

Email Marketing



EMAIL MARKETING
FUNDAMENTALS

eMarketing
INSTITUTE



E-Mail Marketing: E-Mail Marketing Fundamentals

Title: E-Mail Marketing: E-Mail Marketing Fundamentals
Course material - knowledge required - for certification
Copyright © 2018 eMarketing Institute

Web: www.emarketinginstitute.org

Contact us

eMarketing Institute
c/o Web Media ApS
Tove Maës Vej 7, 3.tv.
DK-2500 Valby, Copenhagen
Denmark

VAT ID: DK 3531871301

Email: support@emarketinginstitute.org

1. Introduction	11
About email marketing	12
Email marketing statistics	13
2. Basics of Email Marketing	16
What is email marketing?	16
Email marketing as a part of online marketing.....	17
How to start with email marketing?	17
Set up goals.....	17
Determine the pace of sending	18
Establish a style/template	21
Explore and use tools.....	22
3. Types of Emails	25
One-to-many email	25
Newsletter	25
Digest email	26
Dedicated email	27
Sponsorship email.....	28
One-to-one email	29
Lead nurture	30
Notification emails.....	31
Social media emails.....	31
4. Mailing List.....	34
Definition of a mailing list	34
Best practices	34
Attract	34
Have a permission.....	35
Get to know your subscribers.....	35
Nurture.....	35

Mailing list update.....	35
Things to avoid	36
Buying a mailing list	36
Not updating the mailing list	37
List segmentation	38
Why is list segmentation important?.....	40
Better performance	40
Subscribers are not all the same.....	41
5. How to Grow Your Mailing List?	43
Subscribe button	43
Size	43
Color.....	44
Position	44
Offer something in return	45
Ask subscribers to share.....	47
Use social media.....	48
Use paid ads to invite new subscribers.....	49
Step 1: Create a stunning landing page	49
Step 2: Create an offer your target audience will love	49
Step 3: Create an ad campaign	50
6. How to Write an Email?	52
Email design	52
Elements of a good email.....	53
Effective and relevant subject line.....	53
Compelling copy.....	55
A strong CTA.....	56
Noticeable links.....	57
An unsubscribe option	57

How to write a high-performing email?.....	58
Personalize email subject line and content	58
Think about localization.....	59
Have in mind the message you are trying to convey.....	60
Write for the readers	60
Other tips	60
7. Email Deliverability	63
What is email deliverability?.....	63
What is spam?	63
Spam filters	64
Things to do to improve email deliverability	64
Follow best practices and guidelines	64
Have permission.....	65
Ask the recipients to add you to their address book.....	65
Send from your own domain	65
Use A/B testing	65
Things to avoid if you want to get your email delivered	65
IP address issues	65
Neglecting best practices.....	65
Avoid being marked as spam	66
Poor email design.....	66
8. Email Marketing Metrics	68
Click-through rate	68
Conversion rate	69
Bounce rate	70
Forward rate.....	70
Subscriber list growth rate.....	71
ROI	71

Less reliable metrics	72
Open rate	72
Unsubscribe rate	73
9. A/B Test of an Email Campaign	76
What is A/B testing?.....	76
What to test in an email campaign?	77
Subject line.....	78
Call to action	80
Body text	80
Offer	81
Personalization.....	82
Localization	82
How to conduct A/B testing?	82
10. Lead Nurturing	86
What is lead nurturing?	86
Sales funnel	86
How to nurture the relationship?	87
Build relationship gradually	87
Predict the need.....	87
Be relevant.....	88
Lead nurturing tactics	88
Targeted content	88
Lead scoring	89
Seizing the moment	90
Collaboration of sales and marketing	91
11. Increasing Conversions with Email Marketing.....	93
Conversions in email marketing.....	93
Defining a conversion.....	93

Tracking conversions.....	94
Using an email marketing tool.....	95
Google Analytics advanced segment.....	96
Email campaign tagging.....	98
Why is conversion tracking important?.....	100
Understand your influence.....	100
Calculate ROI.....	100
Improve your results.....	100
How to increase conversions?.....	101
Subject line that engages.....	101
CTA that inspires.....	101
Landing page that converts.....	101
Other things to consider to increase conversions.....	103
12. Email Marketing Tools.....	105
TinyLetter.....	105
MailChimp.....	106
GetResponse.....	107
Campayn.....	108
SendLoop.....	108
FreshMail.....	109
Campaign Monitor.....	110
Marketo.....	111
Sendicate.....	111
Litmus.....	112
Hubspot.....	113
13. Email Marketing Automation.....	116
What is email marketing automation?.....	116
Welcome email.....	116

Daily (Weekly) digest	117
Re-engagement email	117
Event email	117
Abandoned shopping cart email	118
Upsell email	118
Follow-up email	118
The importance of email marketing automation.....	119
It saves time	119
It keeps you organized	120
It improves the relationship.....	120
It boosts your business	120
Email marketing automation strategy	121
When not to use automation?.....	122
14. Email Mobile Marketing.....	125
Email optimization for mobile.....	126
Mobile-friendly design	127
Single-column design	127
The most important things at the top	128
Image optimization	128
Avoiding images and graphics with small details	131
Familiar sender's name	131
Short subject line	131
Pre-header text	131
CTA button size	132
General recommendations for a better design	132
Reader's experience	132
Landing page optimization	133
Mobile email marketing tracking	133

Influence of email mobile marketing	136
Changing the web design.....	136
Predicting visitor’s behavior	137
Prevent one-click visits	137
15. Email Marketing Glossary.....	140
16. Questionnaire	147
Questions	147
Answers	159
17. Conclusion	161
It all starts with your website.....	161
Then, offer even more value!	161
Ready and start!	161
Entering the next phase	162
Going big, going mobile	162
Over and out	162

1

Introduction

1. Introduction

Over the past two decades, a lot has changed. The technology has advanced so far, that it has opened up completely new horizons. In terms of business, this means more opportunities and more ways to reach consumers.

Online marketing is now a part of our reality, always included in the business plan, as a medium of improving business and realizing goals. Its potential has been proven so many times, that it is slowly taking over, leaving traditional marketing techniques far behind. It is estimated that almost 40% of the world's population use the internet, and with this in mind, it is natural to think of the internet as a great place for advertising your business.

Online marketing includes several types of marketing, and some of those are the following:

- Search engine marketing
- Social media marketing
- Content marketing
- Affiliate marketing
- Email marketing

The main distinction between these types is the medium used to reach customers. Additionally, each type requires a set of strategies to be successfully implemented in a business plan. Best practices and guidelines are also something to have in mind when planning a strategy.

Out of all the types of online marketing, email marketing delivers the highest ROI for marketers, which is why it is so widely used.

Email delivers the highest ROI for marketers

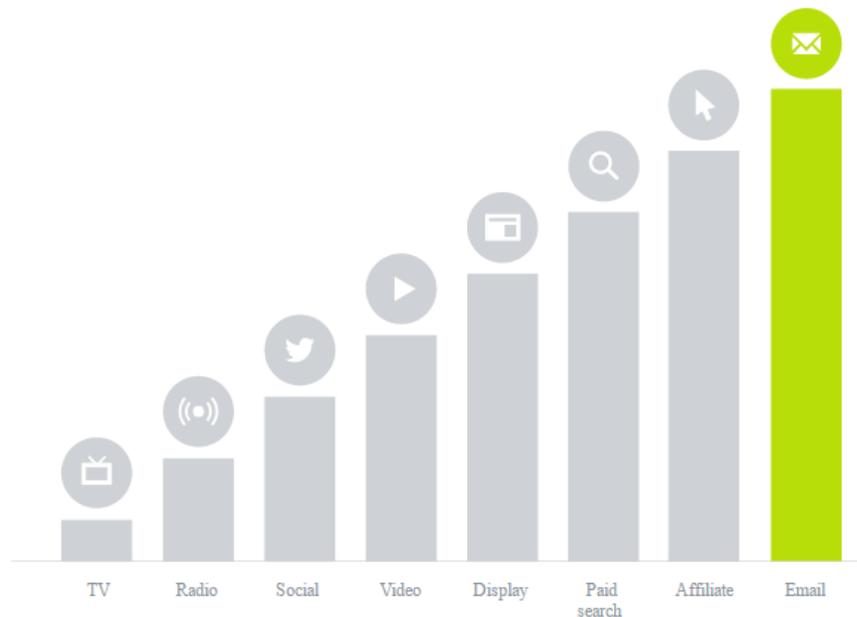


Image: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>

About email marketing

You should consider email marketing as a modern way of communicating with consumers. Emails, as a form of communication, have been around for decades, ever since the first sent email message back in 1971. Over the years, the World Wide Web has evolved and grown, and email marketing has found its rightful place in the business world. Although email messages were once a popular way of communicating with friends, online messaging apps such as WhatsApp, Viber, etc. have taken over this role. Despite this fact, emails are still important and a large percent of people do check their email inbox daily.

This gives a high potential to reach online consumers. Email marketing should be a personalized approach, where your goal is to directly communicate with the online users in order to achieve something, such as generate a sale, get visitors, encourage downloads, etc. Even though an email marketing campaign is, in essence, a promotional campaign, you should go beyond this concept and use a more subtle approach to both reach and engage online users.

The goal of email marketing is to get the message to the consumer, but it is not enough to simply send a message. You need to encourage open rates and you need to explore how the consumers are interacting with your email, whether they forward it, click on the links, etc.

In this ebook, you will learn the basics of email marketing, optimization of an email campaign, how to grow your mailing list and implement email marketing in your business, all for the purpose of improving your business through this online marketing technique.

Email marketing statistics

To understand the importance and the role email marketing has nowadays, let us review some of the most relevant email marketing statistics:

- A single person is sending and receiving over 200 emails a day on average. ([Radicati](#))
- In 2015, the number of worldwide email users was nearly 2.6 billion. By the end of 2019, the number of worldwide email users will increase to over 2.9 billion. ([Radicati](#))
- The total number of worldwide email accounts is expected to increase to over 4.3 billion accounts by year-end 2016. ([Radicati](#))
- 35% of email recipients open email based on the subject line alone. ([Convince&Convert](#))
- The mobile market share is around 55% ([Litmus, 2016](#)). Additionally, 75% of Gmail users open their emails on mobile devices. ([Techcrunch, 2015](#))
- 30% of subscribers change email addresses annually. ([Convince&Convert](#))
- 44% of email recipients made at least one purchase last year based on a promotional email. ([Convince&Convert](#))
- Email marketing technology is used by 82% of B2B and B2C companies. ([Ascend2](#))
- 74% of marketers say targeted personalization increases customer engagement. ([eConsultancy](#))
- Segmented and targeted emails generate 58% of all revenue. ([DMA](#))
- Email is 40 times more effective at acquiring new customers than Facebook or Twitter. ([Campaign Monitor](#))
- For every \$1 spent, email marketing generates \$38 in ROI. ([Campaign Monitor](#))
- 83% of B2B marketers use email newsletters for content marketing. ([Content Marketing Institute](#))

These statistics should support a couple of things:

- Email marketing is one of the most used types of online marketing
- Email marketing has the greatest ROI
- Personalization and segmentation are important for reaching success in email marketing
- Mobile share in email marketing is on the rise

Tools and analytics are two additional aspects you will need to implement into email marketing strategy to complete the approach. Having this in mind, you can now understand how email marketing can help your online business, how it can help you take your business to the next level.

2

Basics of Email Marketing

2. Basics of Email Marketing

To fully understand how email marketing can be used in your business, and how it can help with achieving your goals, you need to start with the basics.

What is email marketing?

Email marketing is a part of online marketing focused on communicating and establishing the connection with online users through emails. Regardless if the goal is promotional or informative, regardless if you send weekly or monthly, the core of email marketing is still communication with the recipient. The purpose of this communication is to nurture the relationship with the existing or potential customers, and to encourage an action which is the goal of an email marketing campaign.

To make sure you are communicating successfully, your email message should be:

- Relevant to the recipient
- With a relevant, yet engaging subject line
- Concise and spot on
- Planned
- Sent at the right moment
- In the language the recipient understands
- Without any grammatical or spelling errors
- Without any broken links

The process of communication between a business on one side and a customer on the other goes like this. You have a message that you want to share. It can be a promotional message about a sale in your online store. It may be the news about your latest ebook. It may be an announcement for the event you will be hosting. The idea is to send a message that will encourage the recipient to complete an action, such as purchase an item, fill out a form, etc. The point is you have something to share with the subscribers. The next step is to write an email. There are lots of things to have in mind here, which will be the topic of one of the subsequent chapters. Finally, you send the message, wait and examine the results, in order to find out both positive and negative outcomes of your email marketing campaign. That is the email marketing process summarized in a nutshell.

One of the first obstacles every marketer faces is getting emails delivered and read. It is not an easy task, especially if you have in mind that over 200 emails are sent and received per person each day. As much as getting the attention through email marketing is lucrative (with huge ROI), it is a very difficult job. There is a true combat over users' attention and it has become a real art to get under that spotlight. This is how email deliverability was introduced as the process of analyzing and optimizing the performance of an email marketing campaign.

Gradually, this is how the field of email marketing evolved, to become a whole new segment of online marketing, with its own best practices, strategies, and tools to use.

Email marketing as a part of online marketing

To get the most out of email marketing, you need to combine this strategy with other techniques of online marketing, including content creation, search engine optimization, social media marketing, etc.

Email marketing on its own has a little chance of succeeding. The true potential of this marketing is seen when it is integrated into the overall online marketing strategy. For example, you have a new blog article (content marketing) and you want to share it with lots of online users to get more traffic to your blog (SEO). You send out a newsletter (email marketing) where you feature a summary of the article, inviting your subscribers to visit your blog to read the full article. This way you combine all your efforts to get the most out of it and to have the best chances for achieving your goals.

How to start with email marketing?

Once you know the basics, it is time to start with email marketing. In essence, this is a method for achieving goals, a strategy which utilizes your own resources (a mailing list) to boost your online performance.

Set up goals

Like with any other campaign, if you want to reach success, you have to know what that success is. Goals you want to achieve will dictate the campaign settings, writing style, target audience, etc. They will also dictate the way you measure success. This is why the first step is setting up goals. Sometimes you might have multiple goals. Either way, start by determining some of them. Here are a couple of examples to get some ideas:

- I want to drive new signups for the service
- I need new leads

- I want to invite people to an event
- I would like to encourage people to donate
- I want to sell my product

These goals are a bit too general and vague. In order to measure success, you should try to make them measurable. For example, avoid *“I want to drive new signups for the service”*, but add a measurement *“I want to drive 100 new signups for the service”*. Or, instead of *“I want to sell my product”* try *“I want to increase sales by 20%”*.

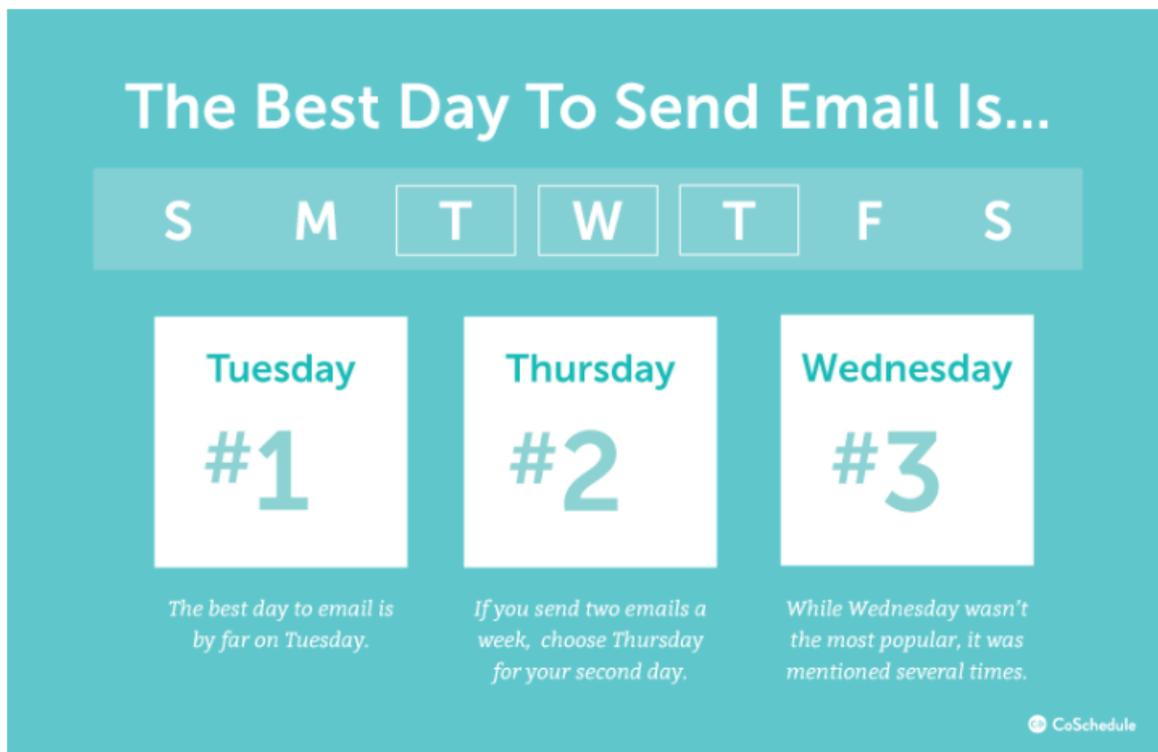
Having measurable goals will help you determine if what you have achieved through the campaign is really in accordance with what you had planned. Not only will this determine whether your campaign was a success or not, it will also help you realize what you need to change to upgrade your performance.

Determine the pace of sending

Now it is time to think about sending emails. One of the first things you will need to establish is the pace. The schedule of sending is important to keep you organized, but it also makes users feel more comfortable, as they know when to expect an email from you.

You should also analyze the performance of the email campaigns in the past, to determine if there was any particular day or period of the day that showed unusual rates, regardless if that was the surprisingly high or low open rate.

There are also studies that have been analyzing the performance of email marketing campaigns, in order to find out what would be the best time to send an email. Multiple types of research have come to the conclusion that Tuesday is the best day for sending emails, while morning, 10 am, in particular, was highlighted as the best time. ([Source](#))



When it comes to your own business, you should not follow the statistics unquestionably. What might be a general rule, might not be a perfect solution for your business. Therefore, make sure you compare the data from the previous email campaigns to the recommended optimal times for sending emails. If you have no prior experience, try to think about your target audience for a second. In your opinion, when will they be able to read the email? After work? On a coffee break? In the evening? Knowing as much as possible about your target group, their behavior, habits, etc. will help you answer the questions and figure out what would be the best time to send out emails. In both of these case, regardless if you do have prior experience or you do not, testing is the key. Experiment with different times for sending emails and compare the metrics to determine the ideal option.

In the end, consider the number of emails you send. Some people love getting the scoop every day. Some prefer being updated occasionally, once a week or even monthly. To make sure all of them are satisfied, you can do two things:

- Allow users to choose the pace at which they will receive emails.

Activity from your network

- Email me with Top Tweets and Stories
- Sent periodically from my Twitter network
- Sent daily
- Sent weekly
- Sent periodically performance of my Tweets
- Recommendations based on activity in my network
- 

Updates from Twitter

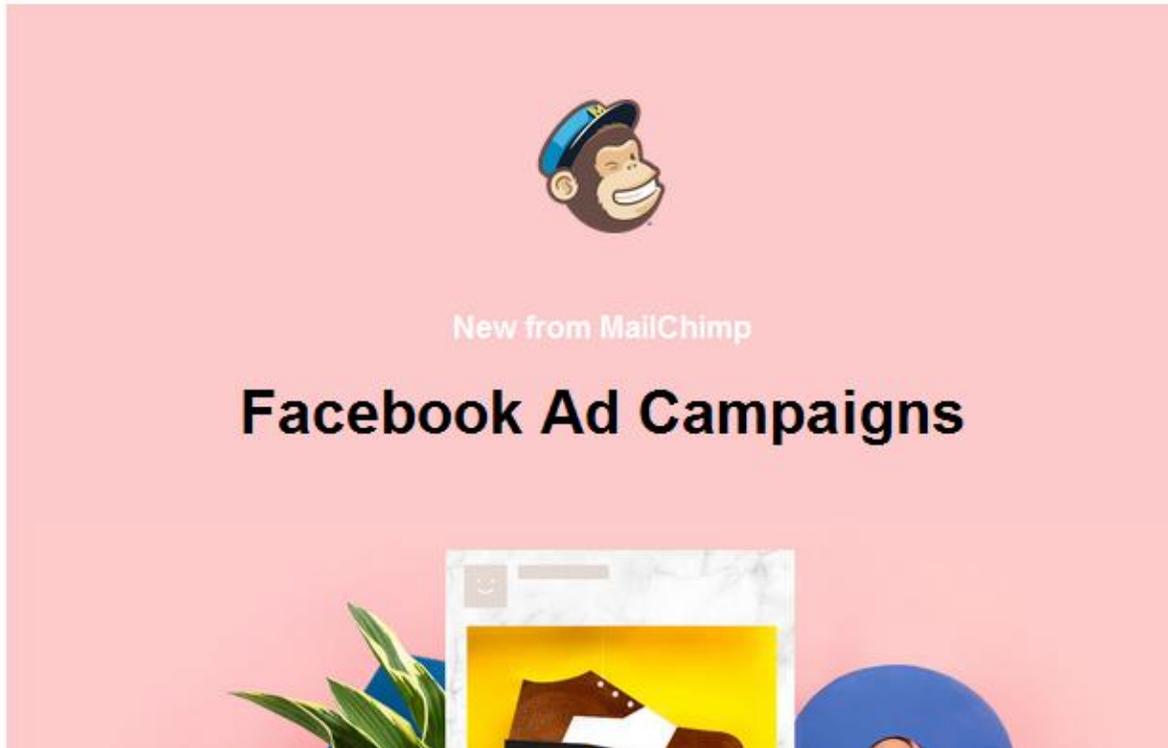
- Email me with News about Twitter product and feature updates
- Tips on getting more out of Twitter
- Things I missed since I last logged into Twitter
- News about Twitter on partner products and other third party services
- Participation in Twitter research surveys
- Suggestions for recommended accounts
- Suggestions based on my recent follows

Save changes

- Send emails only when you have something worth sharing.

🐼 Facebook Ad Campaigns in MailChimp are Here Inbox x

 **MailChimp** <hello@mailchimp.com> [Unsubscribe](#) 31 Jan (4 days ago) ☆
to me ▾



Establish a style/template

It is time to focus on the actual email. Since there is an entire chapter on how to write an email, we will now only point out some of the most important things to consider.

- Consistency

Consistency in styling your emails means that you should choose a style and stick to it. This refers to both the writing style (formal/informal) and to the visual style (using graphics, logo, adding images, etc.). As much as the content of the email needs to be fresh, things that work need not be changed. If you readers are accustomed to the way you write an email, this is what they would expect, so you should not make any drastic changes that would affect your credibility.

- Accuracy

Speaking of credibility, here is another thing that could help you gain or lose credibility. Your email needs to be accurate. Accuracy refers to both grammatically correct text, and to the

accuracy of the actual data. For example, if you are sharing some statistics or product prices, make sure those are in fact accurate. Otherwise, you are at risk of recipients unsubscribing, or even reporting you as spam.

- Professionalism

Building credibility and loyal readership is not an easy task, but what will help you along the way is maintaining a professional relationship in your email marketing campaigns. Professionalism refers to your entire approach, as it combines accuracy, consistency, sending relevant emails and keeping up with the schedule. After all, you represent your company and you need to think about the kind of image you want to create for your company through this campaign.

Explore and use tools

There are so many email marketing tools on the market, that you might even have a hard time choosing which one to use. Again, this will be an entirely different chapter in the ebook, where you will see actual suggestions on the tools that are available, but since in this chapter we want to focus on the basics, here are the things you need to have in mind when choosing an email marketing tool:

- Usability

Make sure the tool is user-friendly, as you do not want to spend hours studying how to set up and manage a campaign. The interface that allows email campaign management needs to be simplified and most tools use drag-and-drop method for this reason.

- Features

Determine the features you want and need to have, so that you can focus only on a selection of tools. For example, you might want to have email automation functionality, as well as social media integration. You might need a simple interface, or you might want an advanced marketing solution.

- Costs

A lot of tools offer free trial period, which is a great way to test them first. Most platforms determine their pricing based on the number of contacts you are allowed to have and based on the number of emails you can send per month. There are both free and paid tools on the market, and which one you will choose depends on:

- The size of your company – As the number of emails you send increases, so does the payment plan you are going to select.
- The budget for the campaign – You will also need to plan the budget for the campaign, so make sure the payment plan you choose fits that budget.

Although you will face a lot of challenges along the way, as with any other strategy, you need to be patient. You need to be sure you are following the best practices and using the recommended techniques to achieve your goals.

3

Types of Emails

3. Types of Emails

Companies send a lot of emails each day, about all sorts of different topics. Some may share the latest blog update, some might announce huge discounts, etc. Of course, each of these emails has a different purpose, which is how we can differentiate between several types of emails. There is no a strict classification of emails. For example, some marketers choose to group emails under the label transactional and non-transactional, while some choose to go beyond, and have even more narrow groups, so they have a welcome email, a notification email, etc.

The first major division we could highlight is based on the number of emails you send in the campaign, so we have one-to-many and one-to-one emails.

One-to-many email

The first group of emails is one-to-many emails, and it refers to the emails sent to the entire mailing list or a certain targeted group within that list. The main benefit of these emails is that they have a huge reach, thus the great potential to generate traffic, increase conversions, etc. Even though you reach out to a huge number of subscribers, you will still be designing a single email. This could also have a negative effect because your email might seem too general and it might lack personalization. Narrowing down the mailing list based on the different criteria could help you avoid this obstacle.

Within this large group of one-to-many emails, there are several types of emails:

Newsletter

A newsletter is one of the most popular types of emails. These generally contain information from your blog or website that you have recently published. They could also feature the news about your company, events, announcements, etc. By sending regular emails, you establish a connection with the readers, you bring them back to your website in the attempt to engage and convert them. On one hand, a newsletter is a very useful type of email as it allows you to combine different types of content, such as new articles from the blog, the announcement of the upcoming event, etc. Basically, you share any news related to your company. While this can be considered a benefit, it can also be seen as a drawback, because due to this compilation of information, your call-to-action button may be less in the focus. A newsletter email is usually sent according to a certain schedule you have determined.



YOUR WEEKLY CRAFTS NEWSLETTER

ENTER TO WIN OUR DAILY PRIZE SIMPLE SEWING QUICK AND EASY CRAFTS CRAFTS STORAGE



Pin it

Dream Crafting Spaces

[From Spare Room to Crafting Retreat](#)

[Pretty Sewing Room Makeover](#)

[A Family-Friendly Crafts Room](#)

[Stylish and Functional Crafts Space](#)

[Top-Notch Craft Storage](#) 🛒

SMALL SPACES



[Craft Closet](#)



[Easy Storage](#)



[Cute Catchalls](#)

Share: "From Spare Room to Crafting Retreat"



Digest email

This type of email is similar to the newsletter, but the design is much simpler and concise. In a digest email, you share the most important pieces of content in a form of a short list with links. This way you help your subscribers find your content easily, which is especially helpful for blogs that publish a lot of content. The goal is the same as with the newsletter, you share information, increase brand awareness, and generate traffic, but the design is what differentiate these two. Digest emails are frequently automated so that the software simply picks up the scoop from your blog and send it to the subscribers. This is a perfect way to keep the subscribers informed if you have a lot of content published each day. Having a schedule for sending a digest email could be helpful to your subscribers, as they will know when to expect the new digest.



