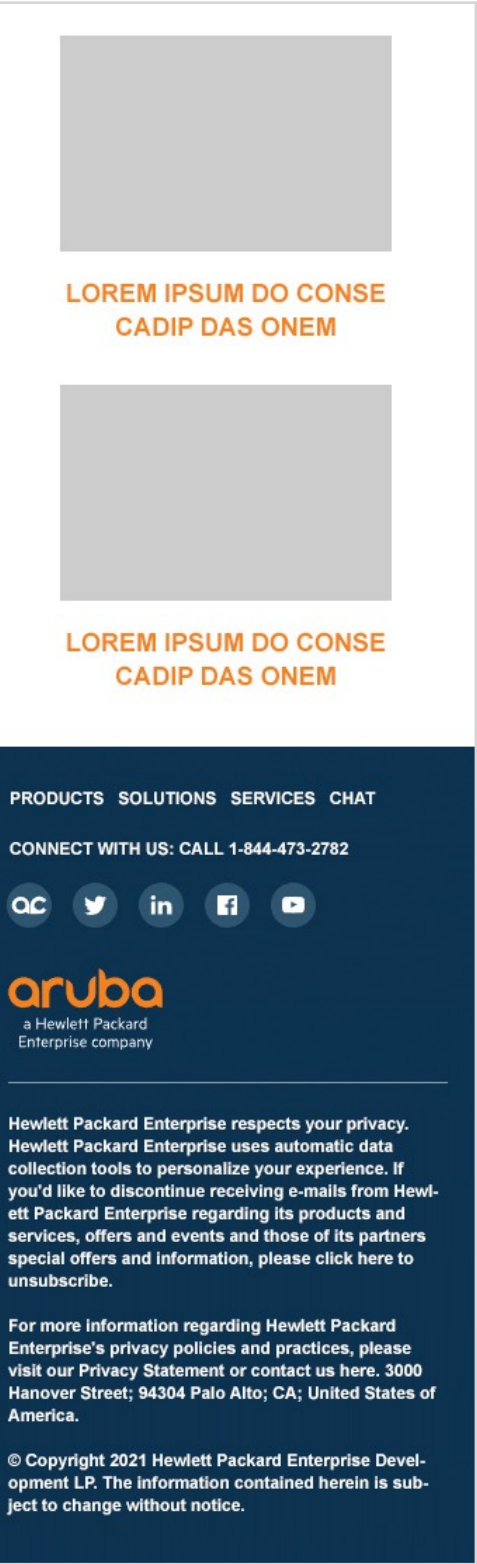
Desktop



Mobile



Options could be used for in-category or alt-category content to help determine user interest and slot user into appropriate category. Could be 1—3 additional secondary assets



3. Single Asset with Secondary Options

Use when: The first assets in a particular category failed to engage the user.

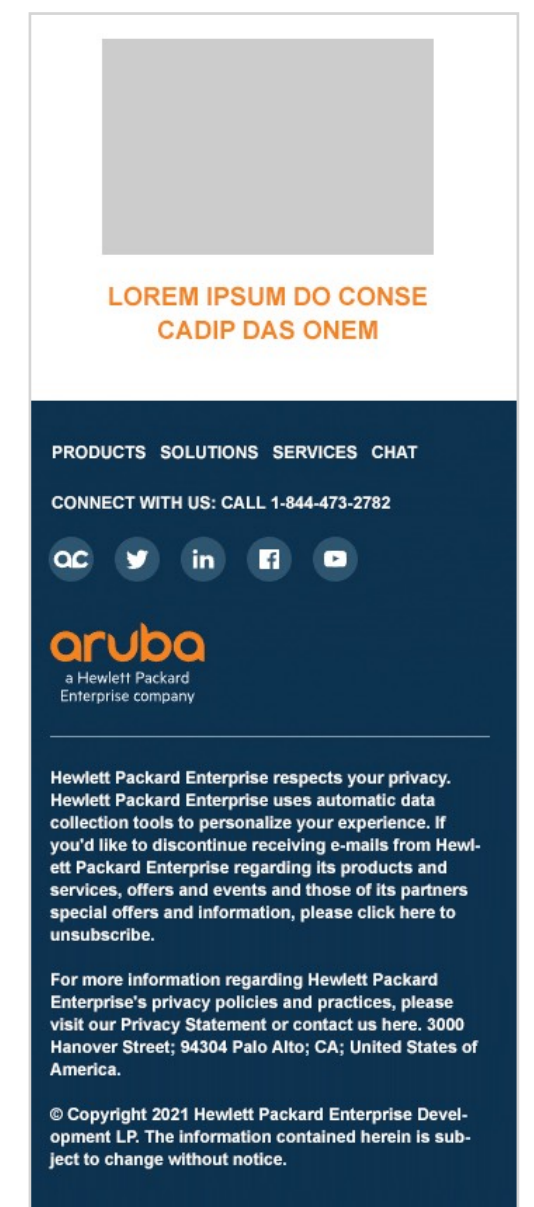
Use case 1: We think the user is interested in a particular category, but we want to test which asset the user is most interested in.

