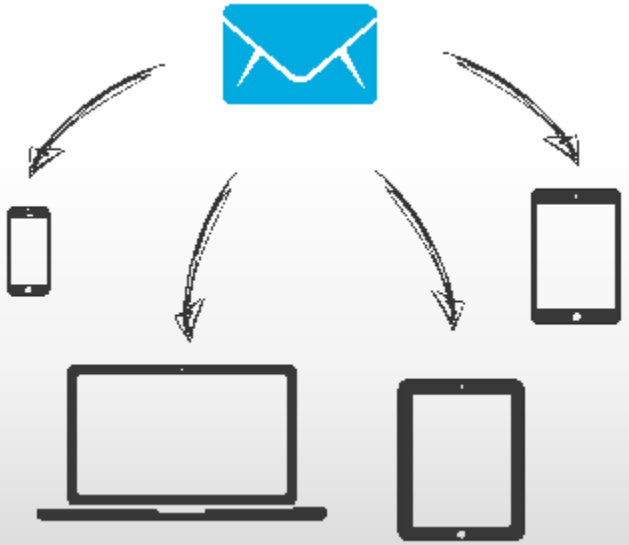
email marketing

Why email marketing?

- Email marketing is highly targeted
- Raises brand awareness
- Easily distributed
- Easy to analyse and control
- Cost effective



THE PROCESS
Goal
(Landing page)
Email clicks
Email opens
Sent your email
Acquire email leads

Acquiring email leads

- Offer information / product sample / promotion
- Acquire **permission**
- User check in **registers** (if applicable)
- Create **>** purchase user database
- Manage the database – develop segments

Sending the email

- Develop communication plan (for every segment)
- Generate content
- Automatic distribution through software
- Free software solutions:

AWeber

MailChimp

Campaign Monitor

Constant Contact®

Opening the email

- Trustworthy sender - person or brand
- Strong **SUBJECT** – under 50 symbols
  (33% of recipients open an email based solely on the subjects line)
- Not a description of the content
- Call-to-action, question, time limited offer, etc.
- Highest drop-out rate

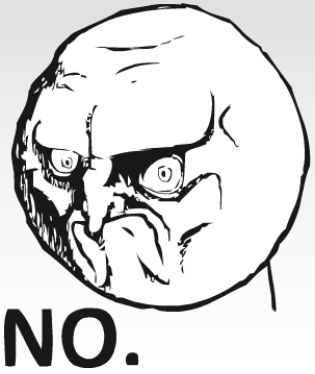
Click in the email

- Personalised address and signature
- Interesting and useful information - teaser
- Targeting according to consumers personal interest
- Multimedia content
- Footer – website, phone, sign-out option

Goal (Landing page)

