

Targeted Email

BEFORE

The 'BEFORE' email layout is a general, multi-topic newsletter. It features the IMPACT GROUP logo at the top left. The main content is organized into several distinct blocks: a large blue block titled '5 Ways to Make the Most of Millennial Talent' with a sub-headline 'Those born between 1981-1996 are the largest growing workplace population...' and a 'Do These 5 Things' button; a white block for 'INTRODUCING OUR Spotify Channel' with a 'Listen Now' button; a row of two smaller articles: 'Maria's Global Relocation Story' with a 'Read Maria's Story' button, and 'Digital Workforce Trends' with an 'Embrace Change' button; another row of two articles: 'Outplacement: Managing Relevant Threats' with a 'Take Control' button, and 'Challenging Gender Imbalance in Mobility' with a 'Get 5 Expert Tips' button. The layout is cluttered and lacks a clear visual hierarchy.

One general email covered 3 distinct B2B audiences.

By creating segmented lists and re-designing the look of the email, subscribers receive exactly what they want. Improved open, click and click-thru rates made it a worthwhile project.

AFTER

The 'AFTER' email is a highly targeted and visually clean newsletter. It features the IMPACT GROUP logo at the top left and social media icons (Facebook, Twitter, LinkedIn) at the top right. The main visual is a large photograph of three people walking, with a teal and blue banner overlaid that reads 'People move business'. The content is focused on a single theme: career development. It starts with a question: 'Why do you need to offer employees [career development](#)?' followed by a paragraph explaining that 29% of employees leave due to a lack of career opportunity. It then offers '5 strategic recommendations' and a 'Develop Next-Gen Leaders' button. The next section asks 'Does your company have a solid plan to develop future leaders?' and offers an eBook. The final section discusses the importance of a diverse executive team, stating 'A diverse executive team is not simply a quota issue.' and provides a link to 'Start at the top for diversity and inclusion.' The email concludes with a quote from Socrates, 'An unexamined life isn't worth living.', and a link to 'Evaluate your choices as a leader.' The footer includes the IMPACT Group logo and the tagline 'Your partner in making the best people moves'.

Until next time,
IMPACT Group
Your partner in making the best people moves