

E-Mail Marketing

E-Mail Marketing

- E-Mail marketing is promoting your business by sending overt E-Mails and newsletters.
- It uses promotional letter clubbed with product and service details to deliver the business message to audience.
- It is cost effective method to convey your message to highly targeted visitors.
- Results of E-Mail marketing are quantifiable and measurable.

Types Of E-Mails

Transaction E-Mails

You get these mails after you are done with any transaction such as buying a product. They confirm the business transaction with information such as cost per unit, number of units bought, total cost, mode of payment, shipping details, delivery time, etc.

Newsletters

They include information to keep customers involved. They foster relationship with customer.

Promotion E-Mails

They carry details of any promotional activity such as sale, new offers, etc.

E-Mail marketing being cost-efficient and measurable, needs strategic planning and creative execution of campaign. You need to personalize message, deploy it, and analyze the results.

Tracking an E-Mail Marketing Campaign

- **Click Through Rate** – It gives you clear view of how many people engage with your mail and are interested in what you offer.
- **Conversion Rate** – It helps you know, to what extent you are able to achieve your goals.
- **Bounce Rate** – It lets you know how many consider you as a spammer of worth time wasting.
- **Subscribers' Growth Rate** – It lets you decide how much you are able to extend your reach.
- **Email Forwarding Rate** – The more is the rate the more interested are your customers.
- **Overall ROI** – The gist of tracking is how many leads you are able to generate through your campaigns.

Email newsletters

- Email newsletters are a type of email that informs your audience of the latest news, tips, or updates about your product or company.
- They are often used for a variety of purposes and they come in many different forms.
- Some are weekly digests of content, some are quarterly organization updates, and others promote new products, but there's no end to what you can include in a newsletter.

Why are Email Newsletters Important for Your Business?

- **Coverage.** Over 3.8 billion people use emails. Every day people send and receive [281 billion emails](#) on average. Business emails make up a majority of emails sent daily, around 109 billion. If used wisely, email newsletters can cover enormous audiences in a short period.
- **Effectiveness:** Email marketing yields a near 4000% [return on investment](#), and the email newsletters are a crucial contributor to that success. It proved to be the most commonly used type of email for engaging with the clients.
- **Personalization:** Email marketers usually take their consumers' behavior and preferences into account. That approach pays off because [personalized emails](#) offer products that people are very likely to purchase. As a result, we have email newsletters that help meet the needs and expectations of various social groups.
- **Credibility:** Why not utilize newsletters to share upcoming trends in your niche or a behind-the-scenes look at your manufacturing process? That is a fair opportunity to highlight your expertise in a certain field and increase subscribers' understanding of your credibility at the same time.
- **Relationship:** The overwhelming competition in [internet marketing](#) stimulates brands to get more creative and genuine. Businesses that give more, tend to get more in return. Email newsletters are an excellent channel for building long-lasting relationships with the audience.

What is the purpose of an email newsletter?

- **Traffic increase.** Email newsletters usually contain useful tips, how-to guides, short checklists with links to original articles and posts where users can study the subject in detail. This way, you can easily increase traffic to your website or blog.
- **Brand awareness and recognition enhancement.** If you share valuable and unique content, your subscribers will wait for your next email newsletter. They will associate your brand's logo and sender name with the positive experiences they get from your emails. This is one of the steps to build brand authority.
- **Increased sales.** Despite the non-commercial nature of email newsletters, they can help you increase sales indirectly. For example, you can share a detailed guide on how to use your service more effectively or offer your recipients a case study of one of your successful clients. If this material looks reasonable to your audience, those who haven't yet decided to buy will have more reasons to do this.
- **Social media profiles promotion.** If you have just created a profile of your brand on Facebook or Instagram, you can easily promote it by adding links to your email newsletter. Mention why your account is worth following and tell the recipients what information you share in social media. Note that you should create different content for each channel, otherwise, there's no value for subscribers to join your community.

Email Newsletter Structure

1. **Template.** A web designer creates an [HTML-template](#) for a future email newsletter. It must look professional and conform to the brand's visual identity to achieve specific targets. You can start with the basics by taking advantage of SendPulse [pre-designed templates](#).
2. **Design.** The recipient should recognize the brand by the colors, forms, and fonts used in the email newsletter. Every image and piece of text needs to be informative and intelligent, and by no means irritative.
3. **Copy.** A better part of an email newsletter should entertain and educate customers. The rest of the email should focus on promotion. A little promotion contrasting with a good portion of high-quality content is an excellent choice. Remember, with most email newsletters less is more.
4. **Subject Line.** It is the first thing people consider when they open an email, so make it count. The perfect length of the [subject line](#) is around 30-50 symbols, and it depends on your style and goals. Whatever the length, an email newsletter is more likely to be opened when the subject line is creative, funny, and intriguing.
5. **CTAs.** The promotional part of email newsletters should contain a [call-to-action](#) — a button with a link to a specific website page. Yet don't add too many of them to avoid looking pushy. A good CTA clearly reflects what action the reader should take: "Learn more," "Make an order," "Get discount."
6. **Sender's name.** It is the first thing recipients see alongside the subject line. It's okay to use your real name, it makes your email newsletter sound more friendly. It's another way to cut the distance between a business and its customers and humanize communication.
7. **Unsubscribe link.** It may seem odd, but the doors should always be opened for consumers — in both directions. It's hard to say goodbye to your [leads](#) when you've just put so much effort to bring them in. Well, guess what's left after you click the [unsubscribe link](#) — genuinely interested people who will form a community around your brand.

