



ULTIMATE GUIDE

Email Marketing

Unlock the power of email marketing with our comprehensive guide that takes you on a journey from novice to expert in the world of digital communication.

EPRENEURACADEMY.COM

CONTENTS

1

WHAT IS EMAIL MARKETING?

2

WHAT ARE THE ADVANTAGES AND DISADVANTAGES OF EMAIL MARKETING?

3

HOW TO BUILD AN EMAIL LIST

1. Choose an Email Marketing Service
2. Take Your Customer's Permission
3. Use Opt-Out and Double Opt-In
4. Grow Your Email List
5. Clean Your Email List Regularly
6. Use Segmentation
7. Set an Email Sending Frequency
8. Generate Mobile Responsive Emails

4

CREATING AN EMAIL MARKETING CAMPAIGN

- Email Header
- Email Body
- Email Footer

5

EMAIL MARKETING STRATEGIES

1. Email Marketing Strategies for Spam Risk Elimination
2. Email Marketing Strategies for Customer Retention
3. Email Marketing Strategies for Win-Back

6

EMAIL MARKETING CATEGORIES

- Newsletter
- Email Marketing Offer
- Announcements
- Event Invitation



EMAIL MARKETING SERVICE PROVIDERS

1. Constant Contact
2. Sendinblue
3. Drip
4. Convert Kit
5. AWeber
6. Mail Chimp
7. Litmus
8. Mad Mimi
9. Email Octopus
10. iContact 2 7 8
11. Get Response
12. Zoho Mail



MEASURE THE EFFECTIVENESS OF YOUR EMAIL MARKETING CAMPAIGNS

1. Open Rate
2. Click Through Rate
3. Unsubscribe Rate
4. Complaint Rate 5. Conversion Rate 6. Bounce Rate

“Unlock success through email marketing—where every message builds connections and opens doors to endless possibilities.”

ULTIMATE GUIDE

EMAIL MARKETING



If you want to start learning about email marketing, it is a handy guide for you! We will walk you through the entire process of establishing your email marketing attempt so that you can acquire leads, get your time, money, and resources worth, and generate expected sales.

With this article, you will be able to understand what email marketing is, what benefits it carries, how you can obtain and retain email data, and what ways you can do to execute an email marketing campaign. You will also be experiencing some example successful email campaigns, the tools helping you to increase your inbox placement rate, the instance templates, and so on.



"
**Elevate your
brand with
email
marketing:
forging
connections,
opening doors,
and creating
endless
possibilities.**
"



1. WHAT IS EMAIL MARKETING?

Let's first initiate with the definition of email marketing. It is merely using the tools of email to deliver advertising messages to a selected group of the target audience.

The enormous majority of Internet users have email accounts which allow them to receive an almost unlimited number of messages simultaneously.

If you want to start learning about email marketing, it is a handy guide for you! We will walk you through the entire process of establishing your email marketing attempt so that you can acquire leads, get your time, money, and resources worth, and generate expected sales. With this article, you will be able to understand what email marketing is, what benefits it carries, how you can obtain and retain email data, and what ways you can do to execute an email marketing campaign. You will also be experiencing some example successful email campaigns, the tools helping you to increase your email open rate!

2. WHAT ARE THE ADVANTAGES & DISADVANTAGES OF EMAIL MARKETING?

Firstly, the **advantages** of email marketing can be listed as below;

- Your email list comprises people who have chosen to receive emails from you. This permission-based approach increases subscriber engagement with your business.
- You have different design options to create your email campaign: plain text, graphs, pictures, videos, attach files - whichever fits your message the best.
- Email marketing can be used to deliver customized messages or to reach mass audiences, so it is scalable.



- It is easy for subscribers to forward and share your email content with other people. This may build a good reputation by word-of-mouth. Also, it is a decent way to influence new customers to become your brand follower.
- While carrying out a campaign, using call-to-action buttons and links will be very useful because it eases the way of purchasing a product or service from your website.
- You can measure the success of a campaign by using web analytics software, which allows you to optimize future campaigns.
- You can compare your results against others in the market by looking at free email marketing benchmarking reports. This data helps you to catch and evaluate improvement opportunities.
- There is a chance to implement A/B testing to your emails before you send them. You can test your subject lines, calls-to-action, images, or messages to ensure your email content is effective.
- Audiences can read your message whenever they are available, so it is** less intrusive** compared to telephone marketing.
- The total cost of email marketing is usually much lower than many other forms of marketing; email marketing is very cost-effective.
- Because nothing is printed on email marketing campaigns, it is an environmentally-friendly form of marketing.
- Email marketing has an average Return on Investment (ROI) of 3800%, which means for every dollar you have invested, the average return will be \$38. Therefore, it is worth to dedicate your efforts and resources on email marketing.
- If you use automated triggers - such as website activity, recent purchase or shopping cart abandonment, you can reach the right audience, at the right time, in the right place and with the right offer.

Email marketing has many catchy advantages, right? What about the **disadvantages**? These can be sorted as below;

- Your emails may go to the spam folder of your subscribers. It is because you did not target the right people so that your click-through rate and open rate were insufficient for Internet Service Providers (ISP) or you didn't comply with privacy and protection rules.
- Your emails are filtered out by email software and ISPs. Therefore, if your email content or subject line contains some specific spam keywords, and if you are sending an email to incorrect or dead email addresses, it is likely to be an undelivered email.
- Your email must be functioned so that it can appear in multiple devices like mobile phones, tablets, and notebooks. You also need to have good-looking content (do not send text-only or picture-only emails). You should be careful about both the design and functionality of your email campaign.
- Emails containing big files that are downloaded very slowly would lead to losing your audience's interest.
- For a successful email campaign, you must have the necessary time, marketing skills, and resources.