Social Media Examiner: Michael Stelzner mikestelzner@socialmediaexaminer.com via aweber.com

13 Jan ☆

to me ▾

Hey [redacted] new content in this issue...

[5 Ways to Repurpose Your Popular Social Media Posts](#)

Want to get more out of your social media content? Wondering how you can save time and increase engagement? Discover five ways to find and repurpose your most popular Facebook, Twitter, and Instagram posts.

[100,000+ Ready-to-use Posts - Type a Keyword - Get your post now](#)

With hundreds of thousands of posts at your fingertips, Capzool makes marketing easy. Choose from unlimited ready-made posts specific to any industry or service. Looking for something you can't find? Request a post and our community of 4000+ creators begins immediately! Download instantly or schedule directly from Capzool. Sign up to get your first month at no charge! (Sponsor)

[The Can't-Miss Event for Marketers! Save \\$430--Ends Today](#)

"I enjoyed every minute. Any other conference I attend is going to have major expectations to beat!" said attendee Sarah Hanford. Join 150 experts (including Guy Kawasaki, Mari Smith, Scott Monty, Jay Baer, Ann Handley, Michael Hyatt, Amy Porterfield, and experts from more than a dozen brands) as they help you master social media marketing at Social Media Marketing World 2017. Live in San Diego!

[Building a Business on the Back of Interviews](#)

Do you interview people for your blog or podcast? Want to discover different ways to repurpose those interviews? To find out how to build a business through expert interviews, read this article featuring insights from Nathan Chan.

[How to Automate Your Social Media Marketing With IFTTT Applets](#)

Looking for effective ways to streamline your social media marketing tasks? Have you heard of IFTTT applets? Applets let you automate social media posting tasks so you can spend more time engaging with your audience. Learn how to automate a variety of social media tasks with IFTTT applets.

Mike Stelzner
Founder, Social Media Examiner

Dedicated email

As the name suggest, this email is dedicated to a certain offer. Instead of piling up content, like with the previous two types, here you focus on one piece of information only. It can be an announcement of an upcoming sale, an invitation for your latest conference, asking subscribers to fill out a survey, etc. The main benefit of a dedicated email is the ability to highlight a single event that is important to you. You will have a strong call-to-action button, which will have much more impact on your campaign. Unlike newsletters, dedicated emails are usually sent without any specific schedule.



Hi [redacted]

It's easy to forget about your resolutions, but not if you get reminders and support every step of the way.

So get the help you need from your digital coach to set up a training plan, keep an eye on your fat-burning zone, and access advanced stats.

You bring the drive — and we'll set you up with free Premium for one month. What are you waiting for?

[GET MY FREE MONTH](#)

Sponsorship email

Like with paid ads in search engine marketing, email marketing also allows getting promotion through paid methods. With a sponsorship email, you pay to be included in a newsletter of another website or company. This means a huge new lead potential, as you will be targeting an entirely new community. Of course, to make sure you are getting quality leads, you need to collaborate with companies that have the same target group as you. This kind of advertising will be relevant to the recipients and this way you will be able to get visitors who are genuinely interested in products and services you provide.

- Special Offers & Deals Picked Just for You!



OFFERS AND DEALS

Take advantage of great deals and special offers from our sponsors, exclusively for What to Expect users.

SAVE NOW

One-to-one email

This group of emails includes the types of emails that are sent to a single user. The focus of such email campaign is not a huge reach because you will not be contacting the entire community. On the contrary, you will be focused on one subscriber only. The goal of this approach is to establish a connection with the subscriber, strengthen the relationship, and increase the credibility of your brand. A large portion of one-to-one emails is automated. Obviously, businesses will find it difficult to handle a huge scope of emails each day, which is why this process is automated to a great extent.

The main benefit of these emails is that you can focus on one user as you introduce the user to your brand and community. Usually, you will use the existing content to do so. When it comes to sharing the new content, this might not be the perfect way to go, as in that case, one-to-many type of an email would be a better choice.

The most common types of the one-to-one emails include:

Lead nurture

This is a type of an email that is supposed to establish a firm connection with your subscriber. After someone signs up for your newsletter, sending out lead nurture emails can help them discover more about your brand, obtain even more free resources, discover more great content on your blog, etc. Since lead nurture emails are usually automated, your company will benefit from them without any extra work once you have a new lead. Unlike other emails where you reach out to the entire list of subscribers or a certain targeted group, the reach of lead nurture email is much lower, because you only target new leads. However, the reach is not even the goal here. The idea is to deepen your relationship with the subscriber and you will accomplish that by focusing on their needs.



Welcome to the Zapier blog!

Thanks for subscribing to articles from the [Zapier blog](#). Now you'll be the first to know when we publish a new post.

I promise we won't stuff your inbox with repackaged product updates. At Zapier, we aim to write content that you can *actually use* to be more productive. Here's what you can expect:

- **In-depth, actionable articles** packed with advice that will help you work more efficiently and effectively.
- **2-3 emails per week** with links to our latest content.

[Read Our Most Recent Post](#)

Notification emails

Notification emails are also known as alerts and auto-responders. They notify the recipient each time something happens, and these actions are also known as triggers. The sender needs to establish some criteria for an outgoing message, something that will be a trigger for notification email to be sent. For example, a confirmation email about a successful online purchase, congratulations on a subscription, a welcome email, a birthday email, etc. and many other types of emails that are triggered by a specific action.



Hi [redacted]

Thanks for downloading our template *How to Create Ten Fabulous Infographics in PowerPoint*. [You can access it at any time right here](#). Now you can easily create slick infographics that you can share on your blog, your social media channels, or as downloadable offers on your website.

If you want to learn more about how you can create and share great marketing offers, you can [reserve a free marketing consultation here](#) or just give us a call at 1-888-HUBSPOT ([1-888-482-7768](tel:1-888-482-7768)).

All the best,
Niti



Niti Shah (1-888-HUBSPOT)
Inbound Marketer, HubSpot

Social media emails

Unlike the above email campaigns, where you reach out to your subscribers, social media gives you an option to reach users' inboxes through the social media platform. For example, LinkedIn groups allow their administrators to send LinkedIn announcements, which will be sent to the members' inboxes. The same goes for Google+.

Although you do not really have access to user's email, nor could you use a software to customize the email or track conversions, this could still be a good way to leverage the power of an email campaign. This approach opens up new opportunities to grow your business. You are able to reach the people who might not be completely familiar with your brand which is a great way to gain new leads and potential customers.

The choice of the email type you are going to send depends on the goal you want to achieve. Each type has its distinctive features and it fulfills a certain purpose. Understanding the distinctions among them will help you make a better choice for the future campaigns.

4

Mailing List

4. Mailing List

We have mentioned a mailing list several times so far, and it is time to dive into this topic. Although you probably know what a mailing list is, there are many things to know about it that could help your campaign.

Definition of a mailing list

A mailing list is a list of people who subscribe to get the email updates about a particular website or blog. Email addresses can also be gathered through lead pages, on events, seminars, etc. You can even collect emails in stores. However, the main thing is that these email addresses are acquired in good faith, with the idea that the users provide their address willingly.

The screenshot shows a web interface for creating a new mailing list. At the top, there are navigation links for 'es', 'Compose', and 'Manage', along with a search bar and 'Support' and 'Logou' links. The main heading is 'Create New List'. Below this, there is a 'Subscriber List' tab and an 'Options' link. The form includes a 'Name' field, an 'Opt-In' dropdown menu with three options: 'Single opt-in', 'Double opt-in: confirmation required', and 'Single opt-in'. A red box highlights the 'Single opt-in' option. Below the dropdown is a red box with the text 'Create Subscribers list'. On the right side, there is a warning message: 'Users must opt into this mailing list. Nobody likes spam.'

Best practices

There are general guidelines to follow when collecting emails. It is in your company's interest to make sure you follow these guidelines to create a list from which your company will benefit.

Attract

Gathering emails is not easy, but it is the effort that pays off. You need to entice online visitors into giving you their email address, and you can do so by offering some value, quality that they will need and appreciate, so much that they willingly provide their email address. There are several methods to attract users to join your mailing list:

- Premium offer – Offer premium content for subscribers only
- Blog update – Send regular updates via a newsletter

- Organize a competition – Organize an online promotion where providing an email address would be a requirement
- Exclusive access – Allow exclusive or early access to subscribers only

Have a permission

You do not want to end up being an uninvited guest in someone's inbox. This way you are at great risk of being marked as spam. Always make sure the subscribers grant you a permission to contact them.

Get to know your subscribers

Finding out more about your subscribers is going to help with list segmentation and increased level of personalization, and ultimately this produces a better outcome of the email marketing campaign. You can get to know your subscribers by providing a form for them to fill in, where you can ask for additional information. The most important fields should be mandatory, while you can also offer a couple of optional fields.

Nurture

Make sure you keep your subscribers updated regularly. The relationship with them is nurtured through email communication, sending updates, getting feedback, etc.

Mailing list update

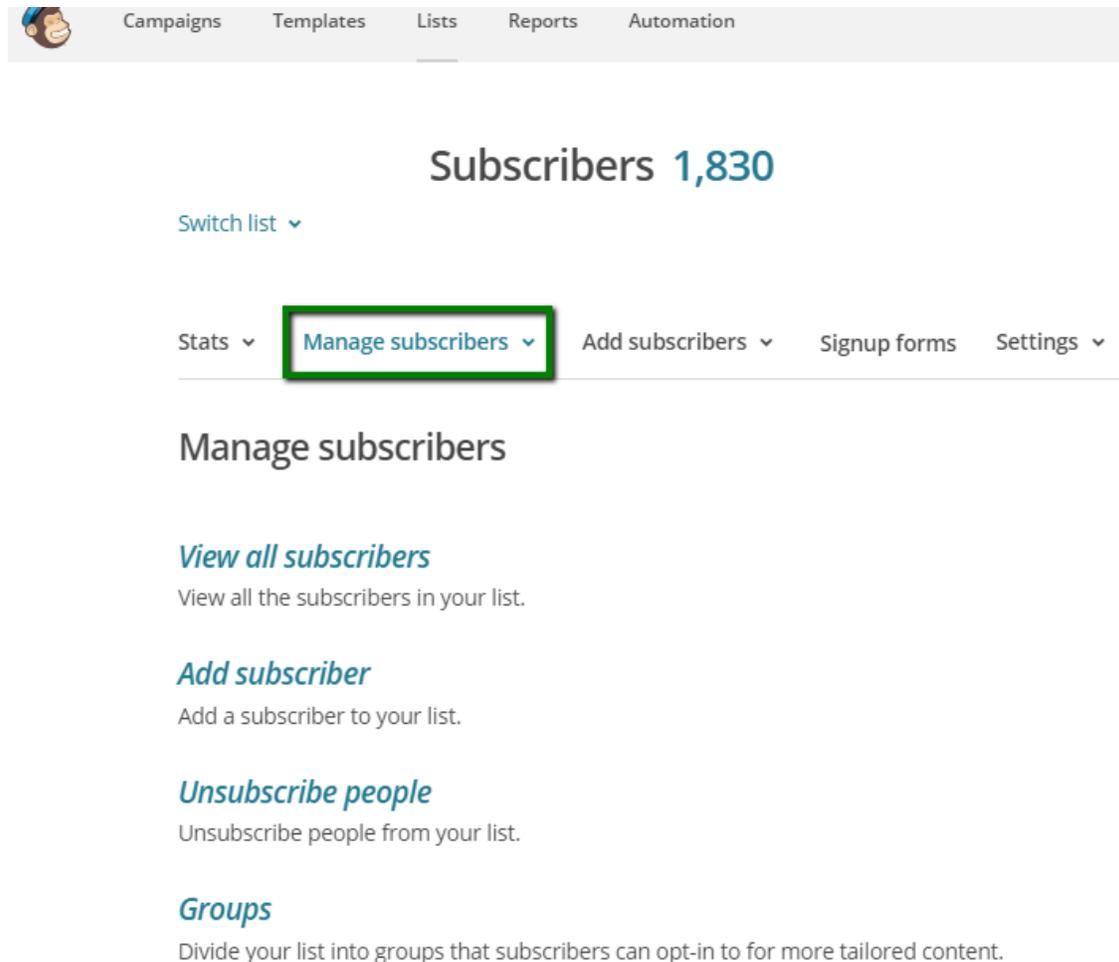
Studies show that more than 20% of your mailing list will be useless by this time next year. This means two things for you:

- You need to take advantage of the contacts you have immediately
- You need to keep adding new email addresses to the list to keep up the pace with the ones you have lost

Having this in mind, you need to focus on a regular mailing list update, which includes reviewing the contacts and removing the useless ones:

- Invalid, broken or misspelled email addresses
- Inactive email addresses
- Domains that bounce

You could consider this as a sort of a digital spring cleaning. Get rid of all the contacts you do not need, to reduce wasting your time, to minimize the bounce rate and increase open rate of the email campaign.



The screenshot shows a navigation bar with a monkey icon and menu items: Campaigns, Templates, Lists, Reports, and Automation. Below the navigation bar, the main heading is "Subscribers 1,830". A "Switch list" dropdown is visible. A secondary navigation bar contains "Stats", "Manage subscribers" (highlighted with a green box), "Add subscribers", "Signup forms", and "Settings". The "Manage subscribers" section includes the following options:

- View all subscribers**: View all the subscribers in your list.
- Add subscriber**: Add a subscriber to your list.
- Unsubscribe people**: Unsubscribe people from your list.
- Groups**: Divide your list into groups that subscribers can opt-in to for more tailored content.

Things to avoid

The success of your email campaign depends on your mailing list and how well it is gathered. Besides the practices that help with getting the most out of it, there is a need to highlight the list of things you should avoid as these can seriously jeopardize your email marketing campaign and diminish any success you were supposed to achieve. Additionally, these practices can even have a negative effect on all the subsequent email marketing campaigns.

Buying a mailing list

On one hand we have a self-generated mailing list which is diligently updated, and on the other hand, we have ready-made mailing lists, which one can get without much effort. However, this is considered as one of the practices to avoid, as it will only cause you harm in the long run.

When you buy a list, you do not have a permission to send emails to these contact, which is a good enough reason for people to mark your email as spam without even considering it. And the more your emails are marked as spam, the more of them will end up in the spam folder automatically in the future.

The second reason why this practice is not recommended is the fact that you can never be sure if this is really the list of contacts that could be interested in your business. Although it sounds cool to get instant access to a database of 20 thousand subscribers, you will see no good from it if those are the users who are not interested in your business and thus not your target group. This could also lead to a huge unsubscribe rate and spam reports, which is no way to gain credibility as a sender.

Not updating the mailing list

When you send an email, there is a certain amount of them that will not be delivered, and those are emails that bounce. A bounce rate directly reflects the quality of your mailing lists. High bounce rate means that your mailing list needs serious updating.

There are two types of email bounces:

- Soft bounce

This is a temporary delivery failure. In this case, the email address of the recipient is recognized, but the message was not delivered to the recipient's inbox. Numerous reasons can cause a soft bounce, including a full mailbox of the recipient, the situation when receiving server is down, the message is too large, etc.

- Hard bounce

Unlike a soft bounce, which is temporary, a hard bounce is a permanent delivery failure. This means that the email address is no longer valid or in use. Invalid spelling can also be causing this issue, as well as the fact that the recipient email server may have blocked delivery.

Overview [Activity](#) [Links](#) [Social](#) [E-commerce](#) [Conversations](#) [Analytics360](#)

Bounced

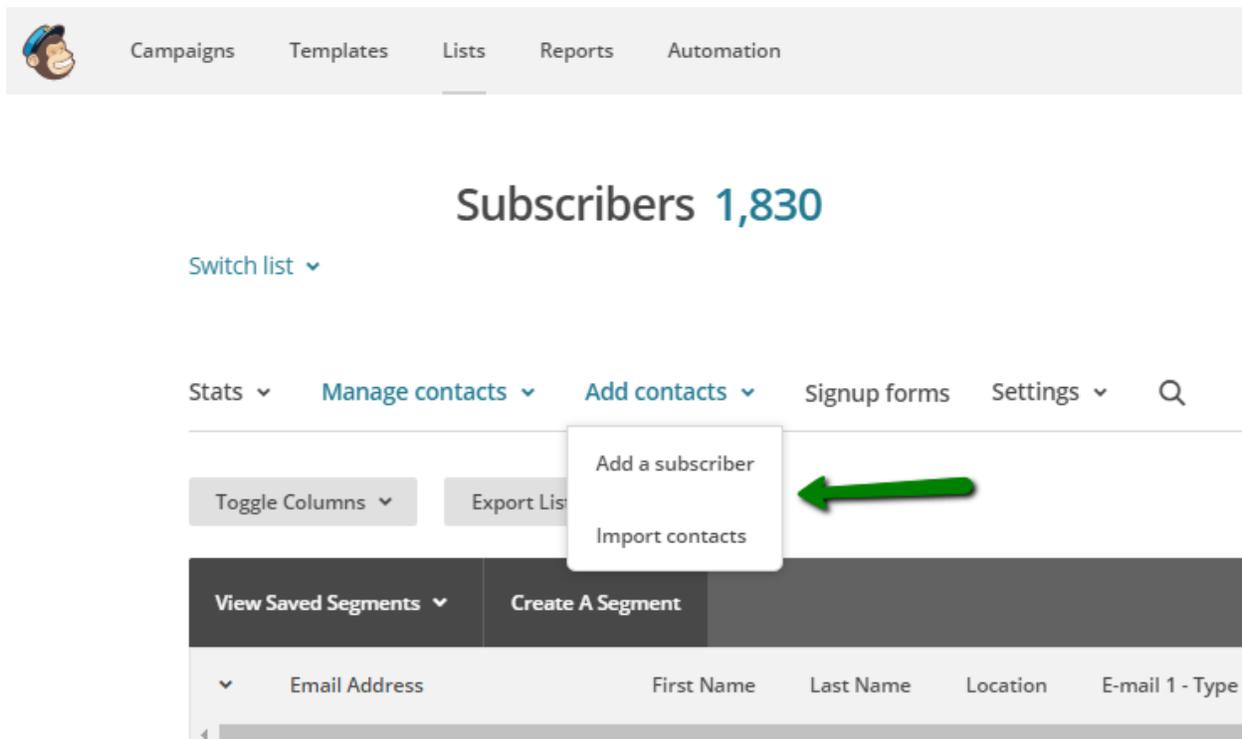
[Export As CSV](#)

101 Total bounces (5.3% of 1,912 sent)	21 Soft bounces What's this?	80 Hard bounces What's this?
--	--	--

In both of these cases, you need to monitor your mailing list. If you notice a hard bounce, you should remove the email address immediately from your list. If you notice a soft bounce, there is a possibility that your email will be delivered (for example, once the recipient's inbox is emptied). Make sure you keep an eye on addresses that soft bounce. In a case of temporary failure, there will be several automatic attempts to send the email message again. If after several attempts the message is still not being delivered, this soft bounce becomes a hard bounce, meaning you need to remove this address from the mailing list.

List segmentation

List segmentation is the process of dividing subscribers into groups. By narrowing down the list of people you target, you increase the chances of sending a relevant message and this eventually leads to better results. Email marketing tools provide list segmentation feature as a part of the tool. You will first have to import all the contacts.

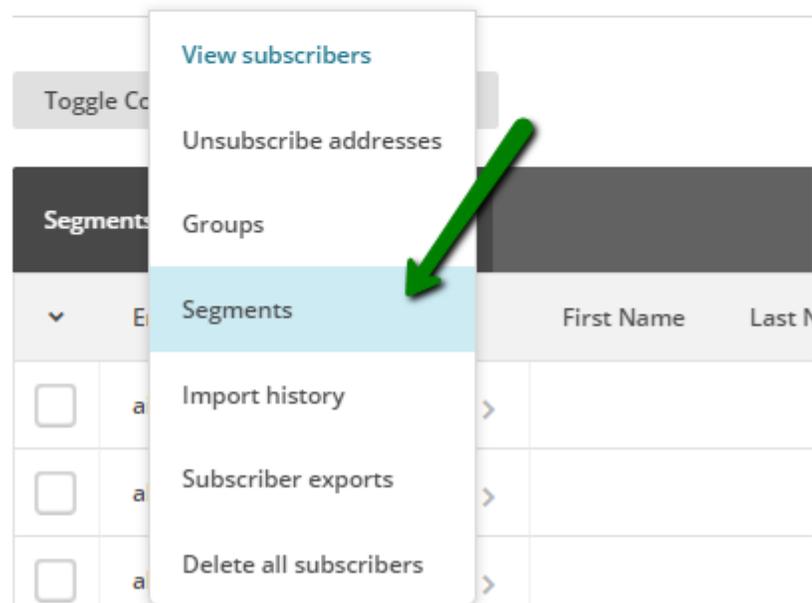


Once you import contacts, use the option to segment the list.

Subscribers 1,830

Switch list ▾

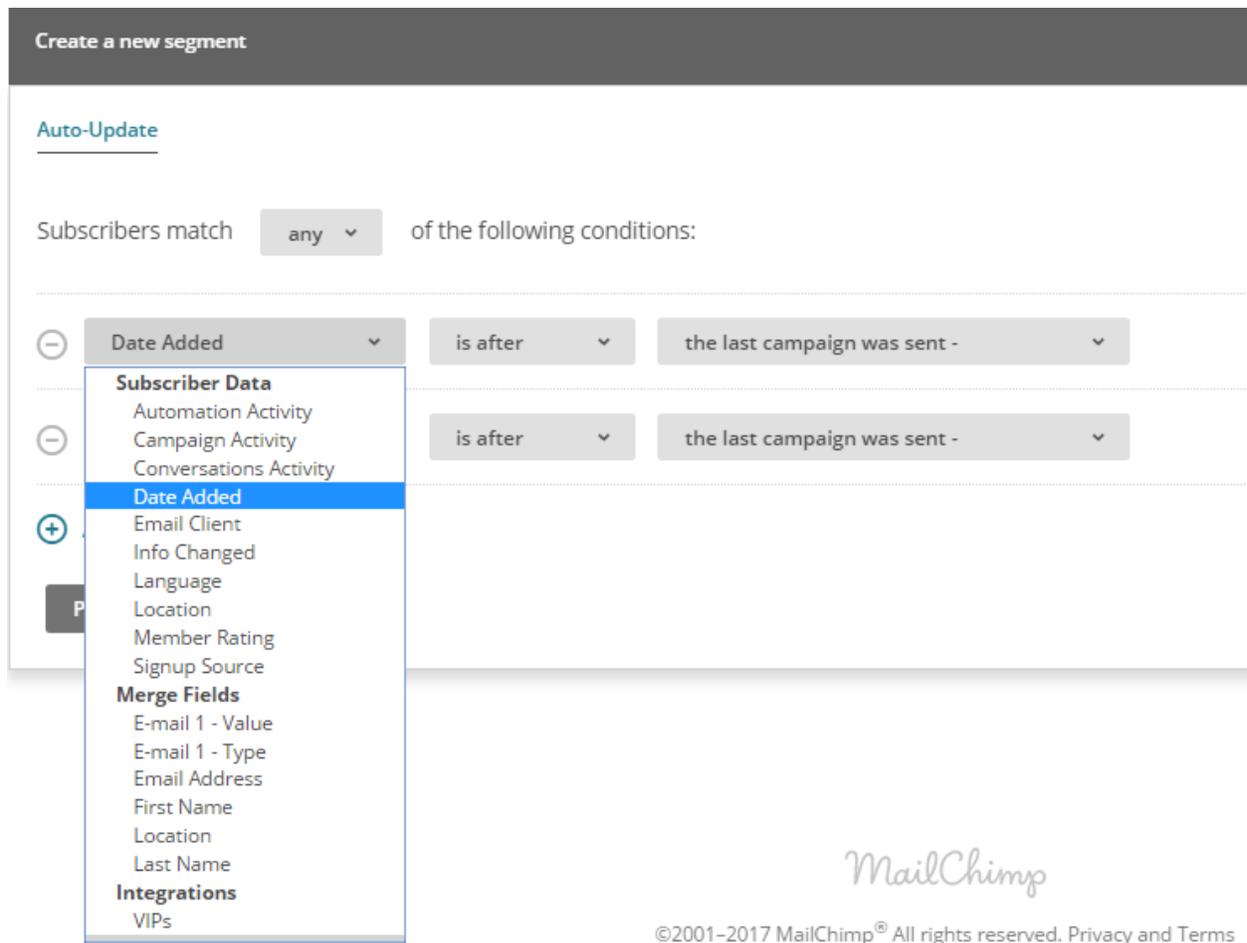
Stats ▾ Manage subscribers ▾ Add subscribers ▾



You will then create a segment. Depending on the tools you use, you might see a different layout or fields, but the common criteria for segmentation include:

- Language
- Location
- Date subscribed
- Campaign activity
- Age
- Gender
- Industry
- Past purchases

Each of these criteria has additional options for segmentation. For example, if you choose campaign activity, you can segment the subscribers who have opened, click, did not open, etc. If you choose the location, you could segment subscribers who are or are not in a specific country, within a certain distance from a specific place, etc.



You can even include several criteria in one segment.

Why is list segmentation important?

Better performance

Based on the numerous studies analyzing the email performance, segmented lists have higher open and click rate, with lower bounce and unsubscribe rate. These metrics directly lead to a better performance of the campaign, and they also help you build a reputation of a trusted sender.

Subscribers are not all the same

Have in mind that although all subscribers have shown interest in your business by subscribing to your newsletter, they still are not all the same. They might have different needs, they might be at different points in the sales cycle, they might live in different locations, or they speak a different language. All of these affect the kinds of emails you will be sending.

When you segment email contacts, you target the emails to a specific, narrow group, and your email campaign becomes more engaging. You are able to truly address the users in a fully personalized manner, in a way they are most likely to respond, either by clicking, sharing, etc.

The bottom line is – when you think about mailing list think about quality, rather than quantity. A huge number of subscribers does not necessarily mean you are doing a great job. A mailing list needs to include only those contacts that are genuinely interested in what you do, because those could become your customers in the future. To make sure you get the most out of your mailing list, take advantage of the segmentation techniques and make sure you update the list regularly.

5

**How to Grow Your
Mailing List?**

5. How to Grow Your Mailing List?

While managing a mailing list is a regular task, so is the process of growing the list. Due to a mailing list decay each year, it is essential that you keep trying to grow your mailing list, to keep the number of subscribers on the optimal level. And if you are only just starting out your business, it will be even more important for you to explore different strategies that will help you grow your mailing list.

Subscribe button

The first and perhaps the most common way to grow your mailing list is having a subscribe button on your website or blog. Through this option, you offer an opportunity for your subscribers to join the list in order to be updated about your new blog updates, latest promotions, etc. The most common subscribe option includes two fields, a name and an email address, but you could include additional fields if you find them to be relevant for your business.



GET MY NEWSLETTER

What's your Name?

