



REVITAL
AGENCY

Email Marketing 101:

Everything You Need to Know About
Email Marketing



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Introduction

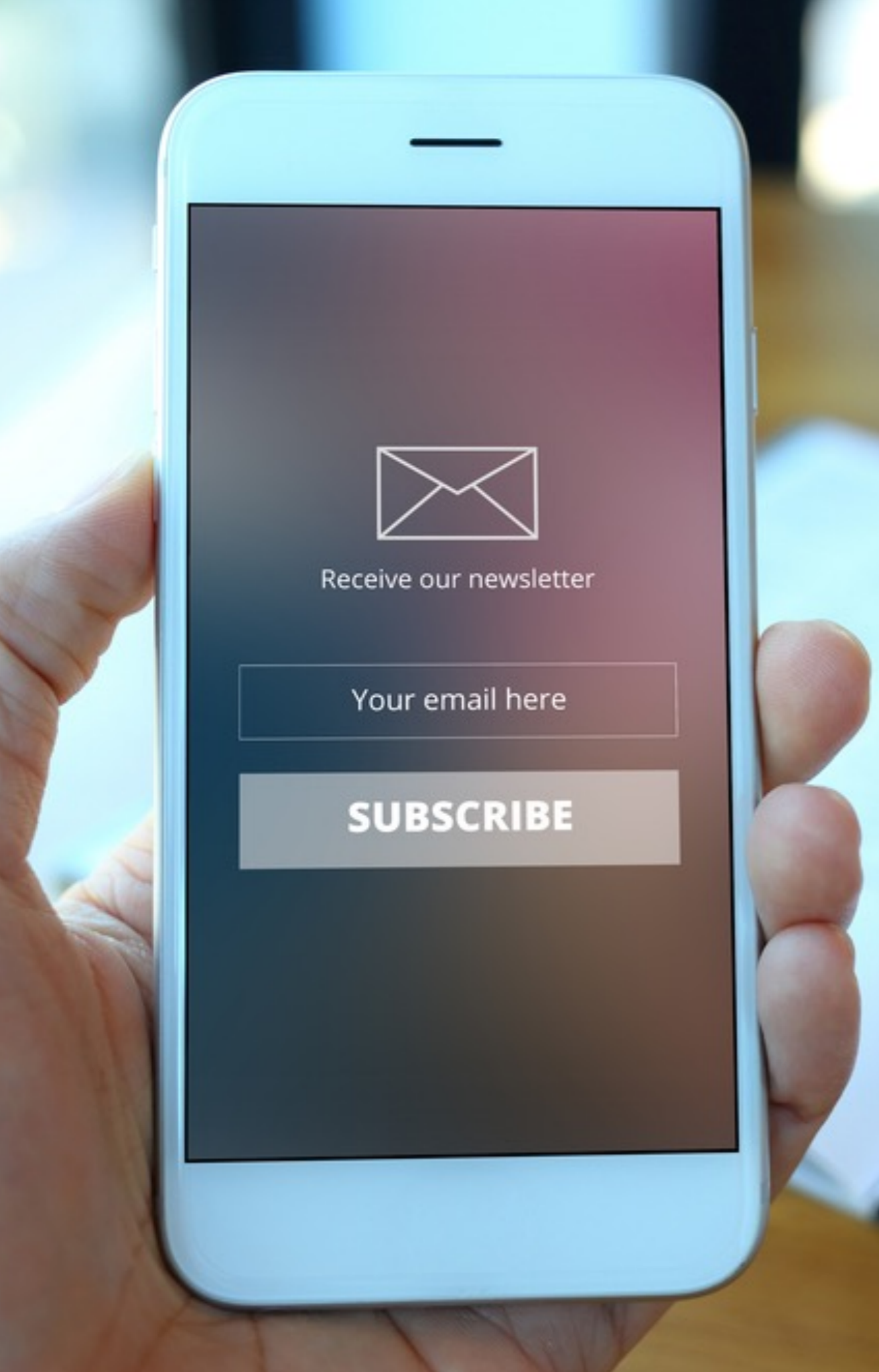
Email marketing is the cornerstone of digital marketing. It's one of the most readily available channels to directly communicate with your prospects and customers. But surprisingly, it's under utilized and done improperly by many.

If you want to fully embrace the power of digital marketing, you'll need to put in the work and know what you're doing. That's why we put this eBook together. In it, you'll find all the details needed to start your email marketing campaign, how to create engaging emails, email marketing best practices, and more. You'll also learn more about marketing automation and how it can help you enhance your email marketing efforts.



“Email is possibly the greatest owned media channels for brands.”

- Joe Pulizzi



What Is Email Marketing?

If you have an email address, chances are you've received an email marketing message. Whether you've signed up to receive coupons from your favorite retailer or had a friend put you on an email newsletter you didn't sign up for.

Furthermore, if you've sent an email to a potential customer or a current one, you've already dipped your toe in the email marketing pond. Email marketing is the process of building an email list and sending your audience messages. Forms of email marketing range from sending coupons, requesting business, to soliciting donations. When done properly it builds loyalty, trust and brand awareness.

WHAT EMAIL MARKETING IS NOT

Email marketing is not purchasing a list, and blasting an unpersonalized or unrequested message to the masses. This is called spamming. And as far as I'm concerned, this is sacrilegious. You don't like, right? Neither does anyone else.

