

What is Email Marketing?

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.

The Role Of Email Within A Digital Marketing Strategy

Email Marketing can play a vital role within your overall marketing strategy.

At its core, Email Marketing allows you to target different segments of your audience on a 1-to-1 basis, with carefully tailored and personalised messaging.

Until more ephemeral media, such as Social newsfeed where content is only visible for short periods, Emails exist in recipients' inboxes until they take an action on it;

hopefully by reading it, click the link(s) within the email, and proceeding to your chosen website or webpage.

Key differentiators/advantages of Email as a marketing channel are:

- Emails directly communicate with audiences on a 1-2-1 basis
- Emails are permanent until acted upon, and so they can be used to amplify and prolong social media & website content
- Email campaigns can target various audiences, effectively & efficiently, with personalised messaging
- Analytical data on Email performance can be used across all marketing efforts

Email Marketing Strategy

When developing an Email Marketing Strategy, it is important to spend a good amount of time giving careful thought and consideration to 3 crucial areas:

1.Your Audience(s) – who are they, and what do they want to know?

2.Your Goals – what do you want from your audience(s)? what would benefit your business?

3.Your Email Content – what content tells your audience what they want to know, and sets them on a journey towards completing one (or more) of your goals

Email Marketing Tools

IN-HOUSE VS OUTSOURCING

IN-HOUSE VS OUTSOURCING

Pros

- Cost effective
- Control
- Team that knows the company's values & brand
- Full time team

Cons

- Time
- Costly to hire marketing experts

Pros

- Access to a wide range of marketing experts
- Fixed monthly cost
- Reliable platform
- Less expensive than building an email marketing team

Cons

- Lack of control
- Risk of choosing a company which isn't a great fit



1- MailChimp

Features

- Lists
- Schedule campaigns
- Connect your store
- Email Campaign Templates
- Automation
- Advanced segmentation

Price

- Starting Up - Free Plan
- Up to 2,000 subscribers and 12,000 emails per month

2- Constant Contact (Constant Contact has a 60 day free trial (no credit-card required). After that their pricing starts as low as \$20/month.)

3- Drip (They offer a free trial account for up to 100 subscribers. After that their plans start from \$41 / month.)

4- ConvertKit (Pricing for ConvertKit plans start from \$29/month with a 30-day refund policy.)

5- AWeber (AWeber offers a 30 day free trial. After that, their pricing starts from \$19/month)

6- GetResponse (GetResponse offers a 30 day free trial. Their pricing starts from \$15/month.)

7- Active Campaign (ActiveCampaign's plans start from \$9/month. You can also request a demo with limited features for a test run.)

Message Automation

The message automation is the feature of email marketing that allows you to send different emails in response to a particular action. If a consumer just signed up for a discount, they will receive an automatic welcome message that will serve as a confirmation of the subscription. Message automation can also be set up to send proof of orders when someone makes a purchase on your website.

HTML Responsive Layout

The HTML Responsive layout will allow you to send customized emails in plain text or HTML format. It also allows you to make use of HTML and CSS to create responsive templates that can adapt to all devices in the world.

This makes email marketing campaigns capable of being read on mobile devices. The good part is that you don't have to learn how to code HTML because this feature is automatically loaded with the software.

Advanced List Maintenance

This feature allows you to add and remove email subscribers from your list quickly. You can use this feature to automate subscription and opt-outs. It helps you keep your email lists updated.

CAN-SPAM Compliance

This is a feature that is designed to check compliance with the unsolicited pornography and marketing, CAN-SPAM Act of 2003. This act has given the United States Federal Trade Commission the right to enforce all necessary standards to protect email owners from unsolicited contents like pornography.

Easy Integration Feature

This feature allows for the integration of other services into your email marketing campaign. You can incorporate your e-commerce website with your email campaigns through this feature, and you can also include several mobile apps, loyalty programs, and social media apps to your email marketing campaign.

You can connect Google analytics to your email campaign through Easy Integration feature so you can track the clicks on your email, as well as incorporating product recommendation features into the email, through the use of this feature.

Dedicated IP Address

A dedicated IP address is incredibly essential for the integrity of your email. This IP address should be one that is solely dedicated to your business, and it should be the only one used to send emails to potential customers. Your email recipients will have peace of mind when they receive your emails with this dedicated IP address.

Deliverability

Deliverability is a feature that is included in an email marketing software that ensures that your emails are delivered to the right place. If your emails aren't delivered, then your marketing strategy just won't work. This feature constantly deploys the tools that you need to track down deliverability issues with your emails.

Generates Massive ROI

A recent study conducted by the Direct Marketing Association found that businesses will earn an average of \$43.00 for every dollar invested in email marketing.

