Email Marketing

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Promoting a business by sending emails and newsletters is what we call email marketing.

DEFINITION

Why Should We Do Email Marketing?

There are three times more email accounts than there are Facebook & Twitter accounts combined.

Facebook **+** Twitter **=** Email Accounts

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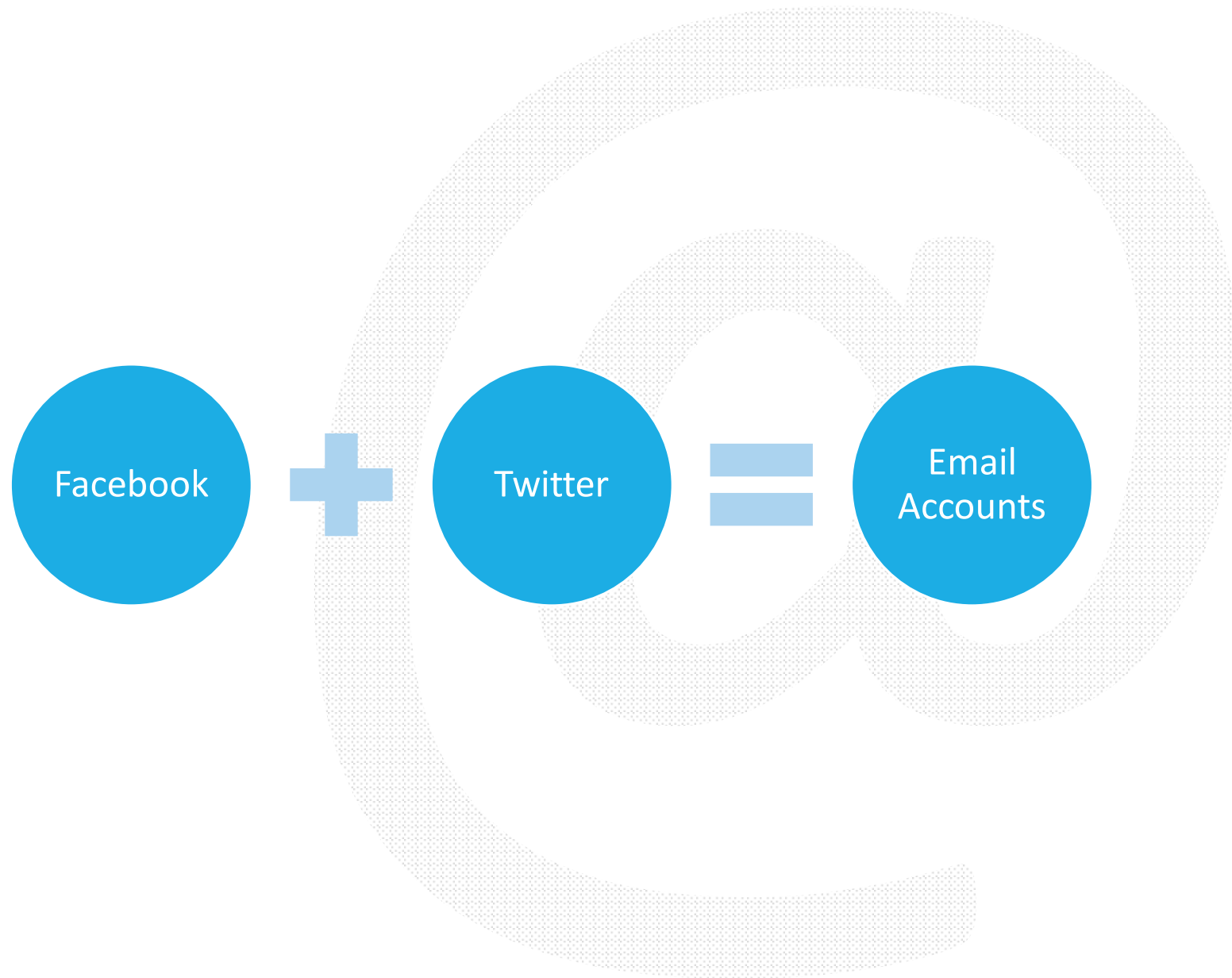
Pros vs Cons

PROS

Emails direct traffic to your website.

It is an easy way to reach mobile customers.

It's an effective way to keep customers informed.

It's easy to customize and integrate into other marketing tactics. Email marketing is inexpensive.

CONS

Too many e-mails from various marketers.

Spam filters catch bulk marketing emails

Too much online marketing.

Unsubscribe buttons – anyone can press it easily.

Mailing List

Mailing list is simply a list of addresses to which the same information is being sent

Announcement Lists

- These are used so that one person or group can send announcements to a group of people, much like a magazine publisher's mailing list is used to send out magazines.

Discussion List

- It is used to allow a group of people to discuss topics amongst themselves, with everyone able to send mail to the list and have it distributed to everyone in the group.

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Email Segmentation

New subscribers: Send new subscribers a welcome email or a welcome series.

Preferences: Subscribers who want to hear about blog posts vs. Those who only want sale notifications.

Interests: Subscribers who like classical music vs. Those who like pop.

Location: Notify subscribers who live in the area about your local event.

Open rate: Reward your more engaged subscribers with a special offer just for them.

Inactivity: Remind subscribers who haven't engaged for a while of the next step you want them to take.

Lead magnet: Send targeted emails based on the topic of the lead magnet that they opted in for.

Shopping Cart Abandonment: Remind subscribers who put items in their cart that they haven't checked out yet.

Collection of Emails

THE VERY FIRST TASK FOR EMAIL MARKETING IS TO COLLECT EMAIL ADDRESSES OF THOSE WHO WOULD LIKE TO LISTEN FROM YOU

Grow Email List

Multiple CTAs

Give & Take

Handy Opt in Links

What is a Lead Magnet?

Give away for free in exchange for an email address

No Cost → Free material

PDFs, MP3 audio files, or videos that you can create yourself at minimal or no cost

Popular lead magnet examples

eBooks	A cheat sheet of tips or resources	White papers or case studies	A webinar
Free trials or samples	A free quote or consultation	Quizzes or a self-assessment	A coupon

Good Lead Magnet?

Easily consumed:

- Lead magnets are only effective when the audience uses them, so if you deliver a 300-page manifesto, you won't gain traction.

Actionable:

- Lead magnets need to provide a tool/skillset, or useful information that your audience can apply.

Creates noticeable improvement:

- People continue to buy products and services if they work well. Your lead magnet will become successful if it's as valuable as your products and services.

Relevant:

- If you've done your homework about your prospects, you'll have no trouble coming up with a lead magnet subject that solves problems.

