

# Online learning hub boosts email marketing impact with a comprehensive template system

**SOLUTION**

Template System

**SERVICE**

Creative Production

**VERTICAL**

Leading CRM Platform

**THE CLIENT:**

## The world's #1 customer relationship management (CRM) platform

More than 3 million people have used [Salesforce's Trailhead platform](#) to expand their careers by learning in-demand skills and earning resume-worthy credentials. Since 2014, the online learning hub has been providing personalized, bite-sized content to help make learning complex topics easy. Anyone with an internet connection who's ready to take their skills to the next level can simply sign up for a free Trailhead account (no Salesforce CRM account needed).

**THE CHALLENGE:**

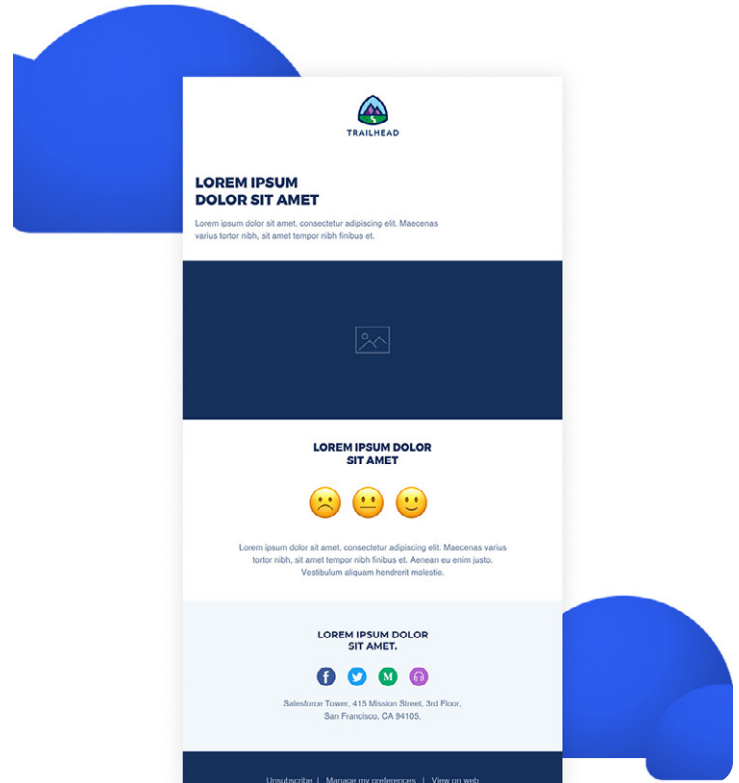
## Optimization of email strategy and structure

The Trailhead marketing team was beginning to see inconsistency and a lowered performance rate on their client emails. They recognized that their email templates needed more structure and could use an overall refresh to realign with current market best practices. Highlighting pain points like the need to reduce excess email copy and devise a method to standardize email content structure, the Trailhead team asked Theorem to help them create an optimized email strategy.

THE SOLUTION:

## Digital strategy and custom template system

We performed a full-scale audit of the Trailhead marketing ecosystem and provided feedback that aligned with modern best practices. We also created a wireframe email template system for the standardization of content, [design optimization](#), and accessibility implementation. Marketing emails no longer had to be created from scratch, and the team now had a library of fully optimized and easy-to-incorporate content elements they could leverage to make their campaigns more impactful.



THE IMPACT:

### Time savings, higher impact and a new way of thinking about email marketing

By providing a comprehensive email template system with pre-set content blocks, we did more than save the Salesforce Trailhead team time and enable them to focus their full attention on strategy. Our efforts also gave the client the ability to easily incorporate web content into their campaigns, which has expanded their understanding of optimized email strategy. With a better awareness of how the channel can be utilized for maximum impact, the Trailhead team can now use it much more effectively to generate leads, build community, and encourage users to continue their journey on the platform.

Digital challenge?  
We have your solution.