Of course, it is not all moonlight and roses. Luckily, we will help you to cope with these drawbacks!



3. HOW TO BUILD AN EMAIL LIST

Wondering how to build an email list and increase your email marketing conversions? If you want to learn how to build a valid mailing list, I provide useful information below. However, if you want to learn more about building an email list, you can read this guide.

1. Choose an Email Marketing Service

Choosing the right email marketing service that fits your needs is vital for your business. Just because an email marketing service provider is popular doesn't always mean that it's the best solution for your needs. You need to focus on some basic questions when choosing an email marketing service:

- Is it easy to use and work with my business?
- Does this tool automate my email campaigns in a way that it helps fulfill my needs?
- Which provider does the best address my industry requirements?
- Does its price fit my budget?

With these things in mind, you can have a look at the best email marketing service providers.



2. Take Your Customer's Permission

Buying an email list is not a sustainable, ethical, and effective way either. Don't do that.

If you email people randomly, you may be considered as spam, and it is not good at all for your reputation.

You should add someone's email address if s/he only willingly opt-in to your list. You also need to have an attractive and friendly email subject line to make people open your email.

3. Use Opt-Out and Double Opt-In

Opt-in is when subscribers fill up a subscription form; they are immediately added to your email list. This method enables you to have a quicker email list by obtaining more subscribers; however, using single opt-in has some drawbacks. The most important one;

Sometimes people make typo mistakes while writing their email addresses or intentionally give you a wrong email address, so every time you send an email to those, the probability to be flagged as spam increases.

On the other hand, double opt-in is when subscribers fill up your subscription form, they get an email with a link saying that they have to click to confirm if they want to get emails from you. It is also called a confirmation email.



Using double opt-in formed emails is very beneficial for you;

- You will have a list containing more engaging subscribers.
- They are unlikely to report your emails as spam because they have willingly confirmed that they want to receive emails from you.
- It enhances your sender reputation; thus, your deliverability will increase.
- Using double opt-in is also great for you to keep your email list clean. With this way, you will eliminate the ones who gave you a wrong email address or filled up your form to get what you have offered.
- Email marketing is cost-effective, yet there still occurs some costs. If you have more accurate data, the total cost will decrease as well as the cost per reach will be worth it.



Moreover, opt-out link or button is the opportunity given your receiver in your emails to unsubscribe from your list. This may seem like an undesirable move, but it is right for your domain and IP reputation. You should only send emails to those who want to hear from you. Otherwise,

Your bounce rate may increase. Your average open price may decline. You may be perceived as a spammer.



4. Grow Your Email List

a) Import a list of known contacts

If you plan to use email to keep in touch with your existing customers, you can build your email list by importing their data into your chosen email marketing tool. Before you import any contacts, don't forget to ensure you have adequate permission to email these subscribers.

b) Write compelling content and a catchy subject line

Sending emails is not enough to build an efficient email list.

35% of people open emails based solely on the subject line.

Furthermore, 69% of people mark messages as spam based on the subject line. Therefore, you need to use short, clear, specific, simple, logical and personalized subject lines to make people open your email campaign

To see successful subject line instances and to get some tips about how to write an attractive subject line, you may visit our blog post about it.

You made your subject line decent; then you need to have compelling content in your email to accomplish the marketing objective that made you create this campaign. For example, if your goal is to convince your subscribers to invite their friends to become a member of your list, sending an incentive promotion via email is a powerful way.

c) Make your content easily shareable

You must create obtrusive email marketing campaigns if you want your subscribers to share or forward your email. Your email may contain colorful, and well-designed pictures, compelling content, funny emojis, remarkable attach files, and so on.

You also need to make your email content easy to share. Include buttons that enable subscribers to share it in one click on social media platforms. Moreover, you should be careful about the size of your email in order not to render open duration boring and attraction-losing.



"Transform your brand with email marketing: forging connections, unlocking potential, and shaping limitless possibilities."

d) Offer first order discount

you want people to join your email list, giving them a discount or coupon code is a great way to do it. A refund lowers the risk for people to try your product out for the first time.

However, you need to be careful about your level of discount because the bigger your discount is, the less likely that your new customers pay full price, stay loyal, or subscribe in the future.

e) Use pop-ups

A pop-up is a graphical user interface (GUI) display area, which usually appears as a small window in the right corner of your website, or as a big window in the middle of your site page, and has a call to action encouraging people to subscribe your email list.

You can create a popup with Popups mart for free! It helps you to choose a pop-up based on your business objectives like increasing e-commerce conversion, growing your mailing list, guiding your visitors, or increasing your phone calls.

Then, you continue with selecting device preference, deciding on the popup type, and creating or choosing your template.

f) Social media

Social media platforms are very beneficial for expanding reach, building trust, and generating traffic. You can use the opportunity of converting your followers on social media into your subscribers will be very efficient.



You can add the sign up form on your Facebook page by using a call to action button, paste a link that enables followers to fill up your form in one click to your Instagram bio, pin your newsletter sign-up form on Pinterest, share attention-grabbing tweets including call to action, and contact via LinkedIn with specific individuals who you want to form a deeper relationship with.

Giving a reason to subscribe to your list is crucial for convincing your followers. For instance, you may hold digital contests requiring sign-up to participate.



”

"Master email marketing: build connections, craft compelling content, and navigate the digital landscape. Elevate your brand, convert leads, and unlock endless possibilities with confidence and finesse."



g) Blog Posts

Offering your popular blog content in a PDF version by getting email signup from your readers is an effective method to grow your email list.

