



Email marketing

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By the end the course
students will:

- Understand the role email has in your overall Digital Marketing Strategy
- Identify the most suitable Email Marketing platform and tools to run an Email Marketing Campaign
- Integrate Email Campaigns with other marketing activities
- Develop effective Email Campaigns
- Understand the legal requirements of Email Marketing



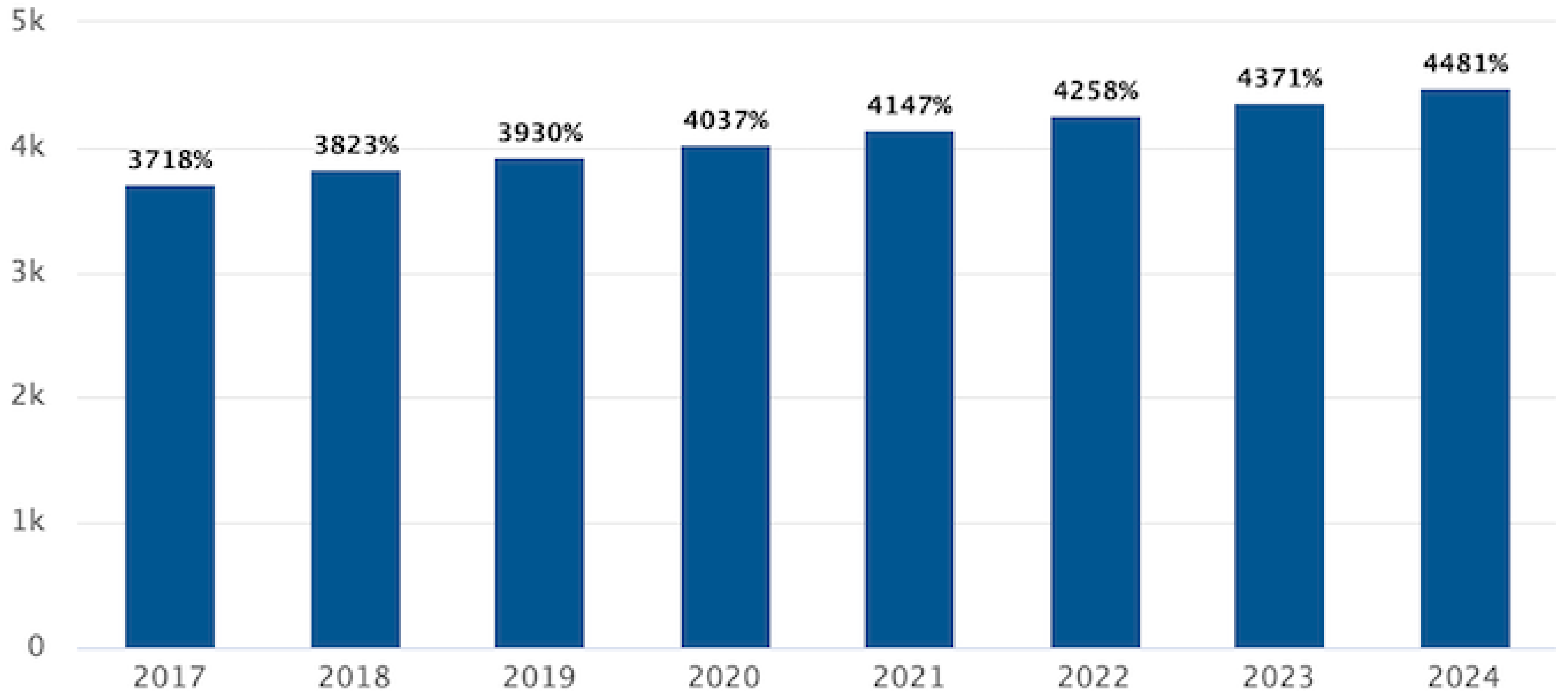


Introduction

4.1 BILLION EMAIL
USERS

Number of Email Users Worldwide from 2017 to 2024

(in millions)





What is
Email Marketing?

COMPOSE

Remember!

