

Course 20



Email Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

This course will cover:

How to Use Email Marketing Strategies

- Why is email marketing still important?
- How do you send the right email to the right person?
- How do you send the right content to the right person?
- How do you optimize email for mobile?
- What are the 4 steps to email marketing perfection?
- What a successful email marketing strategy looks like?



**WHY IS EMAIL
MARKETING STILL
IMPORTANT?**



There's a big disconnect between how companies sell and how people buy.

Email marketing has an ROI of

4,300%

81%

Of smartphone users say email is the MOST popular activity they use their phone for.

Email is still a huge part of being a **successful business.**



OTHER REASONS THAT **EMAIL WORKS**

1. 4.3 billion email accounts that send 196 billion emails every day.
2. 91% of consumers check their email daily.
3. Email is a channel that you own.
4. 77% of consumers prefer email for marketing communications.
5. Email lets you be highly personal.

**MISCONCEPTIONS
PEOPLE
HAVE ABOUT EMAIL:**

PEOPLE BELIEVE
THAT EMAIL
MARKETING MEANS
SPAM.

PEOPLE BELIEVE
THAT EMAIL
MARKETING
IS OLD-SCHOOL.

76%


Of pro marketers say they use email more than they did three years ago.



In **traditional marketing**, companies focus on finding customers by getting their message in front of as many people as possible.



TECHNOLOGY IS
MAKING THESE
TECHNIQUES LESS
EFFECTIVE
AND MORE EXPENSIVE.

 HOW DO YOU
SEND THE RIGHT
EMAIL TO THE
RIGHT PERSON?

Right **C**ontent

Right **A**udience

Right **T**iming

SUCCESS

**PRIMARILY, YOU SEGMENT
BY YOUR BUYER PERSONAS.**

COMPANY SEGMENTATION

- Company size
- Company type
- Industry

ROLE SEGMENTATION

- Department
- Seniority
- Function

BEHAVIORAL SEGMENTATION

- Conversion events
- Email opens
- Page views

MARKETING INTELLIGENCE

- # of Twitter followers
- # of Facebook fans
- SEO search terms
- Website pages
- Technology

62%

More clicks received on targeted email sends, compared to non-segmented lists.

25%

Of your email list will decay, each year.

 HOW DO YOU SEND
THE RIGHT CONTENT
TO THE RIGHT
PERSON?

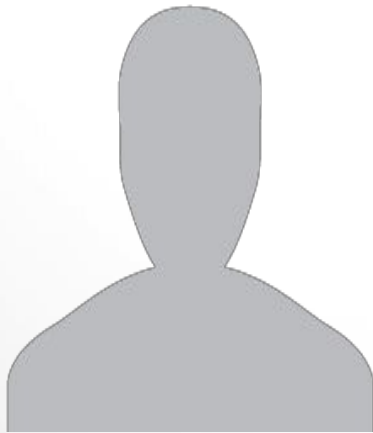
LEAD NURTURING

The process of building relationships with prospects, with the goal of earning their business when they are ready.

73%

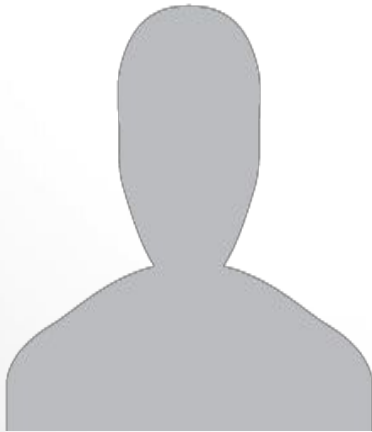
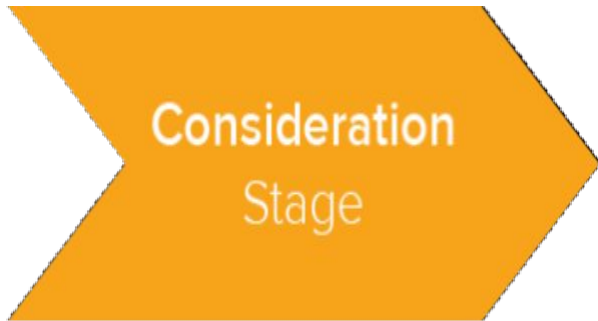
Of all leads are not sales-ready.

SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



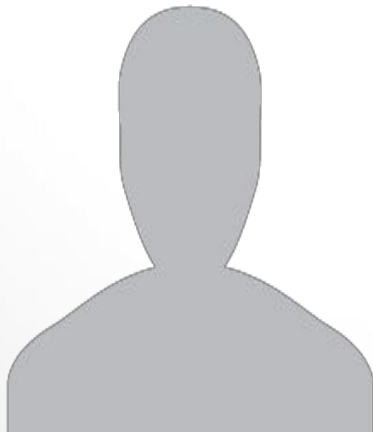
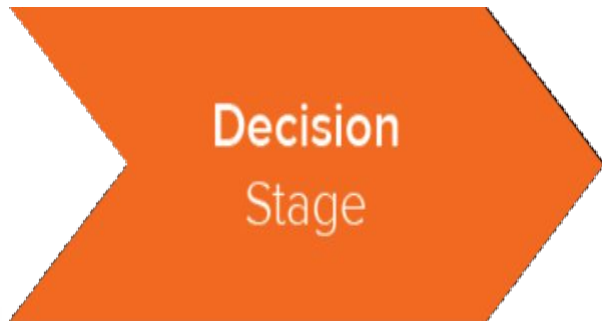
- Videos
- Blog posts
- Slideshares
- Free Tools
- eBooks/Guides

SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



- Webinars
- Case Studies
- FAQ Sheets
- Product White Papers
- Third-Party Reviews

SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



- Free Trials
- ROI Reports
- Product Demos
- Consultations
- Estimates/Quotes

SUMMARY: HOW TO SEND THE RIGHT EMAIL

- Determine your audience and segment your contacts database
- Send the right email at the right time with the right content and nurture your lead into a customer



**HOW DO YOU
OPTIMIZE EMAIL
FOR MOBILE?**

47% of all email is opened on mobile.



HOW TO OPTIMIZE FOR MOBILE

1. Use responsive templates
2. Bigger is better
3. Use clear and concise messaging
4. Avoid using tiny fonts

THE REALITY IS THAT
EMAIL HAS TO BE
MOBILE-OPTIMIZED TO
BE EFFECTIVE.

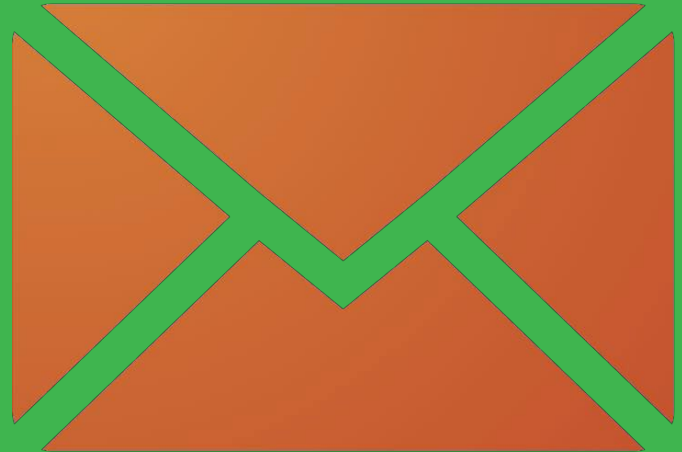


THE 4 STEP GUIDE TO EMAIL PERFECTION?

FOUR STEP GUIDE TO EMAIL PERFECTION

- Define a clear goal for your email
- Personalize where appropriate
- Focus on engagement
- Test and analyze

Emails should
add value, not
ask for it.






WHAT IS THE GOAL OF THE EMAIL?

Leads, Feedback, Educate, Nurture

SEND EMAILS FROM **REAL PEOPLE**


From Name
The name recipients will see.

