

Course 22



Email Marketing Course

Knowledge is Power.

Stop Guessing. Start Knowing.

BizAdemy 

GoDaddy Pro PPlus Partner ★★★★★ Rating.

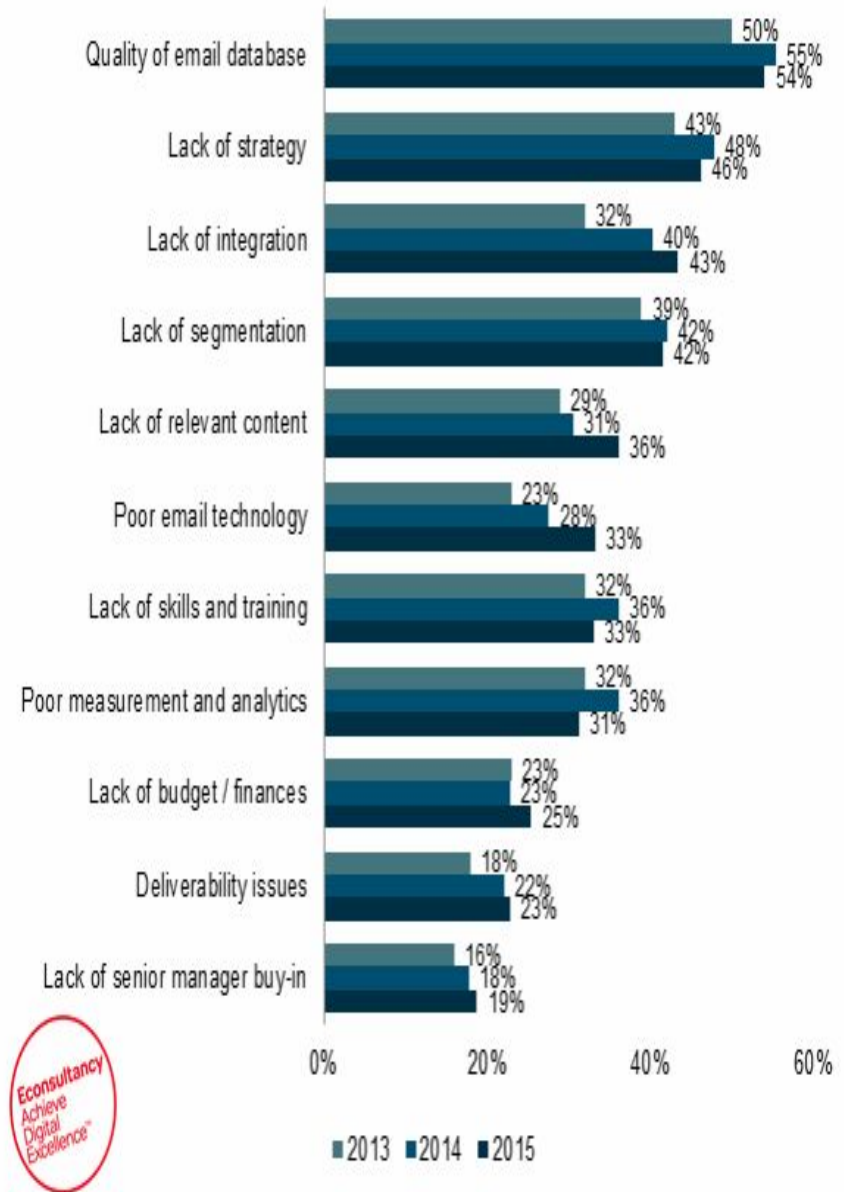
This course will cover:

How to Create the Right Lists for Email Marketing

- Why contacts and lists are important to email marketing?
- How to build a segmentation/list strategy?
- What does a good segmentation strategy look like?

 **WHY CONTACTS
AND LISTS
ARE IMPORTANT TO
EMAIL MARKETING?**

COMMON BARRIERS TO EFFECTIVE EMAIL MARKETING



Respondents 2015: 495
Respondents 2014: 591 | 2013: 682

Note: Respondents could check up to three options.

