

# Digital Marketing

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**Week 8:**

## **Email Marketing & Automation**

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Jakarta International University, Indonesia

# Learning Objectives

- Understand core concepts of email marketing and automation
- Identify types of email campaigns and automation workflows
- Plan and implement basic campaigns using popular tools
- Analyze and optimize campaigns using KPIs
- Apply ethical and legal considerations in Indonesia
- Integrate email with other digital channels

# **Introduction to Email Marketing**

# What is Email Marketing?

**Email marketing** is a form of **digital marketing communications** where the communication is usually **targeted** to an individual, groups of people, or market segments.



The primary objectives of email marketing strategies are:  
**building loyalty & customer relationship, trust and/or brand awareness.**

***(Babet, 2020)***

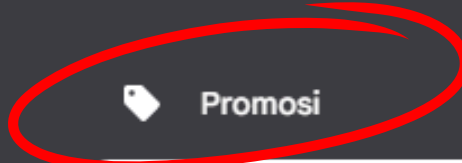
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Pilihan terbaik

- ☆ Gojek untuk Mitra U. 2 Perubahan data rekening bank pada SUMBAMissionTrip2025 telah berhasil! - Halo SUMBAMissionTrip2025, Terima kasih atas kepercayaan Anda dalam memilih Gojek untuk mengembangka... 14.56
- ☆ tiket.com Hey sobat tiket, sudah siap untuk perjalananmu? - Hai, Sobat tiket Nikmati liburanmu dengan banyak pilihan menginap & aktivitas seru dari tiket.com Hotel Istirahat dengan aman dan nyama... 14.31

Sisa promosi

- ☆ Grammarly Insights **Prepare to be impressed** - Your progress last week was off the charts. 04.58
- ☆ Gojek Brand Day x MCD 🍗 !! - GoFood Brand Day 🥳 GoFood Pesta Kuliner Hadir Lagi! 🥳 Liburan di rumah butuh yang gurih dan pas buat ramean? Ada 5pcs Ayam McD 🍗 cuma 61 ribu. Makan p... 12 Mei
- ☆ Korean Air (광고)[KOREAN AIR] Check out our MorningCalm magazine May 2025 edition - 본 메일은 발신 전용입니다. 문의사항은 자주 묻는 질문을 이용해 주시기 바랍니다. 메일을 더 이상 받지 않으시려면 [수신... 12 Mei
- ☆ Grab Indonesia Tarif hemat, mood on fire! - Perjalanan ke mana aja gak nguras dompet. Pesan sekarang! 12 Mei
- ☆ Jacob from Brainway ooh, did you get it? - 60% OFF ends today 11 Mei
- ☆ TikTok for Business Bersponsor • **Share your business on TikTok** - Advertise on TikTok and take your business to the next level ⋮
- ☆ INFORMA Rewards **Long Weekend Dimulai! Saatnya Nikmati Diskon Spesial 🎉** - Diskon & Cashback hingga 55%! Weekend semakin bahagia dengan belanja di INFORMA 🥳 10 Mei
- ☆ Siloam Hospitals Pendampingan Pasca Rawat Inap 😊 - Pendampingan perawat mulai 5jt Pendampingan Pasca Rawat Inap Book Now Hi Sahabat Siloam, Ingin pemulihan lebih optimal setelah rawat inap atau... 10 Mei
- ☆ Traveloka Oopss, selain Bali.. ini rekomendasi destinasi yang pas buat Long Weekend ini! - Salam Hangat, Traveloka newsletter@your.traveloka.com 0804-150... 🔗 Cus serbu promonya di Traveloka! **Berakhir hari ini**
- ☆ INFORMA Rewards 🔥 **#pastiketemu TerMurah & TerUntung! + Ekstra Diskon hingga 20%** - Harga Termurah plus Ekstra Diskon hingga 20%\* untuk produk pilihan. 9 Mei
- ☆ blu by BCA Digital 📣 **Jadwal Layanan blu Selama Libur Hari Raya Waisak 2569 BE & Cuti Bersama 12-13 Mei 2025** - Informasi selengkapnya di sini 9 Mei
- ☆ Aditya from Chope J. Pizza 4P's, About Us Brasserie, WAKI Signature... - and more new restaurants to book on Chope this May. 9 Mei
- ☆ tiket.com 📣 **Tiket Travel Sale DIMULAI! Diskon s.d. 50% + Instant cashback s.d. Rp610Rb** - Serbu promonya dan dapetin harga termurah buat tiket liburanmu! 🎉 Follow Us Customer Services 08... 9 Mei
- ☆ Grab Indonesia 🎉 **Selamat kamu bisa aktifkan OVO | PayLater!** - Bebas order Grab, bayar akhir bulan + BONUS diskon hingga 70% 🍗🚗🛵🎁 Aktifkan sekarang! 9 Mei

# Why Email Marketing Still Matters

- **High ROI:** Delivers \$36-\$44 for every \$1 spent.
- **Personalization:** Segments and tailors content for higher engagement.
- **Supports Other Channels:** Drives traffic and engagement across digital platforms.
- **Direct Access:** Bypasses algorithms to customer inboxes for guaranteed reach.