Use case 2: We think the user is interested in a particular category, but we want to offer different categories of assets to confirm.

2x Secondary Assets (Categories)



Mobile



4. Single Asset with Secondary Options

Use when: A user is down to the last asset in the current category group.

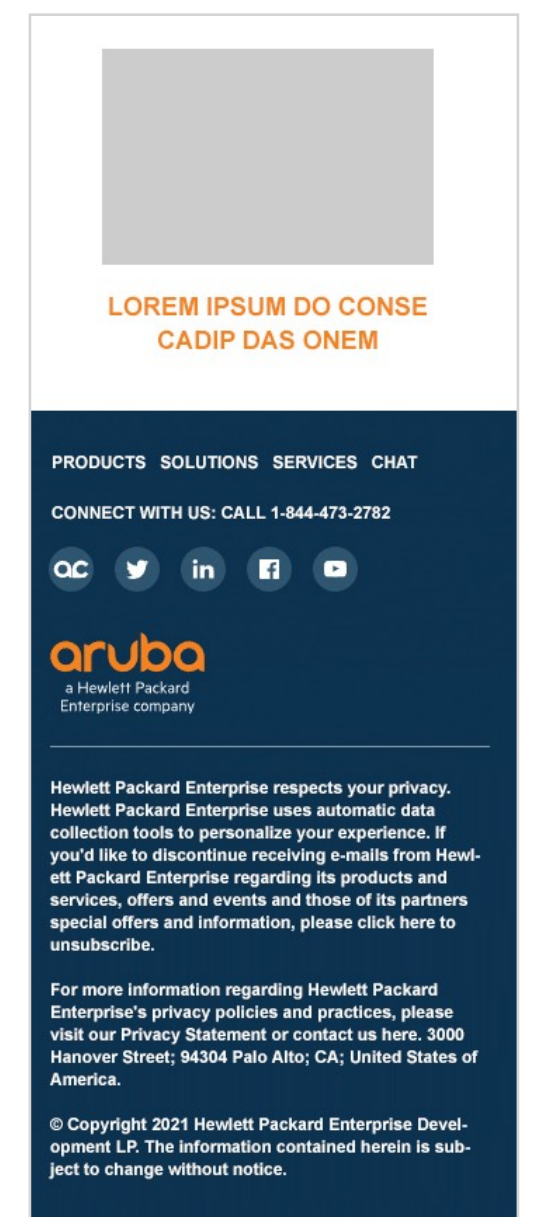
Use case 1: We want to show the user what to expect next.

Use case 2: We want to offer an alternative to the primary asset.

1x Secondary Asset (Category)



Mobile



SORTING TEMPLATES

These templates are used at the beginning or end of a content track in order to achieve one of the following:

1. Test a user's interest in assets within the same category
3. Give users a choice in what content they want to see before automatically placing them into the first track
5. Inform the user that a track has ended and offer new category options before automatically placing them into the next track

Sorting Email - Assets

Use when: We want to gauge the user’s interest in different assets within the same category.

Give users context before offering them new assets within the same category.

Sample:

Hope you’ve enjoyed learning about [category]. These resources are a great next step to expand your knowledge. Click any item below to get started.