**LIST SEGMENTATION IS
ESSENTIAL TO CLOSING
PROSPECTS AND
DELIGHTING CUSTOMERS.**

SEGMENTATION
EMPOWERS MARKETERS
TO DO
RELATIONSHIP-DRIVEN
MARKETING THAT
DRIVES RESULTS.

WHAT IS A LIST?

Lists are the different ways that you break up your contacts into smaller segments, based on their similarities.

WHAT IS A CONTACT DATABASE?

Your contact database is a place to keep track of all the people and companies that have a relationship with your business.

QUALITIES OF A GOOD CONTACT DATABASE

- See the whole picture of every contact
- Aligns Marketing and Sales
- Seamless integration with every tool you use

**Your contact database is
the nerve center for all of
your marketing efforts.**



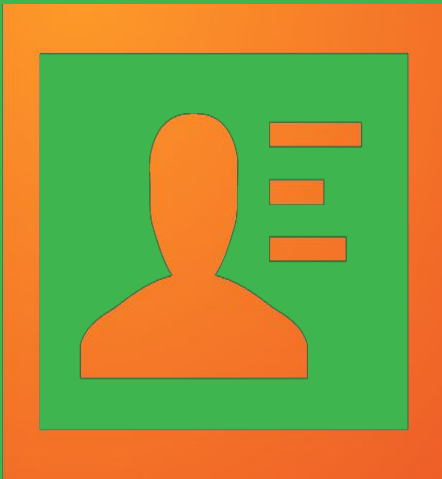
THE CONTACT RECORD

CONSOLIDATES TOUCHPOINTS