YOU'RE A GUEST IN THEIR INBOX

Inbox (16)

Starred

An effective email marketing campaign requires three essential elements

1

An Email List

2

EPS - Email Service Provider

3

Clearly Defined Goals



How Does It Work?

Advantages

- Email Is Permission-based
- Affords You Direct Access to Your Audience
- Gives You More Control
- More Personalization Capabilities
- Measurable
- Scalable



Disadvantages

- Tough Competition
- You Need an Email List
- Delivery and Deliverability Issues



EMAIL MARKETING STRATEGY

It is important to spend a good amount of time giving careful thought to **3 crucial areas**:



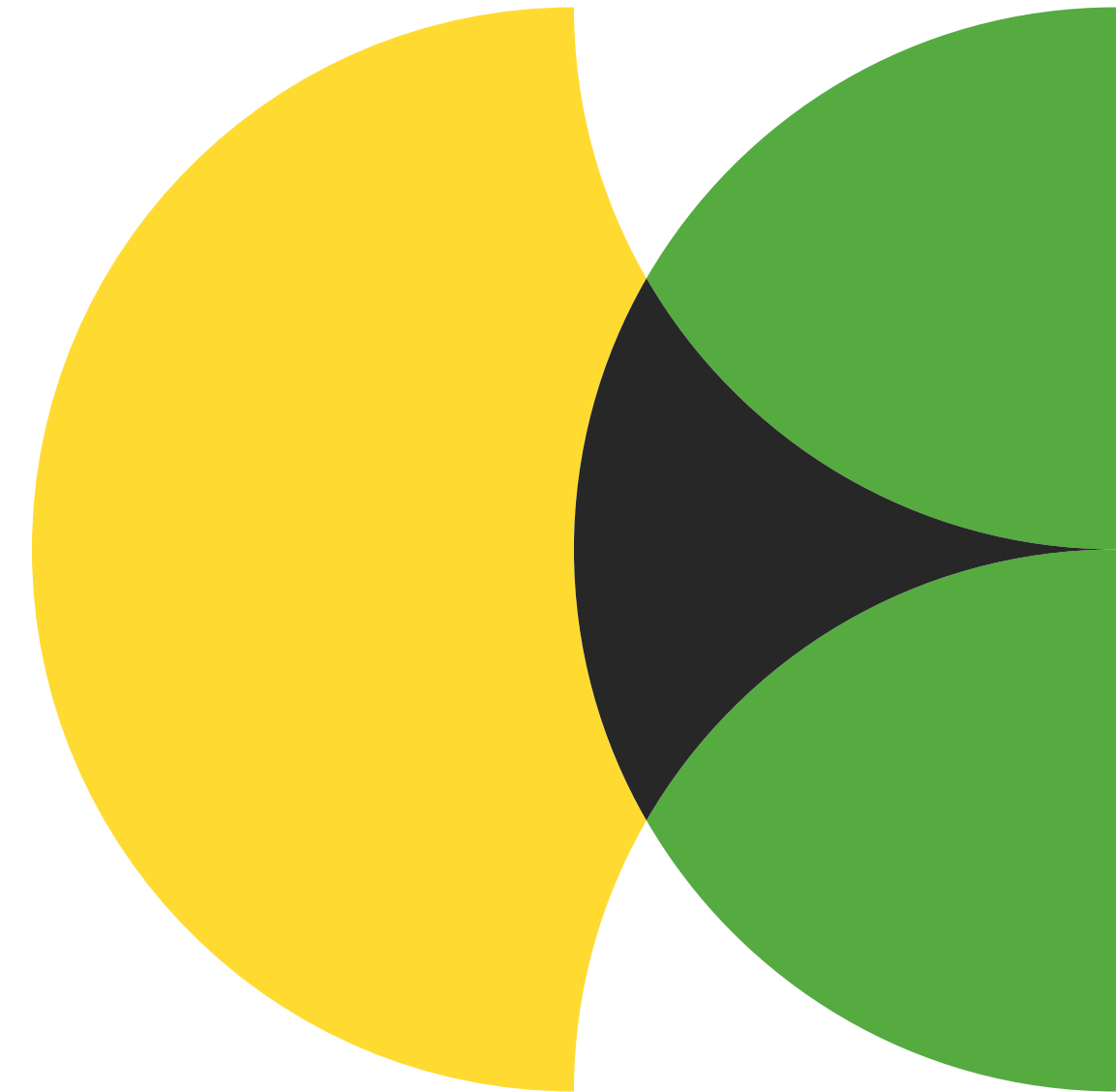
Your Audience



Your Goals



Your Email Content



Your Audience

age, gender, geographic location, and interests





Your Goals

Product sales

Service subscriptions or renewals

Phonecalls

Event or webinar attendance

Contact form submissions



Your **E**mail Content

- Treat your readers as VIP's
- Give it some oomph
- Address it to your reader
- Keep it short