Immediately available: People love instant gratification, so give it to them right then and there.
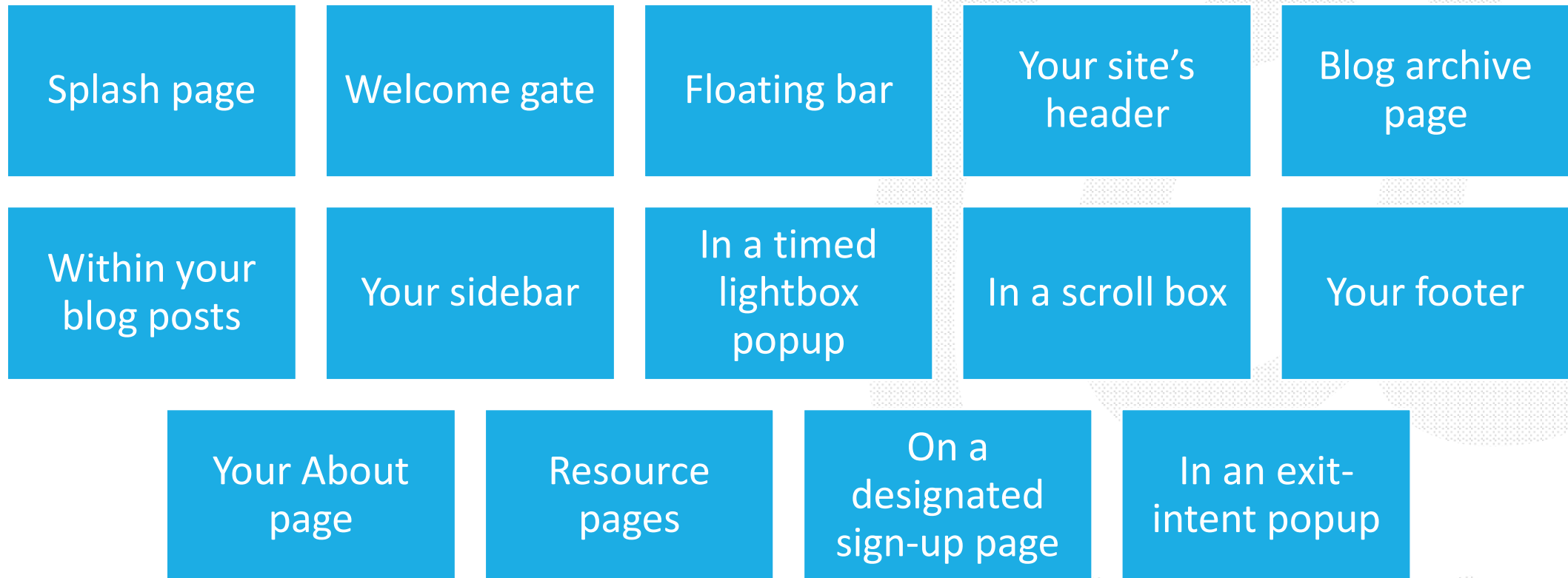
Examples

Examples

Where to put catchy form actions?

Splash page	Welcome gate	Floating bar	Your site's header	Blog archive page
Within your blog posts	Your sidebar	In a timed lightbox popup	In a scroll box	Your footer
	Your About page	Resource pages	On a designated sign-up page	In an exit-intent popup

Types of Email

HTML Email

- Rich Text
- Rarely used
- 20% better performance

Plain

- Plain Text
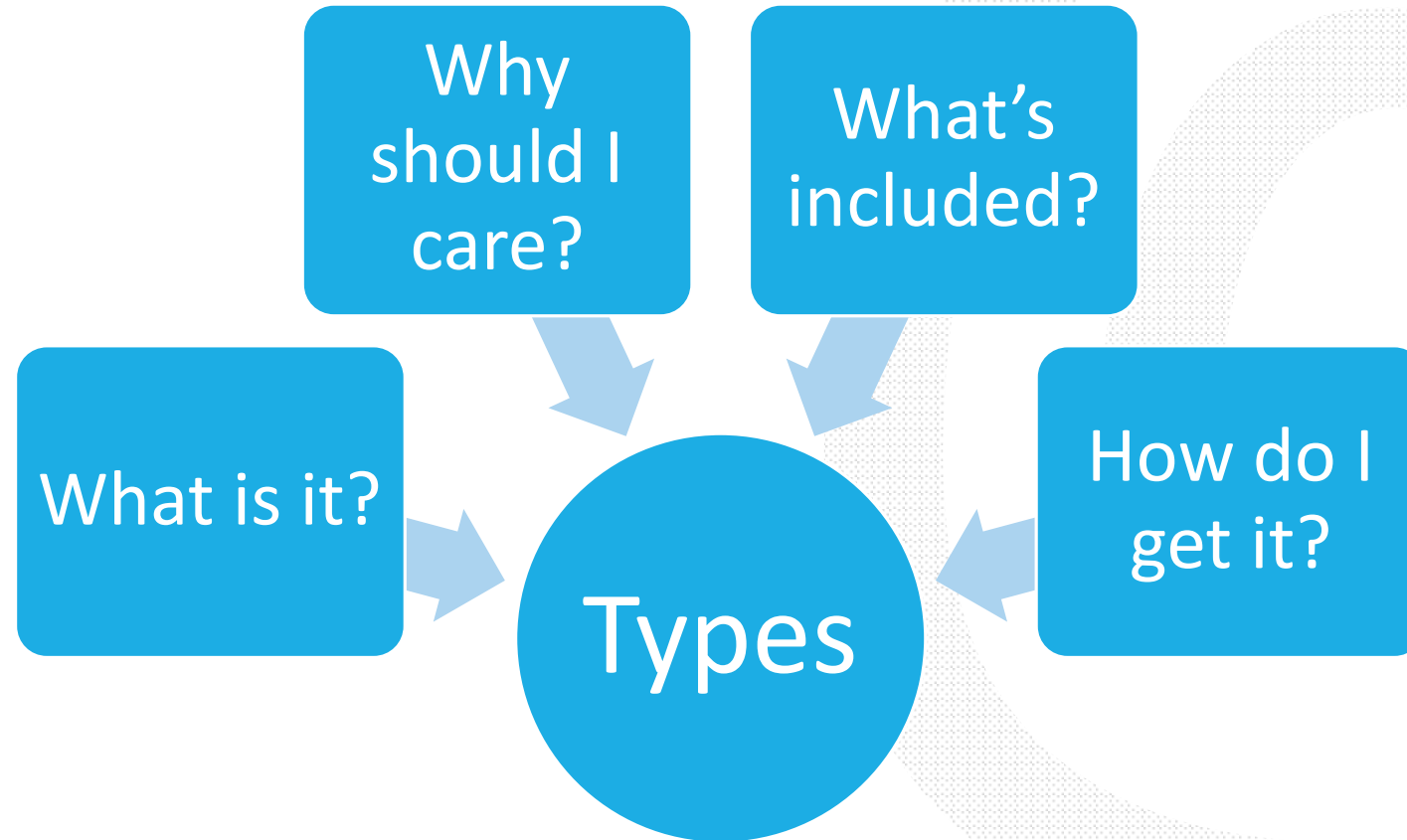- Commonly Used
- Okish performance

Newsletters

Newsletters are a shortened form of **newspaper** and **informational letter**

E-mail to an **opt-in** list of **subscribers**

Newsletter content to be 90% educational and 10% promotional

Email Marketing - Announcements

Why should I care?

What's included?

What is it?

How do I get it?

Types

Email Marketing - Event Invitation

Subject – You need an engaging and interesting subject line to pull your readers in.

Logo/Company Name – Using a masthead (Banner), as you would in a newsletter, works well.

Reason – Let the readers know what's in it for them. Will they learn something new? Will they get to make and take something home? Will they get to network with 500 people in their industry?

Event Details – You obviously can't have an event without a date, time and place. Include whatever is required like the venue, demo, webinar, or a new service and include a full log-in or signup details. Also include a link back to your website, and contact info like a phone number or email address for your business, so someone can call with questions if need be.

Call to Action – Once again every email needs a call to action. Don't forget the formula I had told for successful Email Marketing. Use a button maker to help with this task, and direct people to either your signup form, your website, to a landing page, blog post, or even a Facebook events page that has a lot more details.

