



Client Email Series

ADVANCED ECLINICAL TRAINING

NINA SQUICCIARINI

GOAL

Drive awareness and enrollment for Advanced eClinical's Medical Assistant certification program.

SEGMENT

18,916 users → Recent high school graduates (graduation years 2022–2024) with expressed interest in healthcare careers.

3-part email series deployed between March 5 – April 2, 2025, with a 2-week delay between sends.

STRATEGY

Develop a 3-email nurture sequence designed to move students from initial career curiosity to program consideration and ultimately trust in Advanced eClinical as a training provider.

- **Email 1 – Introduction**
 - Spark interest in the Medical Assistant career path while introducing Advanced eClinical as an accessible entry point. Messaging focused on career benefits and future opportunities to create initial motivation.
- **Email 2 – Program Highlights**
 - Shift from career interest to program-specific value by highlighting the CCMA certification course, program structure, and job outcomes. Introduced a \$200 discount to create urgency and incentivize action.
- **Email 3 – Establish Credibility**
 - Reinforce decision confidence through student testimonials, external validation (Forbes Education ranking), and repetition of the discount offer to capture late-stage converters.

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EMAIL 1

VIEW FULL EMAIL

SUBJECT LINE

New Career Match: Medical Assistant

PREVIEW LINE

Learn about becoming a medical assistant and how it can advance your healthcare journey.

EMAIL 2

VIEW FULL EMAIL

SUBJECT LINE

Medical assistant training + job guarantee – Don't miss out!

PREVIEW LINE

Get started with Advanced eClinical's 8-week program.

EMAIL 3

VIEW FULL EMAIL

SUBJECT LINE

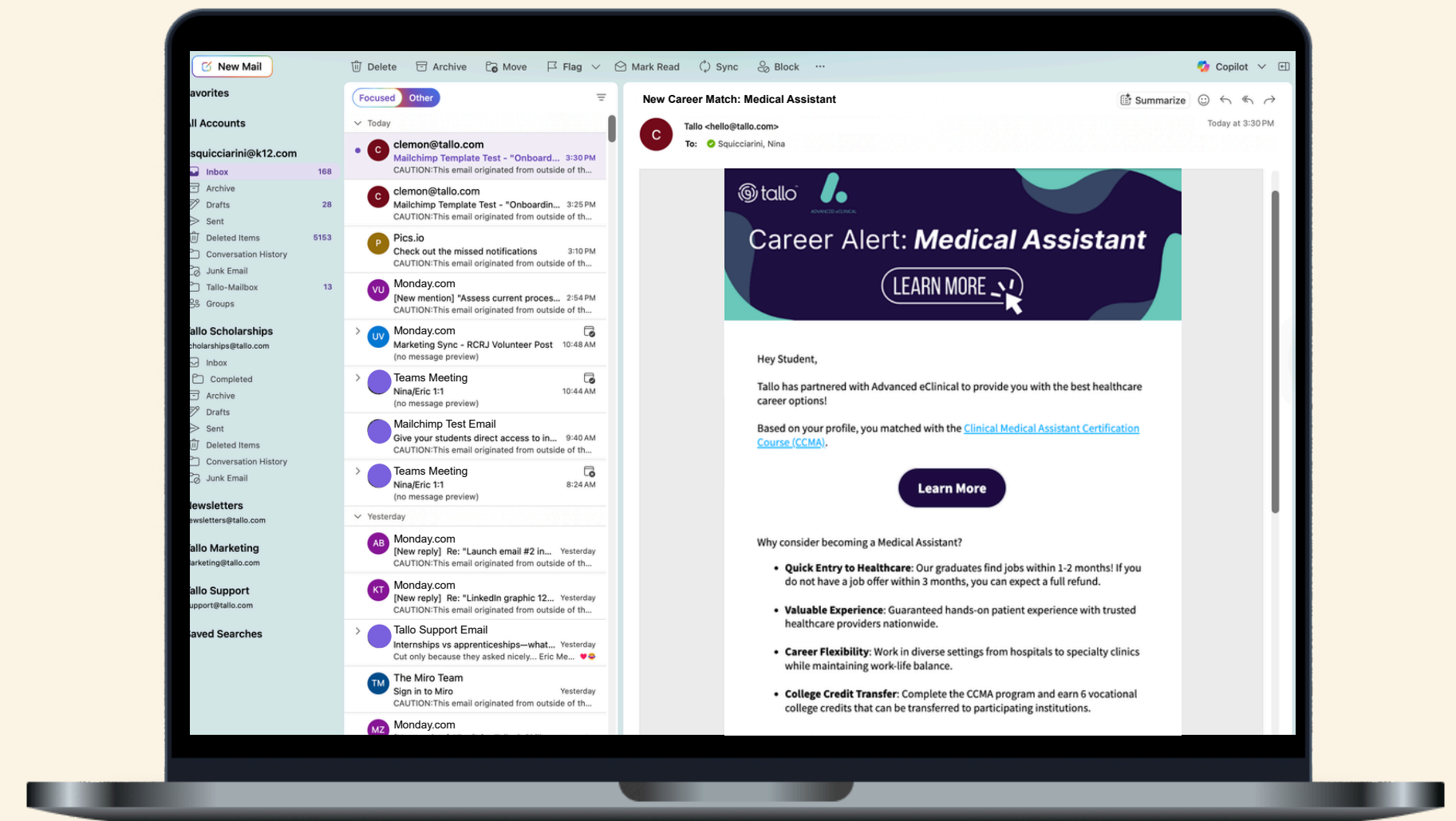
Thinking about a healthcare career? Let's make it happen!

PREVIEW LINE

Tallo & Advanced eClinical make it easy to start your healthcare journey—\$200 off inside.

CLIENT INFOGRAPHIC

VIEW INFOGRAPHIC



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PERFORMANCE

- Achieved **above-benchmark click-to-open rates (19–24%)** across all three emails (industry avg: 10–15%), indicating strong message resonance among engaged users
- Demonstrated **consistent improvement in engagement efficiency** throughout the series, with the highest click-to-open rate (24.2%) in the final email
- Maintained **relevance with core audience**, as engagement held steady across all three touchpoints rather than dropping off significantly
- **Drove multiple program enrollments**, despite the client historically struggling to convert due to price sensitivity—representing a meaningful impact from email alone