You may add a call to action at the end of your each blog post. It is the right way of providing an opportunity for your readers to subscribe to your email list without leaving the current page.



6. Use Segmentation

You need to break your subscribers into smaller groups based on specific criteria. It will qualify your email list based on the particular groups' expectations and feedbacks and will work on removing inactive users for a while. You may segment based on;

Location: Notify your local subscribers about your local event.

Preferences: Send an email to people who want to hear about blog posts or something specific.

Interests: Subscribers who like A, who like B or who want C. (It can be anything regards to your business)

Cart Abandonment: Remind people who put items into the cart but didn't complete the purchase.

5. Clean Your Email List Regularly

Having a high inbox placement rate and a validated email address are the fundamental requirements for success in email marketing. To increase them, you need email list cleaning services and tools. You must get rid of people who have not engaged with your email program for the past six months or more; otherwise, your bounce rate may increase.

To learn what services they provide, you may visit their websites by clicking on the name of the company, or you can visit our email list cleaning blog post in which necessary information is explained in detail.



Lead Magnet: Send emails based on the topic of the lead magnet that the targeted customers opted-in for.

New Subscribers: Send welcome mail and welcome series to those new subscribers of your website.

Inactivity: Remind your subscribers who haven't engaged for a while and didn't complete the next step you want.

Open Rate: Reward the most engaged subscribers with a special offer. Remove people who have not opened your emails for a long time.

By this way, you will be able to send each email to segmented subscribers that will be the most interested in your content. Leadingly, you will be able to increase your conversion rates!

7. Set an Email Sending Frequency

You need to have an appropriate schedule for your emails. Try not to send emails to your customers at inconvenient times. Also, if you segment your customers based on their wants and needs, you can set an email sending frequency quickly.

78% of consumers unsubscribe from emails because brands were sending too many emails. Make your offerings easy for people to take advantage of; otherwise, you may not be as successful as you want.



8. Generate Mobile Responsive Emails

In today's world, a common way to have a look at emails is opening them from mobile devices. You should measure any email you send out is easily viewed by mobile phone or tablet.

Emails not optimized for mobile devices get deleted by 80.3% of users. If the emails are not mobile optimized, 3 out of 10 users unsubscribe from the list. You should also make sure to do the same to your landing page.

Studies show 55% of emails get opened on a mobile device. Furthermore, consider this when you're crafting a subject line. While it may look good on your computer, it may look different on a smaller screen. To learn more about how to build an email list properly, you can visit our blog post about that.

4. CREATING AN EMAIL MARKETING CAMPAIGN

A successful email campaign requires a more delicate approach to increase your conversions and grow your business. Here, some tips about creating a successful one are explained;

Header

Body

Footer





”

"Explore the essence of email marketing prowess: where connections thrive, content captivates, and success awaits."

”



Email Header

The header should describe everything to your audience because they see it before opening your email. Yes, the header contains the least amount of content, but it is the most important because it's what email receivers will use to decide whether they open your email or not.

Email From (Sender) Name:

People tend to open emails when they come from a personalized account. Instead of using your company name, send from a recognizable name linking the actual sender.

Email Subject Line: Your subject line needs to be attention-grabbing. It should be short, personal, and action-oriented. You should never use spammy words in your subject line.

Email Preheader: A preheader is the short preview of an email. You can include a call-to-action to this blank. However, remember that different mobile devices and email providers allow different character limits for preheaders.

Email Body



You were able to convince your subscribers to open your email. The next challenge is to induce them that you are saying something important, valuable, and exciting to prompt an action.

Do not talk to your subscribers; start a conversation with them. Make them feel special, show authenticity, touch their pain points.

People allocate very little time reading emails. Your text should be kept short, clear, simple, and direct.

You should never send text-only or image-only emails.

Including visuals that reflect your creativity may help you to grab the attention of the recipient.

If the email seems too long, it creates a bias for its readability, and it leads attention to losing relatively.

Add your company logo right at the top of your email and make it directly leading to your website.

Use calls-to-action in your emails several times. It will increase your click-through rate and provide convenience for your readers to reach your website.

Email Footer

Finally, your subscriber viewed your email, and it is time to see your signature. This is where you will thank your reader for her time and invite her to engage you in other channels.



Contact Information: Include the physical address of your company and telephone number of customer relationships department to show your reachability. By this way, you also comply with federal anti-spamming laws.

Social Media Accounts Links: Add buttons that direct your subscriber to your social media accounts like Twitter, Facebook, Pinterest, Instagram, and YouTube.

Unsubscribe Links: Don't forget to create an unsubscribe link at the end of your email to write off subscribers who don't want to hear from you.

"Dive into the essence of email marketing mastery – where connections flourish, content captivates, and digital landscapes become your playground. Elevate your brand, convert leads, and embark on a journey of limitless possibilities with assurance and finesse."

5. EMAIL MARKETING STRATEGIES

1. Email Marketing Strategies for Spam Risk Elimination

Your email marketing efforts go down the drain if your emails are not able to reach the targeted inbox of a subscriber.

ISPs continually control a bunch of email addresses to see their open rates, inbox placement rates, bounce rates, and other related scores to provide a service of flagging some emails as spam.

There are some reasons why your emails can be flagged as spam;

- The email may fail to pass spam filters.
- You may have a low sender score.
- The IP address may not be reputable.
- Domain authentication records may be low.
- Domain reputation may be harmed due to high complaint rates.
- You may not get the permission from your subscribers to email them.
- You may not set an email sending frequency based on your customer preferences.
- Open rates may be below the expected.
- The email list may not be fresh.
- Emails may not contain an unsubscribe link (opt-out).