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Common Objectives of Emails

Acquire new leads/ registrants/ customers/ clients

Drive immediate sales

Enhance customer retention programs

Build stronger relationships with existing customers/clients

Provide company or product information

Increase revenues by up-selling to existing customers/clients

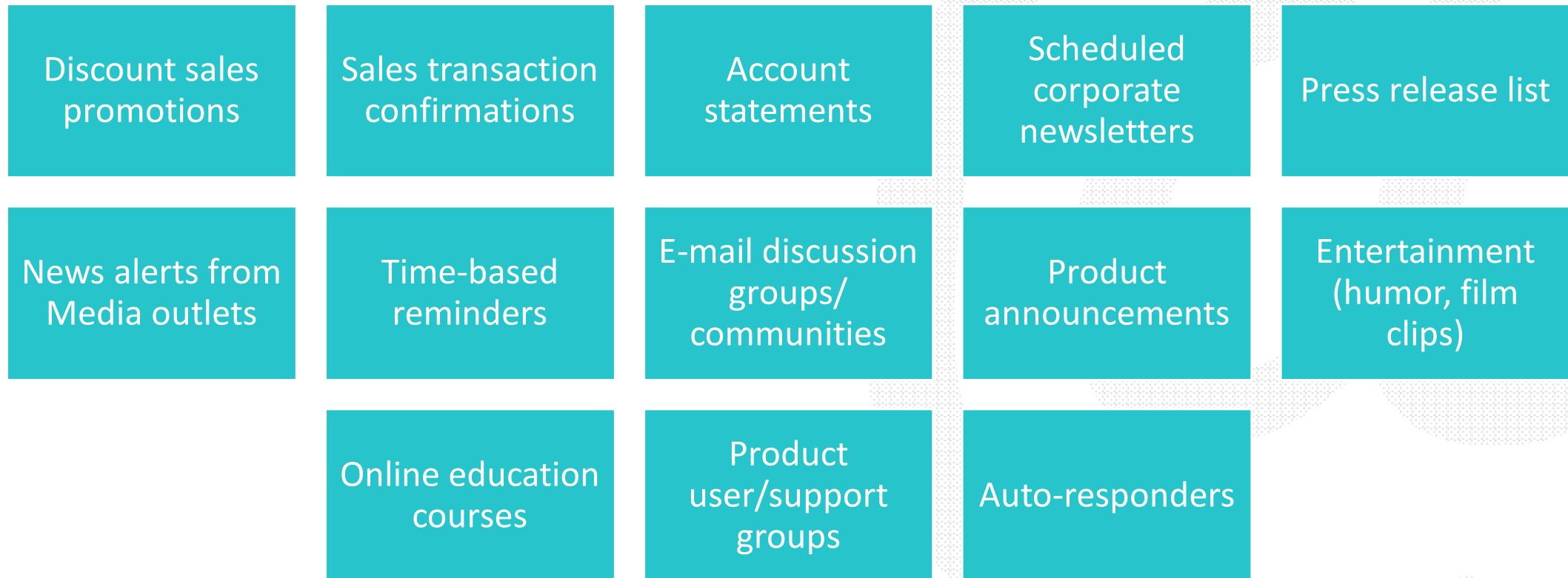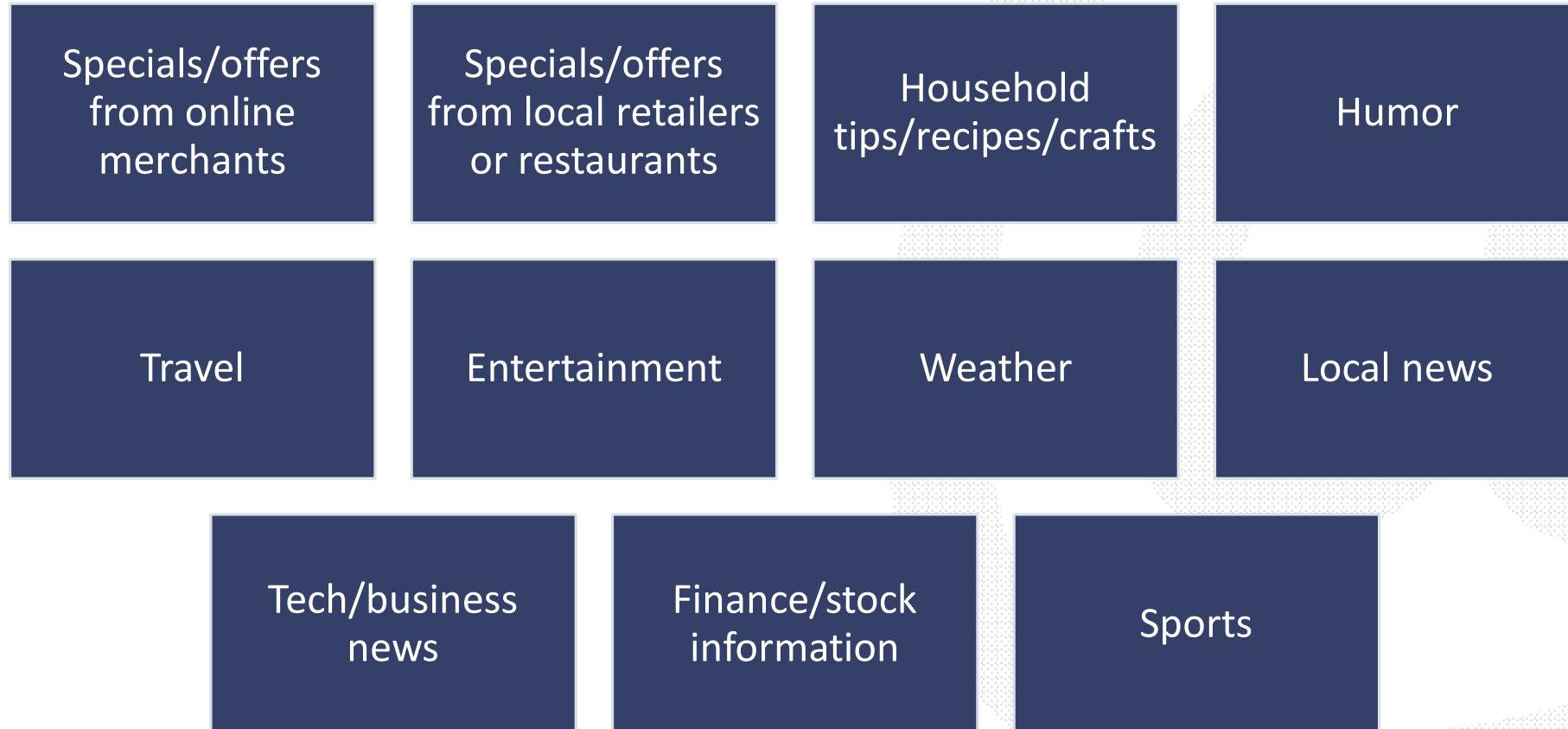Post-order targeted e-mails

Build brand awareness

As part of an integrated marketing strategy

Increase web site traffic

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Popular e-Mail models

Discount sales promotions	Sales transaction confirmations	Account statements	Scheduled corporate newsletters	Press release list
News alerts from Media outlets	Time-based reminders	E-mail discussion groups/ communities	Product announcements	Entertainment (humor, film clips)
	Online education courses	Product user/support groups	Auto-responders	