# Why Email Marketing Still Matters

## In Indonesia:

- Indonesia has over 200 million internet users, with high mobile penetration.
- Email remains a trusted channel for business communication.
- Many Indonesian consumers use email for official communication and promotions.
- Brands like Grab and Tiket.com use email to engage customers effectively.

# Key Benefits of Email Marketing

- **Cost-effective:** Low cost compared to traditional marketing.
- **Measurable:** Track open rates, clicks, conversions easily.
- **Personalized:** Segment and target customers with relevant content.
- **Scalable:** Reach thousands or millions with automation.
- **Build relationships:** Keep customers engaged over time.

# Types of Email Campaigns

- **Newsletters:** Regular updates, company news, or educational content.
- **Promotional emails:** Discounts, sales, special offers.
- **Transactional emails:** Order confirmations, shipping info.
- **Onboarding emails:** Welcome series to new subscribers or customers.

# Email Marketing Automation Overview

- Automation means sending emails automatically based on triggers.
- Saves time and improves relevance.

## **Example:**

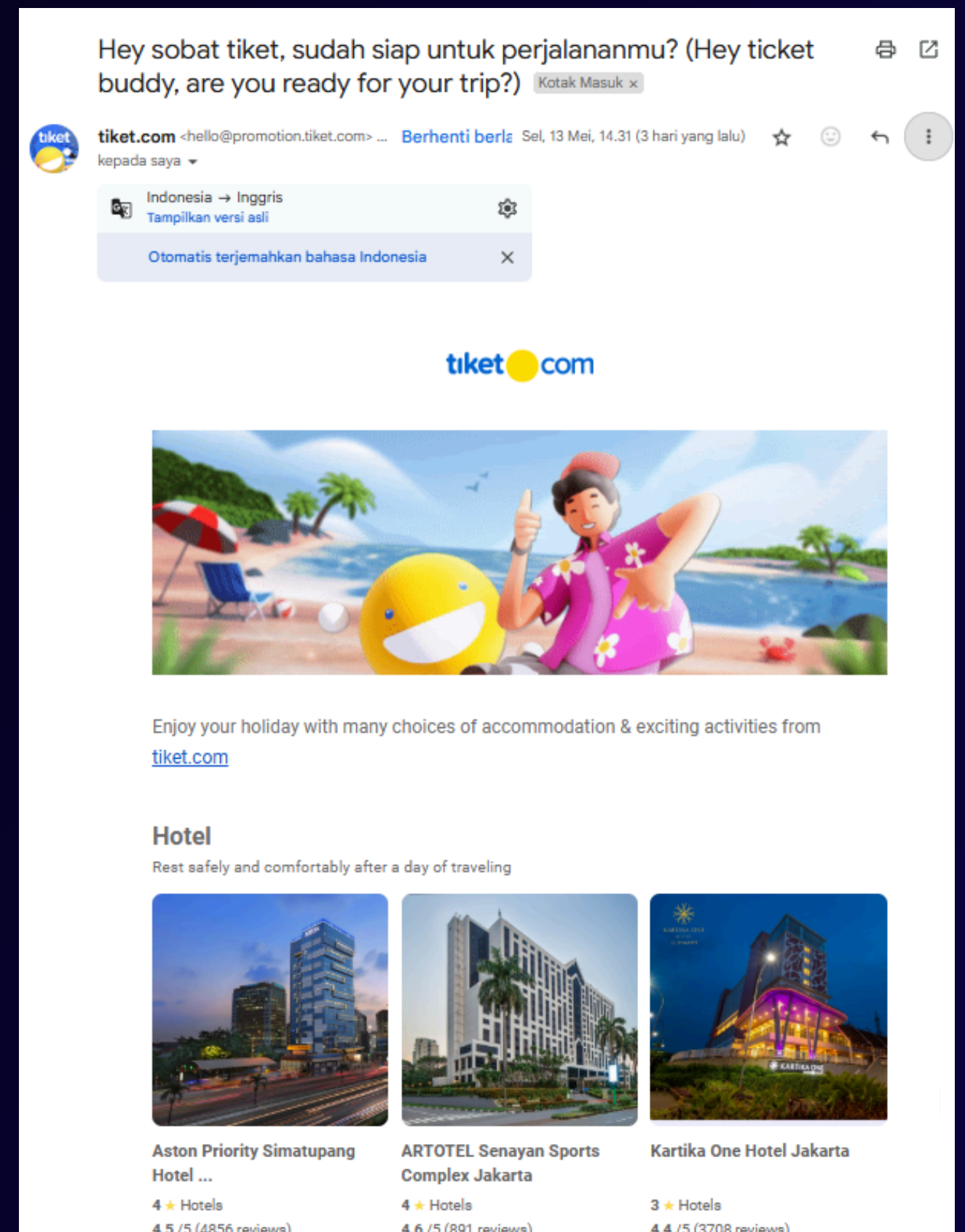
- Welcome email after sign-up.
- Abandoned cart reminder for online stores.
- Birthday or anniversary offers.