Your Email Address

Subscribe

When designing a subscribe button for your website, pay attention to the following:

Size

Make sure the button is of the right size. This means that it needs to be quite big to be noticed, but yet not too big to disrupt the user experience. Test the button on your website layout and then find the perfect option to go for.

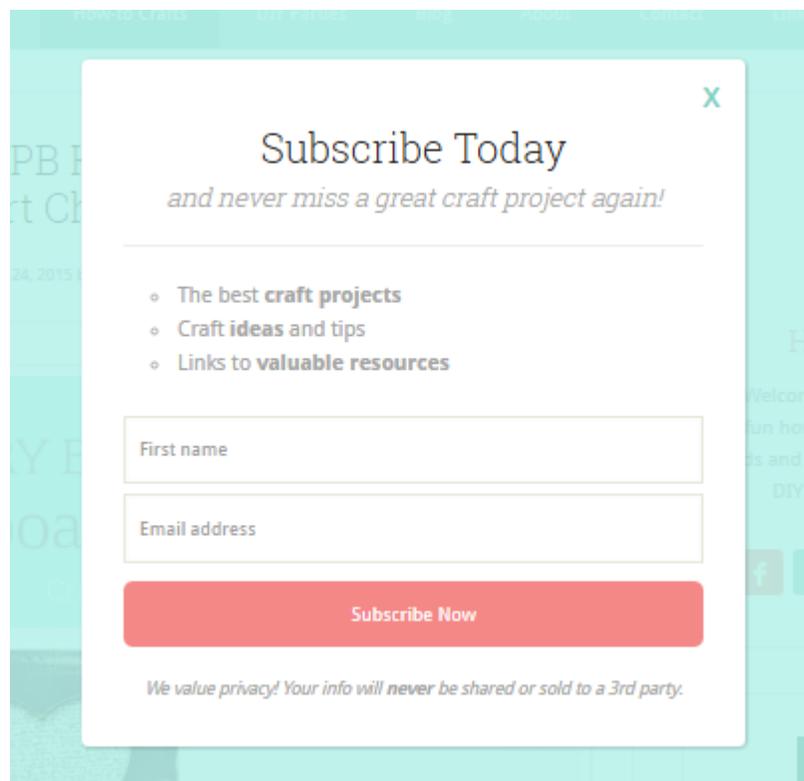
Color

Using contrasting color makes the subscribe button look more highlighted. When you think about the color, always have in mind that the button is a part of the website design, so make sure the style matches the website.

Position

Ideally, you would want to place a subscribe button near the top of the page. Since some users never scroll down the entire page, the button should be near the top to increase the signup rate. It also looks more prominent when placed in front of the text. A subscribe button used to be commonly placed in a sidebar, next to the text, which is a great option to go for when you think about desktop users. However, have in mind that approximately half (if not more) of your visitors will now come from mobile devices. If the subscribe button is in a sidebar, they are unlikely to see it, due to mobile-optimized web design which will show the sidebar below the text.

Additionally, a subscribe button can be featured as a popup. This can accompany the existing subscribe button on the website. The purpose of a popup button is to attract the attention of the website visitors and encourage them to subscribe. While visitors might or might not see the subscribe button on the website, they will surely notice a popup.



Subscribe Today

and never miss a great craft project again!

- The best **craft projects**
- Craft **ideas** and tips
- Links to **valuable resources**

First name

Email address

Subscribe Now

We value privacy! Your info will never be shared or sold to a 3rd party.

Offer something in return

For this method of growing a mailing list, you will need to offer something for an email address. Many website owners have noticed that the subscribe rate started to decrease over the past years, and having a subscribe button on the website alone is a strategy that started to produce low results. This is how they have come up with an idea to modify this approach a bit. The idea is that the users subscribe to a blog or a website, and they get something in return. It has to be something that potential subscribers will see worthy enough to leave their email address. Here are a few ideas:

- A discount – This offer is particularly useful for online stores.

JOIN OUR JOURNEY
and enjoy
20% OFF

First Name

Birthday

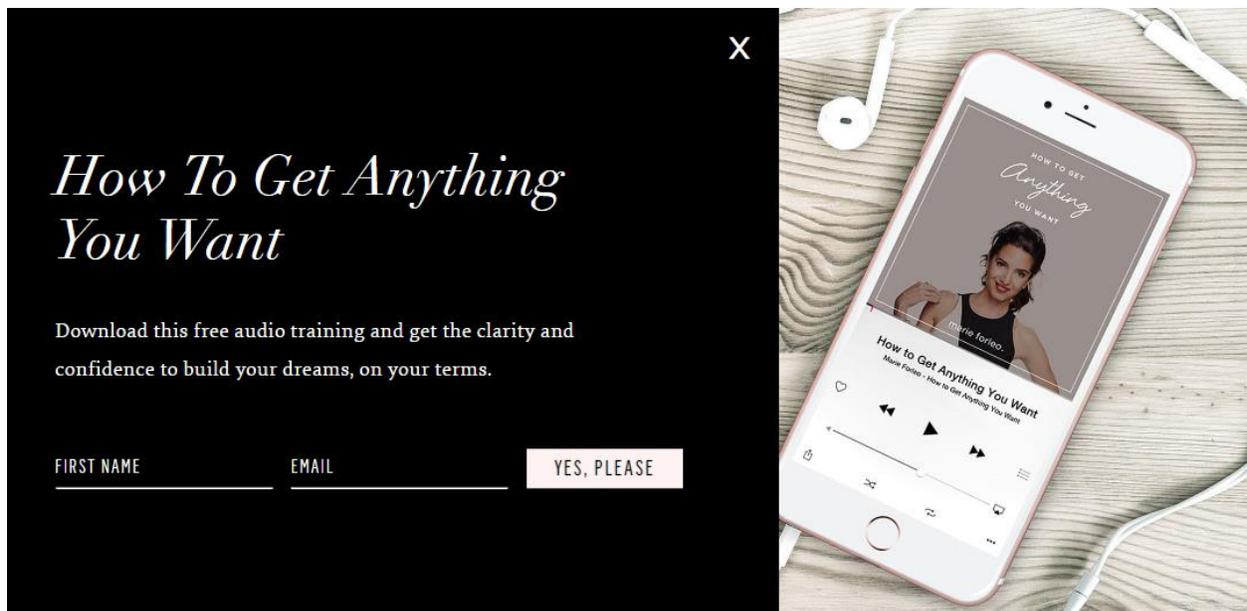
Email Address*

SUBMIT

*CANNOT BE USED ON SALE, FINE, OR GIFT CARDS.
CANNOT BE COMBINED WITH PREVIOUS PURCHASES OR
OTHER OFFERS. OFFER AVAILABLE ONLINE ONLY.

[Maybe next time](#)

- A free download – It is commonly used by bloggers, offering free material, such as ebooks, audio or video downloads, templates, etc.



- A coupon – This option is particularly useful for stores, restaurants, cafes, etc.

SIGN UP NOW AND GET:

- 20% off one item of your choice + free standard shipping with your next online or store purchase
- Exclusive offers!
- Inspiration and styling tips!
- The latest fashion news!

Required fields are marked *.

Email: *

- * Yes, I would like to receive "FASHION NEWS" and I'm 13 years old or older.

By clicking 'Subscribe' I accept the [Privacy Policy](#)

SUBSCRIBE

- Early access – With this special offer your subscribers will first get the glimpse of your new product or service, which is perfect for software release, subscription-based websites, etc.

×

JOIN THE WAITLIST

Get on the list today and become one of the earliest users of Articlestaff

JOIN

I am already on this list, I want to check my place.

Powered By Waitlisted

Ask subscribers to share

Another strategy that could help grow your mailing list is to use the existing subscribers to reach their friends. When you send an email to your subscribers, you could politely ask them to share the email if they believe one of their friends would benefit from it. Make sure you are not too intrusive and leave this suggestion for the end of the message.

It also helps if you are able to provide a sort of encouragement for sharing. Here's an example. A company gives a bonus card and a discount for those who refer a friend:

£5 FOR YOU

15% OFF FOR THEM

For every friend you introduce, we'll reward you with £5 to spend on our range of over 20,000 beauty & fragrance products.

Your friend will get 15% off their first order, too!



Just enter your details below to start sharing:

Start sharing

Full details can be found in our [Terms & Conditions](#). We're committed to keeping you protected via our [Privacy Policy](#).

Use social media

Social networks are a great way to reach new subscribers, and you can do so in two ways:

- Ask people to subscribe to your newsletter

Share the opportunity for people to sign up for your newsletter as a regular status update. If you want to boost the performance of this post, you could include a link to a lead page where they would get something in exchange for their email address. It could be a free template, an ebook, or a coupon. You could use all your social media accounts for this kind of promotion, as it helps you reach a great number of users, you might not be able to reach otherwise. To go even further, you could use a paid promotion for this social media post, and try to expand your reach even beyond your own social media followers. This provides a huge reach potential thus it is a great way to grow a mailing list.

- Use a Signup button

Some social media websites, such as Facebook, offer a Signup button. This means that the social media users can sign up to your blog directly from your Facebook page. Once they click on it, they will be redirected to a landing page where they can subscribe. Again, it does help if you have something useful to share, such as a free download.



Use paid ads to invite new subscribers

Finally, as with any other marketing campaign, the process of obtaining email addresses can be boosted through paid ads. Here are a couple of steps to have in mind:

Step 1: Create a stunning landing page

For this process of collecting new email subscribers, it is very helpful to have a landing page. You will not be targeting your own website visitors. Instead, you will be focusing on new visitors, and when they first visit your website, you want them to see an amazing presentation. This includes custom landing page design, beautiful images, immaculate formatting, and of course, a prominent subscribe button.

Landing page, in general, is very important in the process of lead generation, which is why there will be additional recommendations and suggestions on how to create a landing page that converts (Chapter 11).

Step 2: Create an offer your target audience will love

To make this subscription something they cannot refuse, create something that your target audience will love and find useful. Although it will require resources to be invested, this has

been a proven method that significantly increases a signup rate. Add this offer to the landing page.

Step 3: Create an ad campaign

Now you have a landing page (the first page a visitor will see) and an offer featured on that page. The final step is to promote the landing page using any of the paid advertising options that are available to you:

- Google AdWords
- Bing Ads
- Facebook Ads
- Twitter Ads
- LinkedIn Ads
- YouTube Ads
- Pinterest Ads
- Advertising on other website or blogs

The best way to get optimal results is to use all of the approaches to a certain extent. Depending on your business and the resources you have available for growing a mailing list, make sure you define a strategy that will produce great results in the long run.

If possible, you could determine the exact cost of an email. For example, based on your prior experience, you have concluded that 10 new email addresses equal to at least one sale, then you could calculate the value of a new contact. This could help you with determining the budget.

You should always monitor the process to make sure the subscription rate is at a certain level, that there is nothing that has a negative influence on it (such as an invalid download link on the landing page). Monitoring and the analysis of the process will only help you make your strategy even more successful, as you will learn more about your subscribers, the way they interact with your content, which channels they use to find your website, etc. And the more you get to know your subscribers, the easier it will be for you to convert them.

6

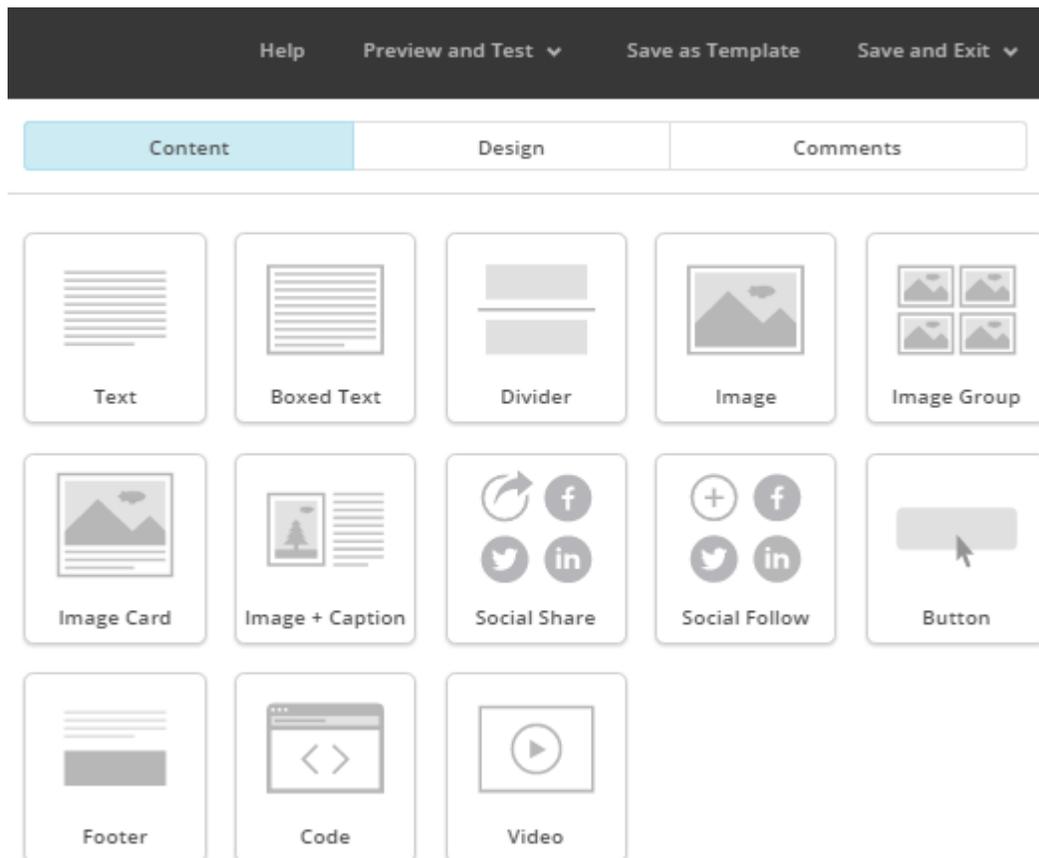
How to Write an Email?

6. How to Write an Email?

Now that you know about email marketing, types of emails and a mailing list, we reach the step where you will proceed with writing your email. There are many things to think about here, and many factors to have in mind to make sure the email is created in a way that will maximize open and click-through rates.

Email design

Email design refers to the entire layout of your email. It includes everything from font size to images. You have a couple of seconds to attract the attention of the email recipients once they open your email, and the best way to do so is with a stunning email design. You should focus on each element of the email and make sure you optimize it in a way to get the most out of it.



Elements of a good email

To help you design your first email, let us start with analyzing each element of an email, and how those can be improved and optimized in a way that the campaign yields the best results for your business.

Compose message

Subject Make letter public

Friends, Romans, countrymen, lend me your ears

Message Saved to drafts

B I S U |

0 words

[Send Now](#) [Send Preview](#) [Save Draft](#)

Effective and relevant subject line

It all starts with a subject line. This is the first thing that users see, and as the statistics show, a significant number of recipients (more than 30%) will open the email based on the subject line. This shows that the power of those couple of words is tremendous. A subject line can literally determine the success of your campaign. In fact, some words in the subject line can even predestine your email to the spam box.

Tips for writing an effective subject line:

- Be concise and to the point

Get straight to the point with the subject line. You have only a couple of words to attract the attention of the user, so make good use out of them. Also, have in mind that a large percent of

your subscribers will be reading the email on their mobile devices, where the preview features between three to six words on average. This is another reason to be concise.

- Be descriptive and relevant

Use the subject line to describe what is in the message. Provide a sort of a glimpse of what the subscribers can find in the email, regardless if it is a discount code, the link to the new article, etc. You should make sure that the title is also relevant to the message, so avoid using vague phrases and metaphors. If your message is time-sensitive, due to an offer that expires soon, you could include this information in the subject line.

- Be personal

Personalizing the subject line enables subscribers to identify with it. Some ways to personalize the subject line include using subscriber's' name, addressing them directly using *you* and *your*, adding localization attribute (e.g. *See you at London meetup*), etc.

- Be engaging

The subject line should encourage the recipient to open the email. You will create an engaging subject line by combining the above suggestions. Also, try to add some sort of a call to action, or a question to encourage more opened emails.

- Test

Finally, to make sure how efficient a certain subject line is, test it. The best way to do so is with A/B testing, which provides details about different variations of a subject line.

Words in the subject line you should avoid as they may trigger spam filters ([Source](#)):

- Discount
- Best price
- Check
- Passwords
- Lifetime
- Success
- Here
- Free

Compelling copy

Once you have the catchy subject line, you will need a relevant copy. Reaching the inbox of your subscribers is one thing, but getting them to read is another one. Your email message should:

- Address the subscriber directly

Try to directly address your subscribers. Imagine you are writing to one person, instead of the entire list. They are your target group, which means you should be able to understand the way they communicate, the needs they might have, the problems they have to resolve. Addressing them personally, helps you establish a better relationship, which eventually increases conversion rate.

- Be relevant and concise

You should send an email when you have something to say. Having this in mind, you do not want to waste any words and beat around the bush. Get straight to the point. A concise and relevant message is something your subscribers will appreciate, especially now when their inbox is swamped with emails each day.

- Pay attention to the formatting

Formatting makes your message look nicer. As much as the quality of the text is important, you need to pay attention to the way that text is presented. Here are a couple of things to consider when formatting the text:

- Use paragraphs to separate text units
- Add space between paragraphs
- Pay attention to the capitalization
- Use proper punctuation
- Use a custom layout

Not every email is the same. Nor is the message you are trying to convey. This is why you need a custom layout for each email. This includes formatting, but it also includes adding images, adding a logo, etc. All of this grabs the attention of the recipients, and what is more important, makes your message recognizable.

Email marketing tools come with plenty of customization options, ready-made templates, features to help you design your own templates, etc. If you want to get a full potential from

email marketing, you will need one of the tools to help you. With custom email design, your email messages will look much more professional and engaging.

A strong CTA

A CTA (call to action) should be the central point of your email. It is the most important thing in your email if you want recipients to take an action. For example, if the goal of your campaign is to get subscribers to read your latest blog article, you will feature a CTA that invites them to do that, with a clickable CTA that leads to the article you want to promote. In case you want to promote a product in your online store, your CTA will be linked to that specific product.

You should consider a CTA as a sort of a bridge between the email recipient and your final goal. The purpose of the CTA is to invite subscribers to go beyond the email, to interact with you by watching your video, downloading a free guide, or simply visiting your website.

Email buttons are designed in two ways. You could either use HTML or insert predesigned images. The good thing about HTML is that the button will be shown even if the recipient has disabled images to be shown in the emails, which is something most email services do by default. HTML buttons are also loaded faster. On the other hand, image buttons offer more opportunity for customization, as you get access to a much wider range of visual elements.

In general, a strong CTA is:

- Actionable
- Visible
- Relevant

Some examples of a CTA:

CTAs for purchase related emails:

- Show now
- Order now
- Yes! I want one.
- Get 50% off

Content related CTAs:

- Learn more
- Read more

- Watch now

CTAs for events:

- Book your ticket
- Save me a spot
- Sign me up

Noticeable links

Links are usually a part of the email in the email marketing campaign. They can be placed in two ways, as a button or as a link.

When a link is placed as a button, that is basically a CTA. It is very prominent, easily noticeable and it is best to have only one such button in an email. So, a button should feature the most crucial link. On the other hand, plain links are used for less important things. You can add a couple of links in the email, but always make sure they are:

- Easily noticeable (use different color, font, underlined text, etc.)
- Clickable (make sure the links are not broken, and that they lead to the right landing page)

Since links tend to be less effective in grabbing attention than CTAs, instead of one word, your link can feature a longer anchor text, which will make it more eye-catching. It will also be easier to click on a longer link than on a single word, especially when it comes to mobile users.

An unsubscribe option

Unsubscribe link is usually included at the end of the email message. There is no need to highlight it or make it prominent. In fact, unsubscribe link is usually rather small and in a lighter color. However, it is still necessary to have one, because you need to allow people to make a choice. It still is their own personal inbox, and for some reason, at one point, people may just want to stop receiving your emails, and you need to make this possible for them. Otherwise, they will most probably report your email in order to stop them coming.

Having people unsubscribe willingly can also benefit you because you will stop wasting time and effort on subscribers that simply will not be engaged or converted by your campaign.

How to write a high-performing email?

The above tips are focused on optimizing elements of the actual email and email body, in order to maximize its performance. When it comes to the content, these are the guidelines you should follow:

Personalize email subject line and content

When you create an email campaign, you design an email template. Even though it is a template it should be an email that is completely personal. Adding a personal touch to the email will have a positive influence on your email campaign. When writing, try to have your target group in mind. How would you address them if they were standing right there in a room with you?

For starters, when you want to personalize your emails, it is advisable to use segmentation to separate subscribers in different groups. This is especially important if you have a lot of subscribers. Having a narrower target group allows you to be more focused as you are able to understand the subscribers better. As a result, your communication will be more on point.

Another great way to personalize an email is to address your subscribers by their name. Using a tool for an email campaign can be very helpful in this case because you can use HTML option to directly take the subscriber's name from the database and add it to the email template.

It is also important to sign the email off with your full name, a job title in the company, and contact details. This also improves the personalization level.

[Click here](#) to return to main article.

New Chart: Data collected for email personalization goes beyond subscriber name

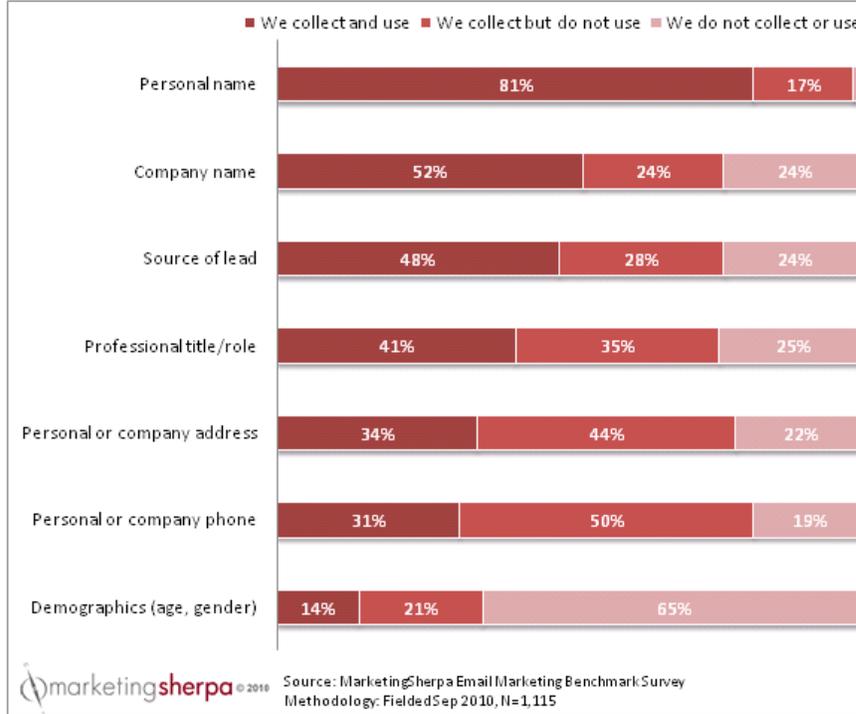


Image: <http://www.marketingsherpa.com/1news/chartofweek-02-22-11-lp.htm>

Think about localization

More than 70 percent of the internet users are not native English speakers ([Source](#)). Apart from the language barrier, the location may also be a relevant part of your email campaign. For example, you might offer a discount in one city, while the same discount is not available in the other cities. When it comes to product prices, they might vary in different countries, or you might feature entirely different websites adjusted to targeting different regions. What it all means is that thinking about location, as well as other cultural aspects, will have a positive influence on your email marketing, allowing you to create a fully custom campaign.

Having your end users in mind is always a good approach to use when building a strategy because your goal is to connect with those users. And the best way to do so is by knowing their interest, needs, etc.

One way you could localize is to use a salutation in a subscriber’s native language, even if the rest of the email is English. Also, try to segment the mailing list based on the location criteria

(country, region, city, etc.) to target only the relevant users. This is especially important for local businesses.

Have in mind the message you are trying to convey

Writing a newsletter and a lead nurture email are very different situations and you should not use the same old template for all types of emails. Templates are great as a guideline, but each new email should be something fresh.

The type of email will influence the way you approach the writing process because different types require a different kind of language to be used as their focus is different. While you will get all “salesy” in an email offering a special discount, which is completely natural because the goal is to increase sales, this kind of style and language will not work for a regular newsletter. On the contrary, when writing a newsletter, you will have other goals in mind which will help you define both the tone and the content. For example, if you want to invite the subscribers to read your latest posts, your newsletter content could be a sort of a summary of what they could expect to find on your blog. If you want to encourage them to listen to your latest podcast, try telling a bit more about the topic, what inspired you to choose this topic, will you be joined by a special guest, etc.

Regardless the type, regardless the language, you always have to have a goal in mind. Guided by this goal, you will be able to write a message that encourages actions that will fulfill that goal. This kind of thinking will help you write an email that converts.

Write for the readers

Ultimately, you are writing your email for the readers. There is no specific word count, no must-use words or phrases, no mandatory sections. You write for your readers, and as long as you understand the way they think, you will be able to write a message that addresses them directly. They need to be able to identify with the content, they need to recognize it as an opportunity to benefit from it in a certain way, regardless if they get a free coupon, or simply an advice that will help them in life or business. Provide value for the readers with each message. Not only will this approach help you obtain loyal subscribers, but you will gain diligent readers who are most likely to respond in a way you encourage them to, such as by visiting a website, leaving a comment, buying, etc.

Other tips

Other tips to help you create better emails:

- Create an exclusive club to make subscribers more eager to join

- Make recipients feel special by saving some exclusive content and giveaways for email subscribers
- Make conversation a habit so that you keep nurture the relationship with the subscribers
- Ask for a feedback to further improve your email marketing
- Remind subscribers about the products and services you provide
- Integrate social media to aim at higher reach
- Say thanks to your subscribers to express appreciation for them following your email updates
- Hold a high standard to keep building your reputation

All of this together helps you create better emails, emails that are read, emails that convert.

When you first design these elements, you will rely on your prior experience (if you have any) and on the best practices. In both cases, you should always look for ways to be even better, to reach for higher conversion rate. This can be done by meticulous analysis of the performance, detection of the potential issues and corrective actions.

7

Email Deliverability

7. Email Deliverability

What is email deliverability?

Email deliverability is the ability to deliver emails to subscribers' inboxes. It basically is the likelihood of your campaign reaching people (existing or potential customers) through email marketing.

As the most used method to reach online users, with a huge ROI and conversion rate, email marketing offers a great potential for businesses. Due to its strong potential, email marketing started to become widely used method, which resulted in some misuses of the approach. To support this fact, we have the daily average number of emails, sent and received, reaching more than 200. Of course, not all of those are worth reading. Nor do we have the time to do so.

This is how email services started to develop sophisticated filters. The main purpose of these filters is to fight against those misuses, preventing emails that do not fulfill the requirements from reaching the recipients. For online users this means that they will be spared of emails they do not need nor do they deserve their attention.

On the other hand, for businesses this means that email deliverability has become another obstacle in reaching their goals of converting online users into customers. Although it is an obstacle, and as such, it is something online marketers need to dwell on in order to develop a strategy, there are ways to overcome this obstacle.

What is spam?