Top Interests for e-Mail

| Specials/offers from online merchants | Specials/offers from local retailers or restaurants | Household tips/recipes/crafts | Humor |

| Travel | Entertainment | Weather | Local news |

| Tech/business news | Finance/stock information | Sports |

Why users respond to e-mail offers

Know and trust brand

Relevant information

Friend has recommended

Price/coupon/reward

Timely

Compelling subject

Entertaining
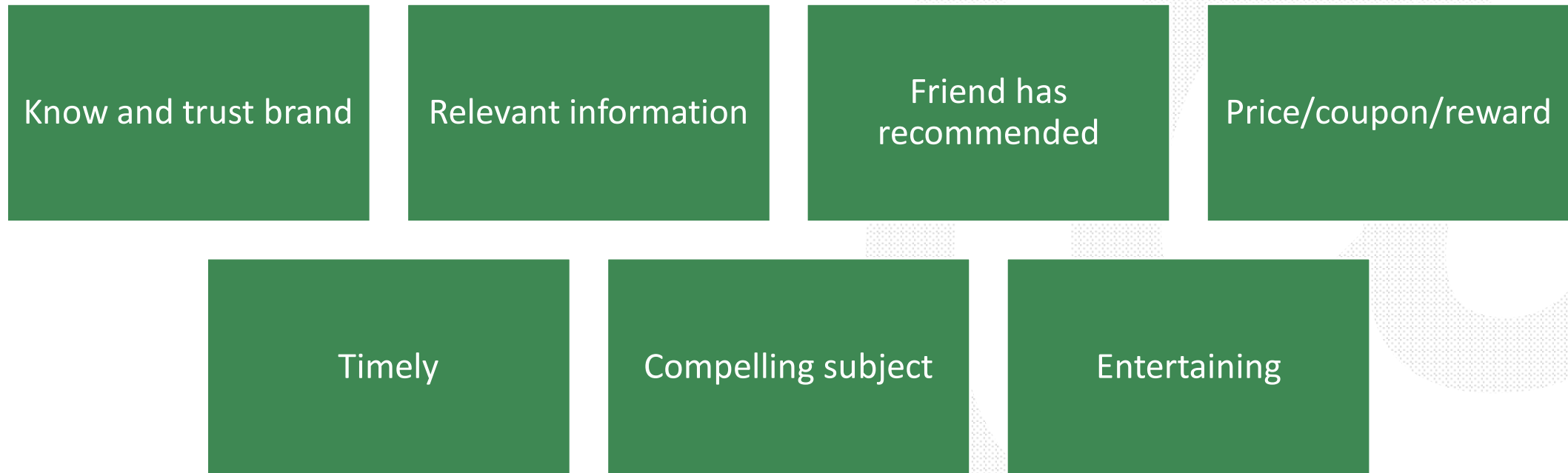
Viral Marketing: Types of messages that are forwarded

Merchandise deals and promotions	Prize/coupon/reward	Social/political messages and petitions	Warnings and advisories
High level of relevance	Funny	Work related	Informative
	Cool	New Technology	

preferred e-mail marketing privacy and customer-support practices

Unsubscribe option in all e-mails

Explicit no-share-address policy

48-hour e-mail support answers

Editable personal preferences page

Provide phone numbers in e-mail
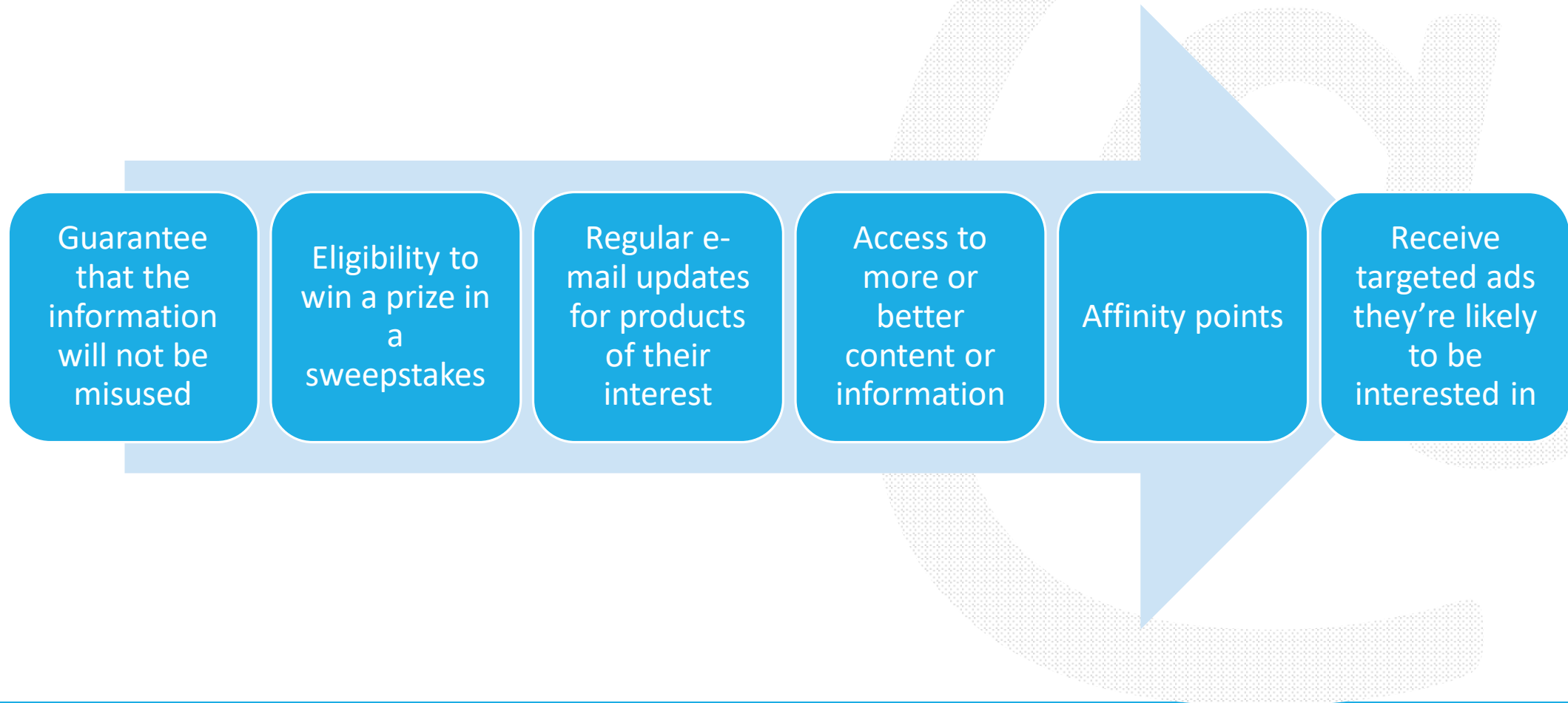
Explicit privacy policy

Double opt-in confirmation

Unchecked default opt-in box

Third-party privacy seal in e-mail

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Important e-Mail Marketing trust-building factors

Secure sign-up form

Trustworthy reputation

Loyal customer

Well-known brand

Friend recommendation

Trusted site referral

Relevant offers

Why customers would give personal info

| Guarantee that the information will not be misused | Eligibility to win a prize in a sweepstakes | Regular e-mail updates for products of their interest | Access to more or better content or information | Affinity points | Receive targeted ads they're likely to be interested in |

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KISS

Keep it Simple, Stupid!