# How Email Automation Works

- Define triggers (e.g., user signs up, makes a purchase).
- Create workflows (series of emails sent automatically).

## Example:

- **Tiket.com:** After 3 days → Follow-up email with product recommendations.



# Building an Email List

- Collect emails ethically via:
  - Website sign-up forms.
  - Social media campaigns.
  - Events and offline channels.
- Always **get permission** (opt-in).
- Avoid buying email lists to prevent spam and legal issues.



# Segmentation in Email Marketing

- Dividing your list into smaller groups based on:
  - Demographics (age, gender, location).
  - Behavior (purchase history, website activity).
  - Preferences (language, interests).

## Example:

Segmenting Jakarta customers for a local promo.



# Personalization Strategies

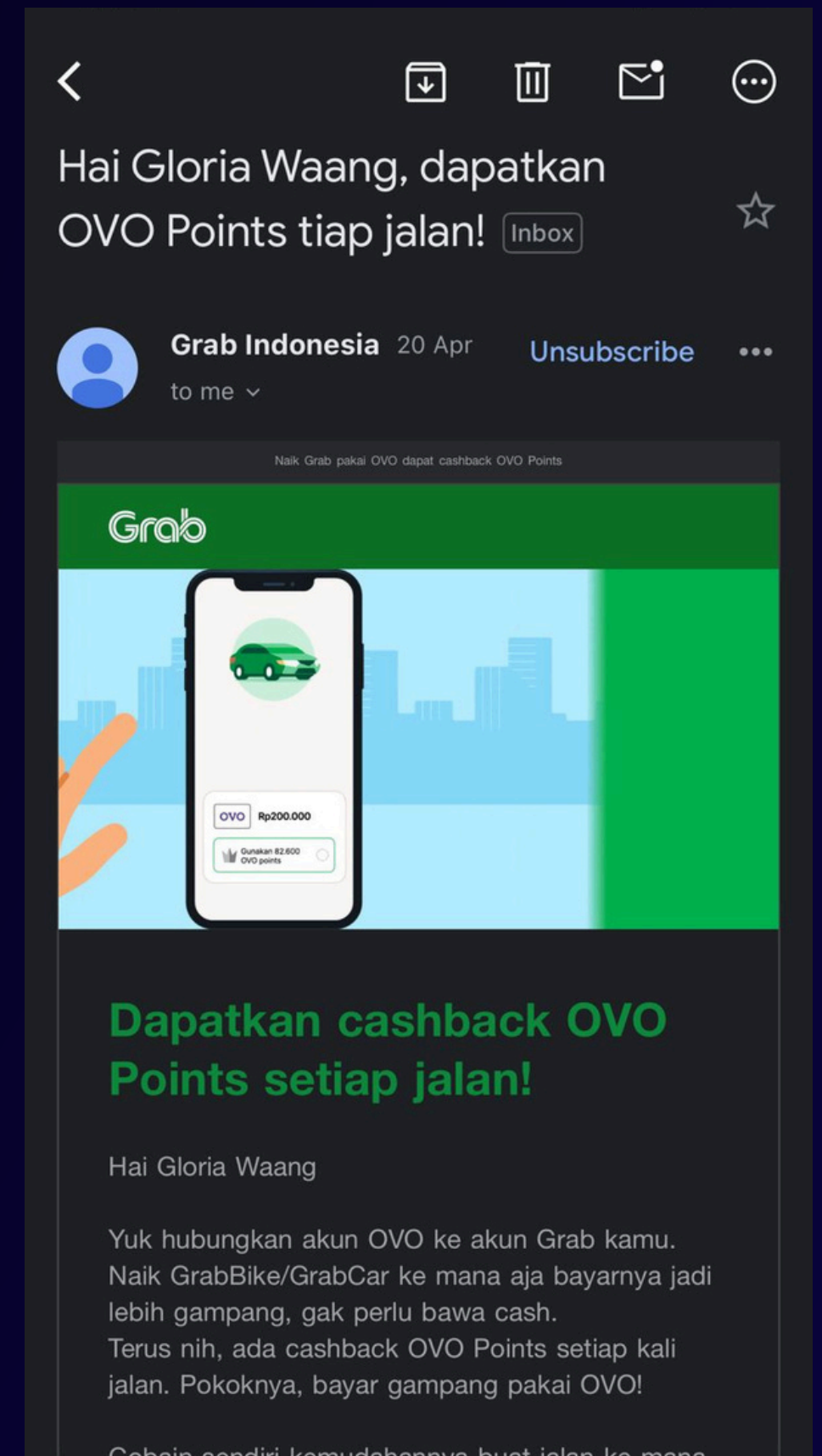
- Use subscriber's name in subject and email body.
- Tailor content based on past purchases or interests.
- Use Bahasa Indonesia or local dialects for better engagement.

