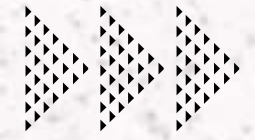




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# EMAIL MARKETING

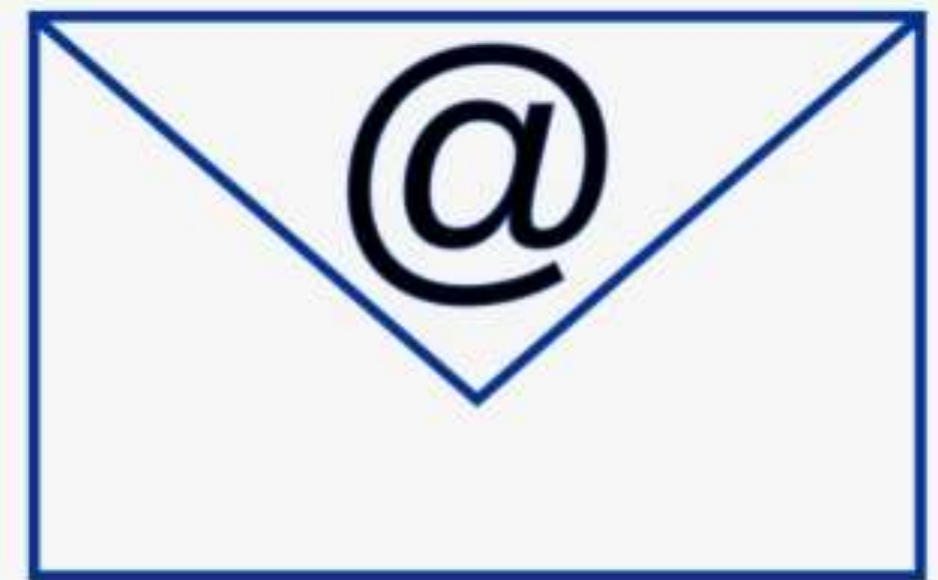


# E-MAIL MARKETING



# WHAT IS AN E-MAIL

- Email stands for **Electronic mail**
- It is the digitalised version of mailbox
- It started in year 1965 and was limited to local computers
- It became popular as internet evolved with the time





# TYPES OF E-MAIL

- **Broadcast E-Mails-** The one you send to the customers when you launch a new product. Similar to Newsletters, Recent blog posts, Product updates and releases, Limited-time sales and promotions, Upcoming events, Industry news, Alternate ways to use your product or service.
- **Auto responders-** Confirmation mails, welcome mail, unsubscribing mail etc
- **Transactional E-mails.** Email receipts, invoices, billing statements, order confirmations are examples of transactional emails.
- **Re-Engagement E-mails-** Non automated mails for interested subscriber
- **Personalized E-mails-** These are fully human generated emails for converted leads.



# WHAT IS E-MAIL MARKETING

Email marketing is a way to reach consumers directly via electronic mail. Email marketing is a format for email-based campaigns in which standalone advertisements are sent to a targeted list of recipients. The messages, which may be text, HTML, or rich media, look like Web-based ads rather than typical email messages.



# BENEFITS OF E-MAIL MARKETING

- Economic and Cost Effective
- More effective than social media (for customer acquisition)
- Personal and Customisable
- Measurable
- Improving sales.
- Communicating with your audience.
- Generating traffic to your site.
- Sending timely campaigns.
- Increasing leads.



# HOW TO COLLECT E-MAIL DATABASE

## **PURCHASED E-MAIL LISTS:**

There are many vendors out there who sell lists or rent them (though renting means that the list seller maintains ownership and control of the email list). These are collections of email addresses that the vendors sell to any business or individual who can pay the fees.

## **OPT-IN LISTS:**

These are permission based, signups and subscribed. When used properly, they all mean that the email list is comprised of people who:

- Are recent customers of yours, or
- Agreed to receive email updates directly from you, or
- Subscribed or signed up through an online sign-up form on your business' website, landing page, or social profile.



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# PRO'S & CONS OF PURCHASED LISTS

## PRO'S

- It can act as a 'quick start' to help you with finding the right viable end-users of your offering, especially when you're in the early stages of building out your contact database.
- Purchasing data can also help you get started faster on nurturing new contacts into your funnel, and may also help your sales team move potential buyers through the initial stage quicker, as they are closer to being vetted.

## CONS

- Purchased lists harm your delivery to inboxes
- Reputable email marketing services won't let you use purchased lists
- Low response rates because your recipients don't know you
- Lousy ROI (return on investment)



# E-MAIL MARKETING SOFTWARES AND PLATFORMS

- **Getresponse:** World's easiest email marketing. 3,50, 000 happy customers in 182 countries, engaging more than 1billion subscriber every month. 14-days free trial.
- **Aweber:** Connections that last are built inbox. Not user Friendly. Card details.
- **Sendlane:** Helps capture your visitor's email and deliver your messages. 14-days free trial.
- **Sendgrid:** Delivering your transactional and marketing email through one reliable platform. Start your free account up to 12k emails /mo.
- **Mailchimp:** Send better email. Sell more stuff. Signup for free
- **Some Other:** SendinBlue (free/paid)Drip (paid)ConvertKit (paid)



# WHAT ARE SINGLE & DOUBLE OPT IN'S

- Single opt-in (SOI) is a subscription process which does not require any confirmation from the owner. In this approach, the email address of the owner is added to an email list right after they fill out the subscription form.
- Double opt-in (DOI), also known as confirmed opt-in (COI), is a subscription process which requires the email owner to click a confirmation link in the email sent after subscribing.