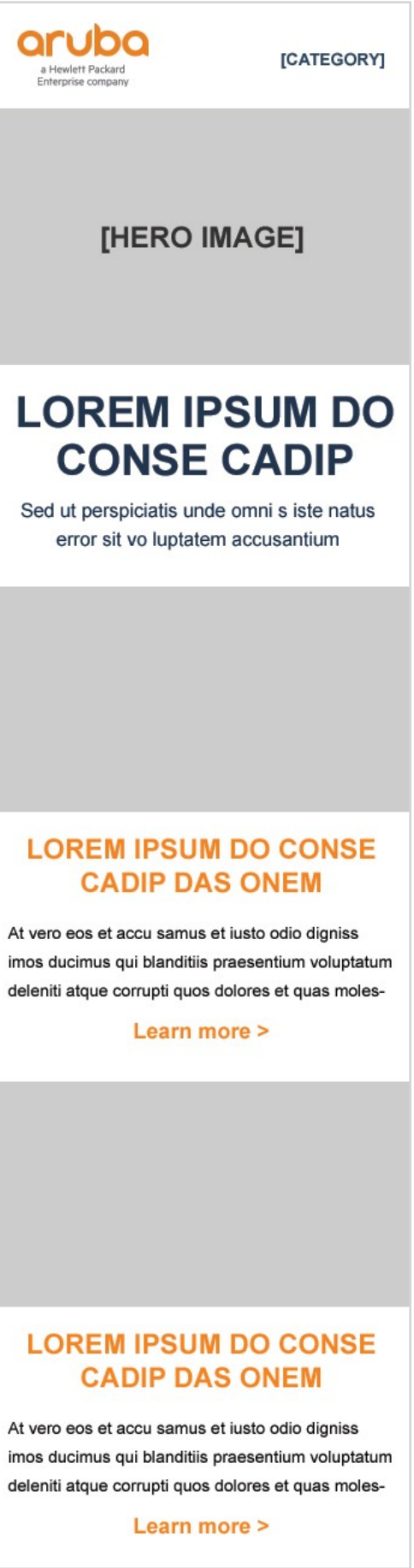
Desktop



Category title

Each content piece would be from the same category

Mobile



Sorting Email - Categories

Use when: We want to gauge interest in assets that represent different categories and place the user into a new category track.

Give users context before placing them into a new category track.

Sample:

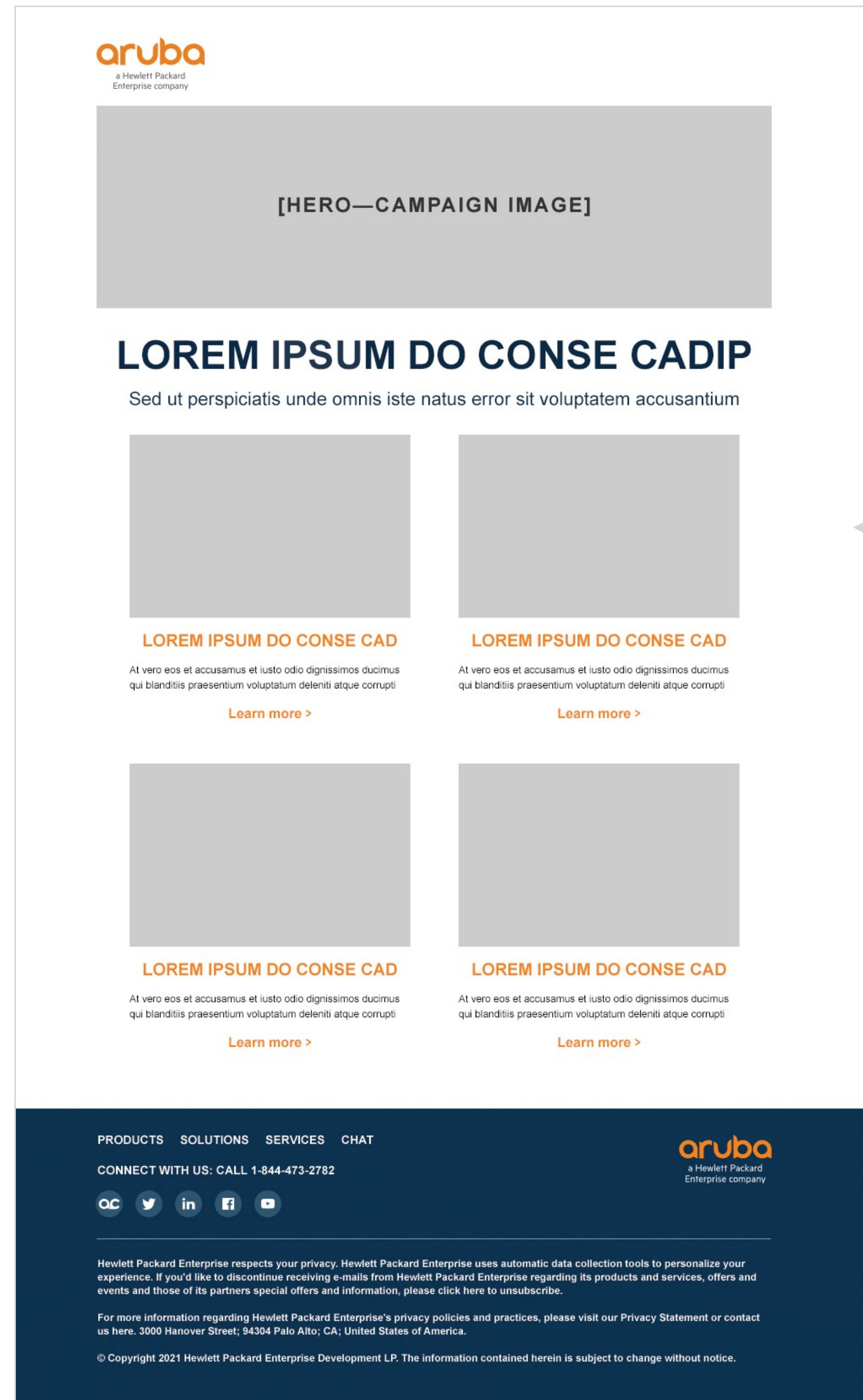
a) When ending one category and starting another:

