

Margaret Barnes

Email Marketing Examples

TECH SKILLS

Marketo
Silverpop
Sitecore
Mailchimp
HTML
Tableau
Google Analytics

CAMPAIGN TYPES / FAVORITE ACTIVITIES

Behavioral:
Welcome/Onboarding,
Recommendations, Cross-
Promotional, Reminders

Automation:
Triggered, Progress Reports,
onboarding, Reminders

Promotional and Informative:
Newsletters
Lead Nurturing
Transactional
Products and Events CTA driven

Open and click rates
Email link engagement

A/B testing:
subject lines, send time, email
link engagement

List management and audience
segmentation behavior data

Customer Journey Attribution
Last Point Conversion



SHRM RECERTIFICATION

It's All About HR

The need for strong HR leadership is more evident than ever. Employees and employers are turning to HR, within every function and responsibility, to lead in response to COVID-19's ongoing impact as well as working urgently to address equity in the workplace and mitigate systemic racism and bias. Critical eyes are on you, as HR professionals, to turn knowledge into action.

Use the following **resources to support your organization.**

COVID-19

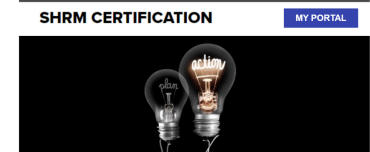
- [Resource Hub: Coronavirus and COVID-19 »](#)
- [Hiring in a COVID-19 and Virtual World »](#)
- [Return to Work Issues »](#)
- [Webcast: COVID-19 Workplace Safety Training Required in Numerous States »](#)

DIVERSITY, EQUITY, INCLUSION AND WORKPLACE BIAS

- [Resource Hub: Workplace Bias »](#)
- [How-To Guide: How to Develop a Diversity, Equity and Inclusion Initiative »](#)
- [Steps for Building an Inclusive Workplace »](#)
- [Webcast: A New Understanding of Workplace Diversity, Equity and Inclusion »](#)

In today's ever-changing world of work, continuous learning is a must. Maintaining your credential keeps you on this path. **Learn, Apply, Recertify.**

Subject: TEST | What Organizations Need in the New Reality



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SHRM RECERTIFICATION

Work Projects

Earn PDCs for projects you work on that meet or support organizational goals.

[Earn 18 or 20 PDCs for HR-Related Work »](#)

Diversity, Equity and Inclusion Activity Suggestions:

- **Consider a workplace audit** that covers your employee handbook, policies, and other HR-related practices. Look for where these items may be having an adverse impact.
- **Define or refine your organization's commitment to diversity, equity and inclusion**, being mindful of specific language and how goals will be accomplished.
- **Perform an analysis of your organization's hiring practices**. Capture data on who is hired, promoted, and who leaves.

NEW: Earn PDCs for your COVID-19 work.

[DETAILS ON HOW TO EARN ALL 60](#)

For the latest news and advice on handling COVID-19 in the workplace and the necessity of developing types of initiatives, visit SHRM's [Navigating COVID-19: A Toolbox to Build a New World of Work](#).

BROUGHT TO YOU BY SHRM21

Tune in Tuesdays!



Join Arlene's former chief ethics officer, Rob Owens, in our new digital series for an engaging discussion on creating a culture of integrity during these challenging times. **Earn PDCs** for your participation!

[Tune in — August 11, 2:00 p.m. ET »](#)

SHRM RECERTIFICATION

Activities

FREE SHRM
WEBCASTS SPECIAL
FOCUS COVID-19

READ
RECERTIFICATION
APPROVED BOOKS

VIEW FREE SHRM
WEBCASTS

LOCATE PROVIDER
ACTIVITIES

INCLUSIVE
WORKPLACE
CULTURE SPECIALTY
CREDENTIAL

FREE SHRM
WEBCASTS
DIVERSITY, EQUITY &
INCLUSION

Hiring or Looking? Our career center is exclusively for human resources professionals. If you're hiring, you can filter candidates by SHRM-CP/SHRM-SCP certifications. If you're a job seeker, you can post your SHRM certification badge on your profile.