SINGLE OPT IN PROS	SINGLE OPT IN CONS	DOUBLE OPT IN PROS	DOUBLE OPT IN CONS
Build a large list quickly	Potential for low quality unengaged subscribers	Cleaner List	Slower List Growth
	Low E-mail Deliverability	Active & Engaged Database	
	High risk of SPAM Complaints		



# WHAT IS OPEN RATE IN E-MAIL MARKETING

Open rate is an email marketing metric that calculates the percentage of subscribers who opened an email marketing campaign out of the total recipients.

- Many people look to their email open rate to determine how successful their email marketing strategy is and, while email open rate is important, no one metric should determine your strategy. Instead, you should consider multiple metrics and think about the goals you have for your email marketing as a tactic.



# HOW TO INCFREASE THE OPEN RATE

## **CREATE AN ORGANIC E-MAIL LIST:**

The quality of an email list is more valuable than the quantity. This is why companies that try to buy large quantities of leads to jump-start their marketing programs will find their open rates very low.

## **KEEP YOUR LIST FRESH:**

Its recommended to update the E-mail lists and remove the inactive members on regular intervals.

## **Segment Your List:**

You can start the segmentation process by adding tags to your subscribers based on their behaviors and preferences. Arranging different emails based on different groups is useful.



# HOW TO INCFREASE THE OPEN RATE

## **PERFACT TIMING IS THE KEY:**

Timing has a massive effect on increasing your emails' open rates . You should think wisely about your email schedule. You should definitely perform A/B tests to figure out which timeframes perform best.

## **WRITE CATCHY SUBJECT LINES:**

- Make people curious to open your emails.
- Numbers are eye-catching elements for documents. Inserting numbers into emails will help improve email open rates.
- Use engaging language.
- Talk like a friend. Stay away from terms like, “discount, subscribe, pay”.

## **Understand Their Needs:**

- Another effective way to increase the open rates of your emails is by writing a personalized email to the individual in question. You may add a personalized subject line on the email.



# HOW TO INCFREASE THE OPEN RATE

## **OPTIMIZE FOR MOBILE:**

- Emails that display incorrectly on mobile may be deleted within three seconds (Adestra)
- Mobile users check their email 3x more. (Google)
- Mobile email traffic is more valuable than desktop clicks. (Yesmail)
- 52% of customers are less likely to engage with a company because of bad mobile experience.

## **MAKE AN A/B TEST:**

- Through A/B tests you can measure the success of your campaign regarding different parameters.

## **DOUBLE OPT IN FORM:**

- Using a double opt-in form is always a good idea to avoid spam complaints and improve email open rates.



# CATEGORIES OF AN E-MAIL MARKETING CAMPAIGN

- **Promotional E-Mails:** Promotional emails sent to encourage potential customers to buy a product or service or convince current customers to keep buying
- **Regular E-Mails:** Regular e-mails meant to strengthen the relationship between the business and the customers and encourage loyalty to a product or service. E.g.: e-books, free course, video training, coupons, contest, newsletter, webinars, demo etc.
- **Advertisement E-Mails:** Advertisement e-mails **for a product or service** that are placed in e-mails sent by other people or companies (typically found in “banners” above or to the side of the e-mail's body of text)



# PLANNING AN E-MAIL MARKETING CAMPAIGN

There are 6 steps to plan an E-Mail Marketing Campaign:

- Building a Targeted Email List
- Know Your Goals
- Understand Email Types
- Design the email
- Scheduling and ending
- Analysis and follow up



## STEP – 1 (BUILDING A TARGETED E-MAIL LIST)

The most successful email marketing campaigns start with an email list full of qualified leads that are interested into in what you have to offer. The best way to build a targeted email list is to convert your website visitors to subscribers. If you are starting fresh then go for data scientist or buy the data from external sources.



# STEP – 2 (KNOW YOUR GOALS)

After getting your email list, make sure that what exactly you want to achieve from the email campaign. Select the goal of your campaign.

Typical goals for an email marketing campaign include:

- Welcoming new subscribers and telling them about your.
- Boosting engagement with your content and your business, whether that's promoting a webinar or trying to make an initial sale.
- Nurturing existing subscribers by providing something they'll value.
- Re-engaging subscribers, who haven't been particularly active.
- Segmenting your subscribers so you can send more targeted email marketing campaigns.



# STEP – 3 (UNDERSTAND E-MAIL TYPES)

- It's also important to understand the different types of email that you can send. We're all familiar with promotional emails, which talk about offers and sales and are self-promotional. Decide which email type you want to send to your customers.
- For example- for newly subscribed customers, send them auto responder email.