How Email Marketing Can Help Your Business

GROW YOUR AUDIENCE

Building your list allows you to collect potential customer and customer information to continually market to them.

CUSTOMER RESEARCH

Having an email list of customers is the perfect way to find out more about what your customers want and need from you. You're only one survey away from learning more about what makes your customers tick.

SPEED & EFFICIENCY

Instead of mailing or making phone calls to inform customers, you can have a professional email written in and deployed within a couple hours.

PERSONALIZATION

Recipients can receive a message personalized to them, including information ranging from first and last name to content based on their browsing or shopping history.

SEGMENTATION

Taking personalization a step further, you can segment your customers into different lists based upon what they clicked in a previous email or how they behaved with your website.

REDUCED COSTS

The cost of email marketing is substantially less than snail mail. There's no printing or postage.

TRACK USER ENGAGEMENT

You can know how many people opened an email, how many people clicked a link in an email, which specific link within the email was clicked, how many people complained that an email was spam or unsubscribed and, of course, whether your email even made it into your recipient's inbox.

EXPERIMENTATION & TESTING

You can understand your customers interest by viewing what's working and what's not and refine your campaigns for maximum impact.

“Email has an ability many channels don't: Creating valuable, personal touches - at scale.”

- David Newman

Types of Email Marketing

While there are many different categories of email marketing messages, this is a list of the standard types without the nuance or fluff.

EMAIL NEWSLETTER

Usually the go-to initiative when people start email marketing. Email newsletters are great for brand awareness. The perfect tool to build a habitual communication with your audience. You can populate your newsletters with existing content, offers, announcements for upcoming events and surveys. There's no standard rule to what you can do with a newsletter as long as your content is engaging.

DIGEST

Typically comprised of a list or a series of links. A popular option is the blog digest where you send a collection of your blog posts in one email.

DEDICATED EMAIL

Or stand-alone email, contain information about just one offer. For instance, you can notify your audience about a new eBook you just released or an upcoming event you'd like them to attend.

LEAD NURTURING

Connected emails sent in a series with a specific driving purpose. You may have heard these referred to as drip campaigns. Lead nurturing emails are automated based on a time frame or a predetermined workflow setting based on a recipient's action. For instance, you download an eBook, then you receive a series of emails asking you to sign up for a webinar.

SPONSORSHIP EMAILS

Paid inclusion to access a separate organization's audience. For instance, you pay to have your company's information added to a vendor or association's email newsletter.

TRANSACTIONAL EMAILS

Messages triggered by a contact's specific action. For example, order confirmations and blog subscription confirmations.



Do's and Don'ts of Creating Effective Emails

You don't have to look far to find bad examples of email marketing. Check your inbox. You probably have a handful of uninspiring subject lines, spam messages and other examples of what not to do. Here's a quick list to help you create more effective emails.

CONTEXTUALIZE & PERSONALIZE WHEREVER YOU CAN.

Create emails personalized to your subscribers interests and demographics. When addressing your audience, you can also use fields that insert their first and last name. This adds that little touch to let your audience know you're talking to them.

RESPONSIVE DESIGN

Design it to work for multiple inboxes and devices. Mobile's not going anywhere but up. More and more people are using devices of all types to check email, including watches. You want your email to conform to your audience's device to get the best response and keep them subscribed.

BREVITY

Less is more. Emails can feel cluttered where the recipients doesn't know where to look or what to do. Keep the copy concise and the design to a minimum.

SUBJECT LINES

Whether you have a list of subscribers or you're reaching out to cold prospects, there's no guarantee they'll open your email. Be bold, creative and remove the uniformity. People need to be enticed to open the message. You can't bore them into doing it.

IMAGES

Nothing says it like an image. It's not mandatory. We've seen plenty of strong email campaigns without images. But when you do add an image, make sure images have ALT text. Some inboxes won't show them immediately. The text will tell the recipient what they're supposed to be looking at.

CREATE COMPELLING CALLS-TO-ACTION (CTA)

Chances are you want your recipients to do something. Take the time to brainstorm creative calls-to-action. You got them to open it, now create a conversion and get them to click. Use verbs and make them action based. And choose one main CTA. You more than likely have a primary goal for your email. Give this one the most prominence.

MAKE UNSUBSCRIBING EASY

Although you want as many subscribers as possible, when they want to leave, show them the door. Make sure you have an unsubscribe link and don't mask it with language like "modify user settings." Use "unsubscribe."

AVOID SPAM TRIGGERS

You can't get someone to open your email if you're in their spam folder. So stay away from the word "free." I know. It's a powerful word. So powerful in fact that EVERYONE uses it to the point it has a high probability of getting spammed.

TEST EVERYTHING

Even if you're doing the best practices, the only way you can get better is to experiment and test. Every audience is different. Run A/B test on subject lines. Change your CTA's. Try less copy in the body. Remove images. Have fun with it and learn what your audience is more receptive to.



How to Create Engaging Subject Lines

There's no point in creating an email if someone's not going to open it. This is why creating a compelling subject line is so important. You need it to engage the reader.

Subject lines are like headlines. They need to grab attention. You're competing against dozens if not hundreds of others in your recipient's email box.