Spam or junk mail is a form of unsolicited mail. Most spam emails include commercial advertising. Sometimes, they are also used to spread computer viruses, that can even lead to the recipient losing the computer data. A spam email is unwanted by the recipient, and the recipient has not given the consent for his or her email to be used in such a way. Spammers usually obtain the email addresses from publicly accessible sources.

On average, 1.8 emails are reported as spam each second ([Source](#)). This is a huge percent of unwanted messages, so it is natural that email services are trying to fight them in order to improve user experience.

Occasionally, a message may be marked as spam, even if the recipient has given the consent. In fact, millions of emails that are not spam end up in the spam folder anyway each day. This

happens because spam filters have become very strict and any suspicious action may lead to sending an email directly to the spam box instead to the inbox.

This has a negative influence on email deliverability, which is why you need to understand spam filters, as well as explore other things that affect email deliverability.

Spam filters

Spam filters are in essence tools developed by email service providers to sort between wanted and unwanted email messages. Since methods of deception used by spammers have grown over the years, including hijacking users' email account, using various server names and domains, etc. the need to develop a more radical way to fight spam was imposed.

Spam filters are triggered by certain actions, as well as by specific words in the email. Learning more about spam triggers should help you avoid them, so here are the most common spam triggers:

- Words in the subject line such as *make money, get paid, free access*, etc. may trigger spam filters by default
- Subject line is all capitals
- Email body with little or no content at all
- High image to text ratio in the email body
- HTML and text parts are different
- Message only has text or HTML parts instead of both

Things to do to improve email deliverability

Since email deliverability is so important, and it truly can determine the success of your campaign, you need to explore different ways to improve email deliverability.

Follow best practices and guidelines

Guidelines for writing a better email, including personalization, localization, etc. will help you design high-performing emails, which will increase deliverability. You should also study elements of a good email from the previous chapter, as this all combined makes an email better, it increases the open rate and improves your reputation as a sender. This also has impact on deliverability of the future campaigns.

Have permission

Always make sure you have permission to send an email, as this way you increase the likelihood of getting your emails delivered and reduce the chance of being marked as spam.

Ask the recipients to add you to their address book

When the recipients add you to their address book, they confirm they want to receive the email from you, and any future emails are unlikely to end up in the spam box.

Send from your own domain

Sending from your own domain allows you to create a reputation of a trusted sender. Having a good reputation is extremely beneficial in terms of spam filters. The recipients will immediately recognize your domain in the sender field, which also increases the open rate.

Use A/B testing

This method helps you compare different email campaigns. The results could help you understand how changing different aspects of the campaign may affect spam filters.

Things to avoid if you want to get your email delivered

Some practices are generally known as being suspicious and increase likelihood of being marked as spam, which is why it is best to avoid them.

IP address issues

The reputation is one of the factors analyzed by email service providers, and it may affect email deliverability. An IP address gains reputation over time. It means that if the emails sent from a certain IP address frequently end up in the spam folder, the reputation of this address is low. If you are managing a large number of emails, perhaps it would be the time to consider getting your own IP address. However, doing this will not improve your deliverability rate instantly, because with a new IP address you are starting from scratch, which means you will have to work hard to gain good reputation.

Neglecting best practices

Best practices are there for the reason. They help you design better emails, and those are the emails that do get delivered. Therefore, make sure you explore significance of personalization, an effective subject line, building your own mailing list, etc. because all of this is a step that leads you to higher email deliverability rate. Neglecting those will only lead to low-performance campaign.

Avoid being marked as spam

It is very important to avoid being marked as spam in the first place, because this might lead to the spam box automatically next time. Understanding spam filters and guidelines for writing a better email will help you with this task.

Poor email design

Poor email design refers to the entire layout of the email, which can lack visual elements, it might have confusing formatting, or it might not be mobile-friendly. All of these aspects together will have negative effect on your email campaign, because the conversion rate will be very low. Additionally, this could also lead to a high unsubscribe rate or spam reports.

To sum up, email deliverability is an important part of email marketing in general. The number of delivered emails directly affects the performance of the campaign, which is why this should be one of the high priorities in the process of planning and running an email campaign. Make sure you follow these suggestions and avoid common traps, as this will be a good starting point in getting your email message delivered.

8

Email Marketing Metrics

8. Email Marketing Metrics

An analysis is a part of any successful strategy. This process helps you spot both positive and negative aspects of your campaign. Since your goal is to improve your business, to increase conversions or sales, marketing metrics help you get the idea of how good you are doing and how likely you are to achieve your goals.

With email marketing, you need to monitor the successful delivery, as well as the interaction with the content you send through email marketing campaign. To analyze the campaign, you will need an email marketing tool, which will provide an interface with all sorts of different features to measure and track.

The metrics you need to keep an eye on are divided into two groups. First, there is a group of the most important metrics, including the metrics that will help you analyze and improve your email marketing campaign. These metrics can be calculated with a formula, and thus they make it easier to compare the results of different campaigns. The second group consists of the metrics that are considered as less reliable, due to certain limitations. As such, they are not as helpful as the ones in the first group. They are still mentioned because they do offer some insights into the campaign performance.

Click-through rate

A click-through rate (CTR) represents the number of people who clicked on one or several links in your email. This metric is the first and the most important one to track.

It is calculated like this: $(\text{Total clicks or unique clicks} \div \text{Number of delivered emails}) * 100$

A click-through rate is important because it directly calculates the performance of the campaign. It gives insights into the number of people you are successfully engaging with your content or exclusive offers you send as a part of your email. Not only will a CTR help you measure the performance of the campaign, but it will also help you learn more about your brand, your content, etc. You can either use total click or unique clicks to track, but to make sure your analysis is consistent, always use the one you choose as a preferred reference.

A good click-through rate varies depending on the industry. Your goal should be to determine and improve the existing rate. Another thing that helps evaluating the worth of click-through rate is the number of conversions.

Each conversion is a result of a click on an email link, but not every click will result in a conversion. You should think about this as a funnel. The funnel is the widest at the beginning, once you hit that send button. That is the largest number of contacts you can reach. The funnel narrows down with click-through rate. From that point, the funnel narrows down even more, and that is where we reach conversions.

Conversion rate

A conversion rate is the rate of those who clicked on a link in the email and completed an action that was marked as a conversion, regardless if that was a purchase, a download, etc. In order to be able to track conversions, and calculate the conversion rate, you will first need to define a conversion. Many businesses can have different goals as conversions because they are operating in different industries and they have different goals. The important thing is to properly define conversions to be able to track them and thus evaluate the performance of the email marketing campaign.

A conversion rate is calculated like this: *(Number of people who completed the desired action ÷ Number of delivered emails) * 100*

To measure a conversion rate you will need:

- Web analytics integrated on your website to track the number and referrals of the visits.
- To set up conversion value because this makes it much easier to incorporate and compare this metric with overall business strategy.

Tracking conversions directly helps you evaluate the success. If you properly define a conversion and set up its value, you can simply calculate ROI. It is also helpful to present the campaign results in both qualitative and quantitative ways because this allows better integration of email marketing in the business strategy, and it also provides valuable insights for the future campaigns. For example, based on your prior conversion rates, you can estimate the number of conversions for the upcoming email marketing campaign. This is a helpful part of planning the future campaigns because it can help with planning the budget and it allows you to determine estimates for the particular action you will be promoting through email marketing, such as a product launch, an event, etc.

Bounce rate

A bounce rate represents the number of emails that cannot be successfully delivered due to a temporary problem (soft bounce) or a permanent delivery failure (hard bounce).

To calculate the bounce rate, use this formula: *(Number of bounced emails ÷ Number of sent emails) * 100*

A high bounce rate can be an indicator that something is wrong. It commonly signifies that your mailing list is obsolete, which means that a lot of addresses are closed and no longer exist. If this is the case, you need to act on it immediately. Completely analyze your mailing list to detect all the email addresses that bounce and remove them permanently. Internet service providers (ISPs) use the bounce rate as one of the factors that affect sender's reputation which is a good enough reason for you to prioritize this task.

This metric is mainly important because it helps you build sender's reputation, but it also helps you stay organized in your email marketing campaign. There is no need for you to waste time and effort on 2000 subscribers if half of those emails will bounce. Detect the bounces, and remove the hard ones to get a better mailing list, a list that is full of contacts you can actually reach.

Like the previous two metrics, a bounce rate changes constantly, as old addresses become invalid, or new ones are being added to your mailing list, so make sure you keep an eye on these changes. Since studies show that more than 20% of your mailing list may become obsolete within a year, make sure you revise your mailing list at least once a year, preferably even more frequently.

Forward rate

A forward rate or an email sharing rate is the number of recipients who clicked on the forward button (forward to a friend) or the share button (share email content on social media). This act of sharing or forwarding indicates that the subscribers find value in your content, which is why they use this option.

You can calculate this metric using the following formula: *(Number of clicks on a forward/share button ÷ Number of delivered emails) * 100*

At first glance, this metric seems less important because it does not provide data about conversions, which are in fact your goal. However, this metric shows an entirely different aspect of your campaign. It shows you how you generate new contacts. Sharing or forwarding

an email is extremely helpful for generating new leads. It also shows you how you generate those leads, through emails or social media.

Besides lead generation, a forward or share rate can help you identify the type of content that gets the most exposure. Monitoring this metric from campaign to campaign can show you the types of articles or offers that are most popular among your subscribers, as they are shared the most. As a result, you can shape your content strategy based on the results you get from email marketing.

Subscriber list growth rate

This metric shows you the rate at which your mailing list is growing. The number of subscribers is constantly changing. It reduces as you remove bounced email addresses and as people unsubscribe. It grows as new subscribers sign up to receive email updates.

The formula to calculate subscriber list growth rate is this: *(Number of new subscribers - (Number of unsubscribes + email/spam complaints)) ÷ Total number of email addresses on the list * 100*

The importance of tracking this metric is in evaluating your lead generation strategy. You should constantly be working on obtaining new subscribers, using different strategies, such as content marketing, social media marketing, etc. Analyzing the list growth periodically helps you establish:

- The strategy that gets best results (for example, when you announce a new ebook that can be downloaded free, this may boost your list growth rate)
- The period of the year that is the most dynamic (you might notice an unusual peak in decline or growth of the mailing list, which can help you determine the right time to launch a certain strategy to generate new leads)

Having in mind the mailing list decay, keeping the list fresh and up-to-date with new email addresses is especially important. Additionally, growing a mailing list is a way to expand your reach, which results in a greater exposure for your company.

ROI

Return on investment (ROI) is another metric that reflects the performance of the campaign. With this metric, you basically compare the total costs of the campaign to the total revenue.

What is unique about this metric is that there are several formulas for its calculation, which depends on the type of business and industry.

Here is one formula to calculate ROI: *$(\$ \text{ in additional sales made} - \$ \text{ invested in the campaign}) \div \$ \text{ invested in the campaign} * 100$*

You will need to set up a value for conversions to be able to calculate the ROI. That is easier when a sale is your conversion because in that case, a sale value is equal to conversion value. However, the situation with ROI calculation is not that simple. Sometimes, it might be a bit more difficult to calculate ROI. For example, you acquire a certain number of sales, you compare that value with the budget invested and you get ROI. In the long run, these sales might lead to more sales, as you obtain some recurring customers. In this case, the sales value you used to calculate ROI in the first place is not correct, thus the ROI for this calculation is wrong as well.

To make sure you get the results that are reliable as much as possible, you will need a deeper understanding of your business and how certain actions affect its performance. For example, try analyzing sales. Obtaining a new client means \$100 revenue for you (i.e. sales value). Noticing the past trends in your sales, you notice that having 10 new customers, means you get one recurring customer. Therefore, 10 new customers generate income of \$1000 (10 customers X \$100 sales value). But this revenue is not final because you will need to add that recurring one. You need to analyze the trends for recurring customers as well, and let us say that each generates two more sales on average. This means that \$1000 has to be increased by \$200 (one recurring customer X 2 recurring sales). In this example, the total revenue would then be \$1200, which means that each new customer is worth \$120, \$20 more than the actual sales value.

This kind of analysis relies on your past experience and the ability to predict trends. As much as it may seem complex when you have right insights and when you know your business to the core, you will be able to get tangible results.

Less reliable metrics

The following two metrics are defined as less reliable because they are not so easy to measure or track due to distinctive features that influence their occurrence.

Open rate

An open rate is the percentage of those who opened your email.

It can be calculated like this: $(\text{Number of opened emails} \div \text{Number of delivered emails}) * 100$

Although the metric seems to offer valuable insights into email marketing performance, because it can show the influence of the subject line, an open rate is a bit misleading metric, which is why it is considered less reliable and sometimes not even worth tracking.

An email is considered opened if the recipient also receives the images embedded in the message. However, many email users have images blocked in their email accounts, which means that even if they do open an email, this act of opening will not be included in the statistics. An incorrect number of opened emails directly leads to an unreliable metric. Some email clients open emails automatically, which can also result in misleading data in the analysis.

Despite the data being unreliable, and thus unable to show the level of success of the email marketing campaign, the open rate still has its use in email marketing. It helps you learn more about your emails and about your subscribers. Use this metric to compare the data of different campaigns, to get a general idea:

- Which subject line works better (a personalized one, the one featuring the name of the company, etc.)
- What is the best time to send an email (the open rate might be higher in a specific period of the day or on a certain day of the week)
- What type of content inspires users to click (the open rate might vary depending on whether you offer a free download or you are announcing a discount in your online store)

Since these insights help you improve certain aspects of your business strategy, the open rate is still a metric worth tracking, but perhaps not as closely as those more reliable ones.

Unsubscribe rate

Unsubscribe rate shows the number of users who unsubscribe from your mailing list because they no longer wish to receive email updates from you.

It can be calculated like this: $(\text{Number of those who unsubscribe} \div \text{Total number of subscribers}) * 100$

The reasons for unsubscribing can be very different. Sometimes users are no longer interested in your content. For example, you have a marketing blog, and the subscriber has changed

career and is no longer interested in industry news. On the other hand, there are situations when you are responsible for users deciding to unsubscribe. It may be due to a lot of emails you send, due to a huge number of promotional offers as opposed to quality resources, etc.

As much as it is helpful for your mailing list success that subscribers unsubscribe willingly, they do not always do that. Even if they do not wish to receive any future email updates from you, subscribers frequently do not want to go through the process of unsubscribing (too many clicks), which is why they simply stop opening your emails instead. This is what makes this metric unreliable.

However, monitoring the metric from time to time can indeed help you find out when the recipients unsubscribe (for example, after your latest commercial campaign) or what is the general unsubscribe rate per month (this affects mailing list growth).

The goal of analyzing all of these metrics is to improve your business. Each metric provides insights into a certain aspect of email marketing campaign, and as such, it is an important part of the progress and performance.

9

A/B Test of an Email Campaign

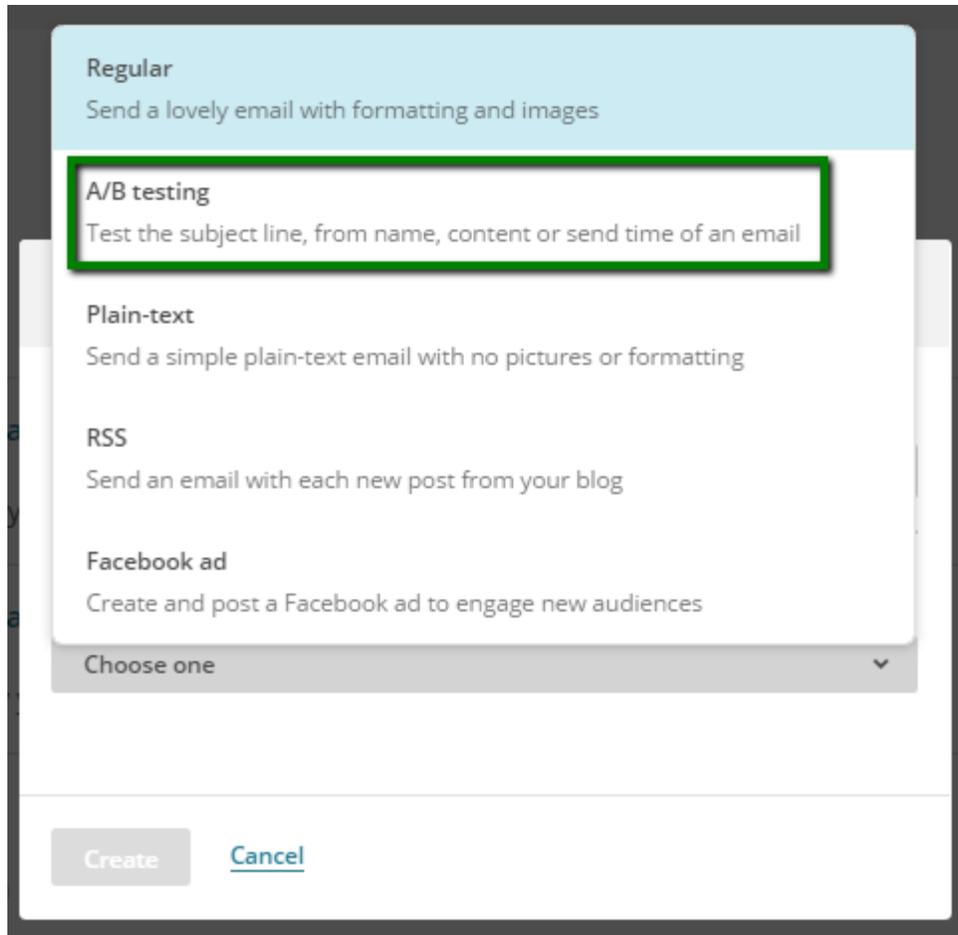
9. A/B Test of an Email Campaign

A/B testing, in general, is the concept of creating and testing two variations. This concept is used in many parts of running a business, as it can provide a lot of valuable information about the products and brands, by simply analyzing the feedback of two target groups. The process of A/B testing can be as simple or as complex as you want and need it to be. It is a completely personalized method of comparison, and as such it provides actionable results.

What is A/B testing?

In email marketing, A/B testing refers to the process of dividing subscribers into two groups and sending them two different variations of the email. The purpose of A/B testing is to detect strong and weak aspects and to analyze the results of both campaigns. This helps with understanding the potential of your business and your subscribers, which is something your business will benefit from.

To begin with, you will need a tool. Email marketing platforms frequently offer A/B testing as one of the features. The differences here may be in the dashboard layout and some functionalities, but when a software includes A/B testing, you will find all features you need to design, run and monitor this kind of campaign. The choice of a tool is entirely elective, based on your personal preferences, budget, etc.



The next step is setting up goals and choosing the specific aspects of the email campaign you want to test.

What to test in an email campaign?

This is the first question you will need to answer in the process of A/B testing. As much as it seems easier and more productive to test multiple things, this can provide misleading results. To get accurate and tangible results, make sure you test only one thing. In that case, you focus on one thing, one part of your email, exploring ways how you can improve it to achieve better performance.

What would you like to test?

Choose the variable you want to test. We'll generate a campaign for each combination of those variable—up to 3 combinations.

+
Subject line

+
From name

+
Content

+
Send time

What percentage of your recipients should receive your test combinations?

50%

0% 100%

How should we determine a winning combination?

By open rate after hours

Summary	
<div style="border: 2px solid #ccc; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"><div style="font-size: 2em; font-weight: bold;">0</div></div> <p>Combinations Max of 3</p>	
Recipients per combination	0 <small>Approx.</small>
We recommend at least 5,000 recipients per combination.	
Test segment	50% 0
Winning segment	50% 1
Total recipients	1

Subject line

A subject line has a great influence on the open rate, so it is worth investing time in finding out which words or phrases in the subject line generate the highest open rate. Besides the open rates, you could analyze other metrics as well, such as the click-through and conversion rate, and how these metrics change when you alter the subject line.

Email subject

These are the subject lines you'll test among different recipients.
[How do I write a good subject line?](#) · [Emoji support](#)

Email subject 1 150 characters remaining



Email subject 2 150 characters remaining



From email address and name

Every combination you test will come from the same From email address and name. Use something subscribers will instantly recognize, like your company name.

From name 88 characters remaining

From email address

Different aspects of the subject line you could test include:

Word count

It has been debatable how the length of the subject line affects email metrics, such as the open rate. While some argue the fact that shorter subject line is more effective, for some industries a longer, more descriptive one works better. The best way to make a choice is to analyze your own business through A/B testing.

Word choice

Some words are simply more converting than others, and although there are some general suggestions on best-converting words across different industries, this choice should be based on your own experience. Try testing synonyms as well, because "20% off" might give better results than "discount".

Word order

Word order is the final thing that could be tested within a subject line. Having decided the right length and word selection, all that is left to do is to experiment with word order and see if there are noticeable differences. For example, there might be differences in engagement when you say *“Get your free ebook”* in comparison to *“Free ebook – get yours now”*.

Call to action

Call to action, as the most prominent part of an email, surely deserves testing. The main purpose of the call to action is to invite users to do something, and it is only fair to explore different options and see what you can do to improve the number of conversions.

Here is what you can test with CTAs:

- Size
- Color
- Font
- Font color
- Text
- Position in the email

The information about these elements will help you define how you want your CTA to look like and what you want it to say. For example, using a different color for the CTA button during the testing might show that a certain color is more engaging than the other. It is not the same if the text on the CTA button is *“Get the coupon”* or *“I want the coupon”*. The differences may be subtle at first glimpse, but the results might surprise you.

Body text

Testing content also offers insights into the way you should be communicating with your subscribers. Unlike a CTA or a subject line, where subtle differences are often the subject of A/B testing, with body text variations are more obvious. Here are the ideas for testing the email body:

Text formatting

Formatting the text is a very important part of improving email performance, but it is also an area offering so many variations. A general rule is to use paragraphs for different parts of the text, to have a heading or a title, to use different colors, bold or italic to highlight the most

important parts of the text, links, etc. However, there are many possibilities to optimize an email in such a way, so it is best to test different options and see how each of them performs.

Text length

It is commonly recommended that an email message should be short and concise. However, this does not necessarily have to be true for your business. With this sort of testing, you explore two emails with the same subject line, the same CTA and the message that is essentially the same (an announcement, a blog update, etc.) but the way you share that message is what differs. In one email, you will use fewer words and get straight to the point. In the second version, try to be more descriptive and talkative.

Visualization

Visual elements in the email design include:

- The use of images
- The implementation of a video
- Columns

When people open an email, they scan it for a couple of seconds, before they decide to either keep reading or go back to the inbox folder. In this case, even if the email is opened, your message might never reach the users, because they will disregard it too quickly without reading it. To prevent this from happening, and to increase the level of engagement among the email recipients, you could use visual elements. With this kind of testing, all of the email elements will be the same, but the presentation would be different. One email could feature the text in one column, while the other version would have two or three columns. The same goes for the use of images and videos.

Offer

Announcing offers such as discounts, free resources, etc. might be a part of your online business. If that is the case, you will need to find out how these offers affect your business. And in case you are only in the phase of exploring the use of offers in your business, you will benefit so much from A/B testing. Here is what you can test when it comes to offers:

Type of the offer

The first thing to test here is the type of the offer. There are many things you can offer to your subscribers. Free downloads, images, video courses, discounts, coupons, templates, tickets, etc. are all valid as offers and hopefully they will be of some interest to your subscribers. Offering

something to the subscribers only, can make your offer even more exclusive. With A/B testing, you will choose between these types and explore metrics to see how the type of the offer affects the campaign performance. For example, you might notice that free images are more interesting to your subscribers than free templates. These kinds of insights will help you create better content in the future because you will focus on the content and offers your subscribers find worthy the most.

Time limitations

Some offers are valid for only a short time, usually, a couple of days, while some may be available for unlimited time. This can affect the engagement rate because time limitation can urge the recipients to complete the action sooner than they have planned to. This is why an offer with a time limit is something worth testing. For example, if you limit the time for redeeming the coupon code, this might result in a higher conversion rate than a coupon code with no time limitations, as the subscribers must hurry up if they want to take advantage of the offer.

Personalization

There is no doubt that personalization is important for better email deliverability, but to which extent and how you personalize an email can also be a subject of A/B testing. For example, using a subscriber's name from the database may affect open rates, and since this part of the text is shown in the preview of the email, try testing it to see how it affects the performance. You could also test different writing styles, using formal or informal language, etc.

Localization

Localization can help you establish a better relationship with the local customers, it can drive sales, etc. In fact, *"56.2 percent of consumers say that the ability to obtain information in their own language is more important than price"* ([Source](#)).

A/B testing in terms of localization means testing the performance of email variations with different localization elements including different language, announcements of local events, sales that feature prices in the local currency, etc. With this approach, your goal is to test how emails with and without localization elements perform, whether they bring more clicks, conversions, etc.

How to conduct A/B testing?

Even when you decide what it is that you want to test, you might still be in a dilemma on how to start and how to do the entire process. You have your mailing list and in most cases you will

test it entirely, meaning the subscribers will be divided into two groups and each group will be receiving a different version of the email.

If you are in the process of testing an idea or a limited-time offer, you might want to reach out to a certain number of subscribers only. For example, when testing a beta version of a new feature, there is no need to send an email to the entire list of subscribers, because it is in your interest to get feedback from a small group of people.

The success of A/B testing directly depends on what success is for your business. Alternation of email elements to create two variations is used to allow you to examine how each of them affects email marketing metrics. To make this process efficient and measurable start by setting up goals. Do you want to increase the open rate with different subject lines? Do you want to increase a click-through rate by testing different types of a CTA?

Also, make sure you keep an eye on the numbers. Create a file where you will monitor comparison with quantifiable measures. Mark the metrics you want to experiment with and add them values. For example, the open rate was 10%, the click-through rate was 8%, etc. Then add the results of A/B testing to see how these change and what helped you improve the rates.

Other things to have in mind with A/B testing:

- Test simultaneously – Running two versions simultaneously will help you get relevant results, and avoid discrepancies that might be time-based in which case your analysis will not be much effective.
- Test large when possible – Reaching more subscribers means you will get a larger sample to analyze, which can lead to more accurate results than testing a small group. When possible, always go for a larger group.
- Test one thing at a time – The A/B testing results can only be accurate if you are testing one email element at a time because otherwise, you can never be completely sure which of the elements and its variation resulted in the increased rates. Testing several things at once will make it more difficult to determine the winning combination and the elements that generate the best performing email marketing campaigns.

Finally, you should have in mind one thing. A/B testing is not always going to lead to increase in rates. In fact, sometimes, there might not be any differences at all or the rates might just stand still. This situation is completely normal, because A/B testing starts with the idea to explore the

efficiency of different variations of email elements. Occasionally, both variations can have the same effect. Sometimes, the new version, you have previously considered an improvement, might even cause the rates to drop. The important thing is to learn that email elements can affect performance of the campaign, and through testing you are trying to figure out how to do so, using testing options that are available to you.

You should always make a report with the initial data and the results after A/B testing, because this will allow you to draw conclusions, and it would also serve as a good starting point for email marketing testing you will do in the future.

10

Lead Nurturing

10. Lead Nurturing

Email marketing is so much more than sending email updates. The focus of email marketing is and should always be communication with the subscribers. The goal should be to establish a good relationship and to keep it fresh through regular communication.