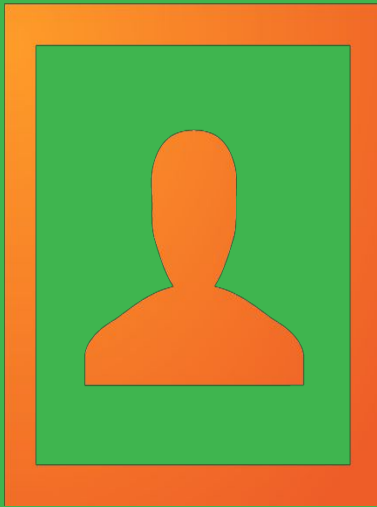




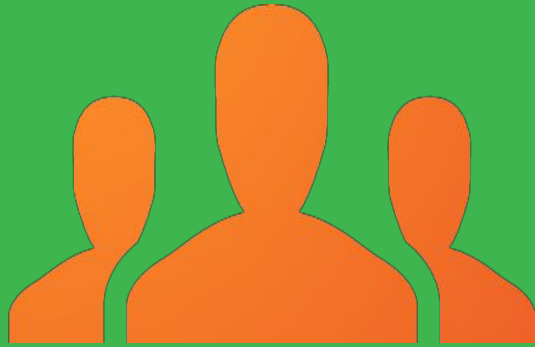
HOW TO BUILD A SEGMENTATION STRATEGY



**A CONTACT IS
ANYBODY YOUR
COMPANY
COMMUNICATES
WITH IN THE COURSE
OF DOING BUSINESS.**



**A CONTACT PROPERTY
STORES INFORMATION
ABOUT AN INDIVIDUAL
CONTACT.**



**A COMPANY
PROPERTY STORES
INFORMATION ABOUT
A GROUP OF
CONTACTS.**

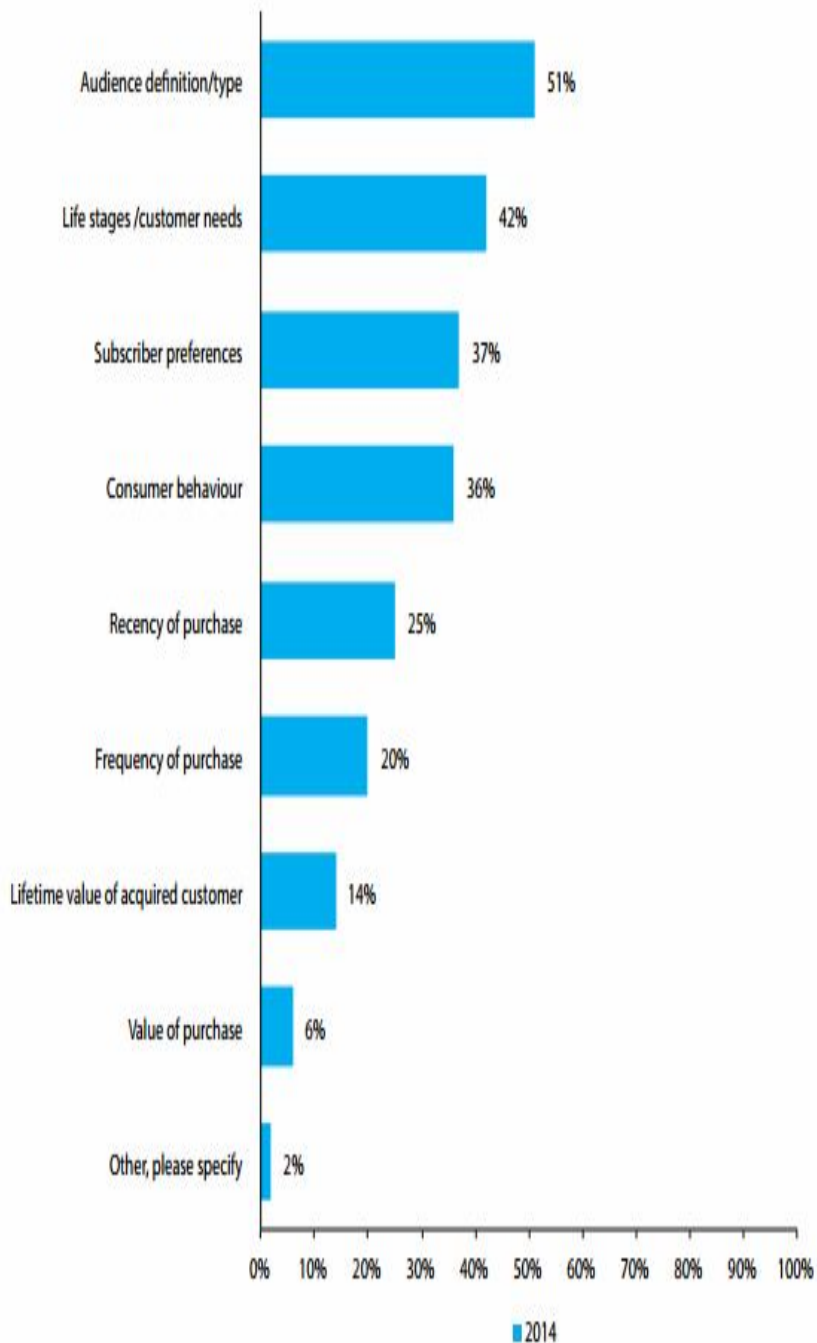
KEEP YOUR CONTACT DATABASE UP-TO-DATE

- Upload all current business contacts
- Track contacts as they move through the buyer's journey
- Setup and maintain integrations with other software
- Keep your data clean



No two businesses are alike.
Each has their own custom contact properties.

**YOUR ABILITY TO
SEGMENT WILL BE A KEY
INDICATOR OF YOUR
SUCCESS AS AN EMAIL
MARKETER.**



HOW MARKETERS SEGMENT THEIR CONTACTS?