Keep it Fresh

Don't re-use the same content

Improving Your Email Open Rates

Avoid Spam Filters

Remove Inactive Subscribers to Keep Your List Fresh

Perfect Your Timing

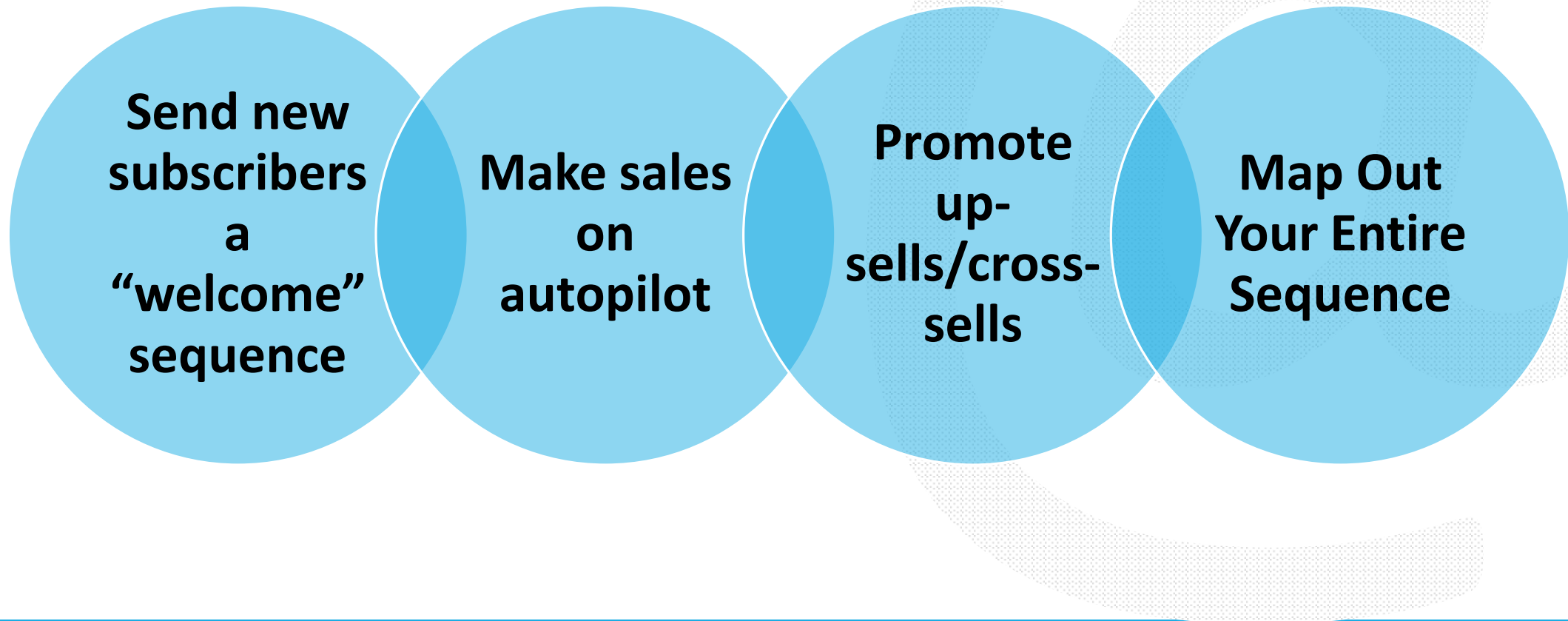**Make Your Subject Line Stand Out**

Write to Just One Person

Write Like a Friend

Write Amazing Content, Every Time

Inject Some Humor

Optimize for Mobile

Automating Your Email Marketing with Autoresponders

Send new subscribers a "welcome" sequence

Make sales on autopilot

Promote up-sells/cross-sells

Map Out Your Entire Sequence

Example

Email 1: Introduction and saying thanks for subscribing.

Email 2: Explain why specific topic/problem matters. This helps build the demand for your product.

Email 3: Explain what you need to do to solve the specific problem/accomplish a certain goal. This builds credibility, and you start helping people in advance.

Email 4: Explain how exactly to solve the problem in more details. Transition to the sale and mention you're launching a new product/program in a few days.

Email 5: Launch your product. Tell your list that your product is live and can be purchased in the next few days. After that, you will close your cart and it won't be available.

Example

Email 6: Remind your subscribers about the product. Share how many people bought it so far, what other people think about it and how many seats are left.

Email 7: Last day before closing, first email. Tell your subscribers that there are 24 hours left and your product won't be available after that. Remind them what they're going to learn in your program and what the benefits are.

Email 8: Last day before closing, second email. Transition more into scarcity and that there are only a few hours left. After that, your product won't be available.

Email 9: Two hours before closing. This is where you go full **scarcity** and focus on the change people want to make in their lives. How much do they really want to solve their problem/accomplish their goal?

Email 10: Cart closed. Send an email to explain to users the product is no longer available. Share figures about how many people got into your program. Thank everybody for their support.

Effective Email Signature

❑Don't Include Too Much Information.

❑Keep Your Color Palette Small.

❑Keep Your Font Palette Even Smaller.

❑Give your email signature format some style.

❑Add your company logo/photo to your email signature.

❑Always use the ALT tag, when adding an image to your signature.

❑Make it Mobile friendly.

❑Make sure contact details are up to date.

❑Use Social Media Icons to Drive Traffic.

❑Use a different email signature for your replies and forwards.

❑Give your email signature format as much thought as a marketing campaign.

❑Add your latest marketing content to your email signature.

Signature Example

Thanks & Regards

Dynamisers Solutions

+91 8800447887 | +91 9999722117

dynamisers@gmail.com | info@dynamisers.com

CONFIDENTIALITY STATEMENT:
This message and its contents are privileged and confidential and it is solely for the use of the intended recipient. Should you not be the intended recipient, be aware that any review, disclosure, copying, distribution or use of the contents of this message is strictly prohibited. If you have received this message in error, please destroy it immediately and notify the sender.

Email Marketing - Spam Compliance

❑Be Who You Say You Are!

❑Don't Lie in the Subject Line

❑You Have to Let People Know How to Opt-Out

❑Honor Opt-Out Requests Promptly.