In terms of online marketing and sales, a lead is a potential sale contact. That is the person (or another business) with interest in the products or services you provide. Lead generation is the process of gathering email addresses of those potential customers through various different methods, including advertising, content marketing, networking, social media marketing, etc.

What is lead nurturing?

Lead nurturing represents the process of developing a relationship with the subscribers by listening to their needs, offering helpful information and answers to any questions and doubts they might have.

Obtaining new leads is an integral part of an online business strategy, but only a small percent of those leads will be willing to make a purchase immediately. Others need a little bit of encouragement.

Sales funnel

To begin with, let us focus on so-called sales funnel. A sale happens in several stages, which are commonly known as phases or stages of a sales funnel. The word funnel is used for a reason. The funnel is the widest at the top, meaning that the first stage of the sales funnel is where you will reach the largest number of leads. The funnel gets narrow towards its end, and so does the sales funnel. It gets more narrow with each sale stage until eventually it includes only a part of those initial leads.

The stages of the sales funnel include:

- Brand awareness – This is the point where the potential customers become aware of your products and services.
- Interest in your brand or product – At this point, the potential customers shows interest in your brand by registering for an event, commenting on your blog, signing up for a newsletter, etc.

- Evaluation – Most internet buyers are not impulse buyers. Instead, for each purchase, they go through the process of research and comparison during which they evaluate your brand.
- Purchase – This is the final stage of the sales funnel, where the lead becomes your customer.

From the first stage, brand awareness, until the final stage, purchase, the funnel tightens and the number of leads drops. Each stage is where you either keep or lose a lead, which is why lead nurturing process has become so important for email marketing. This process helps you keep as many leads as possible in each sales funnel stage, so that you increase the number of those who reach the final phase, i.e. purchase.

How to nurture the relationship?

Since a good relationship is, in essence, the way you nurture leads, you will need to explore different ways to improve this relationship. You should not be self-centered because lead nurturing is all about paying attention to your subscribers. They should be in the focus of your lead nurturing process because the main goal is to engage them and keep them satisfied through each sales phase.

Build relationship gradually

Start by gradually building the relationship. Even though it might be tempting for you to speed up the process and quickly turn a lead into a customer, this usually happens more slowly than you would want. Patience is very important for building a strong relationship with the potential customers, because you want to allow them to naturally go through all of the phases until they decide to become your customers. Your role in this process is not to rush and nudge them to do something, but instead, you should simply follow the process and use lead nurturing tactics to encourage them to interact with you, to get to know more about your brand, etc.

Predict the need

Successful lead nurturing is a process where you follow the subscribers through the phases of the sales funnel, and one of the best ways to succeed in this task is to predict the need. Try to anticipate what the subscribers will think, need, want in each of the phases, and be prepared. Here is one example.

Imagine you own a company that provides small companies with email marketing software. A subscriber downloads your free ebook and gets to become a member of your mailing list, your

new lead. He is still in the first phase. He might be wondering if he needs this tool and how it can be used. To encourage the subscriber to go into the next phase, you will send an email with resources on email marketing which can show different strategies for improving the business performance.

This way, you were able to predict the state of mind your potential customer would be in. Fulfilling this need is something that will help you build a relationship and take the potential customer into the next phase of the sales funnel.

Be relevant

Lead nurturing is a delicate process in which an action can improve your client to customer relationship, but it can just as easily cause you to lose a potential customer too soon. Always make sure your message is relevant. Not only does lead nurturing have benefits on the relationship with the recipients, but it also helps you establish your reputation as a respectable sender. This means that you build an influence in a certain industry, which will gain you respect and trust from your community. In return, this community will respond with loyalty. Therefore, your email message should be relevant in terms of:

- Topic – You should not get off topic. The email needs to be about the topic which is related to your business, as this is something that the recipient will find relevant. You have your niche, so stay in it. That is what your subscribers are expecting.
- Time – Pay close attention to the timing, because some content might be time-sensitive, which will influence email marketing as well. This especially refers to limited-time offers, seasonal content, etc.

Lead nurturing tactics

There are many ways to nurture leads, depending on both the type of business you run and the overall business strategy you have. The main goal of the lead nurturing process is to nurture the relationship with your subscribers so that you keep them engaged and loyal to your brand, which also results in sales. To achieve this goal, you could use one of the following tactics.

Targeted content

As much as your website visitors have one thing in common (following your brand), they also have a lot of differences. The idea with this approach in lead nurturing is to create content that is closely targeted at a specific group of subscribers. This way you make the connection with a

specific group much more personal and full of understanding. Getting to know your subscribers shows a great level of care, which is a perfect way to ensure a high level of loyalty among them.

To be able to use targeted content as a tactic for lead nurturing, you will first need to learn more about your subscribers. One of the best ways to do so is with online forms. Instead of simply obtaining a subscriber's email, using online forms allows you to gather more data about each subscriber, the data that will help with segmenting your audience, identifying their needs and targeting them through content that is specifically designed for them.

Besides using online forms on your website, you could also send email surveys or organize a social media contest, but the concept stays the same. You need to learn more about your subscribers in order to use this strategy.

For example, if you segment your subscribers based on the location, you will be able to send a targeted announcement about your upcoming events in a specific city. There is no need to send an email featuring an event in Boston, to someone who lives in Europe. The same goes for other criteria. Promoting your latest small-business guide to large companies would also be a futile strategy.

Lead scoring

The concept of lead scoring is this. You use a custom scale to rank leads based on the perceived value each of those represents to your business. This idea is also based on the fact that not all subscribers are alike, but instead of segmenting them based on different criteria, with lead scoring you assign a score to each lead. This way you basically put a numeric value on a lead, based on the fact how likely they are to become your customers. As a result, you can prioritize the leads based on the lead score. Those with a high score are deeper in the sales funnel, closer to purchase, meaning that the lead nurturing could help you successfully convert them.

Like with most lead nurturing tactics, for lead scoring, you will need to have a tool. Marketing automation platforms allow you to get insights into the way the visitors interact with your website, which helps with understanding the leads in a better way than simply viewing the statistics in Google Analytics.

To start ranking and prioritizing leads, you will need to add numeric values to certain actions. The choice of the actions is based on your own business and website because you know your subscribers much better than anyone else. You know which actions are more likely to lead to sales, and you also know how to score them. Here are a couple ideas:

- A visit to a specific page – If, for example, the statistics show that a visit to a particular page of your website has 40% chance of resulting in a purchase, then you will assign a high score to the leads who visit this page and prioritize communication with those leads.
- Social media interaction – Certain actions on social media, such as commenting or sharing your content may be an indicator that this lead should have a high score, which is why you need to keep monitoring on social media as well.
- An event confirmation – This action can indicate that the person is interested in your brand and wants to learn more on your seminar or webinar, which is also something worth knowing in the process of lead scoring.

Seizing the moment

They say “timing is everything” in business, and this is particularly true when it comes to lead generation. Your lead nurturing campaign has to be closely monitored so that you can seize an opportunity in the perfect moment. For example, if you have just had someone subscribe to your newsletter, take the opportunity to contact them and show appreciation. If the user has visited your website after a while, take advantage of this information and follow up with useful content, additional information, asking for feedback, etc. All of this helps you keep the connection with the subscribers.

This part of lead nurturing is largely automated with marketing automation tools because it is impossible to sit all day long and keep waiting for an opportunity to come up. Instead, use a tool to set up criteria that will initiate a follow-up. For example, after visiting a certain page, the subscriber can receive a follow-up with additional information.

It is believed that leads nurtured this way have much larger potential of being seen as sales opportunities because through this approach you are targeting them based on the need they have. This kind of approach has better chances of succeeding than a mass email or a monthly newsletter you send on a regular basis to the entire list. This is because you are reaching the subscribers just in the right time, at the moment they have a need or request that needs to be met. If you manage to fulfill that request, you are going to be perceived as trustworthy and helpful, which overall affects the level of loyalty. In case the subscriber had any doubts about you, this way you will surely encourage him to go down the sales funnel.

Collaboration of sales and marketing

Another strategy that has been proven as quite effective in lead nurturing is a collaboration of sales and marketing reports. The exchange of the data between the two is crucial for recognizing and nurturing leads.

On one hand, there is a sales department. This department uses reporting and sales analysis to identify the customer profile, highlighting the patterns and behavior. Understanding why users become your customers, understanding what it is that finally gets them through the sales funnel, is something you can take advantage of. This knowledge allows you to understand new potential customers better and provide assistance as they go through the funnel more quickly.

On the other hand, we have marketing where this knowledge can be applied. This way you get to design a marketing strategy to take full potential of your resources and increase the number of generated sales. A sale is an opportunity, and to take this opportunity you need to have a deeper understanding of the buying process. This allows you to create a more personalized and more effective connection through lead nurturing.

The goal of both departments is increasing sales and continuous efforts in analyzing and assisting the buying process. Measurable results from both ends will make this collaboration work seamlessly.

Lead nurturing is one of those email strategies where the goal is to improve communication with potential customers, and this can be achieved through a refined approach that focuses on the customers and the needs or wants they might have. To make these strategies work and to make the most out of lead nurturing, start by having a customer as the central point. Then, you go on to develop an approach and use tactics that will still be focused on the customer as they gradually lead the customer through the sales funnel, to the actual sale. With this kind of thinking, you will be able to form a successful lead nurturing strategy. In the long run, not only does this strategy help with immediate sales, but it improves business to customer relationship and the level of loyalty the customers have.

11

**Increasing Conversions
with Email Marketing**

11. Increasing Conversions with Email Marketing

When you create an email marketing campaign, one of the main goals you will have is increasing conversions. Regardless what those conversions are, regardless if it is a download, an event RSVP, a sale, etc. the goal is to maximize the number of those. With this goal in mind, you design, optimize, personalize and improve an email. As a final result, you expect more conversions.

Conversions in email marketing

A conversion is a desired action taking place, and with email marketing, this action is taking place through email message as a channel. The email recipients basically follow a path from the email to the external link, most commonly a landing page on your website.

Since conversions directly reflect the success of your business, your goal is to closely monitor email marketing campaign in terms of conversions. Understanding the entire process, why certain circumstances lead or do not lead to a conversion is going to help with redesigning an email strategy and forming an approach that will maximize the conversion rate. For this to happen, you need to define conversions first, and then closely monitor them.

Defining a conversion

Since a conversion is a desired action, this can be many different things for different businesses. For some, it might be a sale. For others, it might be an event RSVP. Sometimes, it can be a visit, simply reading the latest blog article. To think about conversions and to analyze them, you have to define this desired action in your own terms.

You might have several conversions in mind, as all of those could help with achieving your goal. This is completely natural, and in fact, each marketing section could have its own conversions. For example, social media marketing can have its own conversion such as becoming a follower, clicking on an ad, etc. When it comes to email marketing, it is important to have in mind that one email campaign should only have one conversion.

Your email message should be concise and focused on that particular action. Even if you have a new blog post, an event you are excited to announce and in the same time you want to offer a discount to your subscribers, you should not even think about rolling this into one campaign. As much as it is time-consuming, separate campaigns are necessary to get any results. Therefore,

make sure there is a focus of your campaign, which would be this one conversion you have previously defined.

If possible, add a monetary value to the conversion. Due to the nature of this desired action, in some cases, it is very difficult to assign a monetary value. However, advanced calculation and business analysis can provide some estimates when it comes to conversion value. These estimates are usually based on the prediction of the profit that could be obtained once this conversion is achieved. Of course, these predictions are not based on a speculation or a hunch, but on an analysis of the past business activity and conclusions that could be drawn from the patterns noticed in the conversions occurring in the past.

Once you have completely defined a conversion, the next thing you will need to focus on is tracking those conversions.

Tracking conversions

Tracking conversions is the process where you gather the data from a specific email campaign. Email campaign on its own may or may not be a success. To measure this success, you need to track conversions and determine the exact number of conversions you were able to generate. Besides measuring success, this tells a lot about your email marketing strategy as a whole.

The best way to track conversions is to generate a custom report with conversion details you have available. Those can include:

- Conversions happening after first/second/etc. click
- Time or day when the conversions happen
- Conversions in regard to A/B testing if you have conducted such a testing
- The place conversions happened (on the landing page, on other pages, etc.)

The data about the conversions can help with increasing them, which is why this kind of data gathering can provide insights that could help with further optimization of the email campaign. Besides gathering the data, make sure you analyze them and spot any patterns that might influence your approach. For example, you might notice that emails sent in the evening have better conversion rate than those sent in the morning. This information can be further analyzed with A/B testing, which could help you define a perfect timing for sending emails.

The idea with tracking conversion is to go beyond the click (on CTA button in your email). The scope of data goes further, as you want and need to analyze the way this conversion happened after the recipient has clicked on the link in the email. You need to know how visitors behave

once they reach the landing page. Do they immediately hit that CTA and thus convert? Do they navigate to the homepage first, and then the conversion happens there? What is the abandonment rate, i.e. the percentage of those who visit the landing page, but leave without being converted? All of this together helps you figure out how conversions happen, allowing you to use this recipe to boost your business success.

You will need assistance for tracking the clicks and their path, as well as to compare rates between several metrics, which is why you will need to use tools.

Using an email marketing tool

There are numerous email marketing tools available on the market, but the suggestions are a part of a different chapter. What is necessary to highlight here is that tools offer features, that can be more or less alike, but monitoring email traffic is usually one of those features available. Since monitoring is one of the important tasks in email campaign management, you will often see this option integrated.

Most tools track opens and clicks. Those are two basic metrics that will help assess email deliverability, but to focus on conversions, you will need more data. Email analytics available with email marketing tools can also include:

- Integration with Google Analytics
- Link tracking
- Goal tracking
- Tracking opens

Tracking

- Track opens**
Discover who opens your campaigns by tracking the number of times an invisible web beacon embedded in the campaign is downloaded. [Learn more](#)
- Track clicks** Required on free accounts
Discover which campaign links were clicked, how many times they were clicked, and who did the clicking.
- Track plain-text clicks** Required on free accounts
Track clicks in the plain-text version of your email by replacing all links with tracking URLs. [Learn more](#)
- Google Analytics link tracking** Google Integration or Shopify must be enabled
Track clicks from your campaigns all the way to purchases on your website. Requires [Google Analytics](#) on your website or [Shopify Integration](#).
- E-commerce link tracking**
Track visitors to your website from your MailChimp campaigns, capture order information, and pass that information back to MailChimp. Then you can view purchase details, conversions, and total sales on the reports page. You can also set up segments based on your subscribers' purchase activity. [Learn more](#)
- ClickTale link tracking**
Gain insight to how subscribers interact with your email content. Requires [ClickTale](#) on your website.
- Goal tracking** Paid accounts only
Track where subscribers go on your site, then trigger automations or segment your list based on what pages they've visited. First, [enable Goal](#) in Account > Integrations.
- Track stats in Salesforce or Highrise**
First, [enable Salesforce or Highrise](#) in Account > Integrations.

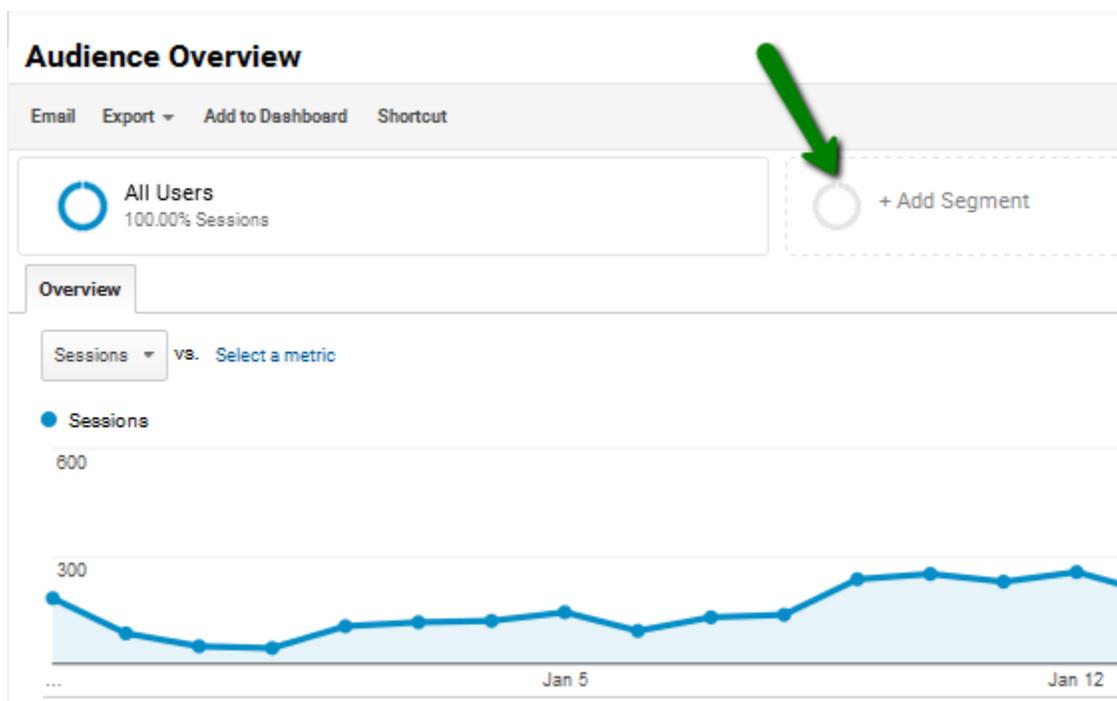
With these options, you can fully explore the potential of email analytics and how the data about the conversions allow you to design even more effective campaigns.

Google Analytics advanced segment

Google Analytics provides a variety of features and options for monitoring website traffic. With these insights, you can explore and improve many different aspects of your online marketing, including email marketing campaign.

You should create an advanced segment to analyze the performance of email marketing. A segment in Google Analytics dashboard is a portion of traffic filtered based on certain criteria. You still get the full range of the data this tool provides, but with this segment, you only isolate a portion of the data. In this case, since analysis of email marketing is the subject, you will need a segment that isolates traffic coming from emails.

Click on the option *+ Add segment*.



You will notice that there are some predefined segments, based on different criteria, such as new users, mobile traffic, etc., but there is not one for email traffic. Then find the button *+ New segment* and click on it.

Audience Overview

Email Export ▾ Add to Dashboard Shortcut

All Users ▾ Choose segment from list

+ NEW SEGMENT Import from gallery Share segments

VIEW SEGMENTS	Segment Name	Created
All	<input checked="" type="checkbox"/> ☆ All Users	
System	<input type="checkbox"/> ☆ Bounced Sessions	
Custom	<input type="checkbox"/> ☆ Converters	
Shared	<input type="checkbox"/> ☆ Direct Traffic	
Starred	<input type="checkbox"/> ☆ Made a Purchase	
Selected	<input type="checkbox"/> ☆ Mobile and Tablet Traffic	
	<input type="checkbox"/> ☆ Mobile Traffic	
	<input type="checkbox"/> ☆ Multi-session Users	

Apply Cancel

You will gain access to the numerous settings allowing you to segment traffic based on desired criteria. Since you want to focus on email traffic, i.e. the traffic to your website that comes from emails, use the option *Traffic Sources*. You will need to choose “exactly matches” for *Medium* and then type the word “email”. As soon as you do this, you will see a quick summary of the traffic and how the stats look like when this segment is applied. Before you save your settings, make sure you add the segment name. This is especially useful in case you have several active segments.

Audience Overview

The screenshot displays the 'Audience Overview' page in Google Analytics. At the top, there are navigation options: 'Email', 'Export', 'Add to Dashboard', and 'Shortcut'. Below this, a card for 'All Users' shows '100.00% Sessions'. To the right is a '+ Add Segment' button. A green arrow points to the 'All Users' card. Below the navigation is a 'Segment Name' input field with 'Save', 'Cancel', and 'Preview' buttons. On the left is a sidebar menu with categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources (highlighted with a green arrow and a '1' badge), Advanced, Conditions, and Sequences. The main area is titled 'Traffic Sources' with the instruction 'Segment your users by how they found you.' It includes 'Filter Sessions' and 'Filter Users' buttons. Below are filter fields for 'Campaign', 'Medium', 'Source', and 'Keyword'. The 'Medium' filter is set to 'exactly matches' and 'email', and this row is highlighted with a green box. The 'Campaign' filter is set to 'contains' and is empty. The 'Source' and 'Keyword' filters are also set to 'contains' and are empty.

The new segment you have created will be visible at the top of *Audience Overview*, a default page loaded when you log in to your Google Analytics. This allows easy access and it is also next to the *All User segment*, which has no active criteria, meaning it shows the full scale of website traffic.

Email campaign tagging

The other option for monitoring the performance of an email marketing campaign is through campaign URL tracking. Google offers a tool to track custom campaigns in Google Analytics. All you need to do is provide information about the campaign, after which a URL will be automatically generated for you. To access the Campaign URL Builder, use this link: <https://ga-dev-tools.appspot.com/campaign-url-builder/>.

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track **Custom Campaigns** in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

	<input type="text"/>
* Website URL	The full website URL (e.g. <code>https://www.example.com</code>)
* Campaign Source	<input type="text"/> The referrer: (e.g. <code>google</code> , <code>newsletter</code>)
Campaign Medium	<input type="text"/> Marketing medium: (e.g. <code>cpc</code> , <code>banner</code> , <code>email</code>)
Campaign Name	<input type="text"/> Product, promo code, or slogan (e.g. <code>spring_sale</code>)
Campaign Term	<input type="text"/> Identify the paid keywords
Campaign Content	<input type="text"/> Use to differentiate ads

Add the website URL and the campaign sources in two mandatory fields. You could add other information as well, even though the other fields are optional. For the campaign medium, choose “email”.

Once you have this code, you will need to embed it into your email. Then, you will be able to see the analytics data when someone click on this URL. This is very helpful for tracking conversion and thus analyzing the influence of email marketing campaign.

Why is conversion tracking important?

Understand your influence

Conversions show you how effective and engaging your campaign is. Knowing about the influence you have among your subscribers can tell a lot about your own business, about your mailing list, about your approach and finally about ways you could improve the results. Creating an influential brand is not an easy task, and it requires many departments in your company working together, but the special significance of email marketing is in the fact that your influence is built privately, with each subscriber individually.

It may be the communication with those that are already your customers or those interested in becoming one. Your goal, as an influential sender is to establish a successful communication with both groups and to keep nurturing this relationship.

Calculate ROI

Each business strives to gain profit through different marketing campaigns, which includes email marketing as well. Tracking conversion allows you to measure the success of email marketing and gather data that will show the impact of your efforts on your business. Your goal should be to maximize ROI through email conversions because this way you maximize the profit for your company.

Since conversions are trackable, and they can even have a monetary value, this makes ROI calculation so much easier. You need to compare the outcome, i.e. the number of conversions or conversions value, to the investment, i.e. the budget needed for the organization and handling of the email campaign.

Improve your results

Conversions are a great way to determine the campaign success. Unlike other email marketing metrics, such as open rate, that are not completely reliable and that do not directly reflect the results, the conversion rate is a metric that directly measures success. As a result, you get actionable data for improving the campaign. Low conversion rate indicates that the campaign needs improvements, which are best detected with A/B testing. A high conversion rate can show the recipe for a successful campaign, which can be used for other campaigns in the future. Together, these contribute to better results of email marketing.

How to increase conversions?

When you think of a conversion, you think about desired actions you want users to perform. Your goal with email marketing is to refine your strategy in order to maximize the number of these desired actions being completed. Optimization of email design and A/B testing are things that will help you with increasing conversions, and so are these.

Subject line that engages

Numerous studies over the past years have proven the fact that subject line has a tremendous impact on campaign performance, with more than 30% open rate depending solely on these few words. A subject line is what encourages people to open your email. It needs to be engaging and catchy. Since conversion rate is related to open rate, as the opening has to happen first, with possible conversion to follow, one of the starting points in increasing conversions is modifying the subject line. There is no universal solution for the best subject line, so A/B testing is a recommended option.

Having your email opened is a path towards conversion. It is followed by stunning email content.

CTA that inspires

In the focus of the email there is a CTA. A button or a link that invites the recipients to click on it. The goal with CTA is to inspire as many clicks as possible, which will take the recipient to the landing page. When it comes to increasing conversions, the more clicks mean more potential conversions. This is why you need to pay attention to the text, color, formatting and position of the CTA inside the email body. Again, A/B testing could be a way to go for, experimenting with different variations.

Landing page that converts

At the point where the email recipient reaches the landing page, you will notice a significantly lower number of them in comparison to the number of addresses the email was delivered to. It is a natural process that the number of users decreases as the moment of a conversion approaches, with each phase of the sales funnel. As with all prior stages, a landing page is a place where you either lose or gain customers. Obviously, your goal is to gain them so you will need a landing page that converts.

Landing page, or lead capture page, is where you want users to take action, i.e. convert. There are many types of landing pages, depending on the industry, the type of audience or products, the business goals, etc. This means that there are no universal instructions for creating a

perfect landing page, but there are things you need to consider when designing one, as those impact the power the landing page has in terms of conversions.

Effective headline

A headline is at the top of the page, and it represents one of the essential aspects of the landing page, together with the CTA. This is where you need to grab user's attention. A good headline should be descriptive, telling more about the offer, product, event, etc. An effective headline also has to grab the attention of the reader. It should be something they can identify with, it should be engaging, remarkable and attracting them to learn more. When we consider visual aspect, formatting is also important for an effective headline. It should be easily noticeable, which you can achieve with different color and large fonts.

Brief description

A reader's attention span is short, especially nowadays, when people interact with too much content on a daily basis. You literally have a couple of seconds to attract the attention of the reader, so get straight to the point. There is no need for too many words. Instead, be concise, but make sure you provide enough information. It is similar like with a headline. You need to be persuasive and engaging to get readers interested. Unlike with headline, a description can be a bit longer, but try to keep it simple and short as much as you can. The goal with the description is to offer more information about the offer and a reason for the reader to click on that CTA.

Not understanding your headline or what you offer is might be a reason to lose lots of customers, which is why this description should be composed in a way that appeals to your target audience. In the same time, it has to be informative so that even the first-time visitors can exactly understand what you offer.

Prominent CTA

The second thing on the landing page that deserves full attention is the CTA. This button is where conversion happens, regardless if that is a download of a free material or signing up for a membership on your website. This is why CTA needs to be prominent so that no visitor will miss it.

Impressive layout

The visual aspect of the landing page is very important. This has to be a beautifully designed page, with a custom design for that particular page. It has to be well-organized, with each section being carefully placed so that they do not overlap and thus disrupt the user experience. It also has to be accessible and adjustable for all devices. The layout also refers to the use of

images, fonts, text bubbles, logo, etc. and anything that can help you provide necessary information with an impressive design.

Boastful testimonials

This is not something you should highlight because you want to keep the description brief, so leave the testimonials for the end of the page. However, feel free to include them, because they can encourage those visitors who are a bit indecisive about clicking that CTA button. These can include comments from the previous customers, the list of customers, etc. This kind of recognition helps you build your own reputation, and thus it can help with conversions.