KEEP IT SHORT

You want your message consumed in a first pass. And subject lines get cut off if it's too long. 40% of emails are being opened on mobile devices. A good rule of thumb is to keep your subject line less than 50 characters.

AVOID THE MUNDANE

Certain words are understood. Keep away from "newsletter" and "update" or the like. In fact, emails including the word "newsletter" get an 18.7% decrease in opens rates.

40% of emails are being opened on mobile devices

USE A FAMILIAR SENDER NAME

Your audience wants a human message. So give them a real name, preferably someone they're familiar with. No one wants an email from inbox@company.com, newsletter@company.com and especially noreply@company.com. Use a person's full name, for example John Smith. Not only will this increase your open rate, you're also more likely to keep out of the spam folder and get added to your recipient's address book.

PERSONALIZE

You can add names and locations to your subject lines by employing personalization tokens. This helps build rapport and deepen the connection. For instance, "Happy Birthday {name} - Surprise Inside!" is an example of an email you can send with an offer.

SEGMENT YOUR LIST

Make sure your email is relevant to your list. There's no point in sending someone information they're not interested in. Why is this company sending me emails about cars when I'm looking for trucks? Why are they sending me weekly event invitations when I live 4,000 miles away? You can save them the confusion and frustration by segmenting your lists, depending on your business and goals.

KEEP YOUR PROMISES

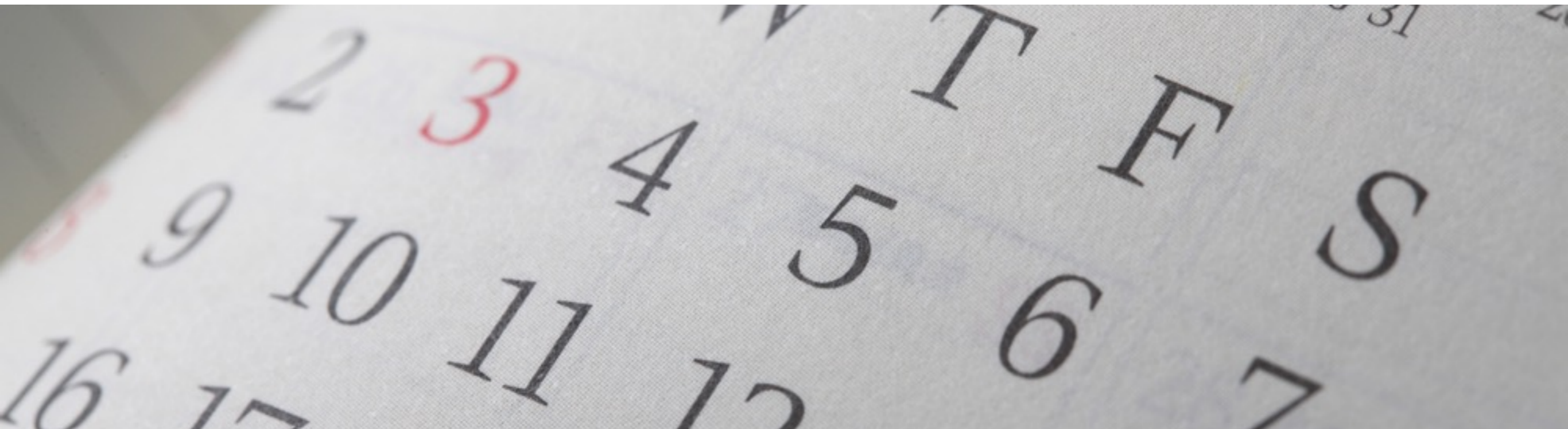
Don't make false promises to entice a reader to open your email. All your going to do is upset them. And if they don't unsubscribe, they'll think twice before opening your next email. Deliver on your promise and they'll stick around.

TIMING IS EVERYTHING

The right email sent at the right time can dramatically increase your open rate. For example, would you open a "10 Hot Dinner Deals - Tonight Only" at 9:30pm? Chances are you wouldn't. You've already had dinner.

CLARITY

People are busy. Messages are scanned with the quickness. The more clear and concise your subject line is, the better. And stay away from complex or unneeded words. Stick to the benefit of the email. For instance, "Increase Your Conversion rates by 50% Today" is more appealing than "Learn How to Increase Your Email Conversion Rates."



TELL THEM WHAT'S INSIDE

Hinting rarely works. If it's a coupon, discount, or offer, let them know. On the other hand, stay away from using newsletter, update and the like in your subject lines.

START WITH ACTION VERBS

Inspire people to click by instilling urgency and excitement. Tell them what they can do with the contents. For example, Master Email Marketing in 3 Days.

CREATE EXCLUSIVITY

Make people feel special. When people feel like they've been selected or chosen, this has a powerful effect on the psyche. Use phrases like the in your subject lines following:

- "An offer just for you"
- "Private Invite"
- "My gift to you"

INSTILL A SENSE OF URGENCY

Lack of time and deadlines create a fear of missing out. Stop reader dead in their tracks using subject lines like "24-hour giveaway" and "today only."

ASK QUESTIONS

Our brains are hardwired to solve problems. With a properly posed question, you can draw your readers in. For example, you might try the following if you're in banking: "Are you making these 5 investing mistakes?" Or "Do you know what your bank is doing wrong?"