❑Monitor what others are doing on your behalf

❑Tell recipients where you're Located
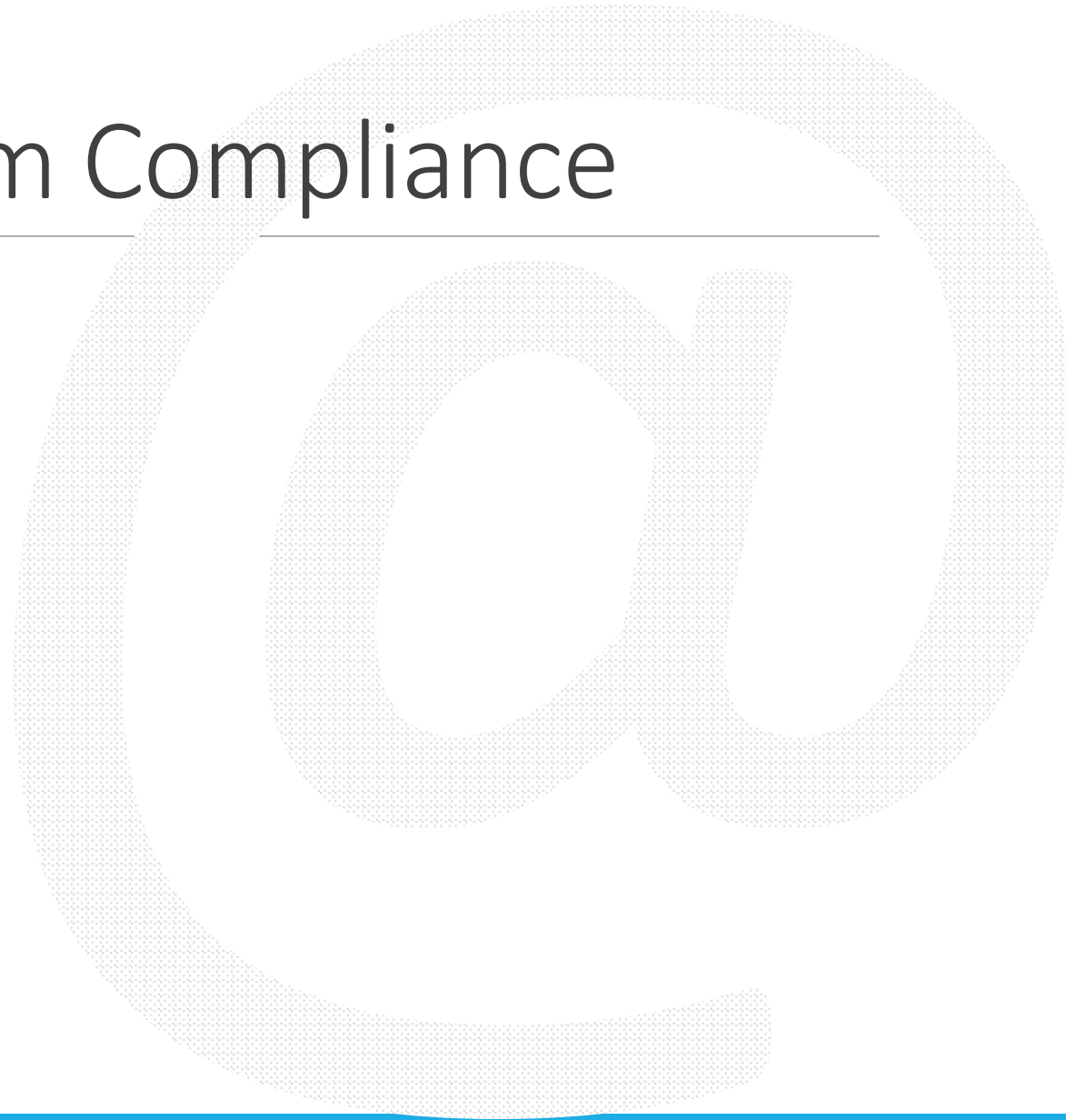
Email Marketing - How to Avoid Spamming?

Using phrases like "Click here!" or "Once in a lifetime opportunity!"

Sending a test to multiple recipients within the same company. That company's email firewall often assumes it's a spam attack.

USING ALL CAPS, WHICH IS LIKE SCREAMING AT THE TOP OF YOUR LUNGS VIA EMAIL (especially in the subject line).

Using bright red or green colored fonts.

Using bad content. This one's broad, but important.

Coding sloppy HTML, usually from converting a Microsoft Word file to HTML.

Creating an HTML email that's nothing but one big image, with little or no text. Spam filters can't read images, so they assume you're a spammer trying to trick them.

Using the word "test" in the subject line. Agencies can run into this issue when sending drafts to clients for approval.

Email Marketing - How to Avoid Spamming?

Sending to inactive lists

Excessive use of exclamation points!!!!!!!!!

Sending to stale lists.

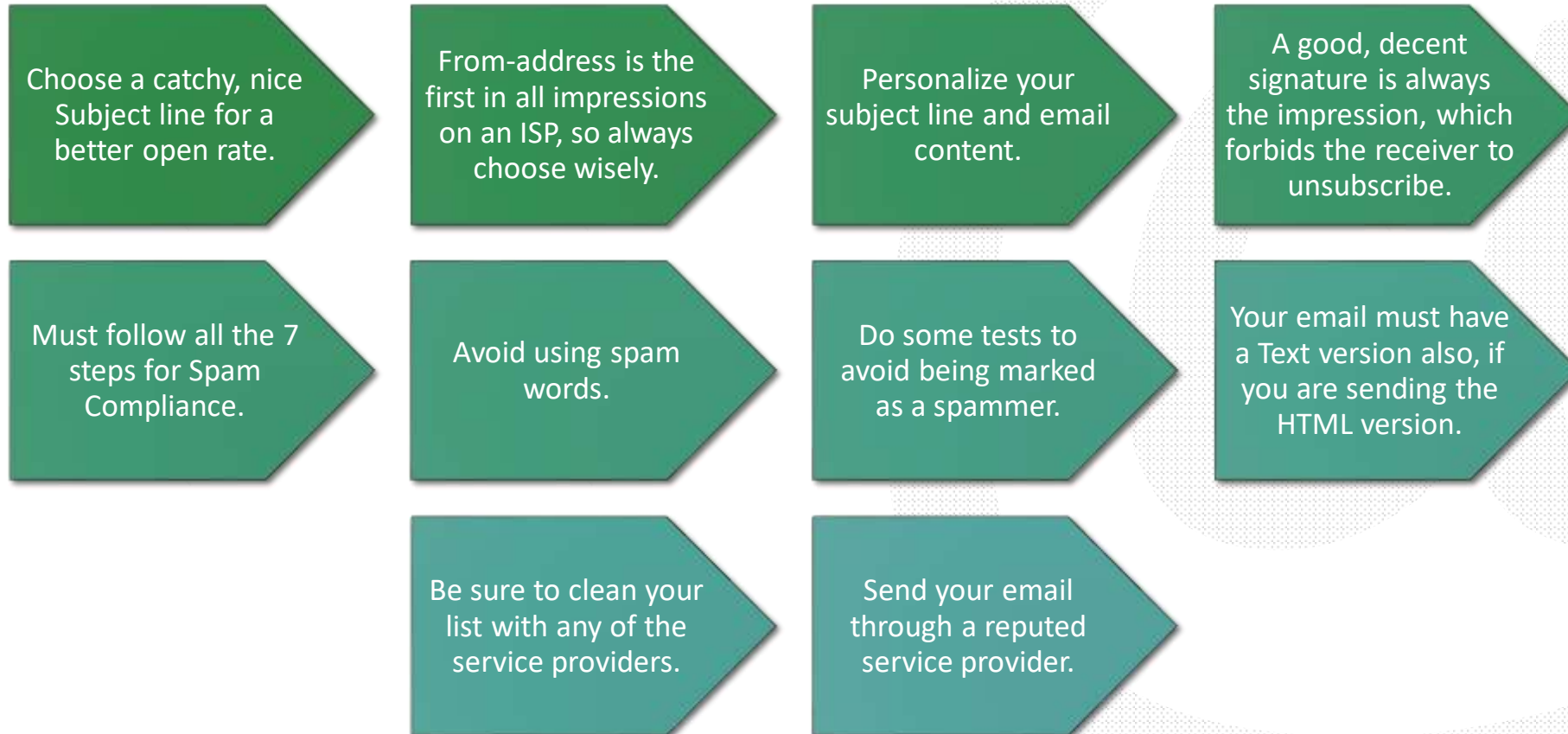Include a Text version of your email if you are sending html emails.

Use Spam checkers before sending your emails.

Maintain a Good Text to Image Ratio.

Make Sure Your DKIM, SPF, Sender-ID, and Domain Keys are set up properly.

Avoid large attachments and certain attachment types.

Email Marketing - Automation

Choose a catchy, nice Subject line for a better open rate.

From-address is the first in all impressions on an ISP, so always choose wisely.

Personalize your subject line and email content.

A good, decent signature is always the impression, which forbids the receiver to unsubscribe.

Must follow all the 7 steps for Spam Compliance.

Avoid using spam words.

Do some tests to avoid being marked as a spammer.

Your email must have a Text version also, if you are sending the HTML version.

