Email Marketing

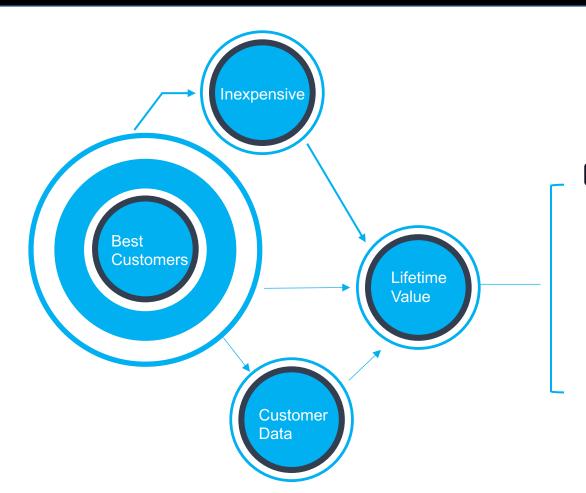
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Why Email Marketing?





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.

Cadence / Calendar



If you don't plan it: 1. It doesn't happen 2. You can't track it

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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





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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