Email marketing tools

IN-HOUSE

Pros

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

Cons

- Time
- Costly to hire marketing experts

OUTSOURCING

Pros

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

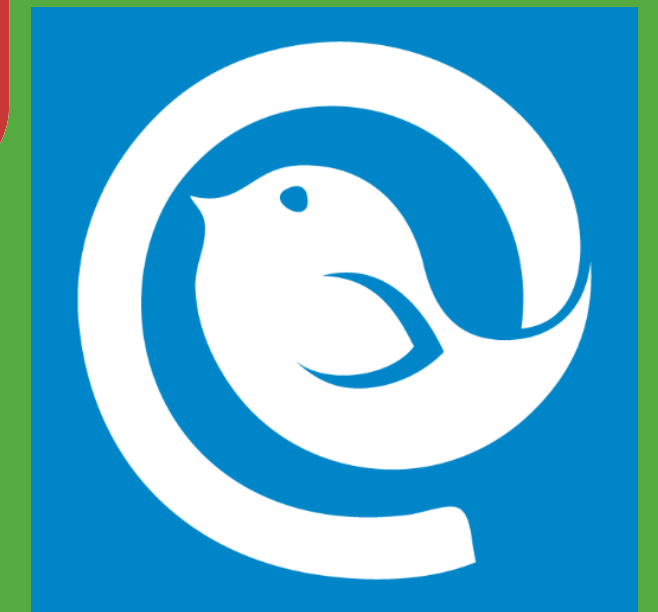
Cons