- Check your authentication records with some tools such as GlockApps. Authentication is essential for securing your brand and building a good reputation.
- Increase your domain reputation by decreasing your complaint rates.
- Use double opt-in to obtain the permission of your customers for sending them emails.
- Use engaging language in your content, pick the right time to send your messages, keep your email list fresh, and segment your email list if you want to increase your open rate.
- Pay email cleaning service providers to keep your list fresh.
- Offer an opt-out opportunity to every single email that you send.

They seem too complicated and hard to overcome, right? So, how to protect your emails going to spam folder instead of inbox folder? You can;

- Use email marketing tools that have their algorithms to detect spam filter problems.
- Measure your sender score by using some tools like Sender Score. If it is below 90 out of 100, you try to increase your score as needed.
- Maintain consistent volume levels for your emails to protect your IP reputation. You also need to check your emails with some tools like Mail-Tester to see if they look spammy.



- Provide accurate sender information, correct physical postal address, avoid using spammy words in both your subject line and message.
- Use Grammarly to see if you have made any typo, spelling, and grammatical mistakes in your email. Make sure that your HTML code is clean and straightforward and that your email is mobile-friendly.

To have a deeper understanding of the subject, you should visit our blog called "Why Emails Go to Spam Instead of Inbox & What to Do They Don't Anymore". Enjoy!

2. Email Marketing Strategies for Customer Retention

Nobody wants to lose a valuable customer that has obtained with a great effort! You have sweated over your email marketing campaign, so don't forget your existing customers.

I try to give you some pieces of advice on keeping your subscriber in your list and even making them more loyal fans of you.

- You may introduce an advocacy program which will give your customers to contribute your email campaign in return of fabulous rewards. This program must have an expiration date and carry an inactivity opportunity.
- After the first purchase of a customer, you can offer either a thank you gift or a customized coupon. Be careful that your business can afford this bonus, it fits with business objectives, and it has an expiration date like the upcoming month or year.
- You should offer educational content in your email, which answers questions from customers or concerns they may have like "How to use your product?" Your goal here is to encourage them to take action.

"Explore the essence of email marketing prowess: where connections thrive, content captivates, and success awaits. Elevate your brand, convert leads, and step into a realm of limitless possibilities with unwavering finesse."





- You can send e-gift cards to your most valuable customers on holidays. You also include holiday greeting content. This creates a feeling of happiness, friendship, loyalty, and specialty, which all leads to an increase in engagement with your email campaigns.
- You may send birthday messages that contain the name of your subscriber. Also, generate a sharable content and include call-to-action enabling her to share on social media.

- Data coming directly from your customer is so valuable. Therefore, send feedback emails to those who purchased from you recently and send request surveys to your subscribers to see their advice on what you can do to make your company better.
- Friendly reminder emails generate trust between you and your customer, which increases customer engagement relatively. Emails about reward points from advocacy program, promotional code that is about to expire, and the upcoming customer summit can be given as examples.



3. Email Marketing Strategies for Win-Back

It is 4-6 times (depending on the industry) cheaper to keep a customer than to acquire a new one because establishing a relationship and a moderate level of trust costs less than convincing somebody to make a purchase for second (or more) time.

Win-back is an email marketing strategy that aims to reactivate a customer who hasn't made a purchase for a long time. So, how to create win-back email campaigns?

- Demonstrate the value of your brand and your products to remind them why they loved you in the first place.
- Send a series of win-back emails with different approaches to see, which attracts the attention of your inactive subscriber.



- Customize your email by adding their name and by generating an approach based on their purchase history.
- Provide options like how frequently they want to hear from you, whether they wish to update their interests and if they want to unsubscribe from your list.
- Present irresistible offers. You can look at their purchase history data to determine their interests. Ask for re-permission to ancient emails.

To have a more profound knowledge of win-back campaigns, you can click and visit our blog post!

6. EMAIL MARKETING CATEGORIES



Newsletter

A newsletter is a regularly distributed email campaign that is generally about one main topic of interest. This fits perfectly if your goal is to keep in touch with your existing customers.

Marketers using the method of the newsletter have usually aimed;

- "We will have everything our customers care about, all in one place."
- "Our newsletters will be so different that people will actually look forward to getting our newsletter."
- "Since we're only sending it once a month, it will be a breeze to put together."



Event Invitation

Event invitation emails are designed to increase awareness about your event and to encourage your subscribers to attend. Events lead to an increase in communication with your audience, so arrange some creative activities!

Email Marketing Offer

A marketing offer is any campaign that you send to drive direct response from a customer. It needs to include a call-to-action button. An email about the latest stock, discount or special promotion may be given an instance to a marketing offer.

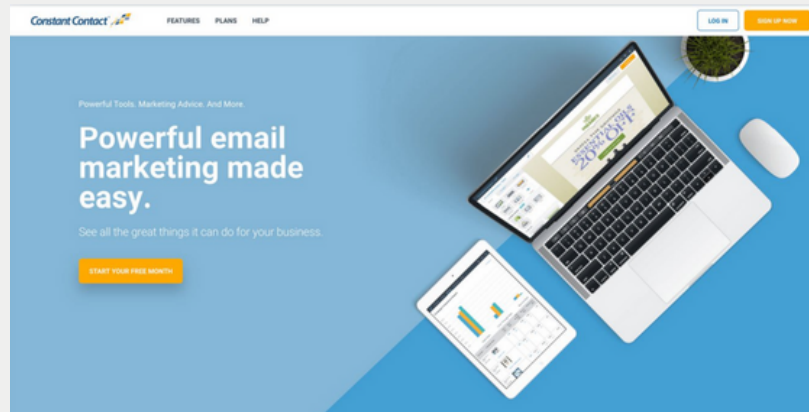
Announcements

Announcement emails are used when launching or updating a new product, a feature, or a service. This is a great category to choose if your email marketing goal is to keep your audiences engaged.

