

Coursera for Business: Creative Brief

BACKGROUND / BUSINESS CHALLENGE

Coursera for Business has 1,480 paid enterprise customers and aims to reach 2,000 by year-end (and 10,000 in five years). The challenge: retain and grow these accounts by encouraging course completers to re-enroll within 15 days, activating a continuous learning flywheel that increases LTV and boosts enterprise expansion.

TARGET AUDIENCE & KEY INSIGHTS

Who: L&D managers, enterprise learning teams, HR leaders across commercial, education, and government.

What they say they love:

- "A good investment in employee development."
- "Fast, structured, collaborative deployment."
- "Vast, high-quality library with progress tracking."

Their pain points:

- Some course content feels basic or glitchy.
- Support can be slow or unclear.
- Admin and integration processes can be clunky.

Key Insight: They want high-quality, reliable learning with measurable ROI—and need reassurance and motivation to keep going post-course.

PROPOSITION / BIG IDEA

Launch a multi-channel “Next-Level Learning” system—personalized emails, targeted SMS/WhatsApp nudges, and a direct mail reinforcement—triggered after course completion. This blend of value, social proof, urgency, and incentive is designed to drive **56% re-enrollment within 15 days.**

DESIRED OUTCOME

Achieve 56% of course completers re-enrolling in another course within 15 days, measured by August 25. This supports hitting enterprise growth targets and lays a foundation for long-term business expansion.

tone & voice

Friendly coach: clear, data-driven, encouraging. Focus on progress, momentum, and value—without fluff or jargon.

MANDATORIES & CONSTRAINTS

- **Budget:** \$50,000
- **Deadline:** August 25
- **Channels:** Email, SMS, WhatsApp, Direct Mail
- **Focus:** Owned channels; direct response
- **Compliance:** Align with brand and privacy guidelines; no confusing language or hype

CHANNEL & TACTIC ROADMAP

Email Sequence (Days 0–15)

Day	Subject Line & Focus	Content Highlights
0	“Congratulations on completing [Course]! ☑ What’s next?”	A warm message celebrating progress + personalized next course watchlist.
3	“[Name], here’s your next skill accelerator”	Personal recommendation + rationale tied to role.
7	“Keep learning momentum—join 60% of your peers!”	Peer social proof + enterprise testimonial.
10	“Need help choosing your next step?”	Curated pathway suggestions + easy enrollment links.
13	“Finish your learning streak—get [badge/bundle]”	Offer time-limited bundles or certificates.
15	“Last chance: don’t lose your learning streak!”	Urgency + emphasis on continuous growth.

SMS/WhatsApp Reminders

- Day 5: Friendly nudge: “Keep going—your team is counting on your next course.”

- Day 12: Urgency reminder: “Enroll in 3 days to keep your learning streak alive.”

Direct Mail (Day 7)

An inviting postcard or desk bookmark featuring:

- “Your next course is waiting.”
 - QR code & URL for easy enrollment
 - Brief testimonial and bundle call-out
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EMAIL DESIGN OUTLINE

Email #1 (Day 0)

Subject: “🎓 Nicely done, [Name]! Ready for your next step?”

Highlights: Congratulate course completion, recommend next course, benefits, clear CTA.

Email #3 (Day 7)

Subject: “Join 60% of peers who doubled-down in a week”

Highlights: Use peer stats, testimonial, reinforce momentum.

Email #5 (Day 13)

Subject: “Keep your streak & unlock a free bonus”

Highlights: Incentive for quick re-enrollment, deadline urgency.

MEASUREMENT & SUCCESS CRITERIA

- **Primary KPI:** 56% re-enrollment within 15 days
 - **Supporting Metrics:** Open rates, click rates, SMS responses, mail scan rates, and enrollment conversions
 - **Tracking:** Use marketing automation to link and track across channels
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WORKBACK PLAN

Date	Milestone
July 1	Finalize creative, email sequences, SMS/WhatsApp copy
July 15	Segment audience, build automation & testing plan
July 22	Launch A/B test campaigns
August 5	Optimize & expand to broader segments
August 10	Full rollout
August 25	Campaign end; final reporting & handover

EMAIL DESIGN MOCKUPS – IDEA STARTERS

Email 1: Completion Triggered (Day 0)

Header: Blue Coursera banner

Body:

- "Congratulations on completing [Course]!"
- Recommends 1-2 next courses
- Button: "Continue Learning"

Email 2: Peer Motivation (Day 7)

Header: Learner quote/testimonial

Body:

- "60% of learners continue in 7 days. Will you?"
- Button: "See Recommended Courses"

Email 3: Incentive Push (Day 13)

Header: Limited-time badge graphic

Body:

- "Keep your streak & unlock a bonus"
- Details of badge, bundle, discount
- Button: "Enroll Now"



Hi [Name],

You're doing great—the best are moving fast.

“Within one week of course completion, 6 of 10 teams start their next course.”

- ✓ Recommended: [Next Course Title]
- ✓ Why it matters: Improve [business outcome]
- ✓ Easy start: Enroll Now

Let's keep that energy going,

Team Coursera

Enroll Now