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

BUYER PERSONAS

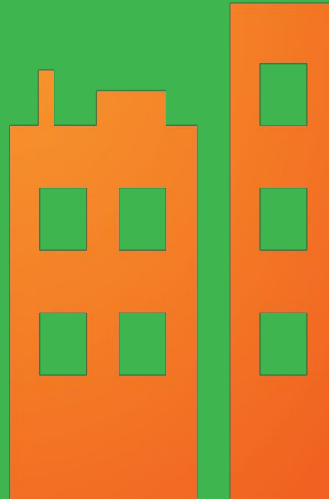
Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.



COMPANY-RELATED SEGMENTATION



Company Size

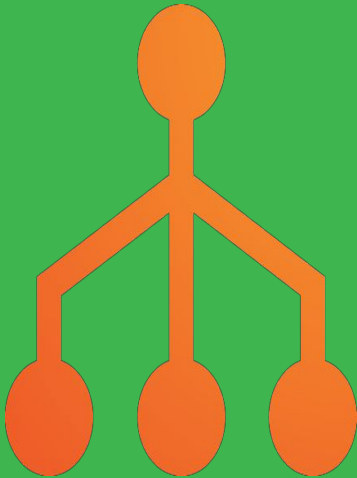


Company Type



Industry

ROLE-RELATED SEGMENTATION



Department



Seniority

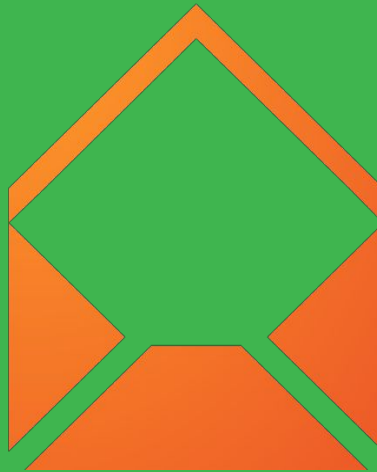


Function

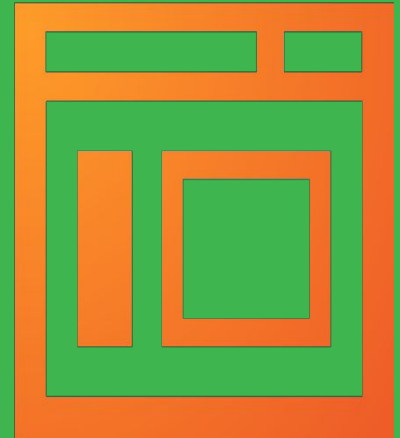
BEHAVIOR-RELATED SEGMENTATION



Conversion Events



Email Opens

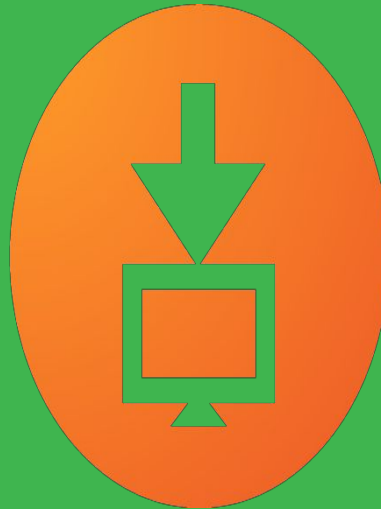


Page Views

MARKETING INTELLIGENCE RELATED SEGMENTATION