In fact, marketers have consistently ranked email marketing as the single most effective strategy for generating awareness, acquiring leads, generating sales, and improving customer retention, compared to the other marketing strategies most commonly employed.

Generates Long-Term Results

In 2010, the company MarketBeat first started collecting opt-ins for their newsletters. Almost two decades later a good number of subscribers that signed up during the first year continue to read their content, engage with their advertisers, and buy products and services from their business.

Your email list is a long-term asset that will continue to generate revenue and social capital for your business well into the future.

Outperforms Social Media Marketing

A recent study found that businesses are more than 40 times likely to create a new customer from email marketing than they are through social media. When it comes to email marketing, many marketers feel that it delivers a better return on investment than social media marketing.

Email is Universal

Almost 87 percent of the U.S. population has access to the Internet in their home, and 95 percent of consumers use email. With email marketing, you don't have to worry whether or not your target audience has an email address or not, unlike social media.

Choose the Type of Campaign You Want to Send

You can maximize the effectiveness of your email marketing campaign by following the ten most common and popular formats of emails. These formats have been tested for years and are practiced by top businesses people and established companies.

Newsletters

Newsletters are used for company information, upcoming events, etc. The typical format consists of two columns: one narrow column with a table of contents, logos, sponsors, and feature articles and another wider column with stories and original communication articles and materials.

Events and Invitations

This type of email is time sensitive, so you have to be aware of the perfect timing. There should be a buffer of at least a month after an event/invitation email is sent so that your subscribers can decide and make time to prepare.

Promotions

This format is used for promotional discounts and special sales of your products and services. You can highlight Limited Edition or Stock Limited products in these emails and get a quick response from your customers. You can also put a call-to-action button like Book Now or Order Now if you are an e-Commerce store.

Announcements

This is similar to a press release, but the audience you will send these emails to is entirely different. Mainly the customers and those who are interested in your company's latest updates are the ones that should get announcement emails.

Welcome Note

You can set an automated system to send a welcome email to new customers that have recently registered and subscribed to your email service. With a simple "Hello X! Welcome to Y" message you can create a friendly atmosphere with your new customers.

Thank You Email

When you reach a certain level and have hundreds of loyal customers that are buying your products and using your services for years, it's important to show them appreciation. Every year or even twice a year, you should send out thank you emails to your loyal customers.

Notification/Reminder Emails

These kinds of emails remind subscribers about any renewal notifications or service reminder notifications. These kinds of emails typically don't require a call-to-action button to be placed in the body of the email.

Lead Magnets

In exchange for signing up for your email list, you need to offer your subscribers something of value. This can be a resource list, a discount coupon, or a free report. In the world of email marketing, this is known as a lead magnet.

Here are a few common varieties of lead magnets that you can include to help build and grow your email list.

Free Report or Guide

Resource List

Free Trial

Downloadable Software

Discounts or Free Shipping

Physical Products

Messaging and Copy

WordPress Plugins To Grow Email Subscriber List

1. OptinMonster
2. Leadpages
3. HelloBar
4. ConvertPlug WordPress Plugin
5. SumoMe WordPress Plugin
6. Opt-In Panda WordPress Plugin

10 Best Free Responsive Email Template Builders

1. MailGet
2. BEE Free
3. Inkbrush
4. Stamlia Builder
5. FreshMail
6. Mosaico
7. Zurb
8. EDM Designer
9. Knowtify
10. Octanego

How can I optimize my emails for better engagement?

Keep your template simple

Keep email width under 600 pixels

Optimize for mobile

Use code-friendly software (WYSIWYG editors typically add extra code)

Design with tables

Use inline CSS

Avoid CSS shorthand

An example of CSS shorthand: `<p style="font: italic 14px Verdana; color: #000"></p>`

Avoid external or internal CSS classes or IDs

Avoid Javascript or other dynamic scripts

Use plain text-style bullet points

Avoid Flash or video embeds

Avoid using invisible text

Content

Abide by CAN-SPAM rules

Write a captivating subject line

Use clear Calls to Action (CTA)

Personalize your content

Use absolute paths instead of attachments

Include "Follow Me" section

Images

Avoid background images

Use absolute image paths

Declare image width and height

Optimize image size

Avoid using PNG images

Avoid using image maps

Have an even balance of text and images

Email Marketing ROI (Return on investment)

What is email marketing ROI?

Return on investment, or ROI in email marketing is a performance measure used to evaluate the effectiveness of an investment. Basically, marketers determine what they gained from the investment on email marketing strategy and how much they spent on it.

The basic return on marketing investment formula is as follows:

$$\text{(Gained - Spent) / Spent} = \text{ROI\%}$$

Digital Edge