

OPENCLASSROOMS

| Criteria | Email Marketing | Text Messaging | Social Media |
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| Knowledge of the target audience | Wider audience, used by all age groups but especially those aged 25-45. | Young people and adults, for direct and urgent messages. | Mostly young adults and teenagers (Instagram, TikTok), but varies depending on the platform (e.g., slightly older users on Facebook). LinkedIn is ideal for targeting professionals. |
| Message type | Complex messages, detailed offers, newsletters. | Short messages, urgent offers, reminders. | Visual, interactive messages, content promotion. |
| Channel cost | Generally low cost. | Cost per message sent can be high. | Free to publish, cost for targeted advertising. |
| Engagement and conversion rates | Variable open rate, depending on targeting and email subject line. | Very high open rate, but can seem intrusive if excessive. | High engagement thanks to likes, shares, and comments, especially with visual content. |
| Reach and visibility | Reach targeted directly at subscribers to the list. | Reach limited to those who have provided their phone number. | Very broad potential reach, especially with paid advertising. |
| Personalization | Easily tailored to targeted customer profiles. | Very direct personalization. | Indirect personalization via ad targeting. |

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| Campaign objectives | Loyalty, information, detailed offers. | Quick conversion, reminders, flash offers. | New customer acquisition, engagement, community building. |
| Ease of tracking and analysis | Detailed tools (open rate, click-through rate, etc.). | Tracking possible but less detailed than for emails. | Integrated analytics tools (engagement rate, conversions, etc.). |
| Urgency | Less suitable for urgent messages, as they are often not opened immediately. | Very suitable for urgent messages, as they are read almost immediately. | Varies depending on the platform's algorithm, the user's connection frequency, and paid advertising. |
| Complexity of the message | Suitable for long or complex messages. | Suitable for short and concise messages. | Suitable for visual and interactive content. |