What is an Email Digest?

- An email digest is basically a single email that summarizes all of your emails published during a specific time period or when a volume limit is reached (e.g. every 10 or 100 messages) into one single message and sent to your email subscribers at each selected interval.

The arrangement of an email digest or the adjustment of its frequency may differ from tool to tool, but generally, all have the same purpose: to summarize!

Reasons Why SaaS Companies Need An Email Digest?

1. Increase Your Read Rate

- People tend to mark emails as reading without reading or even delete them. Your company mails will go out of existence just like many others as they don't want to spend too much time on a single email. Collecting several posts together, therefore, will be much easier to read for your subscribers and automatically increase your read rate.

2. Let Your Subscribers See the Monthly Progress of Your Product Easily

- Not everyone is folding or categorizing their emails and keeping their inbox clean. It is hard to keep track of what happened at first glance in a crowded inbox. But, an email digest takes the pain away and lets your subscribers see what you have for the month, and they realize your progress easily. It eases the way how you nurture them with product updates and keep them in the loop.

Reasons Why SaaS Companies Need An Email Digest?

3. Enable Your Subscribers to Find the Email that They Find Interesting But May Have Missed

- You may have made a perfect product update that will definitely excite some of your subscribers, but it will go for nothing until they see it. Email digest enables you to ensure that your subscribers see the product update you've made within the specific time period.

4. Inform Your Subscribers even About the Littlest Improvement or Bug Fix that Cannot be Notified in a Sole Email

- It is crucial to regularly keep in touch with your customers, but sending a mail for a single bug fix or improvement may not be so efficient. What about mentioning these improvements besides your product updates? Sounds better. Email digest is a channel for informing your subscribers about the littlest thing that cannot be notified in a sole email.

5. Minimize the Time Your Subscribers Spend on Reading Emails and Interrupt Them Less Often While They are Working

- Company emails sometimes annoy us, let's face it. Companies should also not be annoying by bombarding their subscribers with tons of announcement emails. Using an email digest will minimize the time they spend on reading emails and annoy them less often.

Dedicated email

- A dedicated email is a custom email that is sent to a publisher's list of subscribers.
- Each dedicated email is entirely devoted to a single marketer.
- It allows marketers to reach a specific target audience by leveraging a website subscriber base.
- Dedicated emails contain direct calls to action and multiple links to a landing page.
- Dedicated emails are used for longevity in the digital space as they typically remain in the user's inbox for some time, and they can be re-read and forwarded.

Example of dedicated email



Watch 2 experts build a landing page from scratch inside AWeber!

Landing pages increase your conversion rates. They get more people to subscribe to your email list, buy your products, and take action.

And now, you can easily create landing pages with the AWeber Landing Page Builder. It's free with your AWeber account!

To learn how to master this new tool, join us at a [free class](#) on Tuesday, April 7 at 2:00 p.m. ET (11:00 a.m. PT).

During this 90-minute, [live tutorial](#), you'll get step-by-step guidance on using the AWeber Landing Page Builder.

Plus, you can submit your own landing page for feedback! Chris Vasquez (AWeber's Director of Product) and I will share *live* copy and design critique to help you hone your landing page.

During [this event](#), you'll see:

- A step-by-step tutorial showing you how to build a landing page from scratch inside the AWeber Landing Page Builder.
- How to use landing page tags to label your subscribers and launch automated email series.
- Pro tips to set yourself up for success with the AWeber Landing Page Builder.
- Live copy and design feedback on real-life landing pages.
- The types of landing pages you can create — like lead magnet pages, video pages, thank you pages, and more!
- How to customize your landing page to match your business branding.

And more!

Can't make it? No problem. [Register anyway](#), and we'll email you a replay.

Register for the LIVE class



Liz W.
Senior Content Marketing Specialist

lead nurturing email

- ***A lead nurturing email is an email that marketers send to move users from the consideration stage to the decision stage of the lead funnel. These emails aim to show more details about a product or service and highlight its best features.***
- Lead nurturing emails often appeal to emotions by using social proof and user-generated content.
- Sometimes, they simply offer considerable discounts to add more incentive for making a purchase.
- Marketers develop a lead nurturing strategy to influence decision-making and sell the idea that it's best to buy specific products from their brand.
- Without nurturing, users may decide to purchase elsewhere or change their mind and not shop at all.

Why are lead nurturing emails important?

- Increased sales
- Cost-efficiency
- Automation options

1.Increased sales. According to Invesp, nurtured leads bring 50% more sales than non-nurtured.

2.Cost-efficiency. Email marketing campaigns have one of the highest ROIs in digital marketing

3.Automation options. You can set up a series of lead nurturing emails once, and every new subscriber will receive nurturing emails automatically.