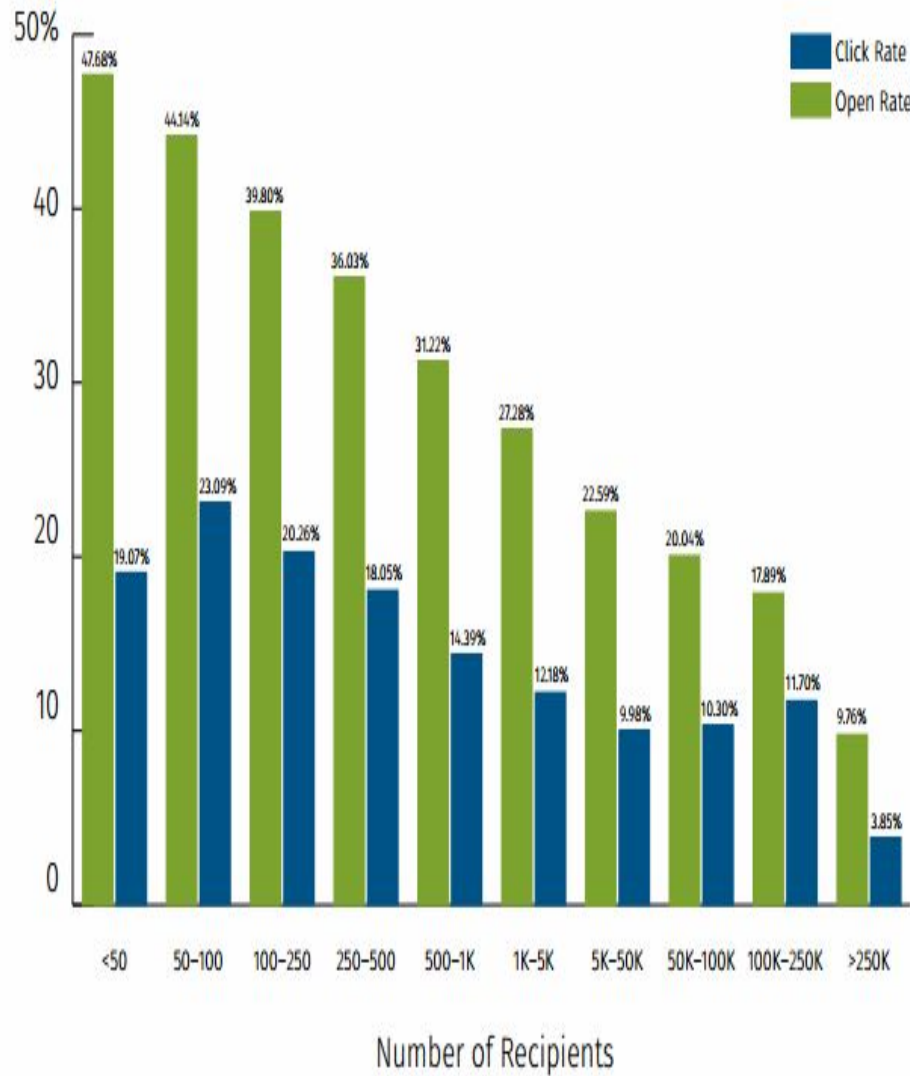
Social Media Data



Original Source



Web Analytics



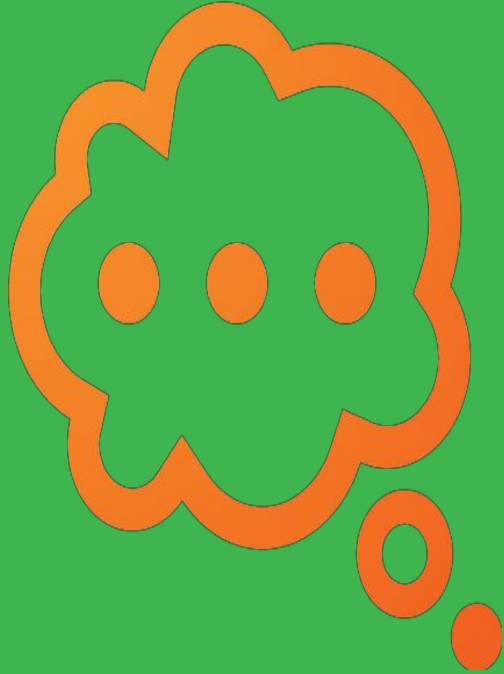
**ENGAGEMENT
RATES
DECREASE AS
MAILING SIZE
INCREASES**



**EXPLICIT DATA IS
INFORMATION THAT
IS INTENTIONALLY
SHARED BETWEEN
A CONTACT AND
A COMPANY.**

A large, jagged iceberg floats in the dark blue ocean. The sky is filled with heavy, grey clouds, and a faint rainbow is visible in the upper right. The iceberg's surface is uneven and textured, with some smaller ice chunks nearby. The water reflects the dark tones of the sky and the white of the ice.