[SHRM'S HR JOBS](#)

Career guidance and advice from SHRM's resident career coach and former HR professional about how to further your career in HR.

[YOUR CAREER Q&A](#)

SHRM
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Questions? We're here to help.

Contact us at recertification@shrm.org
Visit shrm.org/recertification for more information.

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SHRM RECERTIFICATION

Navigating COVID-19

Your workforce and your employer are relying on you during this critical time. We're here to support you in navigating the changes and challenges your organizations are facing.

[Navigating COVID-19: A Toolbox to Build a New World of Work »](#)

[On Demand Webcasts: Special Focus: COVID-19 »](#)

[Remote Work Guidance and Best Practices »](#)

[SEE ALL CORONAVIRUS RESOURCES »](#)

Practice Makes Proficient



"Since dealing with COVID-19 is all about people, the importance of HR is front and center—and so are all of the HR competencies and functional areas." [Read More »](#)

Phyllis G. Hartman, SHRM-SCP
HR Business Consultant

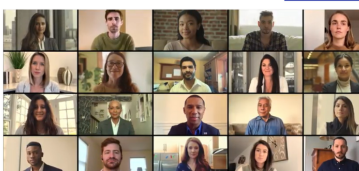
SHRM RECERTIFICATION

Submitting Work Projects

The current COVID-19 world crisis affects people's health as well as employment; both are areas of HR expertise requiring immediate response. We recognize the unprecedented challenges you're tackling on short notice. **You have the opportunity to earn PDCs for these essential jobs** when submitted as work projects through your certification portal in the Advance Your Organization category.

Subject: TEST | Navigating COVID-19 and Earning PDCs For Your Work

SHRM CERTIFICATION MY PORTAL



SHRM RECERTIFICATION
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- Earn 10 PDCs for the completion of an HR-related project that involved 50+ hours of work, or
- Earn 20 PDCs for the completion of an HR-related project that involved 100+ hours of work.

To be awarded credit, you must clearly define the project's objectives and desired outcome, as verified by your supervisor. As well as briefly explain which [HR competencies](#) were applied towards reaching or supporting the stated goals.

Submitting work projects is a valuable aspect of the recertification process. These projects reflect not only your ability to equip yourself with relevant knowledge but also in how you take action with that knowledge. This is what maintaining your SHRM credential is all about.

Review the Recertification Handbook for additional submission details and the Work Project Write-Up Worksheet inside your certification portal.

[RECERTIFICATION REQUIREMENTS HANDBOOK](#)

[FAQ » Recertification](#)

[What book titles are approved for recertification PDCs »](#)

SHRM RECERTIFICATION

Activities

WATCH SHRM ON DEMAND	EXPLORE SHRM ELEARNING
VIEW FREE SHRM WEBCASTS	LOCATE PROVIDER ACTIVITIES
EARN SHRM SPECIALTY CREDENTIALS	READ RECERTIFICATION APPROVED BOOKS

SHRM RECERTIFICATION

Webcast Spotlight



Maintaining Your SHRM Credential (aka I'm certified, now what?)

Take advantage of this detailed overview of the SHRM recertification process. Learn how easy it is to get the most out of SHRM resources, SHRM member benefits, and where to quickly find them.

[WATCH ON-DEMAND NOW »](#)

SHRM Questions? We're here to help.
Contact us at recertification@shrm.org
Visit shrm.org/recertification for more information.

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<- SUBJECT LINE: Here we are, talking about reducing salaries and adding new taxes.



Never Has My Organization Ever ...

Considered taxing employees who work remotely, or weighed the pros and cons of reducing salaries of staff who moved after we placed them on remote work.