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



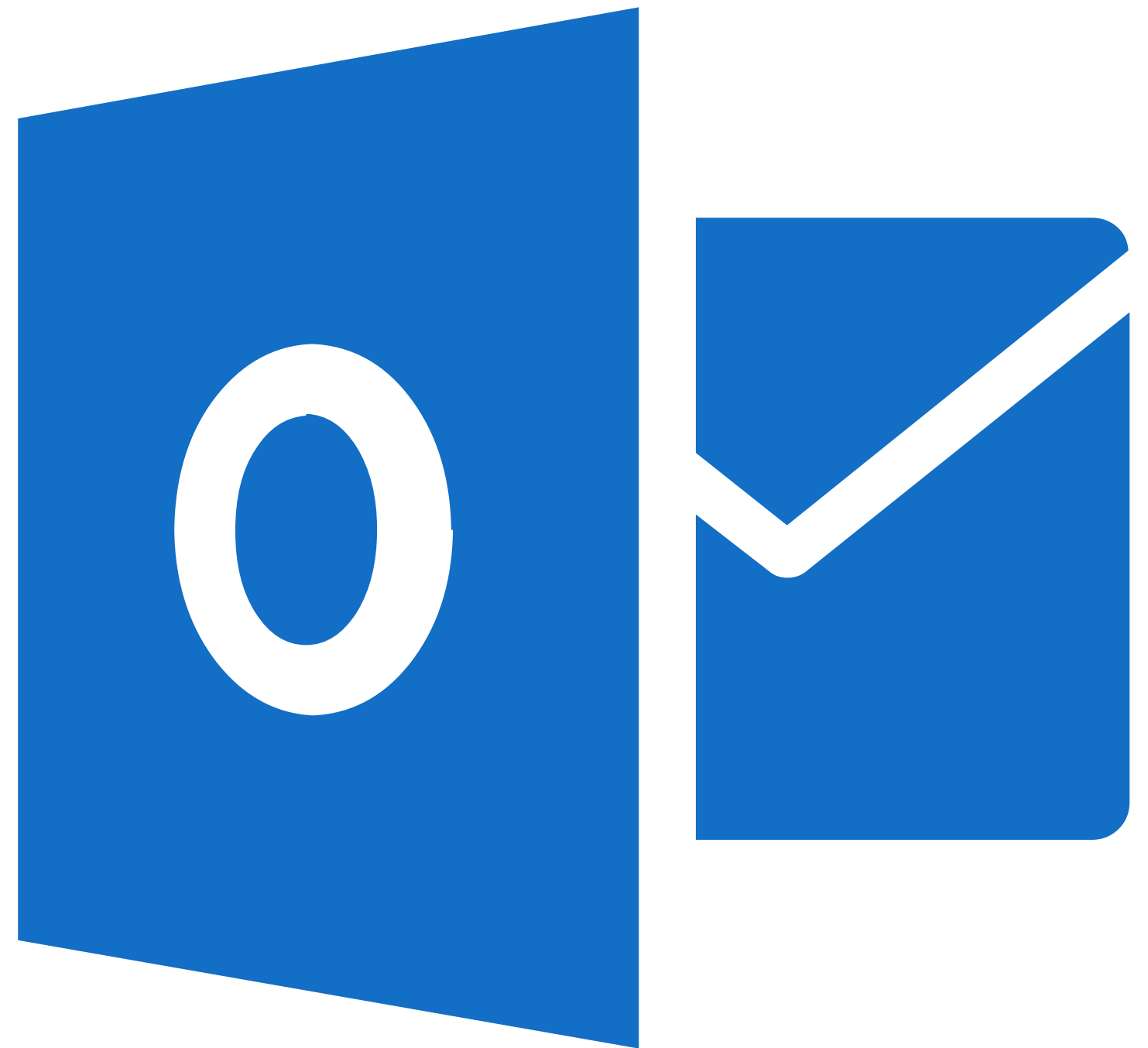
Email Clients & Key Features

Gmail, Microsoft Outlook, Hiri, eM Client, Mailbird



Microsoft Outlook

- Trusted by businesses worldwide
- The 'gold standard' of email clients
- Integrated with Microsoft Office