Whenever inspiration strikes (or a deadline nears), Grammarly is always ready to help.

Upgrade to Premium and get access to advanced writing suggestions in Microsoft Word, in the Grammarly Keyboard, and on all your favorite websites. Get an impressive 40% OFF the Premium plan of your choice when you upgrade by midnight tonight.

[Upgrade Now](#)

	FREE	PREMIUM
 Correctness Grammar, spelling, and punctuation Consistency	✓ —	✓ ✓
 Engagement Compelling vocabulary Diverse word choices	— —	✓ ✓
 Delivery Confident language Formality level	— —	✓ ✓
 Clarity Conciseness Readability	✓ —	✓ ✓



[View Web Version](#) - [Email Preferences](#) - [Unsubscribe](#)

You received this offer for Grammarly Premium because you are currently opted in to receive them via your preference settings. You may adjust your preferences at any time by clicking the link above.

© 2020 Grammarly, Inc. 548 Market St. #35410, San Francisco, CA 94104

Best Practices for Creating Lead Nurturing Emails

- **Personalize your emails**
- **Test different types of content**
- **Track email engagement**
- **Combine emails with other channels**

Sponsorship Emails

- An email sponsorship or “email drop” is essentially where you “rent” a particular email address owned by someone who would have many contacts. Essentially, you negotiate with the owner to convince them to send an email on your behalf.
- You achieve two things from this.
 1. You can transfer the success of their brand to yours.
 2. you can reach a lot more people than you typically would otherwise.

Transactional email

What is a transactional email?

- A transactional email is an email that is sent to an individual recipient following a commercial transaction or specific action performed by that person, such as a purchase in your connected store or a password reset request.

What qualifies as a transactional email?

- A transactional email is one that facilitates a commercial transaction or relationship or provides an update about an ongoing commercial transaction. Common examples include:
 - Order confirmation
 - Notification emails (for example, shipping confirmation and updates, or order refunds)
 - Subscription confirmation

How transactional email works

- Transactional emails allow you to provide information that is uniquely relevant to the recipient. These emails can provide requested information or let them know about order status changes such as shipping notifications.
- Transactional email generally uses an API or SMTP integration to send emails. This usually requires a developer to set up a system that will send coded templates to specific recipients based on a specific action.

Advantages and Drawbacks of Email Marketing

Advantages of Email Marketing

- **Speed**
- Emails are delivered too fast as compared to traditional posts.
- **Cost-Effective**
- Due to low costs, email marketing is a popular online marketing method among many small businesses. There are no advertising fees and media space costs.
- **Brand Awareness**
- Continuous email marketing increases your brand popularity in the target audience. Customers promote your business in their network. If they think your product/service is good, then it helps them recall your name again if they make a buying decision.

Advantages of Email Marketing

- **Share Information Easily**
- Email marketing allows you to share the content demonstrating your knowledge in a specific industry to customers. It also enables you to share one information to many customers at a time. It provides you a chance to announce a new product/service and special offers.
- **Build Targeting Campaigns**
- Email marketing allows you to personalize your messages. With the help of some advanced marketing tools, you can send highly targeted emails automatically. This will boost your relationship with them.
- **A/B testing**
- One of the important ways of optimizing email marketing campaigns is "A/B testing". It allows you to understand how your customers think and behave. The more you know your customers, the better you can organize future promotional actions.

Advantages of Email Marketing

- **Drive Revenue**

- Email newsletters can increase your sales revenue via advertising. Customers who currently purchase your products and opt to receive advertising emails are more likely to buy when they know about special offers and new products.

- **Wonderful return on Investment**

- Emails traditionally receive a higher click than other digital channels. Research has shown that 91% of consumers always check their emails.

Drawbacks or Disadvantages of Email Marketing

- **Spam and Undelivered emails**
- If you send the emails too often with information that doesn't add value to the audience, it can damage your brand reputation.
- **Alienating Readers**
- Trying to sell the whole time can frustrate the customers and they may unsubscribe your brand.

Disadvantages of Email Marketing

- **Delivery Issues**

- People sometimes change their email addresses and hence spam filters are getting selective up to a great extent. This is one of the disadvantages of email marketing since emails may never get delivered to your customer.

- **The risk to your website**

- If you don't check whether your content is relevant to the customers or not, they will mark all the emails as spam. It could end up in sending an alert to the company's web host and temporarily suspend your website.

Disadvantages of Email Marketing

- **Design and Size Issues**

- If you don't design the content which can be read from any portable device, it can frustrate the audience. Also, your mail may not open if it contains large-size photos.
- To make email marketing successful, you will need to allot time learning new skills, building informative and catchy content, and planning marketing campaigns. This requires the right design, appropriate tools, and the right mailing list.

Email Marketing Tools

- HubSpot Email Marketing:
<https://www.hubspot.com/products/marketing/email>
- Sender : <https://www.sender.net/>
- Mailchimp : <https://mailchimp.com/>
- MailerLite: <https://www.mailerlite.com/>
- EmailOctopus:<https://emailoctopus.com/>