"Unleash the power of email marketing: forge connections, craft compelling content, and navigate the digital landscape with finesse. Elevate your brand, convert leads, and embark on a journey of boundless possibilities."

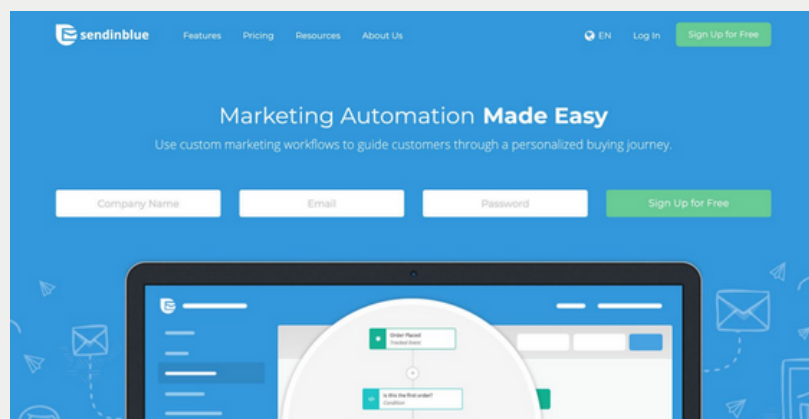
7. EMAIL MARKETING SERVICE PROVIDERS

1. Constant Contact



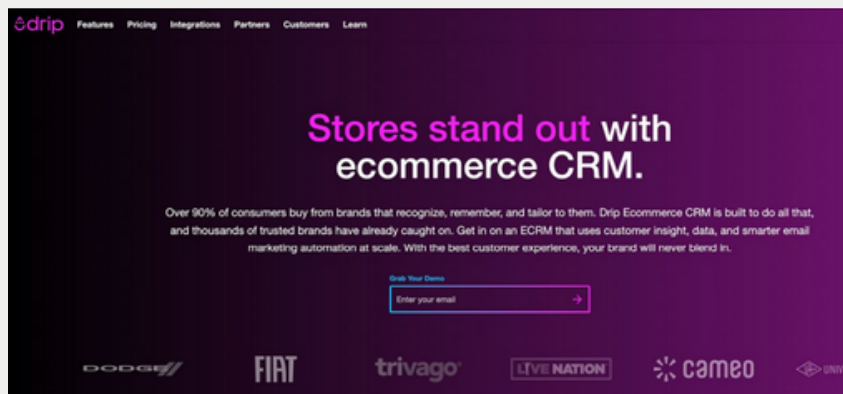
Constant Contact is the most popular email marketing service for _small businesses_. It has customizable email templates and offers high-quality support.

2. Sendinblue



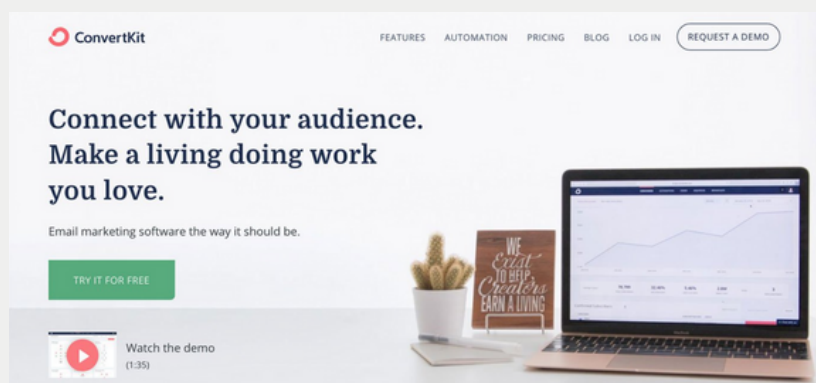
SendinBlue is an email and SMS marketing software that you can begin to creating marketing campaigns without strong knowledge.

3. Drip



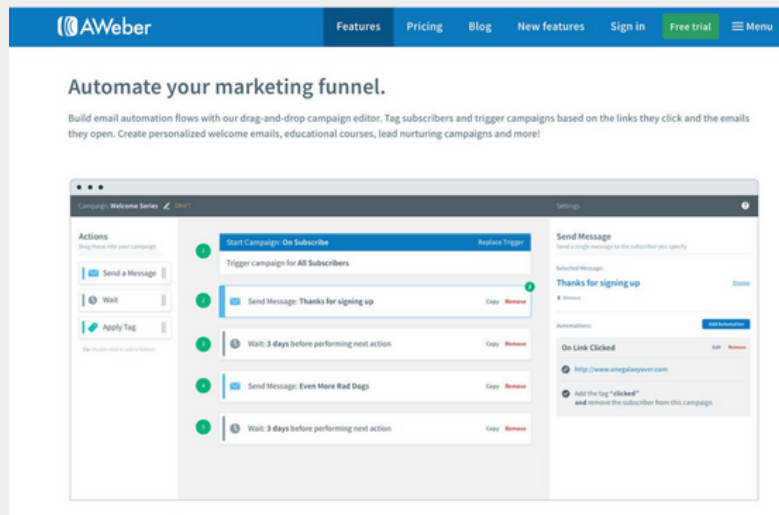
Drip is the perfect solution for you if you're an e-commerce merchant who wants to send emails at the right time by understanding their purchase intent and behavior. You can customize your messages based on actions like cart abandonment, first-time users, returning website visitors, people who clicked a link on your site, and so on.