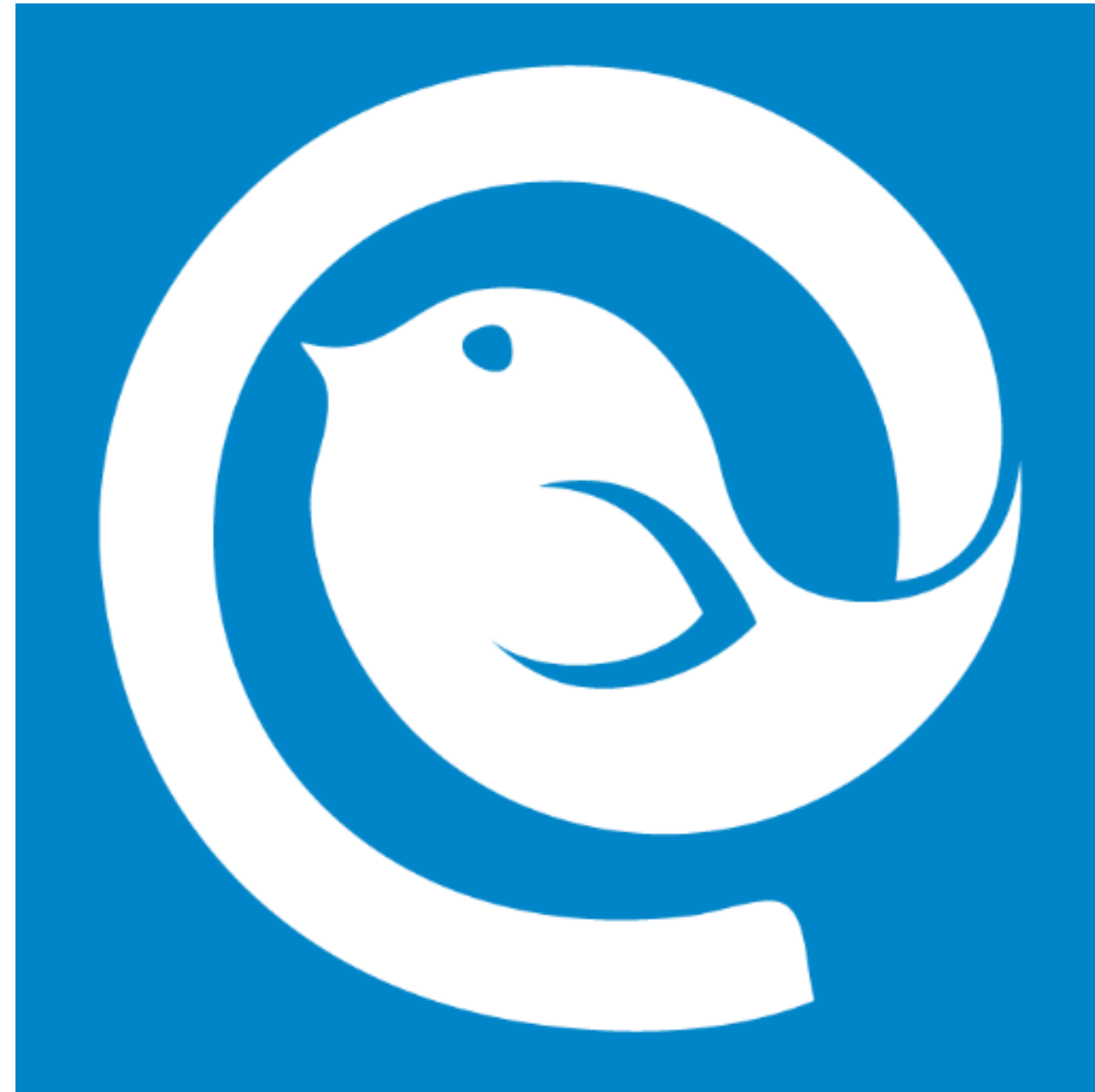
eM Client

- Supports chat
- Boasts encryption
- Modern interface
- For Windows and Mac



Mailbird

- Loads of built-in apps
- Affordable
- Customizable interface
- Lacks filters support



Hiri

- Great calendar and scheduling
- Smart productivity tools
- For Windows only



Gmail

- Streamlined interface
- Workspace option gives you lots of power
- Good spam filtering



The Anatomy of 5 Star Email

1. A Clear, Attention-Grabbing Email Subject Line
2. Actual Person as the Sender
3. Company Branding
4. Personalized Content
5. Appropriate Segment
6. Value Proposition and Context
7. Obvious, Focused Call-to-Action
8. Relevant Image
9. Social Sharing Buttons/Links
10. Secondary Call-to-Action
11. Link to Privacy Policy
12. Unsubscribe Link





A Clear, Attention-Grabbing Email Subject Line

- Address your readers concerns
- Personalize
- Use actionable language
- Be explicit
- Scan your subject lines for clarity
- Deploy Brevity
- Be consistent
- Avoid SPAM triggers