Be sure to clean your list with any of the service providers.

Send your email through a reputed service provider.

Make sure all recipients have actually opted-in to receiving your emails. (We can't emphasize this point enough!)

Send your email campaign from a good IP address; that is, an IP address that hasn't been used by someone else who has sent spam in the past.

Send emails through verified domains.

Keep your email template code clean.

Use merge tags to personalize the "To:" field of your email campaign.

Show subscribers how to whitelist your emails, and ask them to add you to their address book.

Avoid the excessive use of "salesy" language (these are spam trigger words like "buy", "clearance", "discount", or "cash").

Don't "bait-and-switch" by using deceptive subject lines.

Include your location.

Include an easy way for subscribers to opt-out of your emails.

Tracking

How many customers opened our email?

How many have clicked on any link or clicked to any "Call to Action" button?
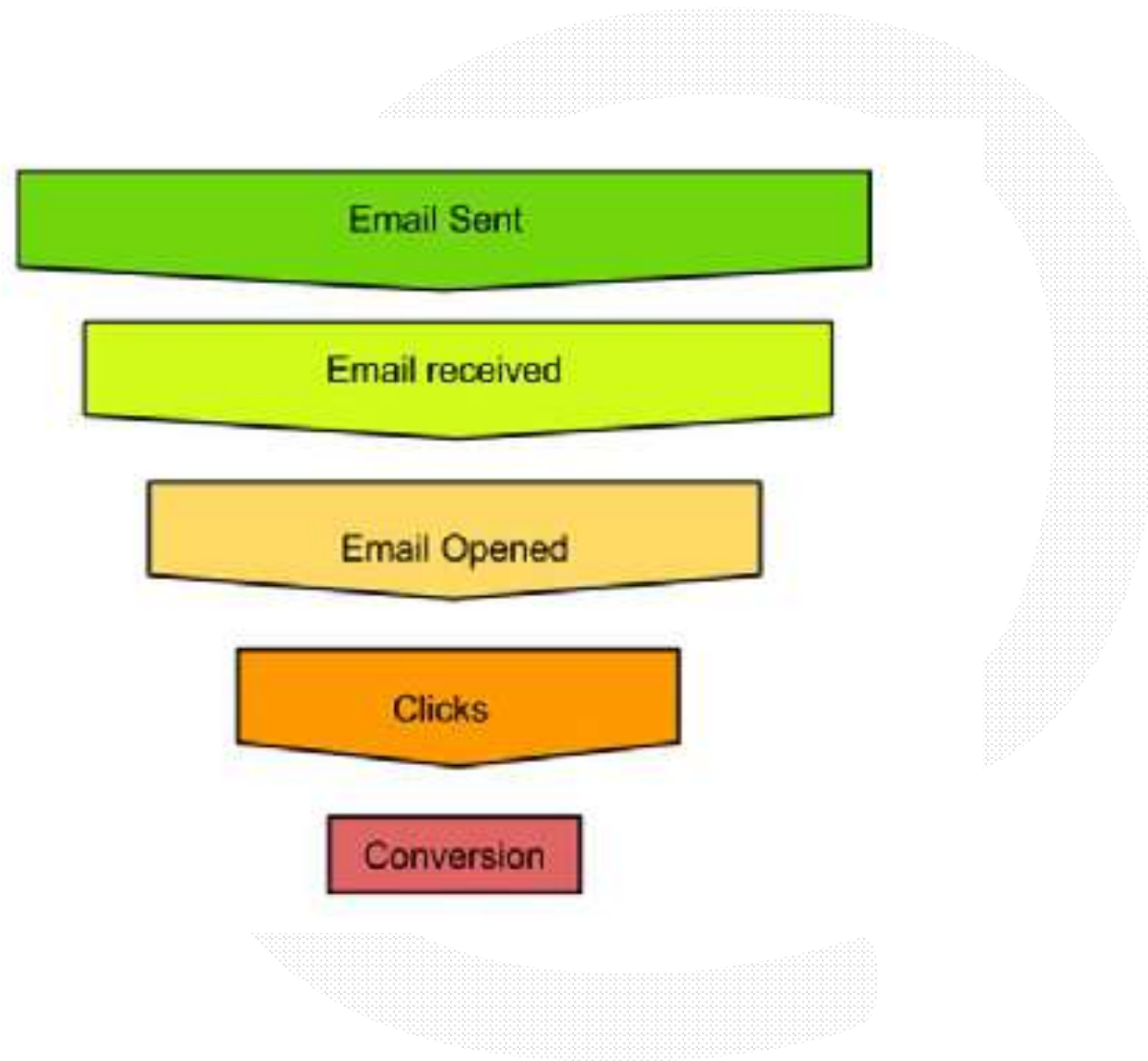
How many of them marked our email as Spam?

Who unsubscribed from our mailing list?

How many bouncing emails are still there?

Analytics & Tracking

Process

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Definition

Open Rate

- The number of people, who opened your email as well as the total no of times your email got open. If you have a low open rate, then you have to make your email subject and content more appealing and try sending the email in different schedules.

Click Rate

- The number of people, who clicked a link in your email as well as the total number of times these links were clicked in your email. The goal of your email is to get the reader to take action. If this metric is low, maybe the quality of your content is not where it needs to be or not that compelling. Make sure your links and "Calls-to-Actions" are visible.

Bounces

- The number of people who did not get your email, e.g. their email account could not be reached. To avoid bounces, make sure your email list is clean from bouncing addresses. This list should prominently have those email addresses, which have been collected from a signup on your website, or having them opt-in to receiving special offers from you, once they make a purchase.

Unsubscribe

- The number of people who removed their email from your list by a link posted at the bottom of the email.
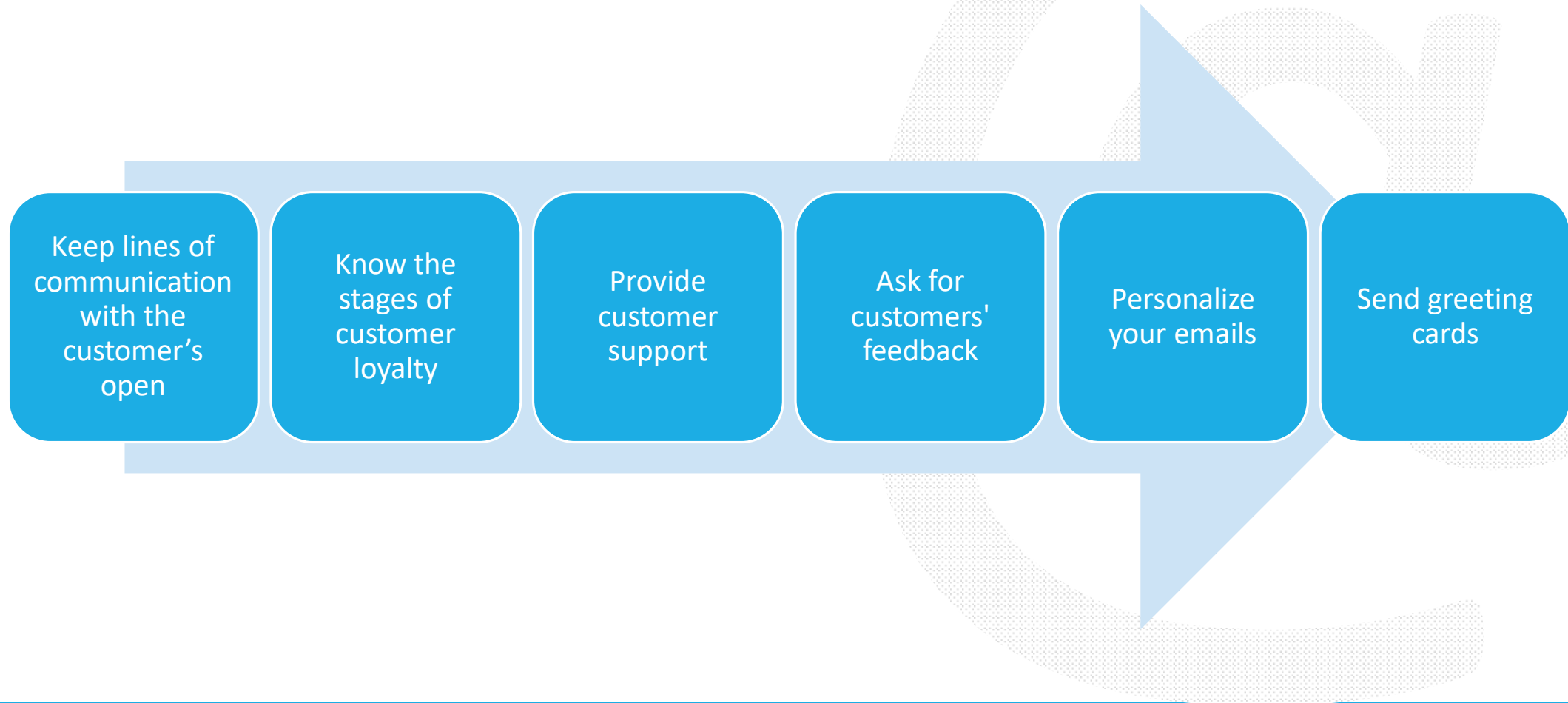
Forward