 Isaac Moche ▼

[Add new...](#)

[Manage...](#)

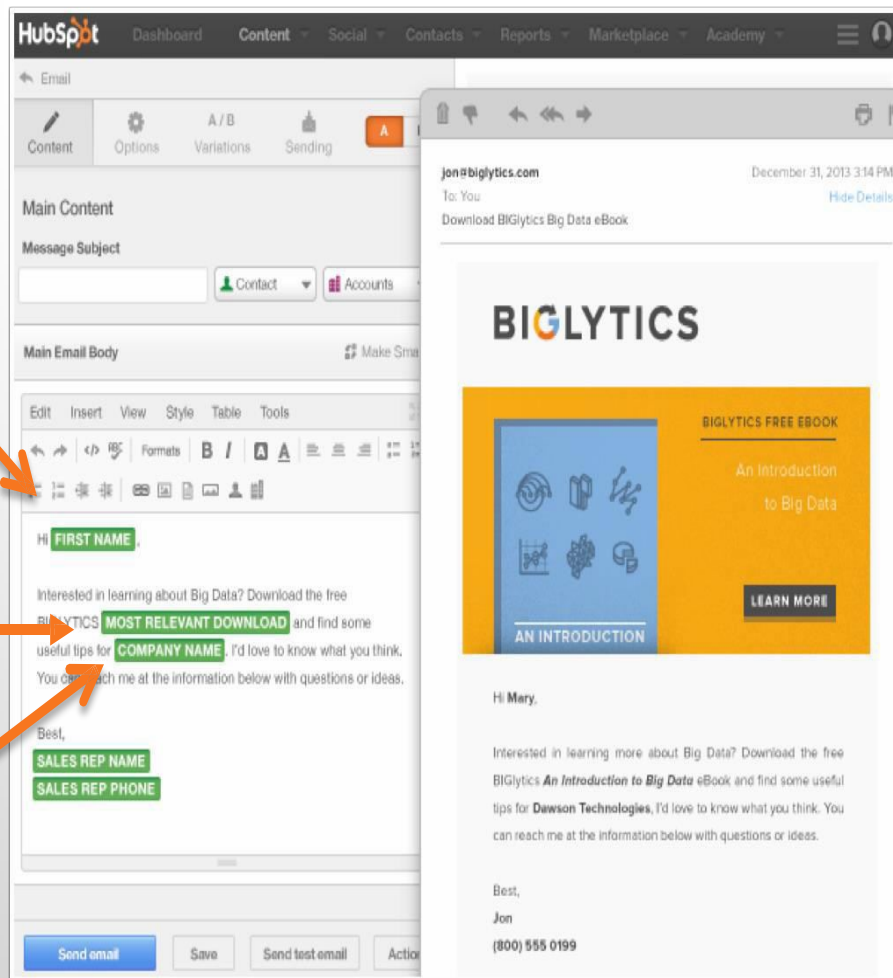
From Email Address
The address recipients will see and reply to.

 imoche@hubspot.com ▼

[Add new...](#)

[Manage...](#)

JUST BECAUSE YOUR
EMAIL WENT OUT TO
10,000 PEOPLE,
DOESN'T MEAN IT HAS
TO READ LIKE IT DID.



First name

Most relevant download

Company name

Personalize your emails, based on information you know about your prospects.

PERSONALIZATION DRIVES RESULTS

- Leads who are nurtured with targeted content produce a 20% increase in sales opportunities.
- 40% of consumers buy more from retailers who personalize the shopping experience across channels.
- Personalized emails improve click through rates by 14% and conversion rates by 10%.

94%

Of businesses say personalization is critical to their current and future success.

Use **actionable
language** to be clear
and compelling.



Remember that **there is a human** on the other end of your email send.

FOCUS AS MUCH ON THE
CONTEXT OF YOUR
MESSAGES AS THE
CONTENT YOU DELIVER.

Make each component of your email a **call-to-action**

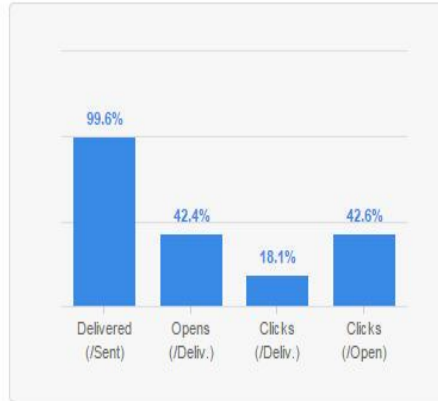
- Link images to your offer landing page
- Add a CTA to the signature
- Hyperlink the appropriate copy in the email
- Edit alt-text of images and CTAs
- Modify preview text