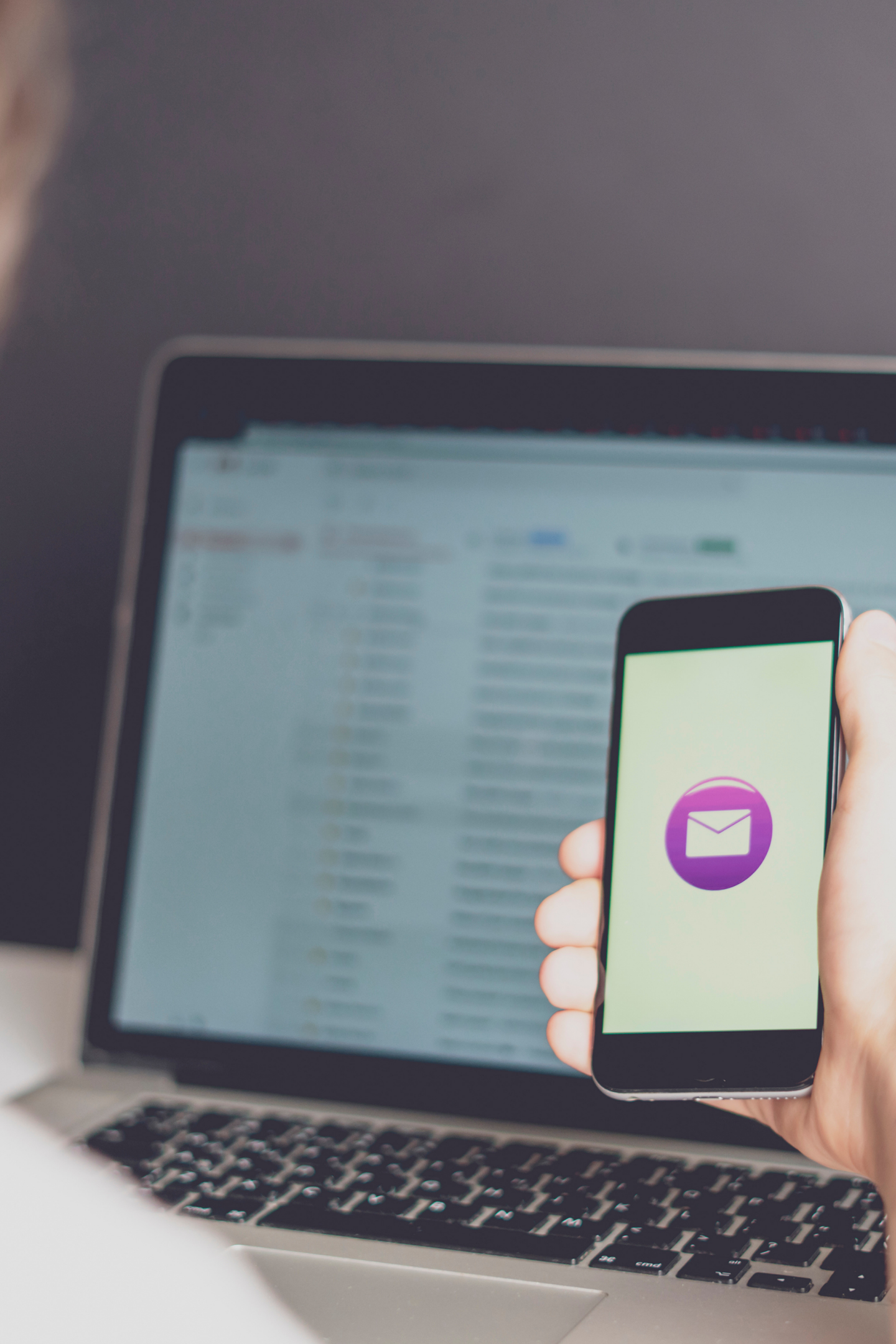
Actual Person as the Sender

The name you include in the “From” field of your email can have a huge impact on your overall open rates