# STEP – 4 (DESIGN THE E-MAIL)

## **Components of email:-**

- Creative
- Text
- Hyperlinks (social media links, landing pages etc.)



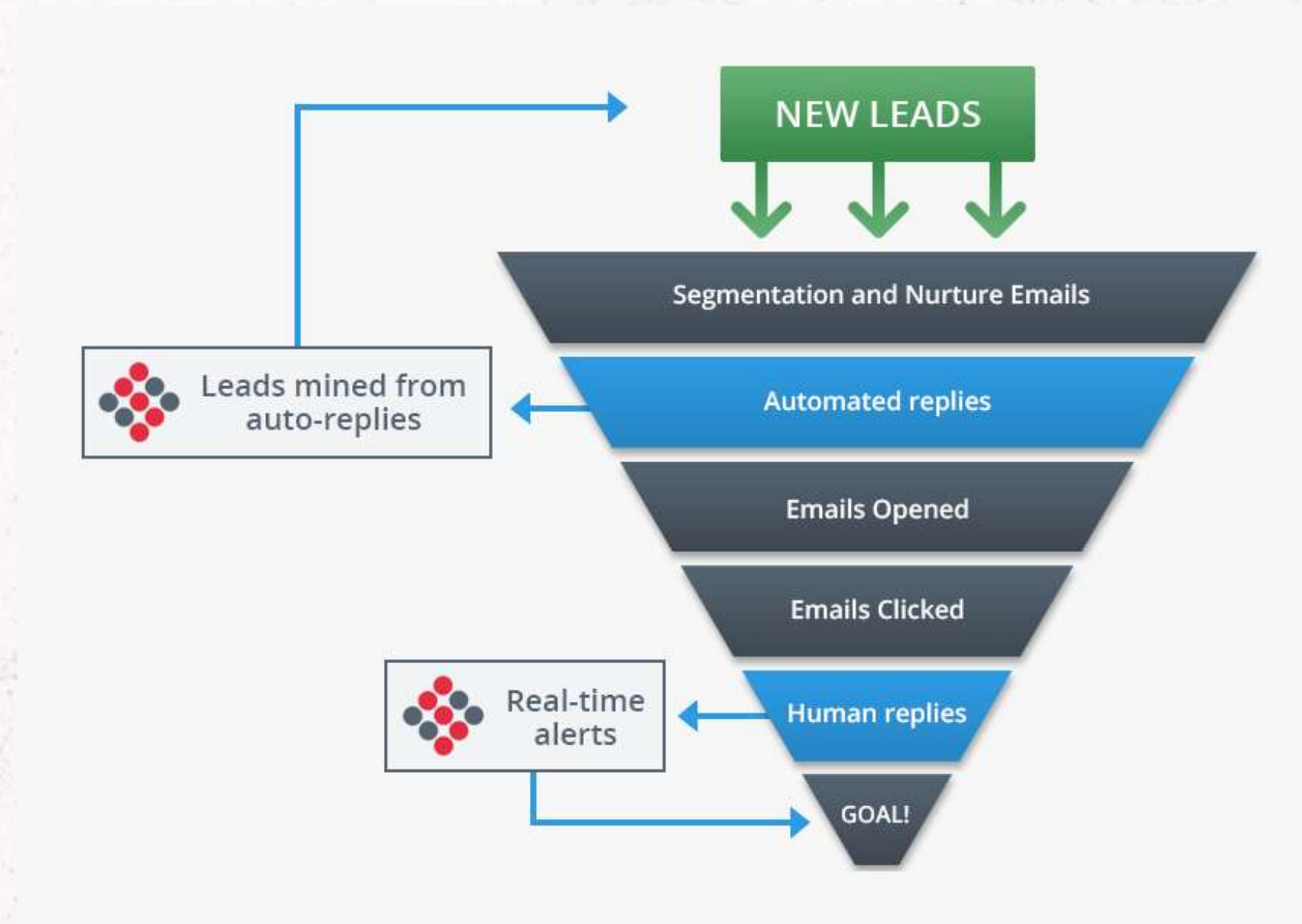
# STEP – 5 (SCHEDULING AND ENDING)

You have two ways, sending the email immediately or schedule it for later. It is suggested to schedule the list of emails and schedule them as per the need. Make sure that the email that you are sending must be sent to right subscribers list. Otherwise you will be spamming the whole content. This will lead to the increasing unsubscription rate.



# STEP – 6 (ANALYSIS AND FOLLOW UP)

Analysis the clicking rate, opening rate and follow up the turned up leads. Make sure that you analyses the data correctly.





# WHY E-MAILS GO TO SPAM BOX

- 1. You Weren't Given Permission
- 2. The Sender Information is Inaccurate
- 3. There's No Physical Address
- 4. You're Using Spam Trigger Words
- 5. Your Headline Is Weak
- 6. You've Included Attachments
- 7. There's a Large Image with Minimal Text
- 8. There's No Opt-Out Link
- 9. You're Sending Emails to Inactive Addresses
- 10. You Have Incorrect Spelling and Grammar



# SPAM TRIGGERING WORDS

- [CLICK TO VIEW THE LIST OF SPAM TRIGGERING WORDS](#)





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