Or maybe your organization is having exactly these kinds of conversations. The COVID-19 pandemic has impacted so many in how and where they work—forcing employers to come to grips with 2020 being the year of workplace restructuring.

Changes like these will continue to surface. Just remember that *how* changes are communicated will make all the difference.

[Should Remote Workers Who Relocate Be Paid Less? »](#)

[Should Governments Tax Remote Workers for the 'Privilege' of Working from Home? »](#)

TAKE ACTION

When you find yourself weighing in on the right approach for your organization, leverage SHRM in your analysis. Use these **resources to help you** anticipate and address your organization's needs.

[\(WEBCAST\) Boost HR Agility: Simplifying and Speeding Remote Workflows with E-Signatures »](#)

[\(ARTICLE\) Pandemic Prompts Employers to Review Year-End Vacation Policies »](#)

[\(WEBCAST\) How to Digitally Onboard a New Hire in 15 Minutes \(or Less\) »](#)

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[\(ARTICLE\) How to Update I-9 Forms for Remote Hires »](#)

[\(HR FORMS\) Resume/Application Review Tips »](#)

[Mark Your Calendar for the Next 'Tune in Tuesdays' Episode](#)



Join SHRM's VP of Editorial, Tony Lee, for a two-part conversation on recruiting for key positions while reducing employment in other areas in the age of COVID-19—when everything virtual has become the norm. Our guest speakers will include [Jeff Luttrell](#), senior director of talent acquisition at Alorica, and [Kim Adas](#), president and founder of Frame of Mind Coaching.

Dec. 8, 2 p.m. ET

[LEARN MORE →](#)

#NEXTCHAT

Question of the Day

What's the most interesting question you've ever been asked during a job interview?

[SHRMBlog](#)



[#Nextchat | 8 Interesting Interview Questions That Actually Reveal A Lot About Candidates »](#)

ASK QUESTIONS

Check out our members-only **online community, SHRM Connect**. Log in and join real-time conversations with HR pros in relatable situations. Share your insight and find answers. [Join a Discussion »](#)

You call, they answer. Did you know you can **contact our HR Knowledge Advisors** up to 15 times per year? For free? Yes! The answer is yes. [Contact an HR Knowledge Advisor »](#)



HR Advisor Spotlight

Rosa recently obtained her Doctorate of Arts from Indiana University. She began her career in HR with Hyatt Hotels at various locations across the U.S. including Chicago, Denver, Las Vegas, Maui, and Orlando. After 11 years, Rosa joined the SHRM team as an HR Advisor. Outside of work, Rosa enjoys spending time with her three children and dog, Rocky. She's an active runner, loves to travel, and enjoys spending time with the dog, Rocky.

Member Resource

SHRM's HR NEWS AND ALERTS APP
Important Alerts in One Spot
[DOWNLOAD](#)

Member Resource

TALENT ACQUISITION COMPLIANCE
Regularly Updated Resources
[READ](#)

Member Resource

UPDATING AN EMPLOYEE HANDBOOK FOR COVID-19
Addressing Workplace Modifications
[REVIEW](#)



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This year has made us adapt how and where we work, and how we're using technology to get work done. HR pros are playing a vital role in defining new ways of working.

TAKE ACTION

Use these **resources to help you** anticipate and address your organization's needs and position yourself as a strategic business driver.

[\(WEBCAST\) How Employers Can Mitigate a Looming Mental Health Crisis »](#)

[\(WEBCAST\) Rising to the Globally Mobile Workforce's Needs in the New Normal »](#)

[\(WEBCAST\) Planning for Safe Return to a Reimagined Business Environment »](#)

[\(ARTICLE\) 3 Ways to Motivate Your Team Through an Extended Crisis »](#)

[\(TOOLKIT\) Understanding and Developing Organizational Culture »](#)

[#NEXTCHAT](#)
October 14, 3–4 p.m. EST

Legal Concerns for Small Businesses During COVID-19 with special guests:



Janel Stanton
Managing Attorney – Employment Law
Wagner, Falconer & Judd, Ltd.



