



Wharton
UNIVERSITY *of* PENNSYLVANIA
Aresty Institute of Executive Education

**EXECUTIVE
EDUCATION**

Nurture Campaign Email Templates

WEE Marketing & Communications

Goals

The goal of this project is to develop digital assets for lead campaigns utilizing Marketo marketing automation software's modular framework.

All emails and landing pages must be responsive and look professional on common email clients and browsers on mobile, tablet, and desktop platforms

55 programs will each have their own nurture campaigns, with five emails per campaign, a total of 275 emails

Once a user expresses an interest in one of Wharton Executive Education (WEE) programs via an online form, the campaign will start sending emails corresponding to the schedule below:

- Auto Generated Thank You Email – sent immediately from WEE
- Email #1 – sent 24 hours after download: introduction from opportunity owner
- Email #2 – sent one week after Email #1 from WEE: featuring a customer or faculty testimonial
- Email #3 – sent one week after Email #2: follow up from opportunity owner. Client Relations receive an update in Salesforce three days after Email #3 is sent on their behalf, letting them know it's safe to send a personal email without risk of overlap from the campaign's automated emails.
- Email #4 – sent two weeks after Email #3 from WEE, this allows client relations time to insert themselves if they choose to do so: plan your stay/LIVE programs
- Email #5 – sent one week after Email #4 from WEE: offers other topic recommendations

Email #1

Email #1 – sent 24 hours after download and includes an introduction from the opportunity owner

Dear Kathleen,

My name is Megan and I'm Associate Director of Client Relations at Wharton Executive Education. My job is to assist executives who are considering attending one of our programs.

I see that you downloaded information about [Customer Analytics for Growth Using Machine Learning, AI, and Big Data](#). We're excited to offer this program in both a live, virtual format, with real-time access to Wharton faculty, and on campus. Do you have any questions about the experience or about Wharton? Let's arrange a time for a call. I'd be happy to tell you more about this program, and answer any questions you may have. Please click on the calendar underneath my email signature to schedule a time.

Thank you for your interest in Wharton. I look forward to hearing from you soon.

Sincerely,

Megan McAnany,
Associate Director, Client Relations – Open Enrollment
mmcanany@wharton.upenn.edu
+1.215.746.2201



See my meeting availability: [SCHEDULE NOW »](#)



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Email #2

Email #2 – sent one week after Email #1

Email #2 features key program takeaways and a customer or faculty testimonial

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Cultivate an **ANALYTICS-BASED MINDSET**

Customer Analytics for Growth Using Machine Learning, AI, and Big Data

[APPLY NOW](#)

Explore the real-world challenges that a strong analytics strategy can solve. Wharton faculty take a hands-on approach, connecting the science behind customer analytics with its practical application.

The end result: Powerful business insights that can be applied to your specific business challenges when you return to your organization.

Participant Testimonial

"We worked through a wide range of analytics, including pricing analytics, customer value, and much more. It focused on understanding how our calculations related to real-life business challenges."

ZOE YATES
Director of International Marketing and Customer Analytics, Cubic Mission Solutions, United Kingdom

How Data Analytics Can Boost Any Organization's Performance

In this *Knowledge@Wharton* interview, Professor Raghu Iyengar talks about the importance of data organization in developing a customer analytics strategy.

[READ ARTICLE](#)

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Email #3

Email #3 – sent one week after Email #2: Client Relations will receive an update in Salesforce three days after Email #3 is sent on their behalf, letting them know it's safe to send a personal email without risk of overlap from the campaign's automated emails.

Email #3 will feature a justification letter that they can download and share with their boss to help get approval to attend the program

Dear Kathleen,

It's been two weeks since you requested information about Wharton's *Customer Analytics for Growth Using Machine Learning, AI, and Big Data*. Are you considering applying? There's still time to enroll in a live virtual or on-campus program. Both formats connect you with a select group of global executives who are looking for insights on how to strategically connect customer data to key business initiatives.

If you need a little help convincing your boss that you should attend a Wharton Executive Education program, here's something that might help. We've created a [letter you can download](#), edit, and send to your supervisor to help make the case for the investment in Wharton — *and in you*. I hope you find this helpful. Remember, you can also schedule a consultation with me for a deeper conversation on the value of this customer analytics program and how best to communicate ROI.

If you have any questions, or would like to explore other programs that may achieve your professional goals, please contact me. I look forward to hearing from you soon.