- The number of people who forward the email using "Forward to Friend" at the bottom of the email. The email platforms can (should) not capture data of people clicking the actual forward link in their email client.

Complaints

- The number of times a contact reports your message as spam in their email client. Similar to unsubscribe, to avoid complaints, and make sure you are not spamming your customers, don't send multiple emails in a day.

Strengthen Your Customer Relationship

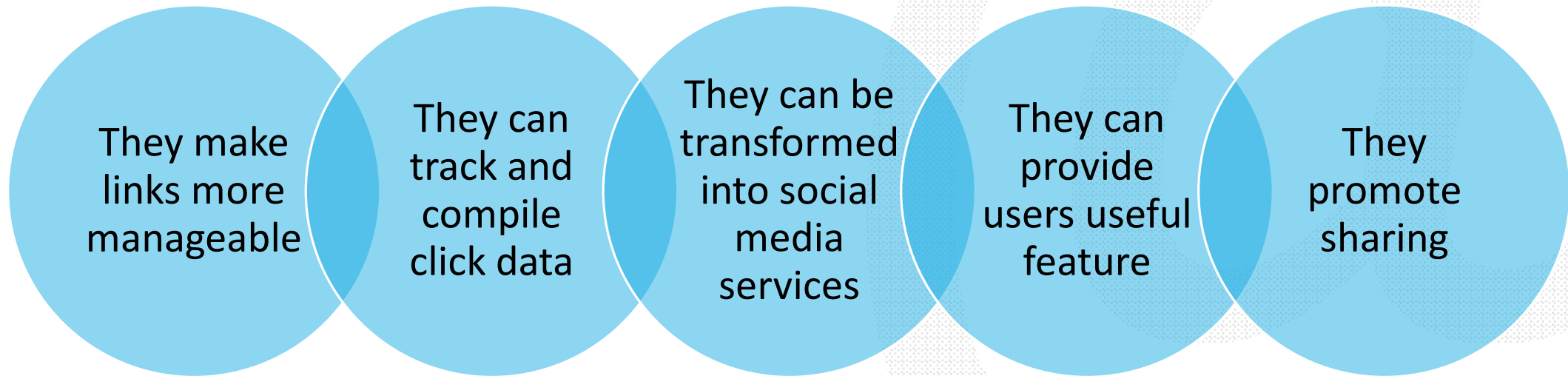| Keep lines of communication with the customer's open | Know the stages of customer loyalty | Provide customer support | Ask for customers' feedback | Personalize your emails | Send greeting cards |

Tools for Email

Mail Chimp

- It's all business when it comes to collecting statistics, sending emails and improving performance.

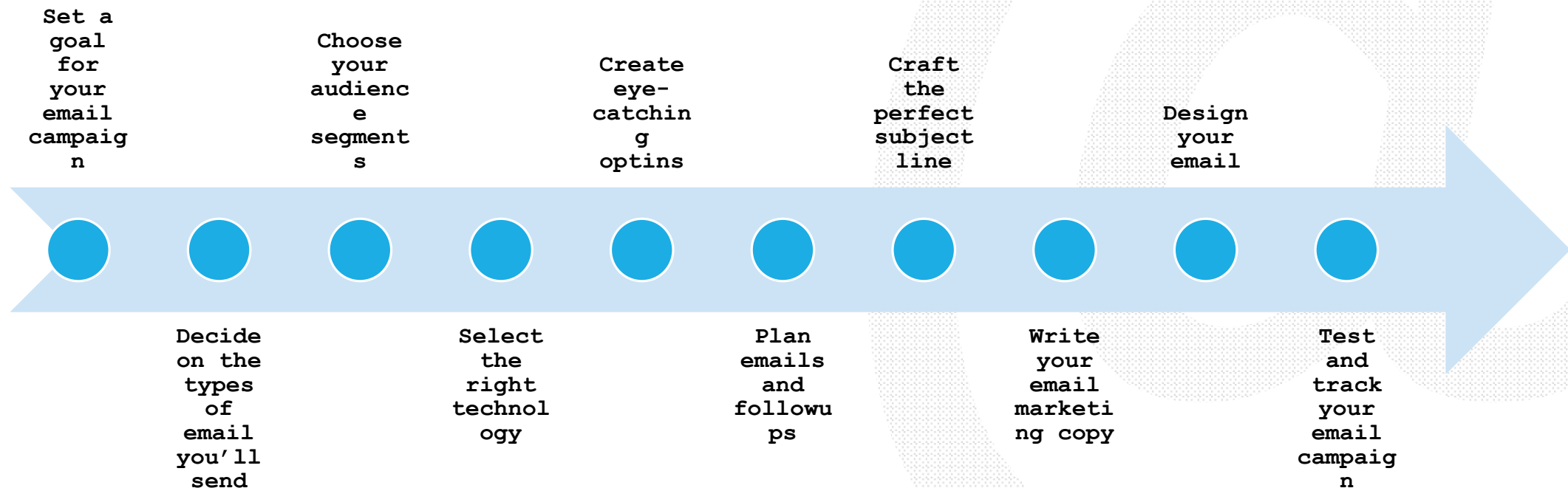## Constant Contact

- Constant Contact offers unmatched support with live chat, email, community support, and a vast library of resources.
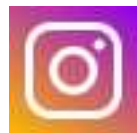
Bitly

They make links more manageable

They can track and compile click data

They can be transformed into social media services

They can provide users useful feature

They promote sharing

How do I build an email strategy?

Set a goal for your email campaign

Choose your audience segments

Create eye-catching optins

Craft the perfect subject line

Design your email

Decide on the types of email you'll send

Select the right technology

Plan emails and followups

Write your email marketing copy

Test and track your email campaign

Review & Follow Us

Thanks :D

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Website Development

Mobile Apps

Social Media

Digital Marketing

Graphics