Now that you’ve finished reading about [category], why not expand your knowledge on other topics? Click any item below to get started.

b) When first offering a choice between categories:

What would you like to learn about? Choose a topic that piques your interest from the list below, and start exploring related Aruba resources

Desktop



Mobile



Each content piece would represent a different category.

Best Practices for Email Copy

Creating the Subject Line and Header

Research shows that 70% of people read their email on a mobile app, underscoring the importance of creating subject lines that are easy to view on these devices. Give your emails an optimal chance of being clicked on and read by using these best practices when creating email copy.

First, keep the subject line and header short whenever possible. Marketo studied more than 2 million emails to determine the ideal subject line length. They discovered that 7 words, or about 41 characters, received the best overall engagement rates over any other length.

Subject line: 20-50 characters

Headline: 20-50 characters

Sample:

Subject Line: The future of IoT at work

Header: How will a digitally-enabled office affect you?

Subject Line: Secure your digital workforce

Header: 5 security tips to share with your team

Writing Effective Body Copy

When it comes to body copy, a friendly and direct approach works best. According to a Boomerang survey of 5.3 million emails, those between the length of 50 – 125 words, or about 300 – 750 characters, received the highest response rate.

Body: 300 – 750 characters

- Keep the copy simple and jargon-free
- Use conversational language with a friendly, helpful tone
- Add a catchy, personalized subject line
- Keep media files small to minimize loading time
- Use short, bulleted lists for quick scanning
- Provide context for the asset within the copy
- CTA button text should be short and prompt a response

Campaign Monitor, *7 stats that will make you rethink mobile email*, 2 July 2019, <https://www.campaignmonitor.com/blog/email-marketing/2019/07/7-stats-that-will-make-you-rethink-mobile-email/>.

Mike Madden, *What Email Subject Line Length Works Best?*, 2019, Marketo, <https://blog.marketo.com/2018/02/email-subject-line-length-works-best.html>.

Adrienne Lafrance, *The Perfect Email*, 12 February 2016, The Atlantic, <https://www.theatlantic.com/technology/archive/2016/02/the-perfect-email/462624/>.

Sample:

[CTA button: Read more]

[Contextual Graphic, left of copy]

Hi *[name]*,

39% of remote workers say collaboration issues have affected their productivity. While new tools are part of the solution, better remote management and security are must-haves.

In this eBook, you'll learn how to keep your workforce engaged and productive as the office and remote balance changes. You'll also see how to:

- Encourage team collaboration*
- Implement Zero Trust network access*
- Stay compliant with security requirements*

Click here *[hyperlink]* to download your free copy.