Amber Clayton
SHRM-SCP, Director
SHRM Knowledge Center



[#NEXTCHAT October 14 COVID-19 and Compliance in the Workplace »](#)

<- SUBJECT LINE: Our World of Work Has Changed. Anticipate What's Next.

<-SUBJECT LINE: Coming Attractions: You Recertified!

★★ Lights, Camera and Now it's Time for Action! ★★

🎉 It's a wrap! You've successfully earned all of the required PDCs to maintain your SHRM credential. You should be proud of yourself! Now it's time to submit your recertification record.

[Submit Your Recertification Record](#)

1. Go to portal.shrm.org and log in.
2. Click on the "Recertify Now" button.
3. Review your record, then click the "Continue" button.
4. Confirm your demographic information on the next 2 pages.
5. Agree to the Terms and Conditions.
6. **Pay the recertification fee by credit card.** This fee is \$100 for SHRM members / \$150 for non-members. You will be required to pay a late fee if applicable.

[COMPLETE YOUR RECERTIFICATION »](#)



Thank you for your commitment to professional excellence! As your career development partner, **we applaud you** on your dedication to your career, profession, and SHRM.

Hiring or Looking? Our career center is exclusively for human resources professionals. If you're hiring, you can filter candidates by SHRM-CP/SHRM-SCP certifications. If you're a job seeker, you can post your SHRM certification badge on your profile.

[SHRM'S HR JOBS](#)

<- SUBJECT LINE: In Less Than 96 Hours!



**YOUR SHRM CERTIFICATION
END DATE IS AUG 31!**

[ACT NOW: RECERTIFY »](#)

To verify your status: go to your certification portal by clicking on the **My Resources** tab, then the **My Orders** drop down. If you do not have a recertification outstanding balance the you are good to go!

If you've already recertified (i.e. submitted the form and made the payment) thank you and disregard this email.



← SUBJECT LINE: Get your strategic mindset on!

"I think strategic planning is something some of our organizations do well, but our HR departments do not..."

This week on *Honest HR*, Callie talks to Katie Powers, SHRM-SCP about strategic planning in HR and how it can be hard for HR to see how they're connected. Katie shares her experience leaning into her vulnerabilities, learning from her efforts, and her tips on setting realistic timelines for strategic initiatives. (You're going to want to take notes!)

Listen in to hear how you can get out of the day to day and into the strategic mindset.

[Check out this week's episode.](#)

 **Strategic Planning For HR Teams feat. Katie Powers, SHRM-SCP** 

APRIL 30, 2019

LISTEN NOW

BECOME SHRM CERTIFIED & EARN PDCS FOR LISTENING

New *Honest HR* episodes will help you build your competencies while you earn professional development credits (PDCs) toward your SHRM recertification. Think about earning your certification today and all you have to do is listen to a full mini-series to earn PDCs toward recertification! [Learn more.](#)





← SUBJECT LINE: Can networking be fun? Two introverts discuss.

This week on *Honest HR*, Erich Kurschat is back! He and Callie continue their conversation on communication and the all too relatable struggle of networking. Networking is hard, and not everyone likes it. But it can be both enjoyable and fruitful. For Erich, that meant reframing what success looked like in a way that was genuine and authentic to his personality style.

Listen in as two self-described introverts discuss shifting your perspective on the uncomfortable world of networking, to focusing on the value of connecting with people in a way that's natural (and maybe even a little fun!).

[Check out this week's episode. »](#)

 **Shining the Light Where You Want: Networking 2.0 feat. Erich Kurschat** 

JULY 30, 2019

LISTEN NOW

BECOME SHRM CERTIFIED & EARN PDCS FOR LISTENING

MARGARET BARNES

<https://linkedin.com/in/margaretbarnes1>