USE NUMBERS

Is your subject line too vague? Trying using a number. It demonstrates a clear message and helps your email get noticed. This is perfect if you're sending a listicle, discount or have a specific number tied to the content you're providing—like "Discover Why 55% of Blog Subscribers Unsubscribe."





The Importance of List Segmentation

Proper list segmentation is key to any effective email marketing strategy. It's designed to target your audience with captivating content to keep them engaged, drive leads and grow your business. You could take the chance of sending the same email to everyone on your list, but chances are you'll see dwindling engagement and leads.

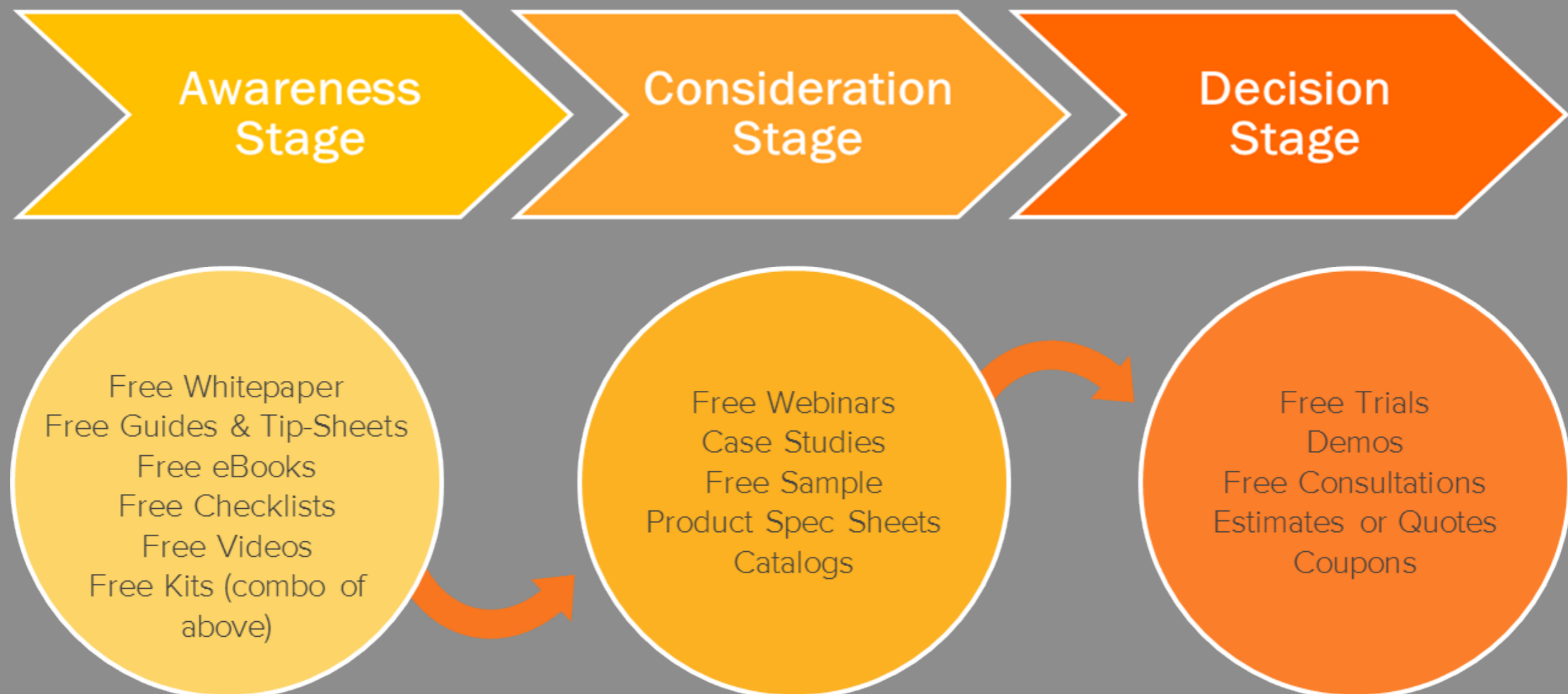
The method of list segmentation will vary based on company and industry, but the idea remains the same. To get the most out your email lists, you'll need to have a strategy based on research and data collected from interactions with your marketing, such as form submissions, clicks on Call-to-Actions (CTA's) and even engagement on your social media.

For instance, if someone fills out a form to receive more information regarding a specific product/service on your website, you'll want to create a specific list for that form. From there, you can create customized content based on their interest in order to nurture them through their buyer's journey.

A HubSpot study shows that targeting emails to certain buyer personas increases email clickthrough rates 16%.

Consider sending them blog posts related to your products/services or special offers and coupons. Maybe you can offer an exclusive email discount. Or maybe provide them blog posts that will get them further down the buyer's journey and will convince them to engage and act. Your emails should specifically target their interests to keep them wanting more.

In the end, it's all about your target audience and their needs - not yours. Make your email about them. Educate, inform and offer. You want to create a memorable user experience for your potential and current customers so they'll trust you and recommend you to their friends, family and coworkers.



How to Nurture Leads with Email Marketing

WHAT IS LEAD NURTURING?

Lead nurturing is the method in which you guide your audience through their buyer's journey and through your marketing funnel. It's providing them with targeted and personalized content that addresses their interests, keeps them informed and provides options for further engagement. The end goal is to make them a customer and keep them as a customer. Their experience isn't over just because they purchased a product or service.