4. Convert Kit



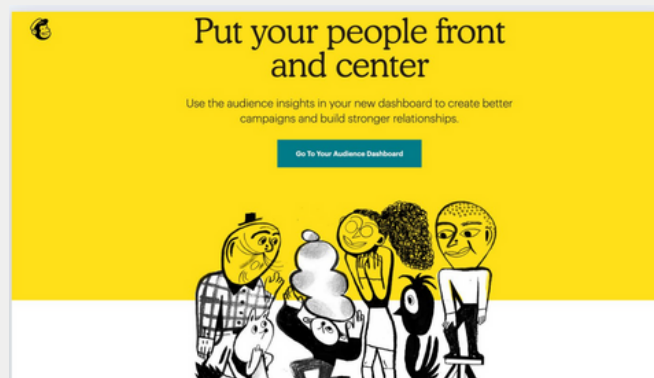
ConvertKit is the best email marketing tool for bloggers and publishers. With ConvertKit, you can create attractive forms and send custom-tailored emails to individual subscribers.

5. AWeber



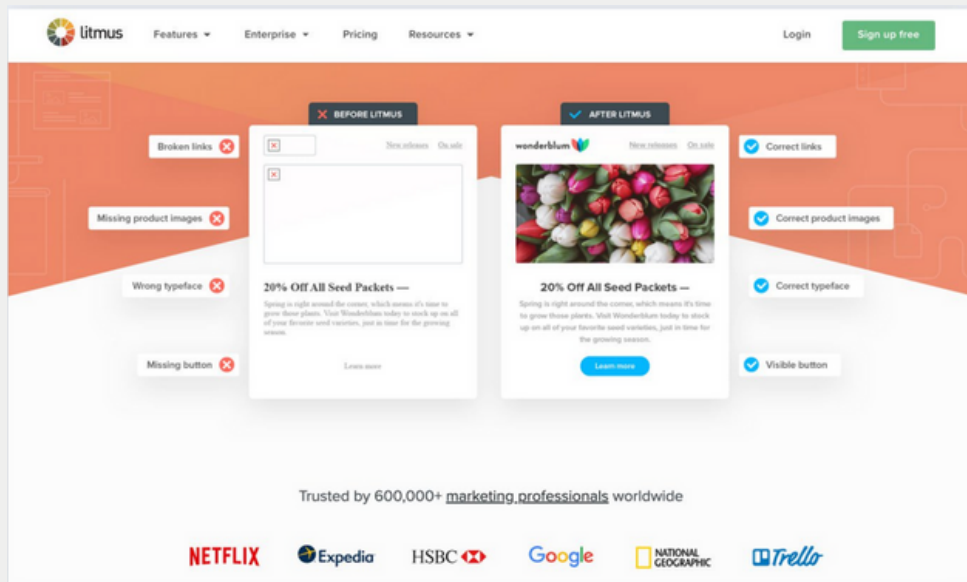
AWeber is one of the most popular lead generation services for small businesses. You can design email newsletters with the drag and drop builder, automate email sequences, and create mobile-responsive sign-up forms that function well on any device.

6. Mail Chimp



MailChimp's features are robust and affordable for marketers of all sizes, whether you're a blogger, local business, or a company with off-the-charts growth.

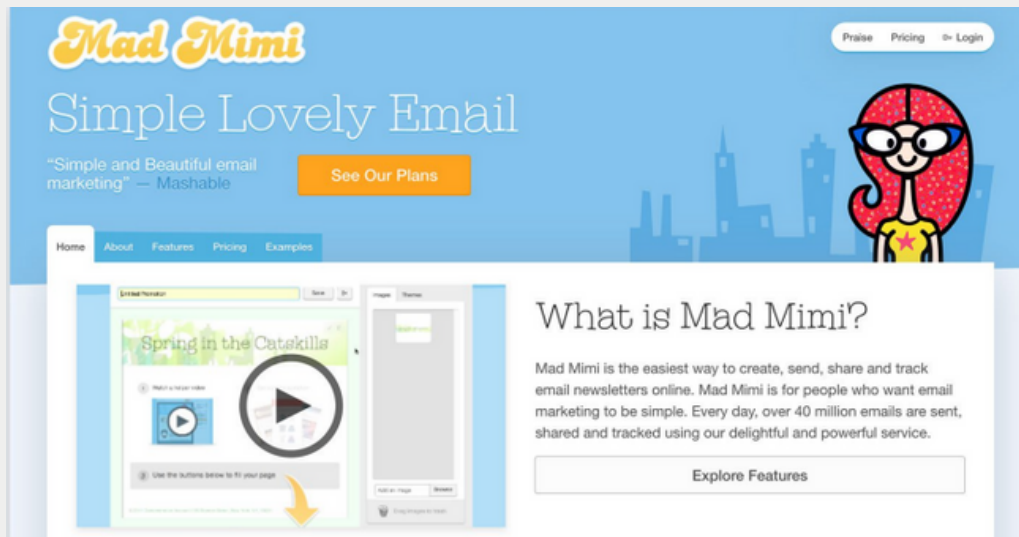
7. Litmus



Litmus enables you to;

- Build and preview your emails in real-time either by using templates or designing by yourself.
- Make sure your email looks great on both mobile and computer.
- Get a guided check of elements that may affect your email performance like broken links and load time.
- Have a spam test and get actionable advice to fix your email.
- Improve segmentation and targeting strategies with email analytics.
- Get the protection of your sensitive data without carrying any risk.