Other things to consider to increase conversions

These are other things to consider when it comes to increasing conversion and those include:

- Timing it right – Even though there is generally no perfect time to send an email, analyzing past conversions might help you find that sweet spot, the time when you are most likely to convert customers. It can be a specific day of the week, a particular time of the day, or perhaps after a certain event. This can help with the conversion rate, so make sure you explore email marketing statistics with this idea in mind.
- Improve email design – Email design is a very important part of increasing conversions, so you should explore different ways to optimize the email layout to get the most out of it. (Chapter 6)
- Pay attention to other things to do and things to avoid – There are general things to do and avoid if you want to improve the success of your campaign. These refer to both email deliverability and conversions, so explore different suggestions to see if your approach needs a bit of refinement. (Chapter 7)

12

Email Marketing Tools

12. Email Marketing Tools

There are a lot of email marketing apps and tools on the market. Some offer a simpler dashboard with a limited number of options, which are a great solution for small companies, personal blogs, etc. For e-commerce websites and larger companies, more advanced options are necessary, in which case you should consider an advanced email marketing solution. A lot of tools offer the most basic options for free, while advanced settings are a part of a payment plan. Limitations, and thus distinctions between plans, are usually displayed through the number of emails you can send per month and the number of email addresses you can add to the mailing list managed through the software. Again, these factors are something that will determine the solution you are going to choose.

[TinyLetter](#)

This software is known for its simplicity. It is perfect for sending newsletter emails, updates and similar emails, which is something smaller blogs would benefit from. This is not a solution for businesses that want to go ahead with email marketing because advanced customization and settings are not included. The software offers a custom background and a few options for branding and customization. There are no templates or advanced settings.

TinyLetter by MailChimp



**Email for people with
something to say**

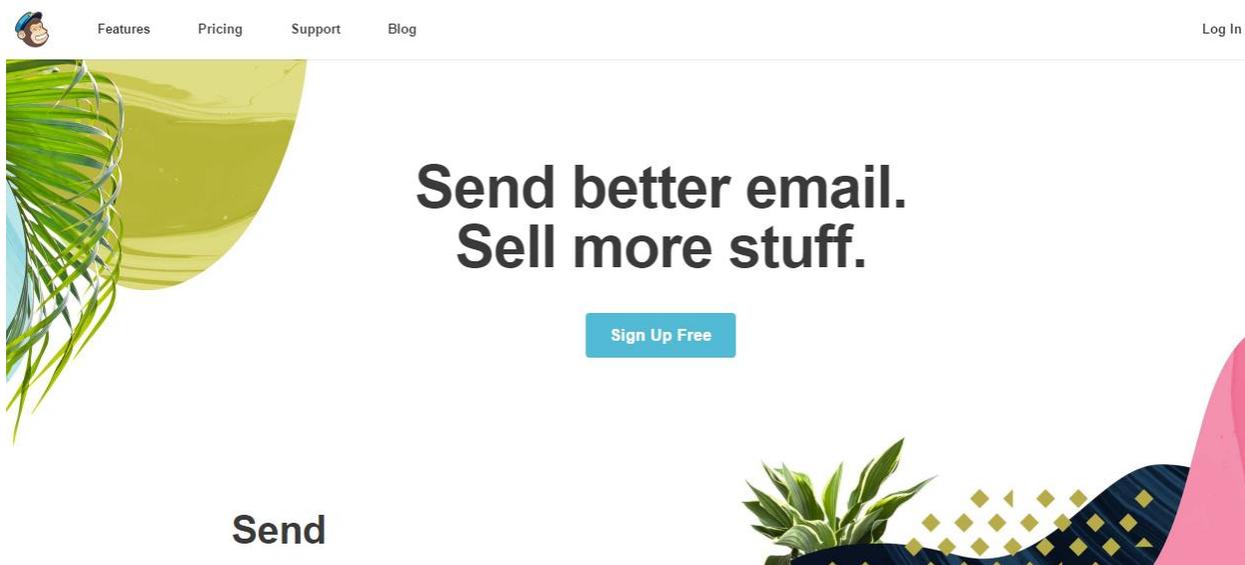
Sign Up Free

With TinyLetter you can send unlimited number of emails per month to a list of 5000 email addresses. The tool is free and there is no possibility to upgrade to a paid plan. In case you want

to upgrade, you can do so by signing up for one of the MailChimp's plans, as the same company owns both tools. The contacts are directly transferred from TinyLetter account when you upgrade.

[MailChimp](#)

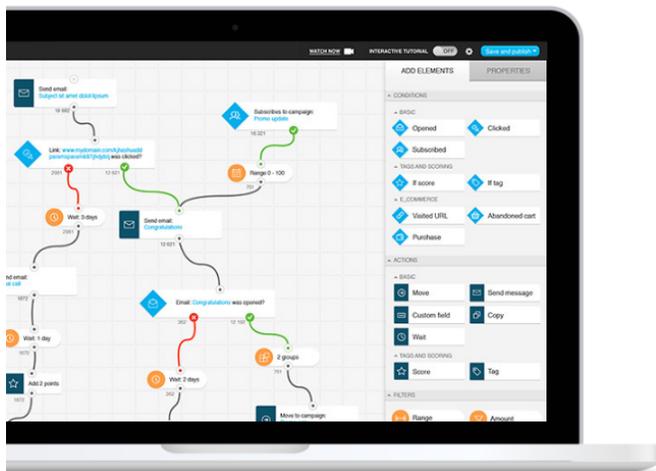
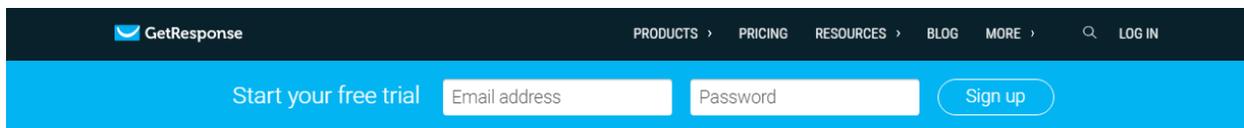
MailChimp is one of the most popular email marketing platforms. It offers a variety of tools, suitable for both small companies to big websites. It is particularly useful for online stores, because of e-commerce integrations, targeted campaigns, etc. Other features include campaign tracking, segmentation, A/B testing, automation, integrations with WordPress, Facebook, Twitter, etc. Advanced analytics is also available, with data about email deliverability and the option to integrate Google Analytics and campaign URL tracking for even more insights. The platform itself is quite straightforward with drag-and-drop features that help you design your own email. Ready-made templates are also available making the email design quite quick and easy, using the existing elements, as well as your own visual content, such as images, CTAs, graphics, etc. to completely customized your email campaign.



The "New Business" plan is the basic plan perfect for new businesses. This plan is free and it comes with the limit of 2,000 subscribers and 12,000 emails per month. This is everything you need to get started and learn more about the platform. This way you can make sure that this particular tool is something you will benefit from before you decide to go for a premium version. If your business goes beyond these limits, you can choose "Growing Business" plan (starting at \$10 per month) or go for "Pro Marketer" plan (starting at \$25 per month and additional \$199 for pro subscription).

GetResponse

GetResponse is an all-in-one platform, which combines email marketing features, with landing page design and marketing automation. This kind of combination of tools makes it a great starting point for businesses looking for ways to grow and expand their reach. The most important features in terms of email marketing include email templates, auto-responders, advanced segmentation and analytic, A/B testing, etc. List building program helps with growing a mailing list with web forms and import feature. When it comes to email design, a drag-and-drop method is used, apart from which, you also get access to the image editor, landing page templates, etc. Real-time activity tracking, subscription statistics, goal tracking and other stats will help you understand your subscribers and the success of your email campaigns.



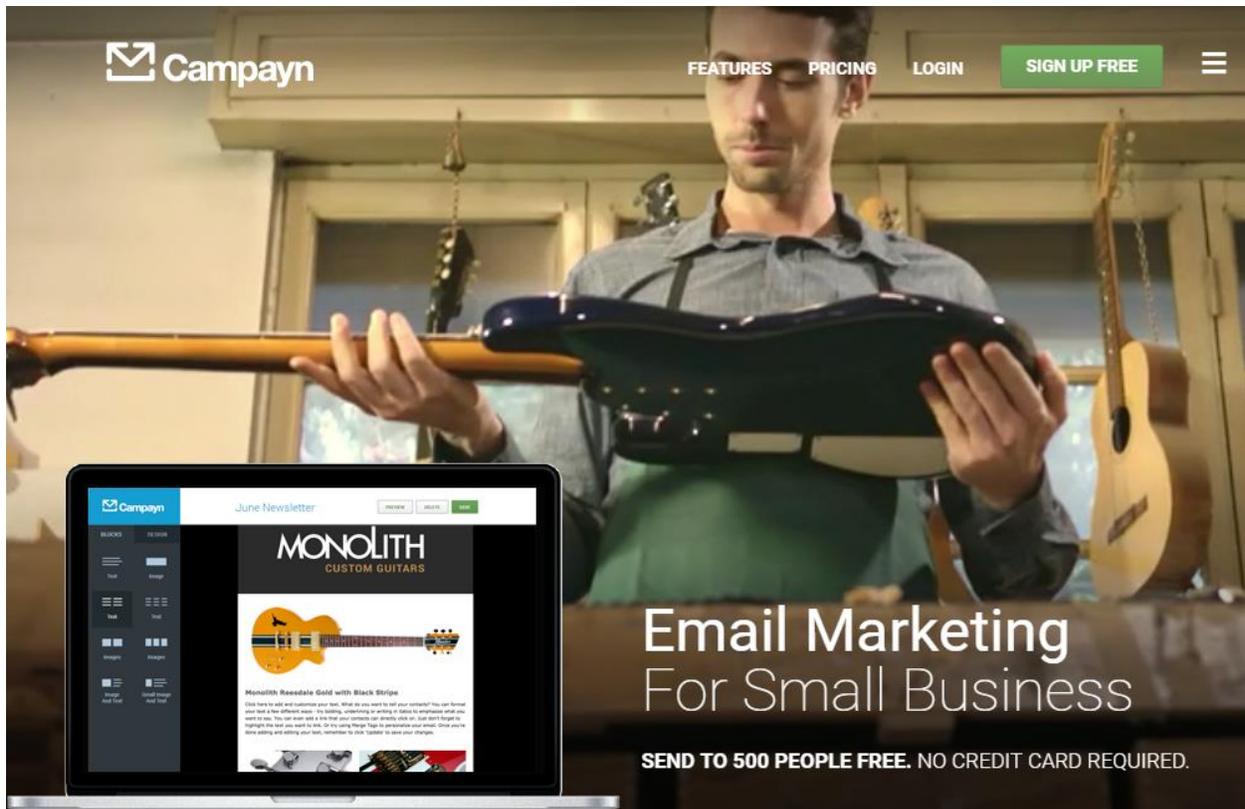
All-in-one Online Marketing Platform to Grow Your Business

-  **Email Marketing**
Create and deliver compelling emails that look great on any device.
-  **Webinars**
Increase conversion rates with a complete webinar marketing solution.
-  **Landing Pages**
Build, publish, and host beautiful, high-converting landing pages.
-  **Marketing Automation**
Automate the customer journey based on their data and behavior.

There are four pricing options, starting from the basic one with 1,000 subscribers, email marketing and marketing automation basic features and 1 user for \$15 per month. “Pro” plan comes with 5,000 subscribers and additional automation features for \$49 per month. If your business needs are even larger, choose “Max” plan, with 10,000 subscribers and advanced features for \$165 per month, or “Enterprise” option, starting from \$799 per month, with all the available features, 100,000+ subscribers and 10 users. There is a one-month free trial.

[Campayn](#)

Campayn is an email marketing solution for small businesses. The software comes with email design features, follow-up emails, detailed reporting with the ability to track responses and clicks, sign-up forms to be embedded on your website, etc. The main reason why this is a small business tool is because it lacks advanced tracking, segmentation, and analysis, which are essential for large companies.

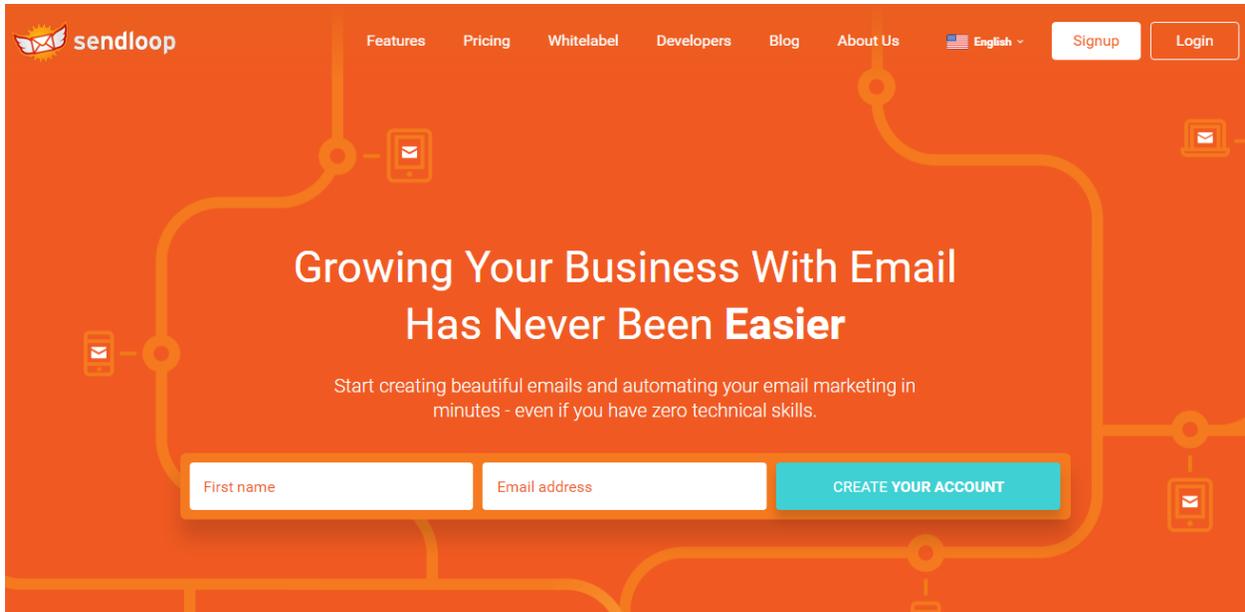


The image shows a banner for Campayn. At the top left is the Campayn logo. To its right are navigation links: FEATURES, PRICING, LOGIN, and a green button labeled SIGN UP FREE. The background is a man in a workshop holding a dark blue guitar. In the foreground, a laptop displays a 'June Newsletter' for 'MONOLITH CUSTOM GUITARS'. The newsletter content includes a guitar image and text about 'Monolith Resonance Gold with Black Stripe'. Below the laptop, the text reads 'Email Marketing For Small Business' and 'SEND TO 500 PEOPLE FREE. NO CREDIT CARD REQUIRED.'

All of the features the tool offers are available with each pricing option, starting from the free account, with a limit of 500 contacts and 20,000 emails, with one follow-up email and basic reporting. The price of the software is determined by a number of contacts. Multi-user is also available as a paid option, otherwise, the tool comes with a single user account.

[SendLoop](#)

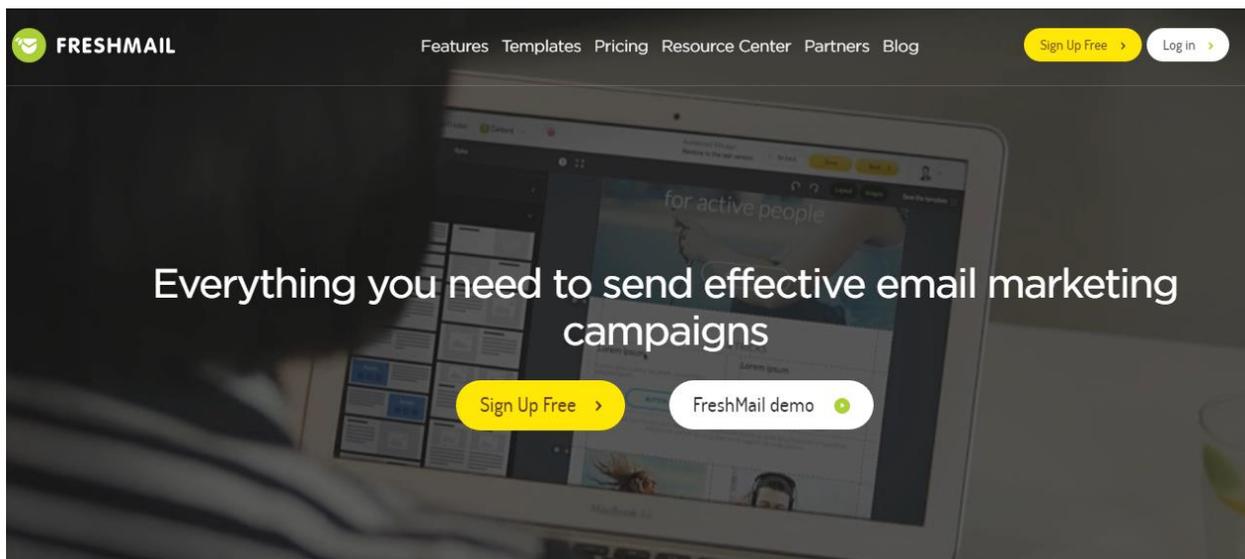
SendLoop is a digital marketing platform combining email marketing, marketing automation and email gateway in a simple-to-use platform. The most important features include email templates and builder, email delivery infrastructure, reporting, mobile solution, marketing automation, integrations, list management, etc.



There are multiple payment plans available with unlimited email delivery for each plan. The price starts from \$9 for 500 subscribers and it goes up as the number of subscribers increases.

[FreshMail](#)

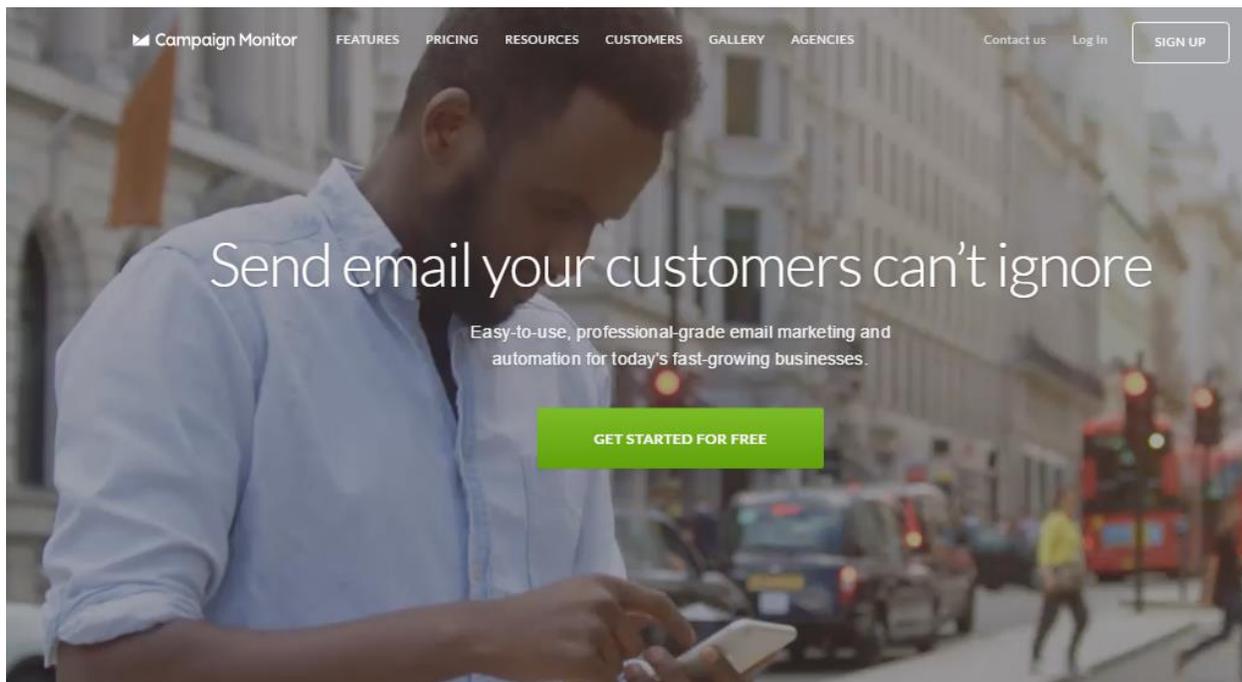
Here is another tool that comes with a free limited account. This kind of tool is very useful for newsletters, with its templates, auto-responders, and campaign scheduling. It also comes with opportunities for A/B testing, transactional emails, etc. The combination of these features allows you to grow your business through the interaction with subscribers. Email marketing automation, Google Analytics integration, targeting, segmentation and personalization are also features that make this tool quite handy in your everyday business.



For frequent senders, payment is based on the number of subscribers, with 500 subscribers and 2000 email per month being a limit for the free membership. Paid membership starts at \$14 per month with up to 1000 subscribers and unlimited sending. There is also a payment option where you pay as you go, meaning you only pay when you send emails, which is suitable for those that do not send emails on a regular basis. These plans start from \$30 for 5000 emails.

[Campaign Monitor](#)

Creating custom and yet effective email campaigns is an essential part of email marketing, and with Campaign Monitor you get access to hundreds of pre-designed templates, as well as a drag-and-drop builder to customize them. Signup forms for your website are also available. When it comes to analytics, you get access to real-time, interactive data for each campaign, which allows you to evaluate their performance. Integrations with major e-commerce platforms, CRM and websites are available.



Payment plans are generally divided into three groups, basic, unlimited and premier, starting at \$9 for 2,500 email limit and 500 contacts. However, each plan offers an opportunity to expand the number of contacts you are reaching out to, which is additionally charged. It is free to signup for the service and to design a campaign, you only pay once you decide to send your first email, which is a great opportunity to test the tool and see if it would be a good addition to your business strategy.

[Marketo](#)

Here is another all-in-one marketing software, offering applications for marketing automation, account-based marketing, email, mobile, social, digital ads, web, marketing analytics and predictive content. Having such a tool that combines all the most important marketing tasks is really helpful and makes the job a lot easier. Besides managing an email marketing campaign, a set of all the features Marketo offers allows an opportunity to create and manage a complex business strategy.



The packages are divided into bundles and the email marketing bundle includes email and landing page creator, intelligent nurturing, A/B testing, audience segmentation, forms and progressive profiling, automated workflow, etc. Unlike some other more simplified versions of email marketing software, this one is surely enough to provide even the most experienced marketers with a platform where they can explore the full potential of their business. There is no clear pricing for the email marketing bundle, but it is based on the number of contacts in your database. To learn more about the packaging and about the pricing, you will have to contact their sales department.

[Sendicate](#)

Sendicate represents another simplified version of an email app, but it is quite enough for regular email campaign. Along with the possibility to track results, manage and segment the database of subscribers, this tool provides enough options for campaign management. The interface is easy to use with a few predesigned templates, as well as a full set of tools to create your own custom email layouts.

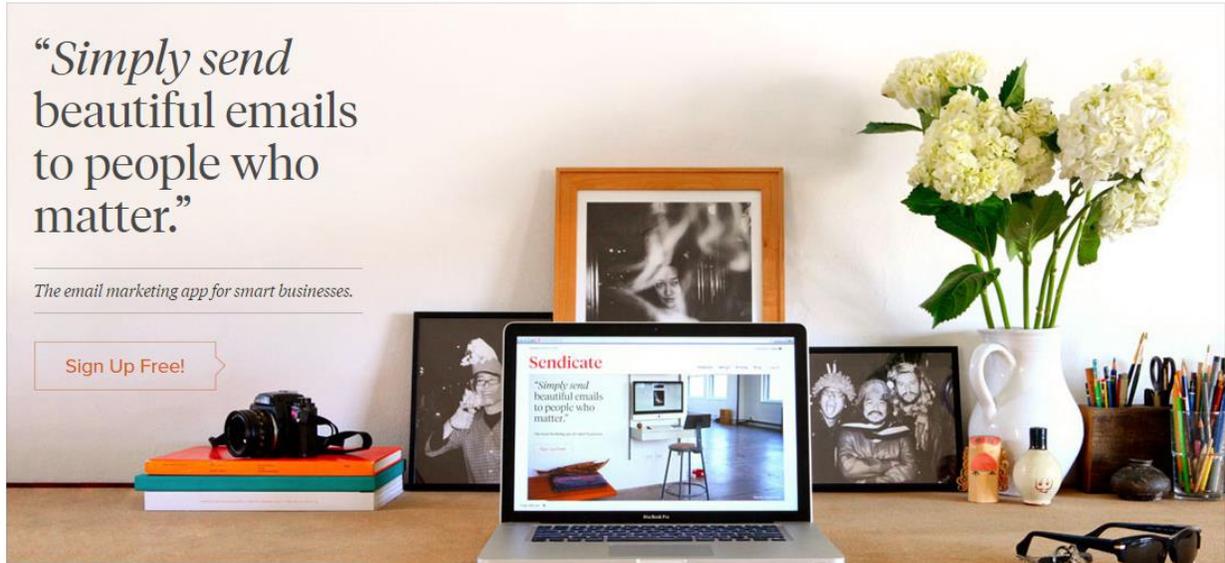
Sendicate

[Features](#) [Design](#) [Pricing](#) [Blog](#) [Docs](#) [Log In](#) [Sign Up](#)

“Simply send beautiful emails to people who matter.”

The email marketing app for smart businesses.

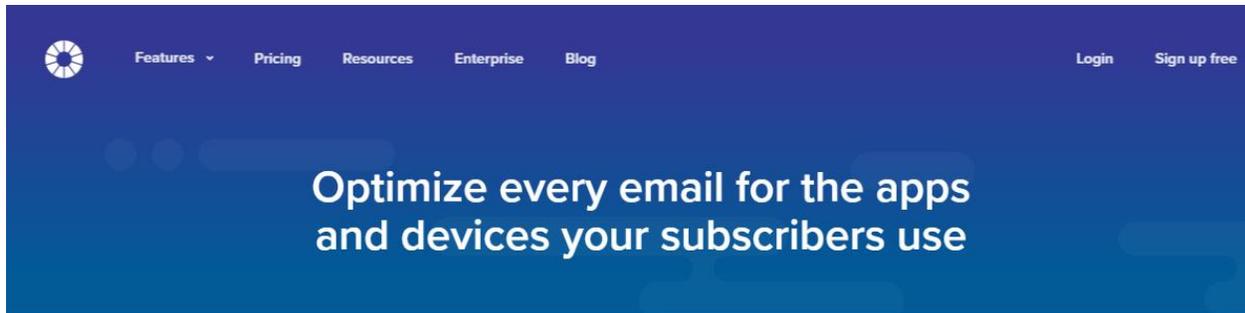
Sign Up Free!



All of the features with 500 subscriber limit are available with a free account. This account also comes with 1000 monthly limit for the number of sent emails. If you choose one of the paid accounts, starting from \$9 per month, you get unlimited number of emails per month, and the number of subscribers increases with each plan.

[Litmus](#)

Litmus is a web application that integrates with email providers such as MailChimp, Campaign Monitor, etc. The purpose of this tool is to design, optimize and test emails using advanced options. You get access to a code editor built for email, which basically allows you to create your own custom email from scratch. Other features include checklists to monitor performance, spam testing with major spam filters, email analytics, and community. With instant email preview, you get to see a preview of the design across more than 50 apps, which helps with optimizing email in a better way.