There are several ways one could nurture leads using email marketing. Here are some of the most popular options.



A study by MarketingSherpa indicates that only 36% of marketers actively nurture their sales leads. - HubSpot



Research conducted by Forrester has shown that marketers see an average 20% increase in sales opportunities from nurtured vs non-nurtured leads. Furthermore, the research also reveals that companies that excel at lead nurturing generate 50% more sales at a 33% lower cost (Source: Forrester, 2014).
- Hubspot

Examples of Lead Nurturing with Emails

THANK YOU/WELCOME EMAILS

This is where you make your first impression. Sending a prompt and personalized response to your customer or potential customer will set the expectation and provide a memorable customer experience. Thank you and welcome emails can be used when someone has purchased a product/service, submitted a form, download an offer or subscribed to a newsletter.

Make them feel important with personalization, provide contact information that's easily accessible and relevant links and content that will enhance their experience. It's all about making them happy and guiding through their journey.

TARGETED CONTENT

The method of using targeted content to nurture leads requires a solid list segmentation strategy. You must understand the user's behavior in order to send content that is designed to help them through their journey.

- What are their goals?
- What are their interests?
- What stage of the buyer's journey are they in?

You're not trying to close the deal right away. Your emails should target their needs, personalize their experience and provide the information they're looking for to help guide them to the next step. Be sure to invest in a marketing automation platform if you haven't done so already. This will assist you in segmenting, tracking and analyzing your email marketing efforts.





REGULAR UPDATES

Providing regular and consistent content and updates to your customers is important to strengthening your brand. You want to provide the best user experience possible and be an industry leader in your field. By providing consistent content on a regular basis, your customer know they can rely on you to provide them with the information they need, when they need it. It also ensures you're top of mind should someone ask them for a recommendation or should they require your services again.

However, don't send out stale and boring content. It must have value. Sending out emails just for the sake of saying you did it will not provide the results you're looking for at the end of the day. You want to constantly educate your customers and reward them for their loyalty.

ONE-OFF OFFERS

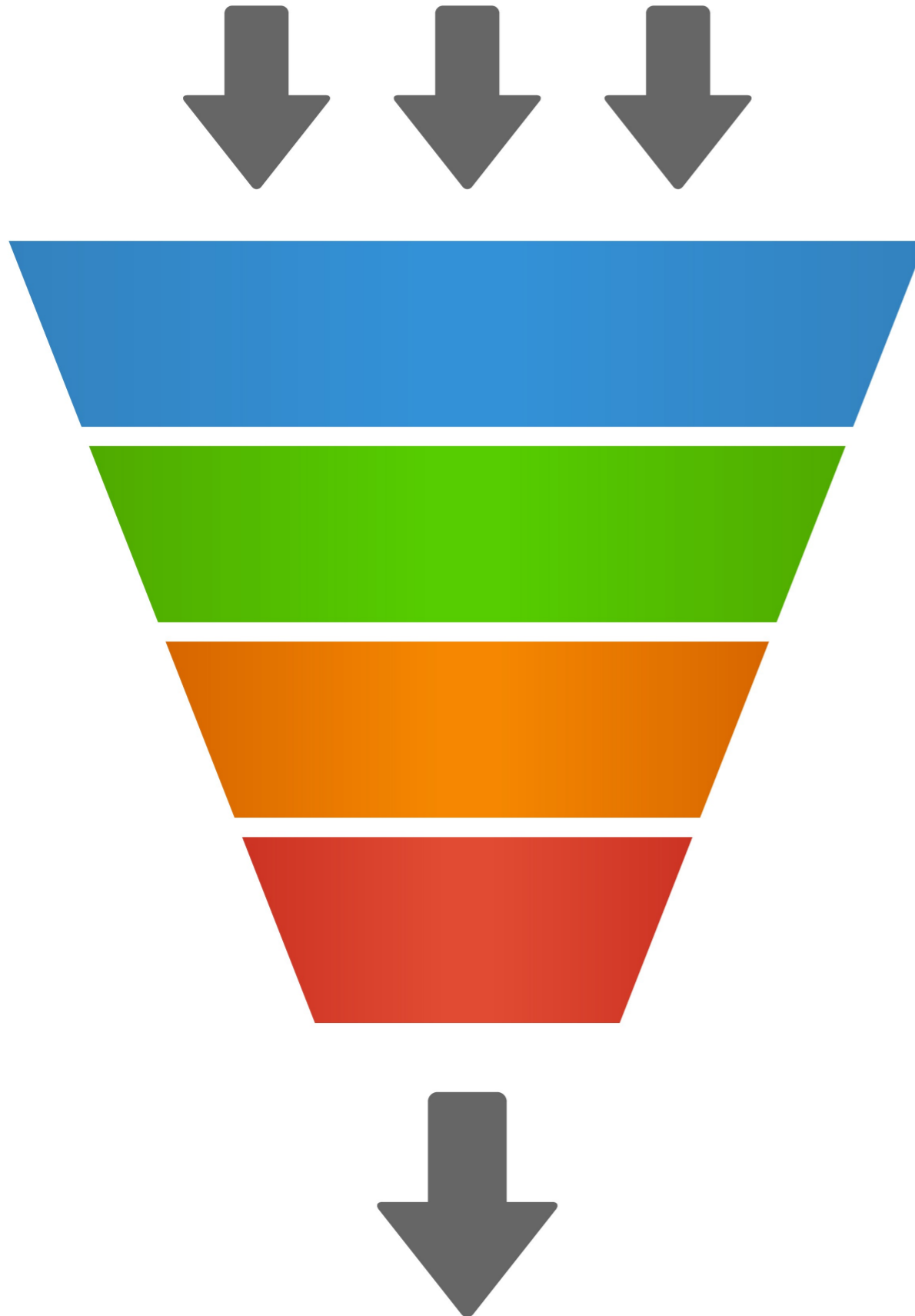
Providing one-off offers is a great way to re-engage your audience and reward them for sticking with you. It's also a great way to get new customers.