**What prospects tell you about
themselves is only the surface of what
you can discover.**



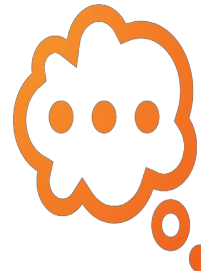
**IMPLICIT DATA IS
INFORMATION
GATHERED FROM
USER BEHAVIOR.**

EXPLICIT AND IMPLICIT DATA



Explicit Data

- Contact information
- Company Information
- Form Submission
- Surveys



Implicit Data

- Social media engagement
- Email engagement
- Web analytic history
- Conversion data

SUMMARY: BEST PRACTICES FOR SEGMENTING YOUR CONTACTS

- Make sure your database is accurate and up-to-date
- Determine your segmentation strategy
- Segment your contacts using implicit and explicit data



**WHAT DOES A GOOD
SEGMENTATION
STRATEGY LOOK
LIKE?**

Build **separate lists** for your subscribers, leads and customers. These lists ensure that you send the right person, the right message, at the right time.





Personas give you a clear picture of who will be receiving your email.

**BUILD LISTS THAT TRACK
ENGAGEMENT WITH
KEY OFFERS.**

CREATE LISTS BASED ON ENGAGEMENT

- Everyone who has visited your blog in the last 90 days
- All leads who have visited your pricing page
- All leads who have opened an email in the last 30 days
- All leads who found out about you through a specific source

CREATE LISTS BASED ON PURCHASES

- Everyone who had purchased a product or service
- The type of product or service
- How many times have they purchased?
- When will they purchase next?

CREATE LISTS THAT MEASURE EMAIL HEALTH

- Contacts who have unsubscribed
- Contacts who have bounced
- All ineligible contacts
- Contacts who have not opened an email in the last year

**THINK ABOUT
BUSINESS-SPECIFIC
LISTS YOUR COMPANY
MIGHT NEED.**



**Course 22
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 and Update your Current Website
8. How to Search Engine Optimize (SEO) your Web Pages Using Keywords
9. How to Deliver a Successful Website User Experience
10. How to Use A Call-to-Action, Landing Pages and Forms

Content Marketing Courses

11. What Is and 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

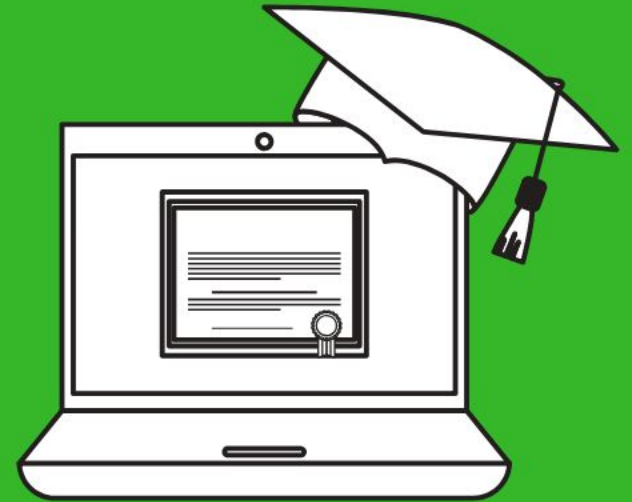
20. What is and How to Use Email Marketing Strategies
21. How to Use Email to Nurture and Grow Your Customers
22. How to Create the Right Lists for Email Marketing
23. How to Design Email Templates that Capture Interest
24. How to Create High Performing Emails that Convert Buyers
25. How to Optimize,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

Get Going Courses

26. How to Start Implementing Modern Marketing Strategies
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.