Find out how Litmus can help you



Designers



Marketers



Agencies

There are four payment plans, starting from “Freelancer” plan priced at \$79 per month. Each plan comes with a 7-day free trial and 200 email previews available during the trial period.

[Hubspot](#)

This platform is perhaps the most advanced tool of them all, as it comes with an impressive list of features and tools that are particularly designed to help marketers in the management of their tasks. When it comes to email marketing, you will need Hubspot’s marketing software which includes features like content optimization, email marketing, custom workflow, goal-based nurturing, marketing automation, A/B testing for CTAs and emails, event-based segmentation, predictive lead scoring, etc. These kinds of features can really help you take your business to a next level. Hubspot is generally recommended for medium to large business, due to the type of features the platform offers, as well as due to the costs.

GENERATE LEADS, CLOSE DEALS & MANAGE YOUR PIPELINE WITH THE HUBSPOT GROWTH STACK

[GET STARTED](#)

FREE versions of every HubSpot product.
Start now and upgrade as you grow ↗



There are three payment plans, starting with “Basic”, available at \$200 per month. All Hubspot plans are billed annually and all include onboarding fee, starting at \$600 for the “Basic” plan.

There are many more email marketing tools you can find online, and it is worth exploring them, the features they offer and how your business can benefit from those features. The bottom line is: a tool is something you use to assist your marketing efforts. It does not need to be advanced or pricy if that is not what you need. You should adapt the tool to your business needs. Then define the goals and the features you need an email marketing app to have for you to achieve those goals. In the end, you could test the tool by watching a demo or a review, or you could even sign up for a free trial if the platform offers this as a part of their service.

13

Email Marketing Automation

13. Email Marketing Automation

There is no doubt that email marketing requires constant attention. You should keep monitoring everything, even if the campaign is up and running. However, the process of sending emails involves communication on two levels. First, we have a one-to-one communication with a customer (or potential customer). It could be an inquiry about the software, request for a refund, collaboration proposal, etc. These emails require you to devote your time and address this specific issue. On the other hand, we have a communication on a large scale, where a lot of tasks can be automated.

What is email marketing automation?

The concept of automation in email marketing refers to the usage of software for automating a certain type of tasks, that use predefined forms and are caused by specific triggers. The tasks in this group are repetitive and time-consuming. In the purpose of being efficient and focused on other creative tasks, a lot of businesses nowadays use email marketing automation.

When you want to automate a certain task in email marketing, you will have to start with a tool. Choose a platform you want to use and define the tasks you want to automate.

Have in mind that automation is based on triggers. Triggers are actions that lead to a certain event. For example, when someone buys a product in your online store, they get a receipt to their email. This is an automated email, which was triggered by the act of purchase.

Here are a couple of automated emails along with their triggers:

Welcome email

A welcome email is triggered by a subscription to your blog. In this email, you take the opportunity to thank the person for subscribing and to introduce yourself and your blog to the recipient. Depending on the industry, you could offer instructions on how to find content on your blog, how to participate in the community, etc.

Design your subscribe page

The screenshot shows a design tool interface. On the left is a sidebar with a 'Compose' button at the top. Below it are menu items: 'Sent', 'Replies', 'Drafts', '33 Subscribers', 'Share', 'Design' (highlighted with a green box and a green arrow), 'Subscribe page' (highlighted with a green box), 'Confirmation email', 'Unsubscribe page', 'Privacy Policy', and 'Terms of use'. The main area is titled 'Design your subscribe page' and has tabs for 'Background', 'Fonts', 'Colors', and 'Views'. The design preview shows a blurred email content area with a 'by:' label in red. Below the preview is a 'View Letter Archive' link, an email input field containing 'email@example.com', and a dark 'SUBSCRIBE' button. At the bottom center is an icon of an envelope with a red heart.

Daily (Weekly) digest

This is also a type of email that can be successfully automated. You could set a specific time for it to be sent and create an automated list of the latest blog updates. This solution is a good to keep in touch with your subscribers on a regular basis.

Re-engagement email

The main trigger for this one would be an inactive subscriber. Your idea with email marketing automation is to stay in touch with your audience through these messages, and if the inactivity trigger is set (by a lengthy absence from activity, website submission, etc.) you could send an automated message in an attempt to engage this subscriber.

Event email

When someone registers for an event you are organizing, this could trigger a set of event-related emails to be sent. First, it could be a confirmation of attendance (or a printable ticket). Then you could send the official schedule or perhaps instructions on how to get to the venue.

And finally, after the event is over, you could follow up with a request for feedback, comments, suggestions, etc.

Abandoned shopping cart email

The purpose of this email is to remind the subscribers of the products they were interested in but have not bought. The trigger, in this case, would be the action when someone adds products to cart but leaves without completing the purchase.

Upsell email

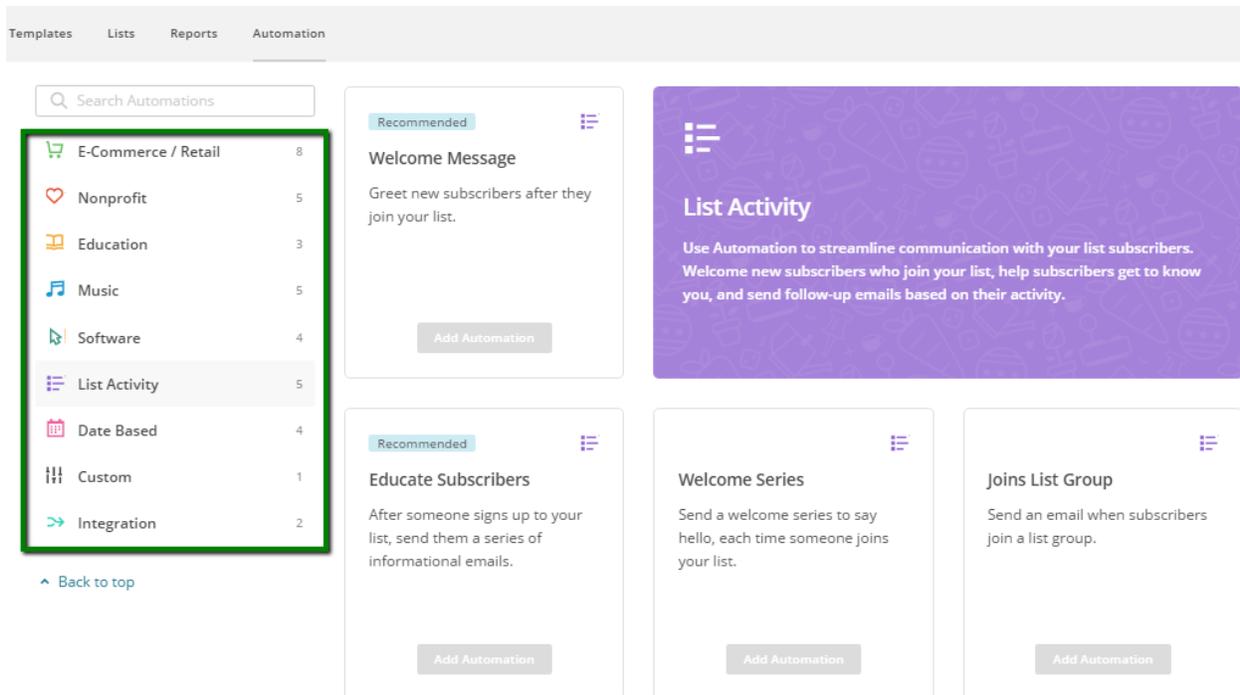
This email is for the previous customers and with this type of an email, you are trying to recommend (or advertise) another product or service based on the previous purchases. It could be the same product with a special discount, it could be a product related to the one they have already purchased, etc.

Follow-up email

Follow-up email can be triggered by many different actions, such as a successful purchase or a download, an event attendance, the act of completing a survey or finishing a stage in your online course, etc. With this email, you confirm the action that happened and establish a connection with the subscriber.

These are some of the most common types of emails and their triggers, but there are other types and variations, that are mainly determined by the type of business you run. For example, there can be an email triggered by someone visiting a particular page, reaching the bottom of the sales funnel, based on the customer metrics, etc.

You should not consider all of them as a good way to go because the main purpose of the email marketing automation is to automate emails you would otherwise send manually. There is no need to use all of the ideas and set up numerous email templates and triggers because the main point of this approach is to nurture leads and stay in touch with the subscribers.



The importance of email marketing automation

As a part of email marketing, automation has a great importance. In fact, email marketing is a marketing sector that uses automation the most, and here is why.

It saves time

The main benefit of automation is the fact that it saves time. Emails are a necessary part of doing business online, and you have to include them in your strategy. Just imagine how it would be to send all those emails manually! If you had 10 subscribers, you would perhaps succeed, but you would have to be online all the time and act as soon as you notice an action that triggers a certain template.

With an automation platform, you will have three tasks:

- Create email templates
- Set triggers
- Monitor

The first two tasks are essential for your email marketing strategy, but they are done once. Monitoring is something that requires constant supervision of how things are going, whether the templates need improvements or if the triggers are working well. These refinements help you improve your approach and design even more successful strategy. In the same time, you

are staying in touch with the subscribers, without any daily effort from your part. Since a good relationship with the subscribers is a key to getting the most out of email marketing, you will discover a lot of benefits of email automation.

It keeps you organized

Your business might keep you occupied quite a bit. On top of all, if email marketing is only one of your daily tasks, apart from paid advertising, social media, etc. it is natural to feel overwhelmed and swamped by a lot of data. It is difficult to keep track of everything, which is yet another reason to use automation.

With templates and triggers in place, you are sure that relevant emails are reaching your subscribers, even if you are completely involved in something else. With marketing automation tool, you keep everything organized, and once you are ready to focus on the email strategy, you simply go over the data and analyze the effectiveness of your approach.

It improves the relationship

Having subscribers join your mailing list is only a part of the work. Your goal is to put this list in a good use, by engaging the subscribers in your community, increasing sales, getting website visitors, etc. To succeed with this, you will need to focus on your relationship with the subscribers and improve it. Regular communication which is based on automated templates is still better than no communication at all.

By keeping the subscribers informed about new content, events, promotions, etc. you keep their interest in your business. This way you basically remind them about your company and increase brand awareness. This is very important part of online marketing in general because there will be other competitors on the market, so you want to do your best to keep your subscribers engaged and happy just where they are. Building a successful relationship through email communication is a good way to work on subscribers' loyalty.

It boosts your business

As a whole, email marketing automation helps you boost your business. This combines saving valuable time to be invested in other more demanding tasks, building a good relationship and optimizing your efforts. Together, these are the elements that help you take advantage of the full scope of email marketing allowing you to improve your business through this medium. When joined with other types of online marketing, such as social media marketing and content marketing, this is a strategy that will provide great results in the long run, from which your business will benefit.

Automation can help with increasing sales, as it reinforces this business-to-customer bond, so it is always great to have it as a part of your regular business activity. In terms of how email marketing automation can be related to other types of marketing, we should mention website traffic (SEO), content promotion (content marketing), and social promotion (social media marketing). Again, combining all these benefits will have a huge impact on your business in general.

Additionally, automation can help you learn more about your business. Analyzing the data will allow you to find out more about your subscribers, the way they react to your content, products, etc. You will find out what kind of an approach works better and how regular communication helps with building your online reputation.

Email marketing automation strategy

Email marketing automation strategy is an approach you design to use this option as a way to improve your business. Before you start, you will need to determine goals. The goals define what you are trying to do with email marketing automation. Do you want to improve the relationship? Do you want to increase sales?

Like with conversion, a goal is not the same for everybody, which is why you need to explore your business and determine what kind of opportunities do you think you can have with email automation. Eventually, the strategy should result in:

- More sales opportunities
- Minimizing the sales funnel
- Increase of revenue
- Minimizing the lost sales opportunities

Once your goals are defined, you will need to start preparations for email automation. This includes:

- The choice of tool(s) you will use
- Determining the metrics that are relevant to the goal achievement
- Determining tactics for lead generation
- Audience segmentation
- Designing your first email

These are all tasks that have been further analyzed in separate chapters of this ebook, and they naturally follow the stages of creating a good email campaign, in this case, with automation in mind.

Finally, when everything is set, when the automation tool is on, a part of the work is done. As much as it is tempting to sit back and watch the results, monitoring is not a passive phase in a strategy design. In fact, monitoring is a stage where you need to keep an eye on the statistics, email performance, website traffic, etc. To make sure your strategy is a success, you will need to make sure the things are going as you have planned.

Besides evaluating automated emails, you should also evaluate the mailing list, and whether the segmentation is done properly. Also, a tool you are using might or might not offer all the features you need. As your company grows, so does the needs for handling your growing mailing list. If you see missed opportunities and need some additional data and features that could help you improve your strategy, perhaps it is time to think about switching to a new plan or even completely changing the platform you are using for email automation.

When not to use automation?

As much as automation is helpful to have in email marketing, there are situations where it is best to avoid it because it will do more harm than good.

Your subscribers are real people, and as such, they have real needs, request, doubts, etc. Although, a part of automation is to predict these and to use skillfully designed triggers for this purpose, sometimes it is difficult to predict everything.

When it comes to customer service, you might automate a certain portion of the email correspondence, such as how to apply for a refund, how to cancel the service, etc. but when you receive an email with an actual problem the subscriber has, you should not simply send a template, thinking that will solve the problem.

Email communication is a communication with people, above everything. When you overuse automation, you are going to start to seem like a robot, and this will completely destroy the bond you were so trying to preserve. Certain situations demand that you do respond personally, to take the time and write a custom answer to the subscriber, instead of going for the pre-made templates. It is in situations like these that you will seize the opportunity to improve your communication and establish a much deeper level of loyalty.

The bottom line is that email marketing automation represents a very useful addition to your email marketing efforts. It can help obtain so many benefits by simply keeping a regular connection with the subscribers. This connection is important for your business, because

keeping the subscribers engaged, means they are interested in interacting with you, and eventually doing business with you.

Despite the fact that automation relies on the usage of templates for interaction, it should never lack personalization. In fact, a lack of personalization can seriously harm the performance of automation and thus lead to a futile strategy. Even though the emails are automated, make sure you personalize them by:

- Addressing the subscribers personally, using their name from the database
- Segmenting the audience to send only relevant messages
- Finishing the email with your own name (signature, image, contact details, etc.)

Use these, as well as other tactics for designing better emails. This way, the subscribers will feel special when they receive an email from you, even if the message is automated.

14

**Email Mobile
Marketing**

14. Email Mobile Marketing

Mobile devices have completely changed the way we interact and find information. No longer do people spend so much time on their computer, because mobile devices have developed in such a way that everything one needs can be searched via a mobile device.

Furthermore, the development of numerous apps for instant messages has introduced this as a new way of communication. This complete domination of mobile has taken us all aback, as the statistics surged in the past few years, so much that the mobile market share has taken over in the total internet traffic.

In such a reality, it is important to evaluate the influence of email mobile marketing. Some predictions estimated that the power of the email as the number one way to reach online user will slowly decline, with social media taking over. However, these predictions did not realize. Email marketing remains one of the most powerful tools to reach online customers. In fact, having a mobile device has made emails even closer to the people, with email open rates via mobile growing.

“Mobile represents 55% of email opens. Apple iPhone holds the top spot with 33.84% of all opens, with Gmail coming in a distant second at 17.63%.”

TOP 10 EMAIL CLIENTS

Apple iPhone holds the top spot with 33.69% of all opens, with Gmail coming in a distant second at 15.96%.

TOP 10 EMAIL CLIENTS NOVEMBER 2016

1		Apple iPhone	33.84%
2		Gmail	17.63%
3		Apple iPad	12.44%
4		Google Android	8.56%
5		Apple Mail	7.04%
5		Outlook	6.05%
7		Outlook.com	5.06%
8		Yahoo! Mail	2.45%
9		Windows Mail	1.28%
10		Windows Live Mail	0.97%

Source: <https://litmus.com/blog/webmail-increases-to-29-for-november-email-client-market-share>

Email optimization for mobile

Since mobile aspect is something that has become an essential part of email marketing, it is crucial to explore how this affects ways you think about traditional email campaign design and monitoring.

The process of adapting to this mobile reality is called mobile optimization, and it first started with web optimization, which meant that web owners had to change their website design in such a way that it becomes easily accessible via mobile devices. Even though at one point it was a recommendation for improving the website performance, mobile optimization is now a requirement, with Google taking this as one of the ranking factors.

When it comes to email, the situation is just the same. A mobile-optimized email is a necessary part of your campaign. You have to have in mind the following. The subscribers use a certain app for email opening on their mobile devices. Instead of a browser they use on a computer, on mobile devices, having an app has become a more comfortable way to check emails.

When you think about how to optimize your email to increase conversions and email deliverability, it is important to consider mobile optimization as one of the key factors that have become an essential part of each email marketing campaign.

Mobile-friendly design

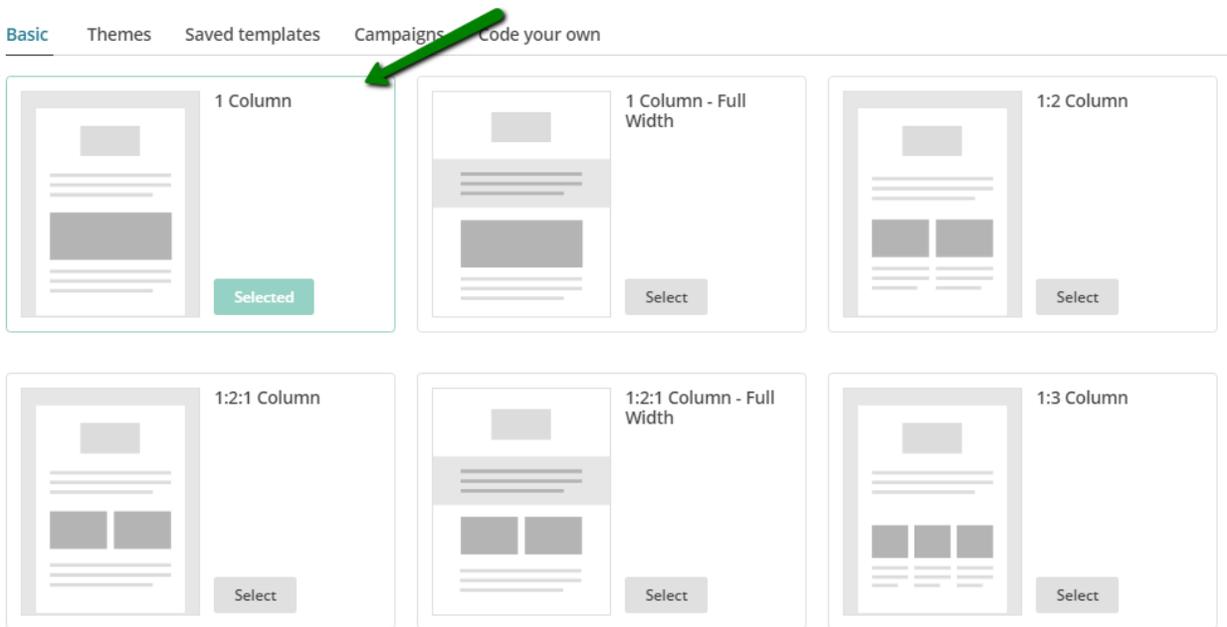
Mobile-friendly email design is a design that is easily accessible via mobile devices. Some emails are coded in such a way that they are not displayed properly on mobile devices. This means that the email width is the same as on the desktop, with the text so tiny that it is impossible to read it.

320px width is often recommended for mobile devices as it is the width of a phone screen in portrait orientation. Keeping your email width anywhere under 600px is a great way to make sure that the email is properly displayed on mobile devices, with no need to zoom in.

Therefore, you need to allow email width adjusting based on the size it is displayed on. This way, your email adapts to a specific device. Mobile users will see an email that is optimized for a mobile device with a friendly design, and desktop users will see a version of the email that is adapted to the desktop. Font size should also be something that you need to think about when optimizing an email for mobile devices.

Single-column design

While multi-column design might be a nice way to organize a couple of segments in your email campaign, you should avoid using it for mobile emails. To make sure your email is mobile-friendly, switch to a single-column design, where each segment would follow the other.



The most important things at the top

Since single-column design is recommended, you should always include the most important things at the top. For example, images or catchy titles are usually the first things the recipient will see once the email is opened. Single column design helps you with three important goals:

- You highlight the important things first
- You make sure that the recipient does not miss the offer
- Your email looks better and is well-organized when opened via mobile devices

Image optimization

Loading time has a huge influence on the open rate, and eventually on conversions, and images are precisely the element that can increase the time needed to load an email. Additionally, a lot of mobile users use 3G or even slower connection, which means the loading time can be prolonged.

< All Inboxes (1)



Hair Skin Makeup Fragrance Men

Mobile image 600 x 600 pixels

BEAUTY **HAUL** continues with 12€ off when you spend 70€ for 2 days only. Plus NEW flash sales and of course 1/3 off your best-loved brands.

Shop Beauty Haul

Your **HAUL** fix



The ideal solution would be to use coding to allow smaller image loading for mobile devices and larger ones for a desktop.



Convincing executive leadership on your ideas (and getting the budget you need!) is rarely easy.

Your company's decision makers have an entirely different agenda, and a very specific way of thinking about what's good for the business.

That's why we teamed up with Prezi to make this [step-by-step guide](#) to help you tip the odds in your favour.



Since some ISPs automatically disable loading of images, it is always recommended that the image has ALT attribute. This way, the text will be loaded if the image is not, and it could provide more information about the image.

Avoiding images and graphics with small details

Besides the size of the image, the content of the image also matters. Even if you perfectly optimize the image, and it loads pretty fast, you might fail at this email marketing strategy, simply because the recipients cannot see the tiny details on the image. Therefore, you should always go for larger details, objects, etc. If you absolutely need a specific image, but you are not sure about how it will look like, run a test campaign to see the mail on your phone. Additionally, some email marketing tools offer a preview of the email while you are designing it, which could also be helpful.

Familiar sender's name

Seeing a familiar name in their inbox, the recipients are much more prone to click and open the email. It is best that this field of the email contains your brand name. Apart from the click, this kind of tactics has a positive influence on brand awareness.

Short subject line

When you think about a subject line in terms of mobile, all of the best practices regarding writing a subject line (Chapter 6) are still valid. However, what you need to pay attention is the subject line length. Desktop inbox displays approximately 60 characters, but when it comes to mobile users the number of characters shown in the preview is between 25 and 30.

This means that if your audience is more prone to use a mobile device to check their email, make sure you keep the subject line short. In this case, you would need to use the keywords in the front to make sure they are seen as an inbox preview, even if the rest of the subject line gets cut off.

Pre-header text

This is the text below the subject line, which displays a preview of the email body. Although it is in a lighter color than the sender's name and the subject line, making it less obvious, some users still read it. Therefore, take this extra line of text to indicate more about your email, to give a sort of a context to your message and eventually increase the chances of recipients opening their email.

CTA button size

When you master the best practices of designing a CTA for your email campaign, regardless if you choose an image CTA or a link, make sure the CTA is:

- Clearly noticeable even on the small screen of a mobile device. It is best to feature the CTA near the top of the email to ensure most recipients see it.
- Big enough for people to tap on it.
- Isolated in a way that there is enough plain space around it so that one can easily tap on it without accidentally tapping on a different link.

General recommendations for a better design

When you think about mobile email design, it is best to optimize each and every aspect of those that influence open rates and conversions with mobile users in mind. When you constantly think about mobile users and the way certain email parts would look to them, you are going to discover an approach and strategy that is customized based on your business. As always, the best way to find new approaches and improve the existing tactics is to conduct A/B testing.

In general, there are a couple of practical guidelines to have in mind when it comes to mobile-friendly design.

“Minimum font size of 16px—Apple recommends 17-22px, Google recommends 18-22px. (We’ve found 16px Georgia to be nice and readable.)

Call-to-action touch targets, such as buttons, should be at least 46px squared (Apple recommends 44px squared, Google recommends 48px squared—we’re splitting the difference).

Avoid clustering several links together in your copy. It makes individual links very difficult to access.”

[\(Source\)](#)

Reader’s experience

Have in mind that reader’s experience is your top priority with email design. All of the recommendations above are designed with one goal – think about the recipients. How do they see the email? Why will they decide to click on the CTA? What might stop them?

Just as much as the user experience is an important part of web design and optimization, thinking about the readers will help you create a better email. To make sure you are on the right track, try conducting a survey, or an A/B testing campaign. The feedback from your own readership can tell you a lot about your email campaign, including the ways you can improve it.

Landing page optimization

Your job of mobile optimization is not finished once the email is perfectly accessible and optimized for mobile devices. Since email invites the recipients to do a certain action, encouraging them to click on the CTA, you need to make sure the page they land on is also optimized.

When it comes landing page optimization for mobile devices, follow these guidelines:

- Responsive design is necessary for the page to load properly.
- Avoid using large images that might prolong the loading time.
- Make sure the CTA is near the top of the page.
- Make your phone number clickable, so that mobile visitors can contact you directly from the landing page.
- If you are using a form, leave only the necessary fields, as mobile users are less likely to fill them all.
- When possible, use login with social media option instead of a form.
- Cut back as much of the text as you can.
- Use HTML for typography instead of images with text, as HTML loads faster, which is important for slow connections.

Mobile email marketing tracking

The statistics about your campaigns show a lot of details about the approach and strategy, and mobile email marketing is no exception. The best way to evaluate the influence of mobile on your email marketing is to analyze its performance.

If you are using Google Analytics, take a look at the option *Mobile*, under Audience. The *Overview* shows the comparison of traffic between desktop, mobile, and tablet. Besides the number of sessions for each device, you can also compare bounce rate, average session duration, and conversions.

Primary Dimension: Device Category

		Acquisition			Behavior			Conversions	
Device Category		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	My Goal (Goal 1 Conversion Rate)	My Goal (Goal 1 Completions)
		8,385 % of Total: 100.00% (8,385)	72.32% Avg for View: 72.08% (0.33%)	6,064 % of Total: 100.33% (6,044)	58.07% Avg for View: 58.07% (0.00%)	3.01 Avg for View: 3.01 (0.00%)	00:04:14 Avg for View: 00:04:14 (0.00%)	19.46% Avg for View: 19.46% (0.00%)	1,632 % of Total: 100.00% (1,632)
<input type="checkbox"/>	1. desktop	4,678 (55.79%)	74.67%	3,493 (57.60%)	54.55%	3.38	00:04:35	22.49%	1,052 (64.46%)
<input type="checkbox"/>	2. mobile	3,405 (40.61%)	69.66%	2,372 (39.12%)	62.97%	2.50	00:03:45	15.33%	522 (31.99%)
<input type="checkbox"/>	3. tablet	302 (3.60%)	65.89%	199 (3.28%)	57.28%	2.91	00:04:12	19.21%	58 (3.55%)

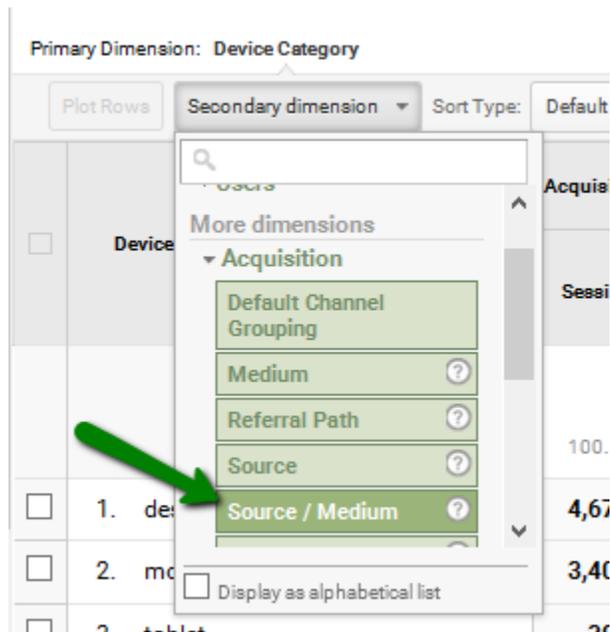
For example, if you notice a high bounce rate on mobile in comparison to desktop, this could be an indicator of a poor mobile optimization. This way you could also compare goal completion rate, pages, and sessions, etc. The data about the devices used to access your website is the second option available under *Mobile*.