Are you offering a new service or product?

Have you put together a new useful Ebook that will help address their problems and offer a positive solution?

Whatever you offer, be sure it addresses their problem, provides a solution and is personalized. Again, it's all about the customer experience.

Email Marketing vs. Marketing Automation : What's the Difference?



When it comes to 'email marketing' and 'marketing automation' there tends to be some confusion.

Aren't they the same thing?

What's the difference?

Although they both use email as a means of communication, there are differences between the two. The main difference being lead nurturing.

Email marketing is used to create, schedule and send out content. Your content can vary and there is little lead nurturing involved, which can result in low open and click-through rates and few qualified leads. However, it is a great way to get the word out, promote your company and educate your customers.

Examples of Lead Nurturing with Emails

- Newsletters
- Blog posts
- Special promotions
- Event invites

Marketing Automation, however, is more campaign driven and centered around nurturing your leads to get them through their journey and through your marketing funnel. It can be used to enhance your email marketing to provide a larger return on investment.

Benefits of Marketing Automation

- Develop campaigns with dedicated landing pages & forms
- Lead scoring
- Lead nurturing
- Automated marketing based on triggers
- Integrate multiple marketing channels

You shouldn't ignore your email marketing if you're not seeing the results you want. Rather, you should enhance your efforts and build a campaign centered around your personas that will help nurture them and provide better results. Consider where they are in the buyer's journey and what content can you provide to help them.



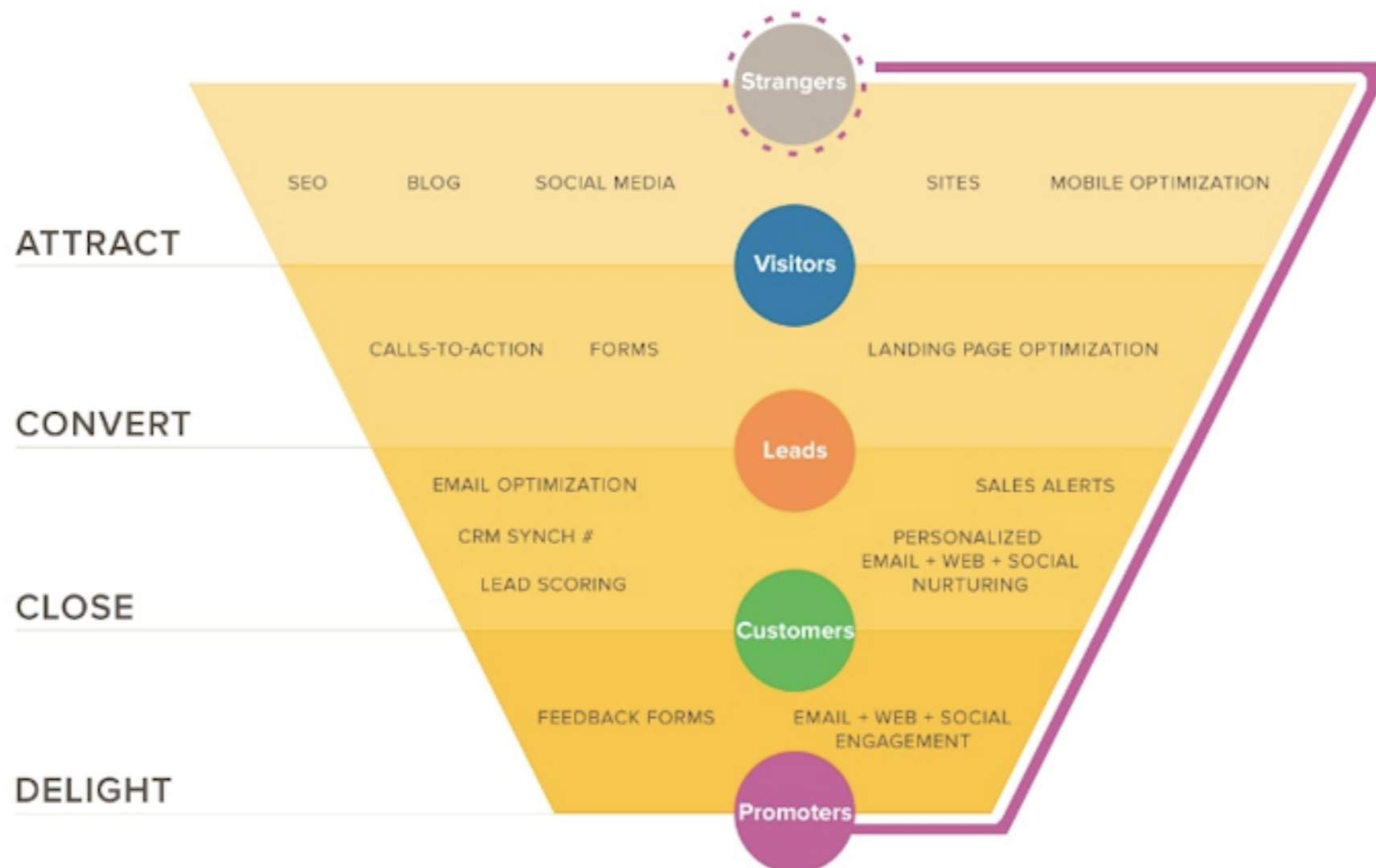
How to Optimize Your Marketing Funnel with Email Marketing