Best regards,

Megan McAnany

Associate Director, Client Relations – Open Enrollment

mmcanany@wharton.upenn.edu

+1.215.746.2201



See my meeting availability: [SCHEDULE NOW »](#)



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Email #4

Email #4 – sent two weeks after Email #3, this allows client relations time to insert themselves if they choose to do so:

Email #4 contains information about planning your stay for on campus programs or information about LIVE online programs

The screenshot shows an email newsletter for Wharton Executive Education. The header features the Wharton logo and 'EXECUTIVE EDUCATION'. The main headline is 'A New World AWAITS' with a background image of a city skyline. Below this is a section titled 'Plan Your Wharton Experience' with a paragraph of text and a link 'Plan your stay >'. The next section is 'Steinberg Conference Center', featuring an image of the center and text describing the accommodations and meals included, with a link 'Explore the Conference Center >'. This is followed by 'Experience Philadelphia', with text about the city's history and dining, and a link 'See what Philadelphia has to offer >'. The final section is 'Are You an International Traveler?', providing information on travel visas and a link to FAQs. The footer contains contact information: phone number +1.215.898.1776, email execed@wharton.upenn.edu, and social media icons for LinkedIn, Facebook, and YouTube. A small disclaimer and copyright notice are at the bottom.

Wharton EXECUTIVE EDUCATION
UNIVERSITY OF PENNSYLVANIA
Hewitt Institute of Executive Education

A New World AWAITS

Plan Your Wharton Experience

Wharton Executive Education is located in the heart of the University of Pennsylvania campus in Philadelphia. The city, affectionately called Philly by the locals, is conveniently located between New York City and Washington, DC, and has numerous historic and cultural attractions. [Plan your stay >](#)

Steinberg Conference Center

At Wharton, your program fee includes accommodations at our premier learning facility and full-service hotel, along with meals artfully prepared by our culinary staff. [Explore the Conference Center >](#)

Experience Philadelphia

Step outside the classroom and into a city with a rich history, an incredible dining culture, and unexpected surprises around every corner. [See what Philadelphia has to offer >](#)

Are You an International Traveler?

If you are coming to Wharton from outside the United States, you may need to apply for a travel visa. The process can be lengthy. Please read our [Visa, Passport, and International Travel](#) page for more details.

Have other questions about the learning environment at Wharton Executive Education? Check out our [FAQs](#).

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Email #5

Email #5 – sent one week after Email #4

Email #5 recommends other program topics that may be of interest

Wharton EXECUTIVE EDUCATION [APPLY NOW](#)

Join the Wharton COMMUNITY

There's time to apply

Dear Kathleen,

It's been a few weeks since you requested information about *Customer Analytics for Growth*. Are you thinking of applying? If so, please submit your application right away so that you don't miss out on this incredible learning experience.

If you're interested in a different marketing program, please visit our website to see the complete list of upcoming programs.

Perhaps You're Interested in a Different Topic?

Here are three different program topics that might be of interest to you:

- Finance and Wealth Management**
Whether the topic is behavioral finance, venture capital, private equity, or real estate, Wharton has the knowledge that delivers competitive advantage.
- Leadership and Management**
Turn opportunities into advantages with new leadership skills to face the challenges ahead.
- Strategy and Innovation**
Explore new ways to create new business models, raise revenues, form strategic alliances, and drive growth.

Explore More Programs

Check out our Program Finder where you can compare up to three programs at a time.

[Find a program »](#)

Need help? Request a personal consultation with our Client Relations Team.

[Contact us »](#)

+1.215.698.1776 execed@wharton.upenn.edu [in](#) [f](#) [yt](#)

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Modular Components

A variety of components can be mixed and matched to create specific layouts

Components:

Headers



Components:



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MARCO ROSSI, *Senior Customer, Company Name INC.*

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MARCO ROSSI, *Senior Customer, Company Name INC.*



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JOY PETERSON,
Senior Customer, Company Name INC.



"Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

DAVID H, LIU,
Senior Customer, Company Name INC.

Testimonials



Articles





Grand Opening

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[LEARN MORE](#)

First Speech

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[LEARN MORE](#)





Grand Opening

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First Speech

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Components:

Columns



Creating and Leading High-Performing Teams

Develop your ability to build, effectively lead, and successfully sustain high-performance teams. Explore team dynamics in the classroom through highly experiential exercises.



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