

xxxxx Email Campaign

Email 1 – introduction + pain points

Subject: Are your students learning or just getting by?

Alternate subject: How engaged are your students?

Hi Professor {Last Name},

Tell me if any of these sound familiar:

- Your students are not as engaged as they should be
- They lack confidence when it comes to the material
- They are not learning as well as they should be
- They are using Google to get homework answers

My name is xxxxx, and I'm Chief Academic Officer at xxxxx. We help STEM professors ensure that their students have a better understanding of concepts and problem-solving using textbook-specific video lessons and video homework.

The research is clear – In 2021, students learn better by watching and doing than reading and doing. Just ask Professor Minus at Prairie View University, who recently said this about xxxxx's video program and the impact it had on his students:

"I can say qualitatively, there's a huge confidence difference in terms of the way my students answer questions in class and even the depth at which they know the material."

You can read the entire case study([link](#)) if you're interested.

We understand your struggles. And we are just as obsessed about academics as you are.

There are a few times in life when we are presented with an alternate path that if taken could have a drastic, beneficial impact. This may be one of those times. If you have 30 minutes to talk about how we can help you teach STEM subjects and help your students truly learn them, click on the Calendly link below.

(Calendly link)

(email signature)

Email 2 – social proof emphasis

Subject: (#) STEM professors and counting...

Alternative subject: (#) professor success stories can't be wrong

Hi Professor {Last Name},

It's xxxxx again from xxxxx. Would it surprise you to learn that we are currently working with (#) professors in (#) universities, like Duke, Mississippi State, and the University of Missouri?

Here are a few of the reasons that 94% of STEM professors report being very satisfied with xxxxx:

- It's easier to track student progress
- You'll gain actionable insights for the classroom
- We have modules for every major textbook
- We can customize our program to follow your syllabus

More than 100 chemistry classrooms are currently using xxxxx and this number is rising quickly. Here are just a few comments by professors like yourself:

"Some of my top students recommended xxxxx to me last year. Finally, this summer, I had the chance to use their products as homework for my Orgo I course. Students gave highly positive feedback."

– Dr. Xue "Snow" Xu - Mississippi State University

"By offering my students xxxxx resources, they have increased their knowledge of the material and improved their grades."

– Dr. Ali Hina - University of the Pacific

"xxxxx videos provided the lecture and tutorial content for my Freshman Chemistry Course during the COVID Fall 2020 semester. My students benefitted greatly from the worksheets that went with the videos. I highly recommend xxxxx."

– Prof. Williams, Sam Houston State University

If you're interested in being the next academic success story and truly helping your students learn the material you teach, schedule a 30-minute demo call using the Calendly link below.

(Calendly link)

(email signature)

Email 3 – Professor emphasis

Subject: Are you getting the support you need?

Alternate subject: A (great) alternative method to succeed...

Hi Professor {Last Name},

It's xxxxx again from xxxxx. Professor Mathew Minus, a second-year chemistry professor at Prairie View University, recently spoke to us about some of the problems he was having in the classroom, and I was wondering if you are experiencing these as well.

Among the key problems he was having were:

- He was having trouble increasing class engagement
- He needed syllabus-specific, expert video content to supplement lessons
- He needed to provide impactful feedback loops to students when completing homework assignments

He also said:

“The students don't know what's going on. And a lot of them start to decide, ‘well, I'm going to use alternative methods to succeed. Maybe even unethical ones.’”

I'm happy to report that Professor Minus used xxxxx to create a better learning environment in the classroom that resulted in higher engagement and higher grades.

Check out this video demonstration([link](#)) of our innovative lesson platform that we created for professors just like yourself.

If you're interested in teaming up with an academic partner who understands your needs plus hands-on support to help you succeed in the classroom, click on the Calendly link below to schedule a brief demo call.

(Calendly link)

(email signature)

Email 4 – Student emphasis

Subject: Survey says...

Alternate subject: What does a game show have to do with STEM?

Hi Professor {Last Name},

It's xxxxx again from xxxxx, writing to you one last time. Do you remember the TV game show Family Feud? The phrase, *survey says*, became a part of American culture that's hard to forget.

We also took a student survey recently and here are some of those results.

In response to the question: *"Would you recommend that your professor continue to use xxxxx video homework in the future?"* the survey said:

- 82% responded: Yes, definitely
- 12% responded: Yeah, I think so
- 6% responded: Maybe
- No one responded: No

In response to the question: *"Would you recommend that your professor continue to use xxxxx video lessons in the future?"* the survey said:

- 90% responded: Yes, definitely
- 10% responded: Yeah, I think so
- No one responded: Maybe or No

Three student comments we received among hundreds included:

"I have a level of understanding in this course unlike any other course I've taken."

"xxxxx made the class a lot simpler to grasp."

“The videos are a huge help to understanding what and why to do something.”

I suspect you became a professor because you're passionate about helping your students succeed, and students report that xxxxx video lessons and homework help them learn STEM topics more thoroughly. Click on the Calendly link below to schedule a 30-minute demo call.

(Calendly link)

(email signature)