

# Connecting Reporters with Experts: A Targeted Email Engagement Campaign

## Project Overview

This campaign was designed to build a more engaged community by helping reporters easily find credible sources while providing experts with valuable backlink opportunities. By focusing on one-on-one connections, we aimed to create a platform that reporters and experts would want to return to regularly. Instead of relying on automation, each email was thoughtfully crafted to ensure relevance, creating a supportive and active community that added real value for every user.

## Role and Responsibilities

Leading a team of four, I took charge of the strategy, execution, and ongoing adjustments of this campaign. My role involved designing email templates that were manually personalized for each recipient, carefully tracking engagement metrics, and testing subject lines to find the most engaging approach. I also led feedback calls with reporters, allowing us to fine-tune our messaging and better understand their needs. By monitoring both campaign metrics and my team's performance, I ensured we aligned with our goals of increased engagement and strengthened community connections.

## Objectives

This campaign was designed to:

- Increase direct interactions between reporters and expert sources, fostering genuine connections.
- Encourage more experts to pitch in response to reporter requests, creating a proactive and collaborative atmosphere.
- Improve open rates and overall engagement with our emails by prioritizing personalization over standardization.

These objectives were focused on building a more interactive, valuable experience for all members, and enhancing the platform as a trusted space for quality connections.

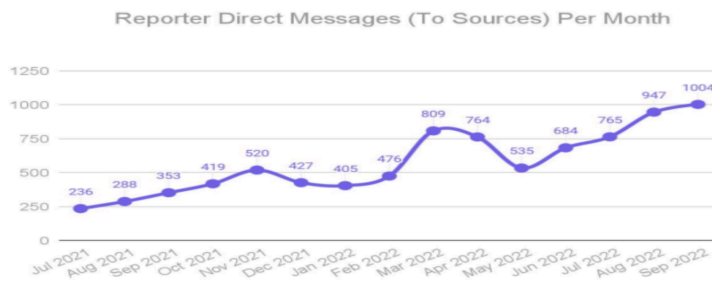
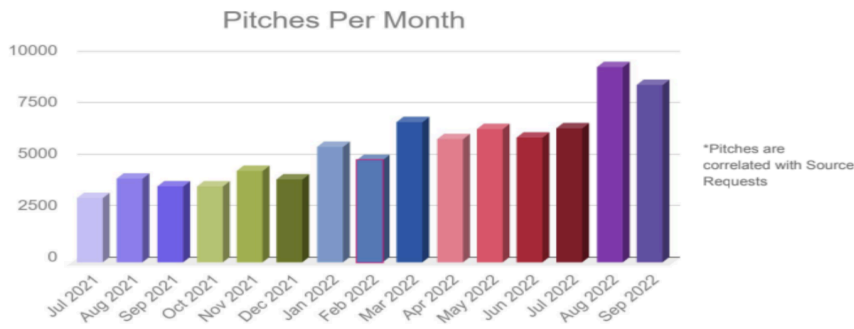
## Metrics & Results

Our approach yielded notable improvements in engagement:

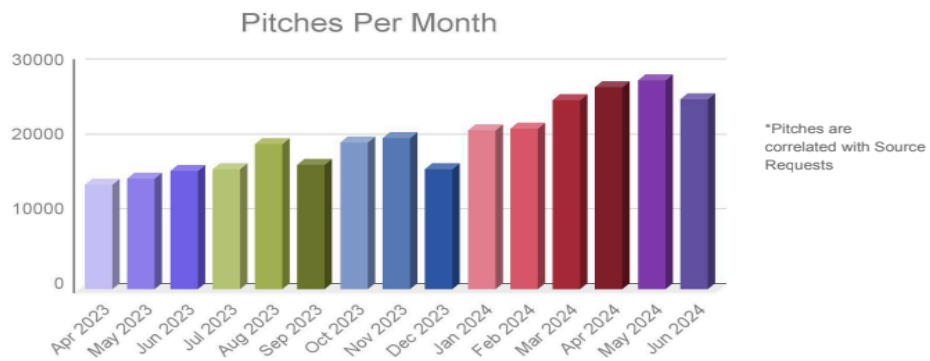
- **Open Rate:** Achieving a consistent 65% open rate highlighted the effectiveness of our personalized subject lines and content.
- **Direct Messaging:** Direct messages between reporters and experts saw a marked increase, as shown in our "before" and "after" charts, confirming that our focus on meaningful connections was effective.
- **Expert Pitches:** Expert pitches in response to reporter requests rose significantly, reflecting the campaign's success in encouraging active participation.

The “before” and “after” charts visually demonstrate the impact of our personalized outreach, highlighting the growth in direct interactions and community engagement.

## Before Campaign



## After Campaign



Media Direct Messages (To Sources) Per Month



## Challenges & Solutions

One of the challenges was that our initial standardized templates didn't resonate with reporters. Feedback revealed they felt too impersonal, leading us to adopt a manual, personalized approach for each email. By making each message feel human and tailored, we built stronger connections, which ultimately led to better engagement. Although this approach required more effort, it was a pivotal change that allowed us to foster a more connected community.

## Key Takeaways

This project reinforced the importance of personalization and a hands-on approach to community engagement. By crafting each email to feel relevant and personal, we saw firsthand how individualized communication can drive engagement and foster a sense of belonging. Consistently tracking metrics like open rates and direct messaging allowed us to make timely adjustments and keep our strategy effective. These lessons have influenced my approach to campaigns, underscoring the value of building authentic connections and using data-driven insights to guide community management efforts.