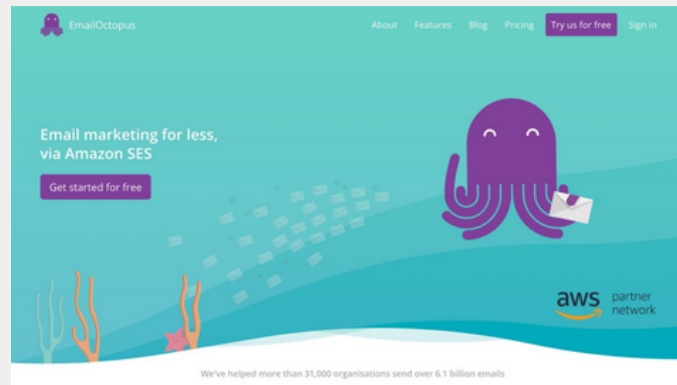
8. Mad Mimi



Mad Mimi is a tool that helps you to create, send, share, and track email newsletters online. It makes email marketing as simple as possible by the help of a straightforward WYSIWYG editor.

- To customize your emails, you can choose and add links from 39 social networking buttons like share, like, pin and _retweet. _It also offers services such as;
- Creating mobile-friendly email.
- Copying or adjusting your previous campaigns using the clone tool.
- Having detailed reports to see how many of your emails were opened, the number of embedded links, how many shares you had on social media and the number of user clicks.
- Integration with Google Analytics to track in-depth statistics and click.

9. Email Octopus

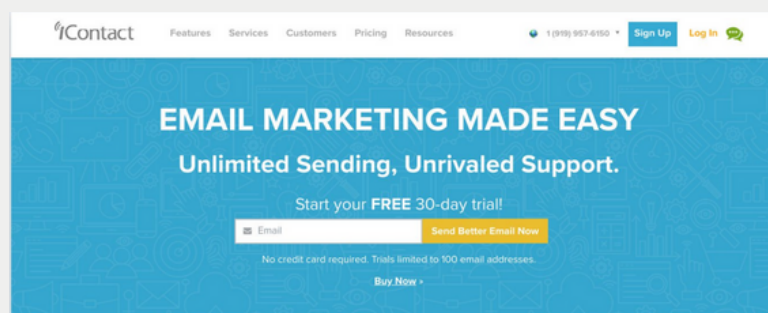


Email Octopus is a tool that helps you manage your email marketing campaigns with the help of Amazon SES.

You can send email newsletters and drip emails, create and customize HTML email templates. You can also have designed templates, analyze and optimize campaigns, and automate your email sending workflow.

If you would like to learn more about Amazon SES Email Marketing, you may read our blog post!

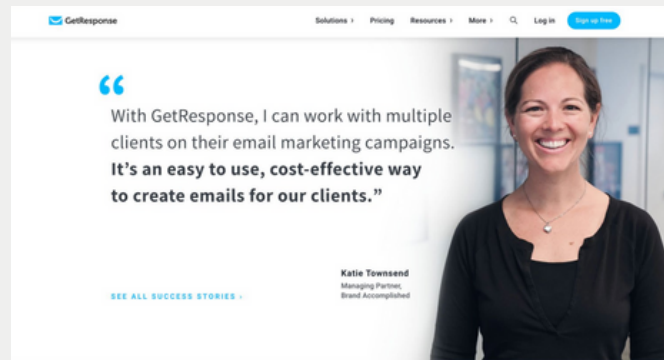
10. iContact



iContact offers intuitive and straightforward packages which cover;

- HTML coding options and different pre-designed marketing templates.
- Easy-to-navigate interface.
- Tabs at the top half of the screen letting you create and measure your email campaigns.
- Sign-up form options for your website.
- Importing a list of subscribers from a CSV or Excel file.
- Segmenting your email list.
- Integration of social media-friendly features.
- Automation of email sending workflow

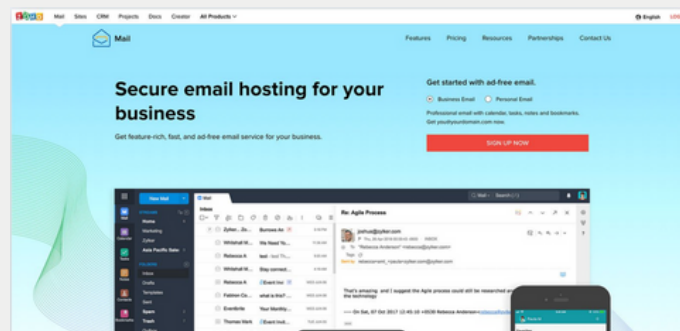
11. Get Response



Get Response is a tool helping you to create professional-level marketing campaigns with an effectively maintained email contacts list. It offers packages containing the services of;

- Segmentation of email list.
- Importing existing subscribers from other files.
- Conducting searches about your contact list.
- Tracking your open rate, complaint rate, number of unsubscribes, click rate of links.
- Displaying email marketing campaign results and survey outcomes in the form of pie charts and bar graphs.
- Live and chat support in the form of FAQs, webinars, PDFs, video tutorials, a glossary and learning center articles.

12. Zoho Mail



Zoho Mail is a tool to create your email marketing campaigns. The process is divided into three sections:

Necessary Details: campaign name, email details:

- Content
- Audience
- You may use a WYSIWYG editor used for HTML content in the second step. Then, you can add images, drop items, format text in your email.

8. MEASURE THE EFFECTIVENESS OF YOUR EMAIL MARKETING CAMPAIGNS



You need to track the success of your email marketing efforts, because

You cannot improve something that you did not measure.

Email marketing tools like Campaign Monitor show your email campaign results correctly. There are six crucial email marketing metrics that you need to be calculating on a regular basis (weekly or monthly):

1. Open Rate

Open rate is the percentage of recipients who opened your email. This is one of the fundamental metrics to measure because your email efforts go down the drain if your subscribers are not opening and reading them. You need to track your open rate on a weekly basis.