Every business has marketing funnel. This is the series of steps your business takes to guide your prospect to become a customer. Whether you guide your prospects or not, they're still taking these steps.

Typical Marketing Stages of a Marketing Funnel

By using offers on your website, you can capture customer email addresses. Referring to the convert section of the graphic, these offers may consist of eBooks, whitepapers or other valuable gated content.

Once you have a potential customer's email address, you can send them offers to drive them to the next stage of your funnel. These are typically a series of emails sent with a marketing automation system that entice the recipient to take an action that will move them through your funnel.

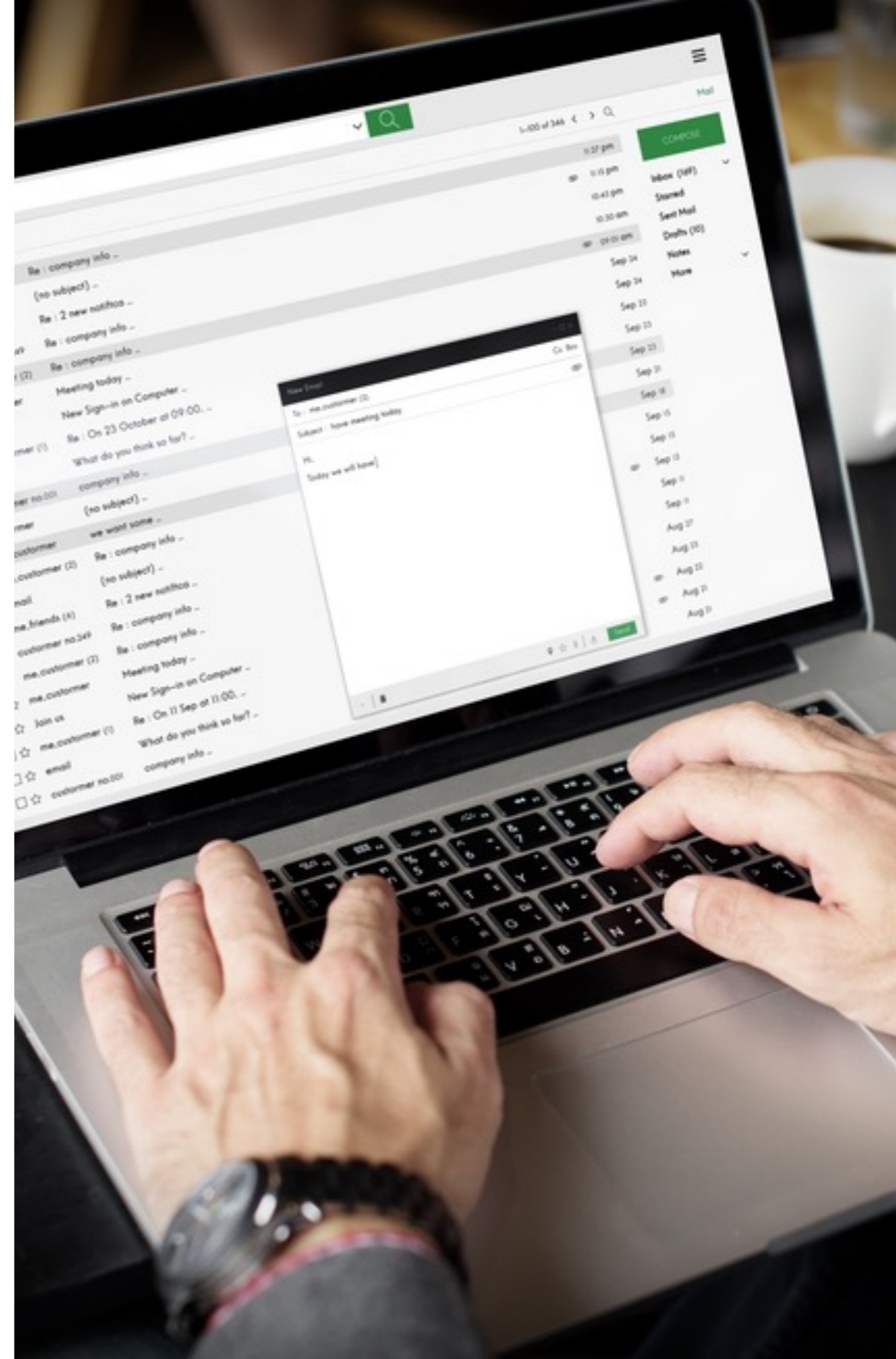


Email marketing is most effective when used to drive leads through your predefined marketing funnel. Unlike sending out newsletters, blog posts and general updates, using a marketing automation system to optimize your email marketing takes a more structured approach.