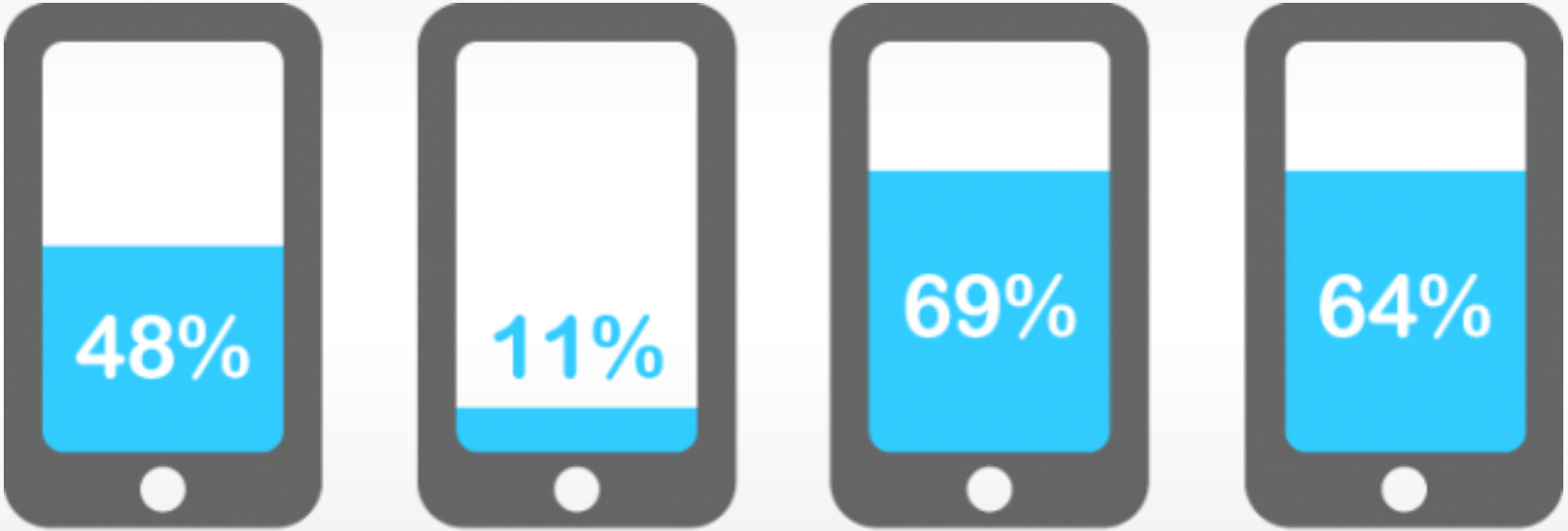
- Content relevant with the email message
- Achieving goals (conversion) – traffic, sales, inquiries, personal profile, personal info, etc.
- Analysis and tuning: drop-out rate, bounce rate, conversion rate, top pages

„Email marketing is useless!“



- **44%** of email receivers last year have made a purchase solely based on email promotion
- Every week **7 out of 10** subscribers use a coupon or discount, received by email
- **72%** of B2B buyers share useful information through email

Go mobile!



48% of emails are opened on mobile devices

Only 11% of email templates are optimised for mobile

69% of mobile users delete emails that aren't optimised

64% of decision makers read their emails on mobiles

Consider that:

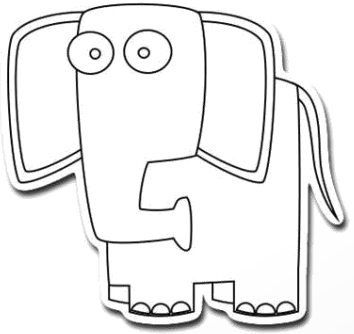
- Emails sent on Monday are **18%** more effective than other weekdays
- Females click in emails **10%** more than males
- In 2016 the total number of email accounts will be **4,5 billion**
- **84%** of the email traffic this year will be spam

Your task:

Using the provided template:

- Get acquainted with your client and their products
- Create a database, consisting of 20 (total) potential clients and partners
- Develop a communication plan (weekly based) for conducting an email campaign for each audience
- Create 2 different email messages targeted at the defined audiences. They could promote the business (image or product) or inform users about the products and their unique qualities

Your client:



WBE (White Board Elephant) Studio offer different type of animated videos, created especially for the client's needs. They want to promote their services in Hungary and attract new clients. Their target audiences are:

- medium sized enterprises who can become their clients
- advertising agencies who can become their partners

http://5svideo.com/

https://web.facebook.com/whiteboardelephant/

https://www.youtube.com/channel/UCwVp0KIotYOzhBcciaqN6wg

Useful links:

- https://blog.kissmetrics.com/beginners-guide-email-marketing/
- http://blog.hubspot.com/marketing/improve-your-email-subject-line
- http://articles.bplans.com/the-6-most-important-web-metrics-to-track-for-your-business-website/
- http://www.smartinsights.com/email-marketing/email-communications-strategy/statistics-sources-for-email-marketing/
- http://blog.capterra.com/statistics-email-marketing-not-dead/