2. Click-Through Rate

Click-through rate is the percentage of recipients who clicked on a link in your email. Because your primary goal in an email marketing campaign is to make your audience engaged, it is a fundamental metric to measure. You need to measure your click-through rate on a weekly basis.

There are three significant factors that influence your click-through rate;

- Anchor text on the link
 - The link's location in your email
 - Number of times the link is included
- Click-Through Rate Calculation: $\frac{\text{total Number of Clicks}}{\text{Number of Emails Delivered}}$

Four major factors are affecting your email open rate;

Sender's name
Email subject line
Offer
Intro Paragraph
Open Rate Calculation: $\frac{\text{Total Opens}}{(\text{Emails Sent} - \text{Bounced Emails})}$, or
 $\frac{\text{Total Opens}}{\text{Emails Delivered}}$

You can increase your email open rate by using tips given below;

- Keep your list fresh,
- Segment your audiences,
- Avoid being flagged as spam,
- Customize your emails,
- Send mobile-friendly messages,
- Write great content and an attention-grabbing subject line.



You can increase your click-through rate by following the advice given below;

- Make your email simple and easy to skim.
- Motivate your readers (encourage them to take action, set due dates).
- Include the same link more than once in an email.
- Announce something exciting.
- Use call-to-action buttons additionally.

3. Unsubscribe Rate

Unsubscribe rate is the percentage of recipients who have clicked on the “unsubscribe” link inside your email. You need to measure the unsubscribe rate on a weekly basis.

Three major factors influence your unsubscribe rate;

- Sender's name Misleading subject lines.
- Email sending frequency
- Unsubscribe Rate Calculation:
total Number of Unsubscribes/Number of Emails Delivered



You can decrease your unsubscribe rate by doing things given below;

- Use double opt-in, Segment your audiences.
- Create unique and useful content,
- Write catchy subject lines.
- Customize your emails.
- Be careful with your email sending frequency.
- Send mobile-friendly emails.

4. Complaint Rate

Complaint rate is the percentage of recipients who flagged your email as spam. You need to measure your complaint rate on a weekly basis.

There are five main reasons why your complaint rate may be high;

- Purchased email lists.
- Not including an unsubscribe link.
- Irrelevant content, Incorrect email addresses.
- Email sending frequency.
- Complaint Rate Calculation: $\text{total Number of Complaints} / \text{Number of Emails Delivered}$.

You can decrease your complaint rate by following tips given below;

- Create a win-back campaign
- Regularly remove inactive users from your list
- Set expectations in your customers' mind
- Maintain consistency
- Make it easy to unsubscribe
- Use double opt-in

"Delve into the heart of email marketing mastery – a realm where connections flourish, content captivates, and digital landscapes are your canvas. Elevate your brand, convert leads, and step confidently into a world of endless possibilities."



5. Conversion Rate

Conversion rate is the percentage of recipients who completed your willed action (e.g., buying a product). The more your conversion rate is, the better. You need to measure your conversion rate on a monthly basis.



Conversion Rate Calculation: $(\text{Number of Conversions} / \text{Number of Delivered Emails}) \times 100$.

You can raise your conversion rate by using three strategies given below;

- Measure where you are in conversion actions
- Form an idea about what you need to test, why, and what improvement will need
- Make the necessary changes and see if it is working

6. Bounce Rate

Bounce rate is the percentage of emails sent which weren't successfully delivered to the targeted inbox. You need to measure your bounce rate on a monthly basis.

Four possible factors are affecting your bounce rate;

- You may send emails to inconsistent email addresses,
- Recipient mailbox may be overloaded, full or unavailable,
- ISPs may block your email due to spam issues,
- The subscriber can be on vacation with auto-reply.

Bounce Rate Calculation: $(\text{Number of Bounces} / \text{Number of Emails Sent}) \times 100$

You can decrease your bounce rate if you regularly clean your email list and remove inactive subscribers from your list. Email List Cleaning Services may help you to determine and take action about the issue



”

**Discover the core of
email marketing
finesse – where
connections thrive,
content captivates,
and success
unfolds. Elevate
your brand, convert
leads, and venture
into a realm of
boundless
opportunities with
confidence and flair**

”

Email Marketing Application Worksheet

This worksheet is designed to help you reflect on your email marketing practices and better understand the fundamentals of successful email marketing. As an email marketer, it's essential to stay up-to-date with the latest trends and best practices to reach your audience effectively. Simultaneously, the context of your specific situation will impact how you implement best practices.

This worksheet provides guiding questions to help you evaluate your email marketing strategy, apply principles taught in HubSpot Academy's Email Marketing Certification, and improve your overall performance. Let's get started!

1. What is the ultimate goal of your email and/or email marketing campaign?

2. Who is your target audience? What are their demographics, interests, and pain points?

3. How will you segment your audience based on their behavior, preferences, and interests?

4. How will you personalize your emails based on your audience's preferences and behavior?

5. What type(s) of content will you include in your emails to engage your audience?

6. What's your brand tone and voice? How will it be reflected in your emails?

7. What types of calls-to-action will you include in your emails to drive conversions?

8. How often will you send emails? When is the best time to send them?

9. How will you optimize your emails for mobile devices to ensure maximum reach and engagement?

10. Which metrics will you use to measure the success of your email campaigns?

Notes



Thank you!

Your support means the world to me, and I am genuinely thrilled that you've chosen to embark on this journey of enhancing your email marketing skills with my guide. I poured my heart and soul into creating a resource that not only provides valuable insights but also serves as a practical and comprehensive tool to help you succeed in the realm of email marketing.

