

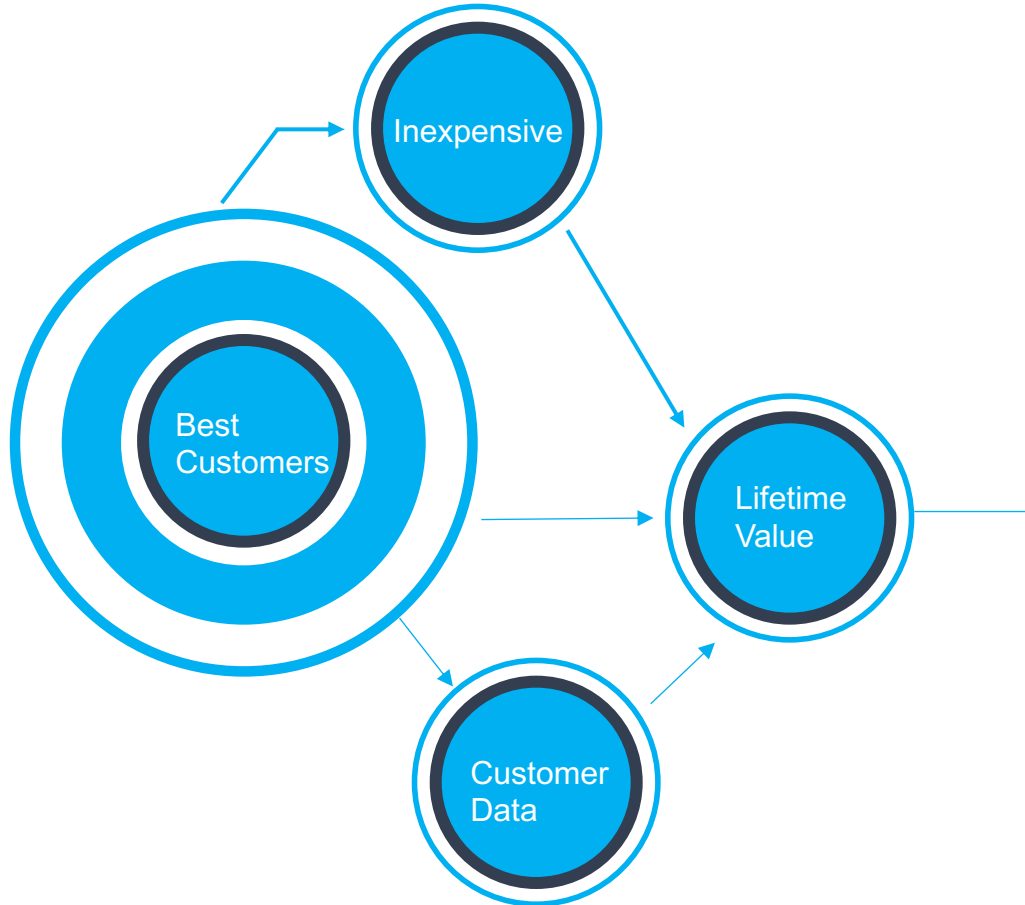
Email Marketing

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Why Email Marketing?



4400%

ROI \$44 for each \$1 spent

6-7x More Expensive

To acquire a new customer vs. keeping an old one

20% ↑

In sales when using personalization

760% ↑

In open rate when segmenting your list

Grow Your List



- Lead Magnet
 - Create Content
 - Develop a Quiz
 - Host a giveaway
 - Gate your best content
 - Email your linkedin contacts
 - Request customer emails
 - Coupon on Social Media Sites
 - Facebook ads
 - Answer question on Quora, Facebook, Linkedin groups
- Add sharing buttons to content, and email signature
 - Signup button on facebook page
 - Host a meetup
 - Install an exit popup
 - Use a sandwich board outside store
 - iPad at checkout
 - Forward to a friend promo
 - Start a loyalty program
 - Birthday club

Content



Demographic

- Location
- Weather
- Birthday

Behavioral

- Purchase pattern
- Abandoned cart
- Product recommendation

Psychographic

- Lifestyle
- Interest
- Hobby

- Welcome Email Series
- Promotional / Offer Campaign
- Seasonal Campaign
- Triggered Email Series
- Post Purchase
- Connect via Social
- Newsletter
- Free Gift / Sample / Tips
- Survey
- Review Request
- Milestone / Announcement
- Cart Abandonment
- Re-order / Re-engagement

Dynamic Content

65%

of marketers rated dynamic content as their most effective personalization type

Cadence / Calendar



4 is the Magic

4 emails a month instead of 1 significantly increases the # of consumers opening more than one.

Subject Lines



Personalized emails

14%

Higher click through

10%

Higher conversion

Subject Lines



FOMO

- Fear of missing out
“Season Pass Savings Disappear Thursday”

Curiosity

- Curiosity is powerful
“You NEED to see this new eye treatment.”

Funny

- Humor is appealing
“Hey... Were You Gonna Delete This?”

Pain Points

- Resolve a problem
“Monday-Friday Style Simplified”

Reengagement

- Create desire
“Can You Believe It’s Been a Month?”

Emojis

- Create Contrast
“🌸 Spring has sprung 🌸!”

To Ponder



- **Automation**
- **Drip Campaigns**
- **SMS**
- **Chat Bots**

Resources



Email Stats

<https://www.campaignmonitor.com/blog/email-marketing/2018/12/70-email-marketing-stats-you-need-to-know/>

Growing your email list

<https://optinmonster.com/73-proven-and-simple-ways-to-grow-your-email-list/>

<https://sumo.com/stories/grow-email-list>

Dynamic Content

<https://instapage.com/blog/dynamic-content-email-personalization>

Thank You

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