Case Study

Using Modular Templates within Large Scale Email Programs

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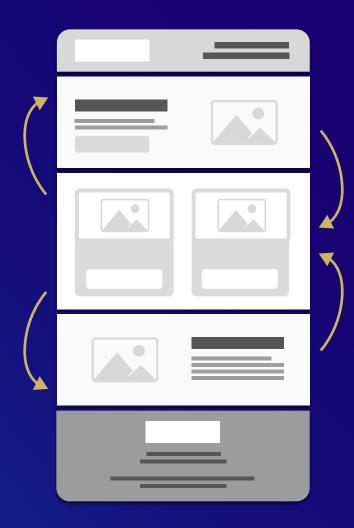# Contents

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Red Door Interactive (RDI), a leading full-service agency, had a major Southern California healthcare client whose marketing team was manually coding HTML emails for every send. The process was time consuming and increased the risk of errors in both messaging and design.

They needed an email marketing template that allowed them to create messages quickly across multiple teams with no coding errors.

RDI reached out to the RPE Origin team for support in building modular templates within a drag-and-drop editor.

The RPE Origin team started with an overall analysis of the client's current email marketing program. From that analysis, the team assessed the client's need for various template modules plus identified an opportunity to add several email automations, including a welcome email, winback email, and post-donation email series.

Implementing a modular template design

The RPE Origin team created, coded, and tested 16 different modules that could be used in any combination to build emails. The module design and coding process focused on making it easy for the marketing team to update both copy and images within any module.

With standard modules for the message header, hero image, standard copy sections, calls to action, email footer, and several others, the team could create the emails they needed while also ensuring a consistent, brand-aligned design in every email. In addition, RPE Origin created more specialized modules for sharing events calendars, Q&As with physicians, and some multi-column modules to allow greater flexibility when needed.

Once coded and available for use, the modular template increased the speed of email builds and reduced errors for the client.

Building out new automations

After designing and coding the modular templates in Salesforce Marketing Cloud, the RPE Origin team worked with Red Door Interactive to build out the recommended automations. The Red Door Interactive team provided clear campaign briefs and easy-to-use planning materials that enabled the RPE Origin team to build the proposed automations quickly and efficiently to help the client increase email engagement.

Ongoing partnership for client success

The initial project started in 2020, and the partnership between Red Door Interactive and RPE Origin continues today to support the healthcare client's email marketing strategy and enables efficient email builds.

As the client's marketing team has grown, they identified additional needs for an Enterprise-level instance of Salesforce Marketing Cloud and further development on their modular templates to ensure the right balance of control and flexibility across multiple teams using the templates. The RPE Origin team continues to support them in streamlining their email process and ensuring they have the right tools to reach their audience effectively.

About RPE Origin

We are the industry's only vendor-agnostic, email-centric agency serving enterprise companies throughout their digital journey. We aim to be an indispensable partner for enterprise and agency clients who rely on email for success.

Whether you need help choosing a new ESP, enhancing automated B2C or B2B customer journeys, or connecting data points across your tech stack, we help you move from simple to sophisticated to drive more revenue through email marketing.

Our team lives email every day, and that includes both email marketing and maximizing the connective tissue across all digital channels. With our customized approach and flexible services, we can do everything from one piece of the puzzle to the entire picture.

Need help with your enterprise email strategy and systems? Contact our team to get the conversation started