First, you must create your assets. You'll need the following:

1. **An Offer**- this can consist of an eBook, video, whitepaper or anything of value that customers would be willing to give up their information to get.
2. **Call to Action** - this should live on your website and be clickable to a landing page.
3. **Landing Page**- this is a page on your website that is used to capture customer information. It should have a form and copy enticing your potential customers to enter their email addresses and other contact information.
4. **Thank You Page** - this is the page your leads will see after they fill out the information on your landing page.
5. **Thank You Email** - this is the email your recipients will receive with a link to your offer.

Next, you build out a workflow. You'll want a marketing automation tool like Hubspot for this. It's not recommended to do this on your own.



Example of Email Marketing Workflow

STEP 1: Customer uses form to enter information to download an educational eBook on your website. This eBook can be a solution based guide on how to solve their specific problem.

STEP 2: Customer receives “Thank You” email with link to download eBook.

STEP 3: Two days later customer receives an email to download another eBook. But this is a pricing guide that compares your solution to your competitors. But they don't take action. It gets opened, but they don't download.

STEP 4: Another two days pass, your customer receives a separate email to download the pricing guide eBook. Again, they still don't take action.

STEP 5: Two more days pass, they receive another email to download the eBook. This time they take action. Now, they move to a new section of your marketing funnel. This could be as bold as signing up for a demo, free analysis or you could send them more messages to further them through your marketing funnel. This all depends on your sales process and buyer's journey.

The above example is just that, an example. You can modify and change the framework however you see fit. Change the duration between receiving the emails. Change the type of content from eBooks to videos. But don't stop with just one offer and workflow. Your marketing funnel is not linear. Your buyers take multiple paths before purchasing from you. Create multiple offers and workflows to help educate your buyers into choosing you as their solution.

One of the most effective ways to use email marketing is by defining your marketing funnel.

Now, your marketing funnel is unlike anyone else's. Your content should be completely unique. Your content should be mapped to your buyer's journey, the path your customers take before buying from you. On the flip side, is your marketing funnel. This is the model you use to map content to your buyer's journey.



How to Measure Email Marketing Metrics

Once you've made the decision to invest in email marketing, you'll need to be sure to add analyzing metrics to your strategy. Simply sending out emails isn't enough. You'll need to determine if your efforts and strategy is working and prepare to make adjustments as needed.

Here are email marketing metrics to track to ensure your campaign is successful.

CLICK-THROUGH RATE

Click-through rate is the percentage of clicks on links within your email(s). It can be measured by taking the total clicks and divide it by the number of emails delivered and multiply by 100.

$(\text{Total clicks OR unique clicks} \div \text{Number of delivered emails}) * 100$

CONVERSION RATE

Conversion Rate is the percentage of people who received emails and completed an action based on clicks to links within the email. It can be measured by taking the number of completed actions divided by the number emails delivered and multiply by 100.

$(\text{Number of people who completed the desired action} \div \text{Number of total emails delivered}) * 100$



A hand holding a fountain pen is writing the phrase "Grow your EMAIL LIST" in a cursive, handwritten style on a notebook page. The words "EMAIL" and "LIST" are written in all caps and are larger than the other words. The pen is a gold and black fountain pen. The notebook is open, and the background is a wooden surface.

Grow your
EMAIL
LIST

LIST GROWTH RATE

List Growth Rate is rate in which your email lists are growing. This takes a little more math to properly calculate. First, add the number of unsubscribers and email & spam complaints. Then subtract that number from the number of new subscribers. Finally, take that calculation and divide it by the total number of email addresses on your lists and then multiply by 100. (Sheesh!)

$$\frac{[(\text{Number of new subscribers}) \text{ minus } (\text{Number of unsubscribes} + \text{email/spam complaints})] \div \text{Total number of email addresses on your list}}{100} *$$

BOUNCE RATE

Bounce Rate is the percentage of your emails that could not be successfully delivered to their intended recipient. It can be calculated by taking the total number of bounced emails, dividing it number of emails sent and multiplying by 100.

$$(\text{Total number of bounced emails} \div \text{Number of emails sent}) * 100$$

As your campaign moves along, be sure to really analyze your metrics. If you see some emails are ineffective, make adjustments. Conversely, if you notice emails which are very successful, notate and replicate. You'll want to continually adjust your strategy to get the results you want.



About Revital Agency

We're a digital marketing agency. Put simply, we love to create response. We're addicted to what captivating content does, the alluring effect of sophisticated design, and the power of systematizing marketing and sales.

But not an agency in the traditional sense. We're an agent on behalf of successful companies who understands the value of strategy, brand identity, and successful digital marketing. We know the web and get the sales stuff, that's a given, it's when we get to know your business that we really shine.

If you're looking for a collective of marketing experts that can align your business with the right marketing goals, simplify your sales process for increasing conversions, show you a report on every conceivable metric, build your brand identity, and manage your marketing campaigns as if we shared the same office, call off the search.

LET'S TALK

You need the best digital marketing strategy for your business.

Find out if you qualify to work with Revital Agency - give us a call today

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More Business For Your Business Is Our Business™