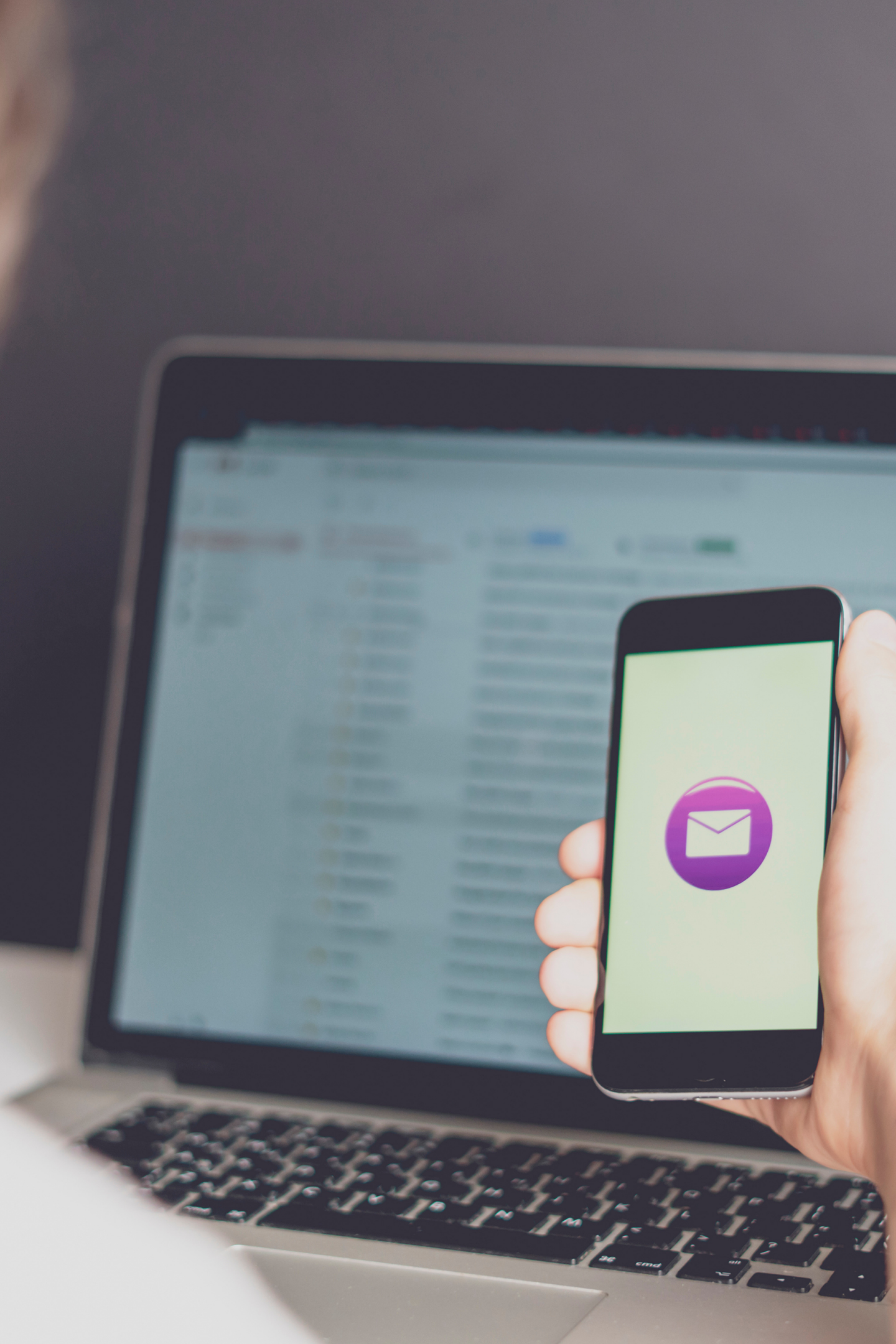
Company Branding

Make sure your email marketing templates echo your overall company brand.



Personalized Content

Developing personalized emails is a great way to gain a competitive advantage in your email marketing



