

Chartered Accountants ANZ deploys Marketo campaigns 5x faster with the Email Template Builder

Challenges

Chartered Accountants Australia and New Zealand is a professional body comprised of over 115,000 members who utilise their skills every day to make a difference for businesses.

CA ANZ sends an average of 40 -50 emails per week to their members and prospects base, with the delivery process posing several challenges and taking up too much time.

The process for email creation was:

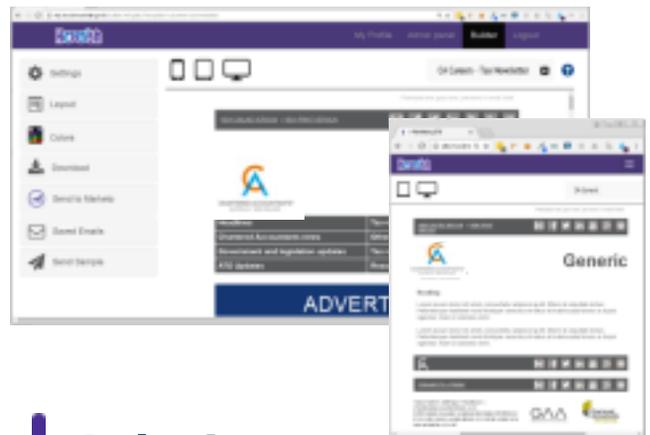
- Email templates were designed and implemented by a three person, in-house digital team;
- The content was created and edited by each department responsible for that email communication;
- Emails were sent for testing multiple times;
- If any changes or fixes needed to be made, the email would go back to the digital team.

The main challenges CA ANZ was experiencing were:

- Employees had mixed skill sets, but most did not have technical knowledge, i.e. HTML. As a result, teams ended up spending a lot of time with ICT support and the digital team to fix broken emails.
- Multiple tests were performed for every email prior to a live send. Emails frequently presented issues in Outlook and other email clients.
- 30% of time was spent by the digital team managing emails testing and code fixes, and each email could take 1 to 2 weeks to be finalised.



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Solution

CA ANZ implemented Hoosh's Email Template Builder to replace the original ad hoc template build and design in Marketo.

As each department had specific requirements for their emails, Hoosh developed 3 master templates to support business areas such as Marketing, Careers and events. Each template followed branding guidelines, guaranteeing communication style consistency, but contained customised sections for each department.

The email templates within the builder were extensively tested across devices and email clients.



Outcome

Chartered Accountants ANZ have not only optimised the process for creating Marketo emails, but now have the ability to:

- Deploy campaigns **5x faster**
- Allow employees with **no technical knowledge** to have the autonomy to create email communications
- **Save time** of the operational and management teams - allowing focus on relevant tasks other than HTML fixes
- Guarantee all emails are **responsive** across devices and email providers
- **Experiment with different email layouts** easily with no risk of affecting others' work

CA ANZ is pleased with how the Email Template Builder transformed their process for creating email campaigns. With the drag-and-drop and editing capabilities from the Builder.

Employees from all departments create fully customised emails from scratch without any support from the technical team.

Edits are intuitive and simple, with no risk of breaking emails. This also allowed Chartered Accountants to experiment with their emails and improve results of their campaigns. "Our teams now have the flexibility to try different email layouts. We have received positive feedback from our members saying our events' invites are nicer and cleaner." says Kiera. "The ability to save emails within the builder is also very helpful. We can access previous versions and quickly edit them using the builder."

The Hoosh Email Template Builder has ensure Chartered Accountants ANZ has a more efficient and streamlined approach to building Marketo emails.



“The process for creating our email communication is now more efficient and less stressful. I'm able to focus on what's really important for the business rather than fixing HTML problems.”

KIERA JACOBSON

DIGITAL COMMUNICATIONS EXECUTIVE AT CHARTERED ACCOUNTANTS ANZ

About Hoosh Marketing

Hoosh Marketing is the only Marketo Gold Partner in APAC and #1 Launchpoint Partner globally for Marketo technology, integrations and campaign services.

Learn More about the [Email Template Builder](#)