Primary Dimension: Mobile Device Info Mobile Device Branding Service Provider Mobile Input Selector Operating System Other

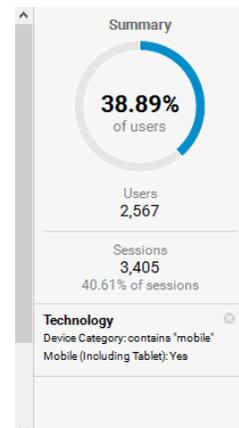
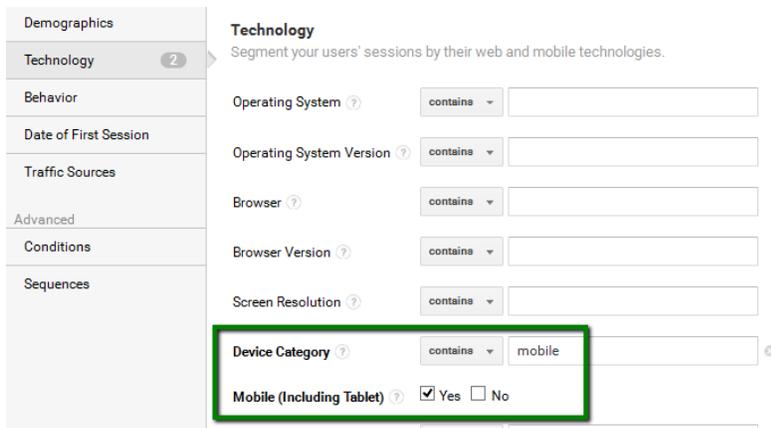
		Acquisition			Behavior
Mobile Device Info		Sessions	% New Sessions	New Users	Bounce Rate
		3,707 % of Total: 44.21% (8,385)	69.36% Avg for View: 72.08% (-3.78%)	2,571 % of Total: 42.54% (6,044)	62.50% Avg for View: 58.07% (7.64%)
<input type="checkbox"/>	1. Apple iPhone	343 (9.25%)	76.68%	263 (10.23%)	68.22%
<input type="checkbox"/>	2. (not set)	161 (4.34%)	78.26%	126 (4.90%)	57.14%
<input type="checkbox"/>	3. Samsung SM-J500FN Galaxy J5	120 (3.24%)	70.83%	85 (3.31%)	62.50%
<input type="checkbox"/>	4. Samsung SM-G531F Galaxy Grand Prime	98 (2.64%)	69.39%	68 (2.64%)	55.10%
<input type="checkbox"/>	5. Samsung SM-J510FN Galaxy J5 (2016)	86 (2.32%)	73.26%	63 (2.45%)	61.63%
<input type="checkbox"/>	6. Sony E2105 Xperia E4	85 (2.29%)	14.12%	12 (0.47%)	64.71%

In relation to an email campaign, the data needs to be segmented so that you only isolate the traffic originating from the email campaign. This can be done in two ways:

- Adding a secondary dimension: Source/Medium



- Adding a new segment which will isolate email as a traffic source and mobile as device category.



You will add an additional filter to include traffic from emails only:

Influence of email mobile marketing

When it comes to how mobile marketing influences the online businesses, this mainly depends on the type of industry. Some businesses report a significant percentage of traffic coming from mobile devices, including email traffic, while other businesses state that their traffic is still mainly from desktop.

Either way, everyone has to agree that mobile marketing is a trend that is slowly, but surely, taking over. Mobile, in general, has a major impact on how people communicate, exchange information, etc. so the influence it has and will have on online marketing is undeniable.

Changing the web design

The first and the most important thing in the process of adapting to mobile marketing is the responsive web design. Regardless if your audience is coming from the email campaign or paid advertising, your website has to be optimized according to best recommendations to be able to respond to mobile search queries.

Besides mobile optimization of the email campaign, which is important when it comes to reaching mobile users, this also affects websites. Your website needs to be prepared for the visits coming from mobile devices, which is done with a mobile-friendly design.

A mobile-friendly website:

- Uses a responsive template which adapts to the display based on the device
- Loads fast
- Is easy to navigate

Predicting visitor's behavior

You have to be aware of the fact that not all visitors are the same. Those coming from email are either your previous customers or those who are very interested in your business, which is why they have subscribed to receive updates from you in the first place. Therefore, they already have a clear picture of what you do, which is why they are not like first-time visitors. This means that both content and the way you address them should be adjusted to them.

Let personalization be your most powerful tool, to establish a connection with the subscribers in a way that they keep opening your emails and keep clicking that CTA. Gradually, you will build trust in your brand, and you as a sender will increase your credibility. Try to predict things like:

- The time they will need your product or services
- The way they interact with promotional emails
- The way they interact with newsletter emails
- The way they respond to personalization and localization

Even though this is only a prediction based on certain patterns or previous behavior, and you do not have a way of really knowing the results upfront, it is a good strategy to help you understand mobile users and eventually optimized your emails having their experience in mind.

Prevent one-click visits

When you send an email about your latest blog article, or an article in general that would be useful to the recipient based on the data from the online form, you invite them to click and read that article. However, a lot of those who click on the link will check out the article and then leave. To make sure you reduce the bounce rate and you take advantage of those visits, try using different strategies to prevent these one-click visits.

The strategies can include:

- Adding related article
- Adding internal links in the text
- Using slides instead of the plain text

These are some ideas to help you take advantage of mobile traffic on your website, but always have in mind that you first need to generate this traffic with catchy, optimized email.

All of the suggestions above will help you design the email that is quickly loaded and properly displayed on mobile devices. After all, having in mind the share of mobile traffic in the total internet traffic, it is safe to say that mobile is here to stay and grow. As a business that wants to grow as well, you need to embrace this trend and use it to your advantage.

15

Email Marketing Glossary

15. Email Marketing Glossary

1. Affiliate marketing – It is a type of marketing in which retailers pay the commission to other websites that generate traffic, leads or sales for them. This is done through sharing affiliate links, that contain a tracking code, which, in this case, is shared via an email message.
2. ALT attributes – This is an alternative text for an image which is displayed when the image cannot be displayed (because of a slow connection for example).
3. Automation – Automation represents the usage of software or platform for the purpose of controlling and handling different tasks that are part of email marketing, such as follow-up emails.
4. Auto-responder – This is an email that is sent as an automatically generated message. It is a response to a certain message or it can be triggered by a certain action.
5. Average session duration – In analytics, the average session duration is the average time the website visit lasts. It is calculated by dividing the total duration of all the sessions in seconds with the number of sessions.
6. B2B – Business to business is the exchange of information, products or services between businesses.
7. B2C – Business to customer is the exchange of information, products or services between business and customers.
8. Blog – It is a regularly updated web page which is usually added to the official website of the company to add more value and more content for the visitors.
9. Bounce – If an email bounces, it comes back to you, without being delivered to the recipient. There are two types of bounce, soft and hard bounce.
10. Brand – It is a product, service or concept that is distinguished from other similar products, services, and concepts. It is distinctive and creative. It is a recognizable name which people associate with a certain business.
11. Brand awareness – This term can be defined as a level at which an online user is familiar with the public image of the company or the brand. This familiarization results in online

users recognizing the brand easier and being more prone to work with the business behind that brand.

12. Clickable – It means that it can be clicked on.
13. Content marketing – Content marketing is a process of creating content which will be used to reach, engage and eventually convert customers. In online marketing, content has an important role, and it is integrated into other types of online marketing, including email marketing.
14. Conversion – A conversion is a desired action, a goal, that you defined valuable for your business. It happens as a response to CTA.
15. Copy – A copy is a piece of content primarily designed for advertising or marketing. Copywriting represents creating a copy through which the business wants to influence their target group in making a decision and to increase brand awareness.
16. CTA – A call to action is a button inviting people to click on it and complete a certain action. It can be displayed as an image and as a text link.
17. CTR – A click-through rate is the number of clicks you receive divided by the number of impressions. In email marketing, CTR is calculated by comparing the number of email clicks to the total number of sent emails.
18. Customization – It is the act of modifying something to perform a certain task or to improve it.
19. Email – An email, or electronic mail is the method of exchanging messages between digital devices. The first ever email was sent in 1971, through a network of computers which is a precursor of what we now know as the internet.
20. Email marketing – As a part of online marketing, email marketing is an approach aimed towards improving your business and online reputation through email communication. The goal is to establish a successful communication with the clients (or potential clients) which will result in a conversion.
21. Engagement – Engagement refers to the ability to inspire online users to do a certain action. In terms of email marketing, engagement is the power to encourage email opens and clicks on the CTA in the email body.

22. Goal completion rate – This is the rate at which an activity set as a goal is completed.
23. HTML – Hypertext Markup Language is a standardized system for tagging text files. Using HTML you can adjust font, color, graphics, etc. HTML can also help when designing an email.
24. IP address – An IP (Internet Protocol) address is a set of numbers each device on the internet has and uses for communication.
25. ISP – Internet service provider is an organization that provides services for accessing the internet. Here we have access providers, mailbox providers, hosting ISP, etc.
26. Landing page – Also called lead capture page, this is the page where a conversion happens. The CTA in the email links to this page, which presents an offer or a resource for the email recipient. Since this is the page the email recipients see when they reach your website, it is essential that it follows the best practice to maximize the conversion rate.
27. Lead – In marketing, a lead is a contact that is potentially interested in becoming your customers. Unlike regular subscribers, leads are potential sales contact because they belong to the closely targeted audience.
28. Lead generation – Lead generation is the process of obtaining new leads through various different strategies such as a sign-up button, an online competition, free downloads, etc. The purpose of the lead generation is to generate new potential customers.
29. Lead nurturing – The process of developing a relationship with leads along phases of the sales funnel is known as lead nurturing in email marketing.
30. Mailing list – The list of all the email addresses of those who subscribed to follow you is called a mailing list.
31. Measurable goals – These goals are quantifiable, which means they can be measured when achieved and thus easily compared to the planned goals.
32. Metric – In online marketing, a metric is an instrument to measure something, usually related to the website analytics.
33. Mobile optimization – The process of ensuring that the visitors accessing your website from mobile devices have an optimized experience and are able to view your website

properly is called mobile optimization. In terms of email marketing, mobile optimization is referred to adjusting email elements to load quickly and properly when opened on mobile devices.

34. Mobile-friendly – Being mobile-friendly means that it can be displayed correctly on mobile devices. A mobile-friendly email is an email that is accessible and properly displayed on mobile devices.
35. Optimization – Optimization is the act of improving something to achieve better results. When an email is optimized, it means that it is improved according to the guidelines and recommendations for the purpose of obtaining better results through an email campaign.
36. Performance – The performance represents the accomplishment of given tasks. It shows how the work is done. In terms of an email campaign, the performance is expressed through comparing the results of email marketing metrics.
37. Reach – This is the total number of people who have taken an action which include views and clicks.
38. Recipient – It is a person who receives something, in this case, an email.
39. ROI – Return on investment is used to compare the profitability of a strategy by comparing the profit and the investment.
40. Sales funnel – This is a sales process that starts with an online user becoming aware of your brand and ends with the purchase.
41. Search engine marketing – Search engine marketing (SEM) is a type of online marketing aimed at advertising the website and improving overall business through search engines. It includes paid reach (for example Google AdWords) and organic reach (SEO).
42. Search engine optimization – Search engine optimization (SEO) is a part of search engine marketing (SEM), which uses search engines to reach online customers. In SEO, the goal is to reach customers through organic reach, when your website is featured in the list of links shown as a result to a search query.
43. Segmentation – Segmentation is a process of dividing something into groups based on certain criteria. When it comes to email marketing, segmentation refers to the division

of the target audience. The goal of segmentation in this sense is to provide better-optimized email campaigns, by addressing the specific need or action of the recipients.

44. Session – When it comes to website usage, a user session, also known as a visit, is the presence of a specific IP address. The number of sessions is measured as the website traffic.
45. Social media marketing – Social media marketing is a part of online marketing focused on promoting a business through social media platforms. It is necessary to create social media profiles (pages) through which these goals can be achieved. Besides promotion, social media can be used for increasing sales, increasing traffic, generating leads, increasing brand awareness, providing customer support, etc.
46. Software – A program used by a computer.
47. Strategy – A strategy is a plan of action designed to do something and to achieve certain goals. In terms of online marketing, including email marketing, a strategy defines your goals and how you want to achieve them through the use of different tools and approaches.
48. Subscribe – When someone subscribes to something, they express an agreement to be notified of updates via the email they have provided.
49. Subscriber – This is a person who willingly provides you with their email to receive email updates from you.
50. Target – In online marketing, to target is usually referred to the process of designing something especially for the group of users who are most likely to be interested in your business.
51. Target group – A target group is a group of people (customers and potential customers) your business is trying to reach through different marketing efforts, including email marketing.
52. Template – In email marketing, a template is a predesigned email or email elements that can be used for different campaigns, with some customization and optimization first. Some email marketing tools offer predesigned email templates, where you only add text and links. You can also create your own template, and then use it for the future campaigns.

53. Trigger – A trigger is an action defined as relevant, which leads to a certain reaction. In terms of email marketing, a trigger such as a visit to a page, a sign-up, a download, etc. is an action that can trigger an automated email message to be sent.
54. Unsubscribe – When someone no longer wishes to receive updates via their email, they unsubscribe from the list, in which case their email is removed from that list.
55. URL – A URL (Uniform Resource Locator) is the address of a web page.
56. Website form – It is a form that is provided by website owners for users to fill in. Filling in can be optional or mandatory, and it usually results in a visitor gaining access to something, such as a free download, exclusive content, etc.
57. Website submission – This is the process of submitting something through a website, such as the act of filling in a form and then submitting it.

16

Questionnaire

16. Questionnaire

Questions

1. Which of these types of marketing delivers the highest ROI?
 - a) Content marketing
 - b) Email marketing
 - c) Search engine marketing
 - d) Social media marketing

2. The characteristics of a successful email communication are:
 - a) Relevancy and detailed reporting with a lot of text
 - b) Relevancy, concise text, and planning
 - c) Planning and automating text with no personalization
 - d) Planning the time with no additional proofreading of the text and links

3. What is the first step when starting with email marketing campaign?
 - a) Set up goals
 - b) Generate leads
 - c) Sell products
 - d) Send an email

4. How is click-through rate calculated?
 - a) $(\text{Total clicks or unique clicks} \div \text{Number of delivered emails}) * 100$
 - b) $(\text{Number of people who completed the desired action} \div \text{Number of delivered emails}) * 100$
 - c) $(\text{Number of bounced emails} \div \text{Number of sent emails}) * 100$
 - d) $(\text{Number of clicks on a forward/share button} \div \text{Number of delivered emails}) * 100$

5. What to avoid when conducting an A/B testing of a campaign?

- a) Testing the subject line only
- b) Testing two types of CTA
- c) Testing several things at a time
- d) Tracking the results

6. Lead scoring is:

- a) The process of generating leads
- b) The process of adding numeric value on a lead
- c) The process of tracking leads
- d) The process of updating a mailing list

7. Which of these is one-to-one type of an email?

- a) Newsletter
- b) Lead nurture
- c) Digest email
- d) Sponsorship email

8. Which of these is not the best practice for a mailing list?

- a) Buying emails
- b) Attracting subscribers with a premium offer
- c) Obtaining permission to send an email
- d) Getting to know subscribers through a form

9. What can help you target your emails better?

- a) Lead generation
- b) Email deliverability

- c) List segmentation
- d) Bounce rate

10. When there is a temporary delivery failure for an email address this is known as:

- a) Blog update
- b) Exclusive access
- c) Soft bounce
- d) Hard bounce

11. Some of the criteria for mailing list segmentation are:

- a) Soft and hard bounce
- b) Click-through and conversion rate
- c) Digest, sponsorship and dedicated email
- d) Language, location, campaign activity, past purchases

12. When designing a subscribe button for your website, you should pay attention to:

- a) Size, color, and position
- b) Size and color
- c) Position
- d) Segmentation

13. Strategies for growing a mailing list are:

- a) Offering something in return for an email and having a subscribe button
- b) Tracking bounce and conversion rate
- c) Mailing list segmentation
- d) Mailing list update

14. Elements of good formatting are:

- a) Addressing the subscribers directly

- b) Having a short text
- c) Avoiding words that could trigger spam filters
- d) Using paragraphs, proper capitalization, and punctuation

15. Which of these is not a characteristic of an effective subject line?

- a) Descriptive, relevant and engaging text
- b) Concise subject line
- c) Use of words like *discount*, *free*, *here*
- d) Tested with A/B testing

16. If you want to improve an email, you should not:

- a) Ask for a feedback
- b) Hold a high standard
- c) Send an email without a permission
- d) Make subscribers feel special

17. What is email deliverability?

- a) The ability to deliver emails to subscribers' inboxes.
- b) The ability to send emails to subscribers' inboxes.
- c) The ability to convert subscribers into buyers.
- d) The opportunity to grow your mailing list.

18. What is spam?

- a) The ability to deliver emails to subscribers' inboxes.
- b) It is an unsolicited email, sent without the recipient giving prior consent to be on the mailing list.
- c) The process of sending one-to-many emails, such as a newsletter, a dedicated email, etc.
- d) A list of people who subscribe to get notified via email updates.

19. Why is the open rate considered a less reliable metric?

- a) Because it does not show conversions.
- b) Because it interferes with tracking bounce rate.
- c) Because it does not show unsubscribe rate.
- d) Because an email is considered open only when the images embedded are loaded, and the loading of images is usually disabled by default.

20. A/B testing in email marketing is the process of:

- a) Testing several emails at once.
- b) Segmenting the mailing list.
- c) Encouraging subscribers to click on the CTA in the email
- d) Comparing two variations of an email

21. Which of these cannot be tested in an email campaign?

- a) Subject line, CTA, and body text
- b) Sign-up button on the home page of your website
- c) The use of visual elements, such as images, videos, etc.
- d) Personalization, localization, and CTA

22. What is lead nurturing?

- a) The process of generating leads through your website
- b) The process of developing a relationship with subscribers
- c) The ability to engage the users
- d) Tracking and analyzing different metrics

23. Which of these is not a stage in the sales funnel?

- a) A/B testing

- b) Brand awareness
- c) Evaluation
- d) Interest

24. What is the campaign URL builder?

- a) Google's tool for creating trackable URLs
- b) Type of an email campaign
- c) A segment in Google Analytics
- d) A well-known spam trigger

25. Lead nurturing tactics include:

- a) Word count, choice, and order
- b) Subject line and CTA
- c) Lead generation and affiliate marketing
- d) Targeted content and lead scoring

26. How to track conversions with Google Analytics?

- a) Compare organic and paid reach
- b) Use a filter to exclude certain hostnames
- c) Use an advanced segment to filter sessions based on the medium
- d) Use an additional tool

27. Why is it important to track conversion?

- a) To calculate ROI and improve results
- b) To get ideas for content marketing

- c) To calculate email forward rate
- d) To gain new subscribers

28. Which of these is not a tactic for increasing conversion?

- a) Inspiring CTA
- b) Engaging subject line
- c) Landing page that converts
- d) Using spam filters

29. Which of the features are not provided by email marketing apps?

- a) Segmentation, automation, and A/B testing
- b) Email templates and optimization tools
- c) Tips on writing content for your blog
- d) Auto-responders and analytics

30. What is email automation?

- a) The process of using software for automating a certain type of tasks.
- b) The process of generating leads through your website.
- c) The process of adding numeric value on a lead.
- d) The process of sending one-to-many emails, such as a newsletter, a dedicated email, etc.

31. How to avoid spam?

- a) Monitor the open rate
- b) Have an all capitals subject line
- c) Have permission to send an email
- d) Send from different domains

32. What can a bounce rate indicate?

- a) That your CTA is not working
- b) That your subject line is not effective
- c) That your mailing list is outdated
- d) That your emails take too long to load

33. To measure the conversion rate you will need:

- a) To have the forward rate as a reference
- b) To use web analytics and trackable links
- c) To follow best practices and guidelines
- d) To have conversion rate above 10%

34. Email marketing automation is based on:

- a) Filters
- b) Products
- c) Triggers
- d) CTAs

35. Email marketing automation can:

- a) Completely take over the communication with the clients
- b) Save time and keep you organized
- c) Create exclusive content for the subscribers
- d) Generate new leads

36. When is abandoned shopping cart email triggered:

- a) When someone adds products to the cart and completes the purchase

- b) When someone adds products to the cart and does not complete the purchase
- c) When your system detects a recurring customer
- d) When someone buys a product on sale

37. A welcome email can be triggered:

- a) By a purchase
- b) When someone unsubscribes
- c) When someone subscribes
- d) When a new blog post is published

38. Mobile-friendly email means that the email is:

- a) Short
- b) Accessible via mobile devices
- c) Accessible via desktop
- d) Relevant

39. When optimizing emails for mobile, you should not:

- a) Use optimized images
- b) Have short subject line
- c) Use multi-column design
- d) Adjust the size of the CTA button

40. Some of the best practices for designing a mobile-friendly landing page include:

- a) Responsive web design
- b) Several CTAs on one page

- c) Using unusual formatting
- d) Thinking about spam filters

41. To automate email marketing tasks, you will need:

- a) A tool
- b) Triggers
- c) A filter
- d) A blog

42. Which of these is not the main goal of email marketing automation?

- a) More sales opportunities
- b) Increasing social media followers
- c) Reduce the sales funnel
- d) Minimize the lost sales opportunities

43. When optimizing an email for mobile users you should:

- a) Use responsive design
- b) Use segments in Google Analytics
- c) Embed a lot of high-resolution images
- d) Try to reduce the sales funnel

44. How to find optimal time for sending an email?

- a) Improve email design
- b) Explore the statistics of the previous campaigns
- c) Always send on Monday

d) Add a long subject line

45. Which stage of the sales funnel has the greatest number of users?

a) Brand awareness

b) Interest

c) Evaluation

d) Purchase

46. Which of these is not email marketing metric?

a) Click-through rate

b) Conversion rate

c) Image to text ratio

d) ROI

47. One of the strategies for email personalization is:

a) Localization

b) Tracking all the important metrics

c) Using the same template for all the campaigns

d) Addressing the subscribers by their name

48. A good email does not have:

a) A strong CTA

b) Noticeable links

c) An unsubscribe option

d) Unusual formatting and lots of images

49. Email CTA buttons are designed as:

- a) Soft and hard CTAs
- b) Relevant and irrelevant
- c) HTML and an image
- d) HTML and a subject line

50. What are some of the metrics you should monitor to evaluate the performance of the email marketing campaign?

- a) Click-through rate and conversion rate
- b) A/B testing and HTML
- c) CTA and links
- d) Triggers and filters

Answers

- | | | |
|-------|-------|-------|
| 1. b | 18. b | 35. b |
| 2. b | 19. d | 36. b |
| 3. a | 20. d | 37. c |
| 4. a | 21. b | 38. b |
| 5. c | 22. b | 39. c |
| 6. b | 23. a | 40. a |
| 7. b | 24. a | 41. a |
| 8. a | 25. d | 42. b |
| 9. c | 26. c | 43. a |
| 10. c | 27. a | 44. b |
| 11. d | 28. d | 45. a |
| 12. a | 29. c | 46. c |
| 13. a | 30. a | 47. d |
| 14. d | 31. c | 48. d |
| 15. c | 32. c | 49. c |
| 16. c | 33. b | 50. a |
| 17. a | 34. c | |

17

Conclusion

17. Conclusion

Whether email marketing is an approach you are already using or something completely new to you, it still is one of the best ways to directly improve your business. As such, it is a type of online marketing that deserves a special place in each business plan. It is something that you should incorporate and use in your business. Let us summarize the entire process to show you the whole picture.

It all starts with your website

You do not have any other legitimate way to obtain subscribers other than obtaining subscribers through your website. So, design your website that it perfectly presents your business, your values, the products and services you offer, etc. High-quality content has become a foundation of online marketing in general, so make sure your website is packed with high-quality, original content, regardless the form (text, video, image, etc.). This way you offer some value to your visitors and potential customers.

Then, offer even more value!

Since marketers have recognized the importance of content, it has become almost impossible to find a website that does not have a blog with content about the specific topic. Nowadays, this is not a good enough reason for someone to leave their email. You need that extra offer that is exclusively available to the subscribers. It can be anything your target group deems valuable – an ebook, a course, a free download, a coupon, a template, extra tips you share via email, etc.

Ready and start!

Next, we come to the actual process of creating an email and running a campaign. As you have seen from the previous chapters, there are a lot of things to consider before you even start your first email. Always have in mind the goal of your email, what you want to achieve. Also, remember that email is a communication between you as a business on one side and a potential customer on the other. Thus, make sure you stay professional. Optimize the email based on the best practices and guidelines and then find the perfect time to send it.

Entering the next phase

However, hitting that *Send* button is only a part of the job done. Next comes monitoring. Explore the influence of your campaign, track the progress and measure the results to make sure your goals are achieved.

This is followed by A/B testing, as yet another method of making your email campaign better and more effective. With this phase, you will also find guidelines to help you, but you should not forget the tools. Even if you did not want to use them for campaign management, which is actually something that could be holding you back, during the monitoring and testing you absolutely need tools to handle everything.

Going big, going mobile

As your business grows, and your mailing list grows with it as well, the email tasks you will need to handle daily will become too much of a burden, which is why you will need to seriously think about email marketing automation as a way out. Besides sharing the burden, automation can seriously improve your business and the relationship with the subscribers. You also need to think about mobile users along the way, as the number of those is growing each year.

Over and out

Finally, the cycle ends with a visitor becoming a customer. Through this email communication, you establish a bond, you develop a relationship, you gain trust. As a result, you achieve your business goals by selling your products and services.

You have started with a website, where the visitor was only starting to get to know you, then you gain a subscriber and eventually a customer. Even though the cycle ends here, it is far from over. First, you will need to repeat the cycle with each new visitor, and the more visitors you have, the more successful your business will become. Secondly, having a one-time customer does not mean it is all over. After this phase, you are entering the next phase where you are gaining a recurring customer. Email marketing is once again a method to help you keep recurring customers.

We have all witnessed the influence emails have on our daily life, and we all know this is the medium that continuously gives results. Even if you tried and stumbled, make sure you refine your approach, detect the obstacles that are holding you back, because email marketing is and should be the best way to directly communicate with online users, and eventually turn them into customers.