Appropriate Segment

Demographic data

Personas

Purchase history

Lifecycle stage

Content engagement

Value Proposition and Context



Obvious, Focused CTA

Tell the reader specifically what action they must take to receive the offer

Create a sense of urgency using words

Tie the CTA to the offer itself

Avoid vague language



NOW | TODAY

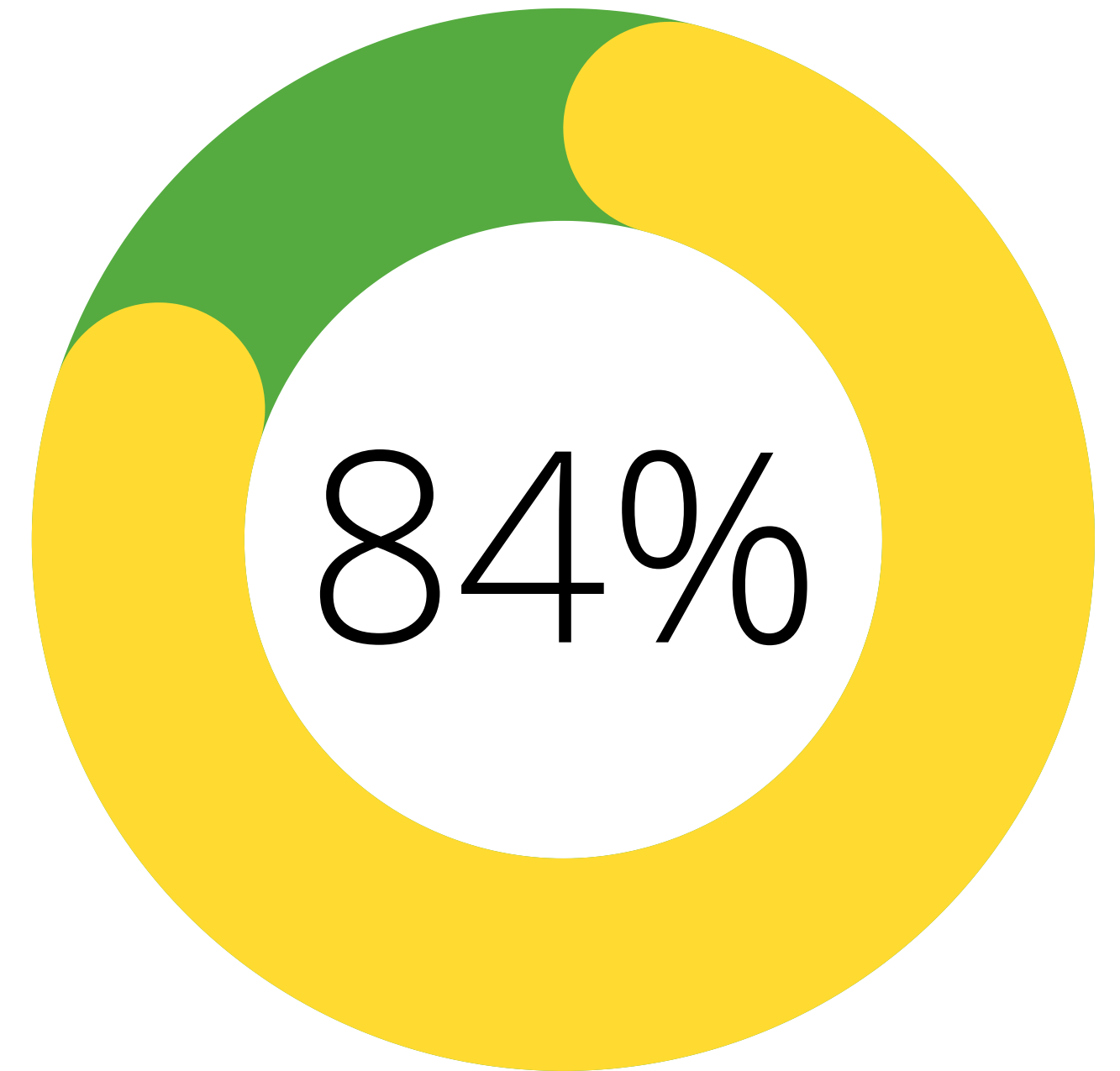


Relevant Image

65% of people prefer emails with
mostly images rather than text



Social Sharing Buttons/Links



84% of organizations integrate their email and social media strategies





Secondary Call-to-Action

Link to Privacy Policy



Unsubscribe
Link



References

<https://cdn2.hubspot.net/hub/53/file-71167512-pdf/Anatomy-of-a-Five-Star-Email-hubspot-updated.pdf>

neilpatel.com

sendinblue.com

snov.io

Thank you for your
attention