STATISTICS TO MEASURE EMAIL

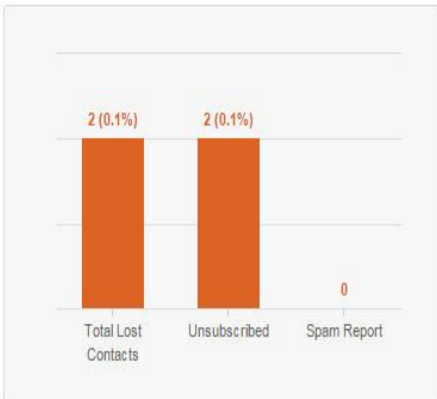
Engagement ⓘ displaying All Variations



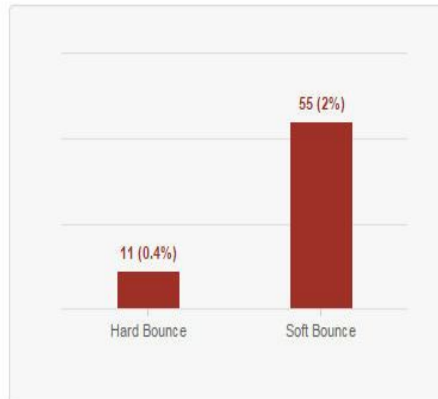
Engagement Rates ⓘ



Contact Churn ⓘ



Bounces ⓘ



- Delivery rates
- Open rates
- Click-through rates
- Contact churn
- Hard/soft bounces

DELIVERY RATE:
IS YOUR EMAIL GETTING
TO YOUR CONTACTS?

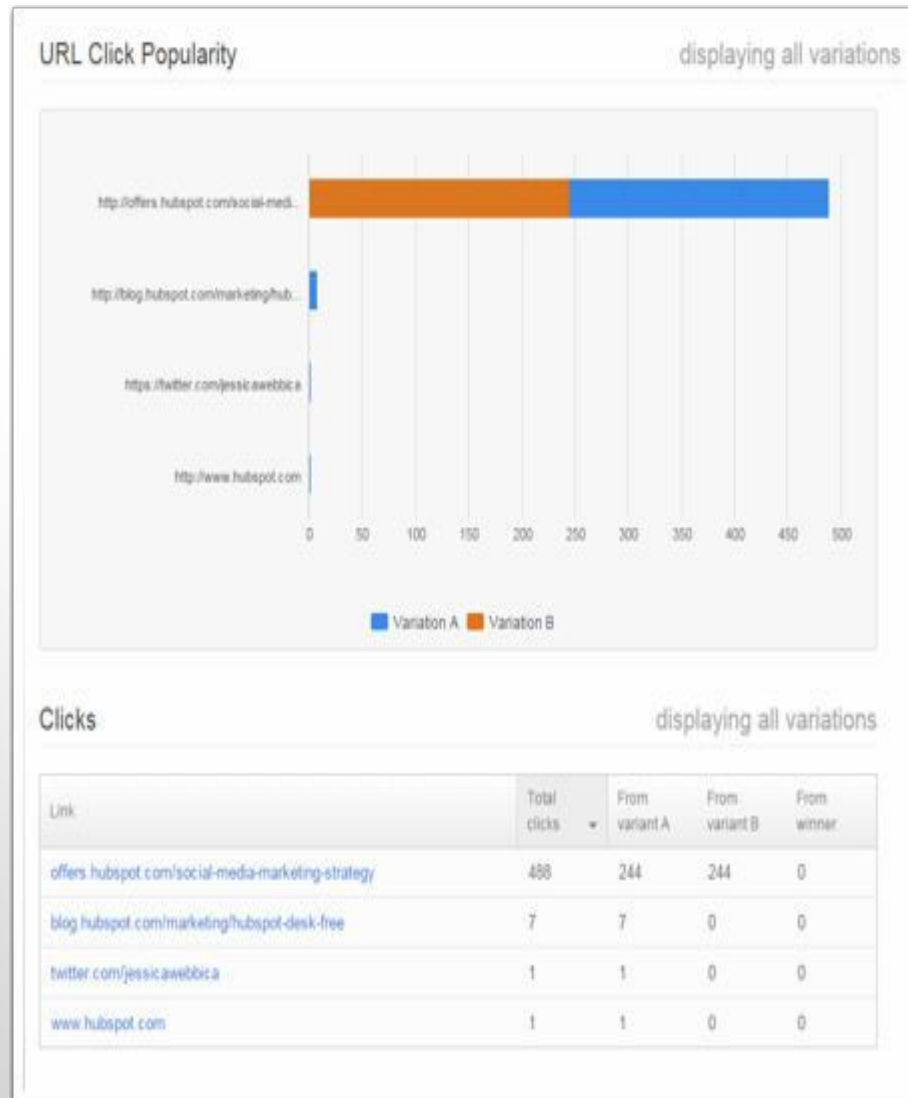
OPEN RATE:

**TELLS YOU THE
EFFECTIVENESS OF
YOUR SUBJECT LINE**

CLICK RATE:

**ARE PEOPLE ENGAGING
WITH YOUR CONTENT?**

WHAT LINKS ARE PEOPLE CLICKING ON?



SUMMARY: FOUR STEP GUIDE TO EMAIL PERFECTION

- Define a clear goal for your email
- Personalize where appropriate
- Focus on engagement
- Test and analyze



**WHAT A SUCCESSFUL
EMAIL MARKETING
STRATEGY LOOKS LIKE**

This is your blueprint for a successful email marketing program



SUSTAINED SUCCESS WITH EMAIL

1. Buy-in and commitment
2. Software
3. An understanding of email's role in your business

**You and your team have to believe that email
can drive growth for your business**



IT TAKES TIME TO FIGURE
OUT THE QUIRKS AND
DIFFERENCES OF YOUR
CONTACT DATABASE.

WORK TOGETHER TO DECIDE

- When is the right time to send an email, and when is it not?
- How often should you send emails?
- How many emails should a lead receive? A customer?

FEATURES OF A GOOD EMAIL SERVICE PROVIDER/TOOL

- Connected to a contact database
- Ability to analyze the success of your email sends
- Ability to send automated emails, based on user activity
- Have landing page and form functionality for generating new leads

IMPORTANT DECISIONS TO MAKE

- How will lead nurturing be used in your business?
- How many emails is too many emails?
- What role will email play in the way you communicate with existing customers?



**Course 20
Completed.**
**Now take the
next course.**

Getting Started Courses

1. Why You Need to Update Your Online Marketing Strategies
2. What is Modern Online Marketing and How it Works
3. How to Create a Marketing Positioning Statement
4. How to Create Marketing Buying Personas
5. How to Perform a Content Audit by Buying Stage
6. How to Research and Find the Right Keywords

Website Courses

7. How to Improve your Website using Buyer-Driven Website Strategy
8. How to Search Engine Optimize your Web Pages Using Keywords
9. How to Deliver a Great Website User Experience
10. How to Use Calls-to-Action, Landing Pages and Forms

Content Marketing Courses

11. How to Use Content Marketing
12. How to Repurpose and Produce Marketing Content
13. How to Generate Content Marketing Ideas
14. How to Engage Buyers with Effective Writing Techniques
15. How to Use Storytelling to Resonate with Buyers
16. How to Measure and Analyze your Content Marketing

Content Promotion Courses

17. How to Effectively Promote Your Content Marketing
18. How to Create and Use a Blog to Drive Website Traffic
19. How to Use Social Media to Drive Website Traffic

Email Marketing Courses

20. How to Use Email Marketing Strategies
21. How to Use Nurture and Grow Your Customers with Email Marketing
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Buyers Read
24. How to Create High Performing Emails that Convert Buyers
25. How to Measure and Track Email Marketing Success

Get Going Courses

26. How to Start Implementing Modern Marketing
27. How to Set Marketing Metrics and Milestones
28. How to Use a CRM for Modern Marketing
29. What Software Tools are Needed for Modern Marketing

The End.

**If you liked it, please
share it.**



- GoDaddy Pro PLus Partner ★★★★★ rating.

THANK YOU.