## Example:

### Grab Indonesia

"Hai Gloria, cek promo khusus untuk kamu di Jakarta!"

"Hai Gloria, dapatkan OVO Points tiap jalan"



# Crafting Effective Email Content


- **Subject line:** Short, clear, and enticing. Avoid spammy words.
- **Personalization:** Use name, preferences
- **Body content:** Clear, concise, valuable – discounts, tips, or news.
- **Visuals:** Use images and local cultural references to connect and support the message
- **Call-to-Action (CTA):** What do you want them to do?

# Example:

Kamu gak kangen sama aku? Kotak Masuk x

Grab Indonesia <no-reply@grab.com> ... Berhenti berl... Kam, 8 Mei, 15.57 (8 hari yang lalu) ☆ ☺ ↶ ⋮  
kepada saya ▾

Nh diskon 50% buat kita kangen-kangen



**GrabFood**

Perhatian, Perhatian!  
Butuh Perhatian!  
Buat Kamu  
Jajan Lagi

Diskon **50%**  
Kode Promo **YUKGRAB**

**Diskon 50% Khusus untuk Kamu!**

Perhatian, perhatian! Butuh perhatian kamu untuk pesan GrabFood lagi. Diskon 50% khusus untukmu buat jajan snack, boba, mie, kopi, dan masih banyak lagi.


**Diskon 50%**

Syarat & Ketentuan:  
Periode promo GrabFood berlaku di 2025  
Promo dapat berbeda di tiap kota  
Periode promo dapat berbeda di setiap restoran  
Promo berlaku untuk pemesanan melalui fitur Pesanan Terjadwal / Schedule Order  
Promo tidak berlaku untuk pemesanan melalui fitur Ambil Sendiri / Self Pick-up

**YUKGRAB** **YUK JAJAN LAGI**

**Restoran Unggulan**

Berbagai macam pilihan tersedia untukmu!



Grab Indonesia

Panggilan untuk Gloria yang Lagi Cari Amunisi Dana Tunai Kotak Masuk x

Indodana Finance <hello@promotion.indodana.id> ... Bt Kam, 15 Mei, 11.10 (1 hari yang lalu) ☆ ☺ ↶ ⋮  
kepada saya ▾



**indodana**  
FINANCE

blibli • tiket  
paylater | Powered by indodana

Ajukan Dana Tunai Indodana Fintech di Aplikasi tiket.com

hingga **Rp 40 Jt\***

**24 Bulan**

**AMBIL SEKARANG**

\*Syarat dan Ketentuan Berlaku  
PT Artha Dana Teknologi berizin dan diawasi oleh Otoritas Jasa Keuangan

Kabar baik khusus buat kamu!

Sekarang kamu bisa dengan mudah ajukan **Dana Tunai Indodana Fintech** lewat aplikasi **tiket.com**.

Dapatkan **limit** yang besar hingga **Rp40 juta** dan tenor yang panjang **sampai 24 bulan**.

Tunggu apa lagi? Segera ajukan sekarang!

**AMBIL SEKARANG**

**JAGA Keamanan Akun Indodana Kamu dari Penyalahgunaan Data**

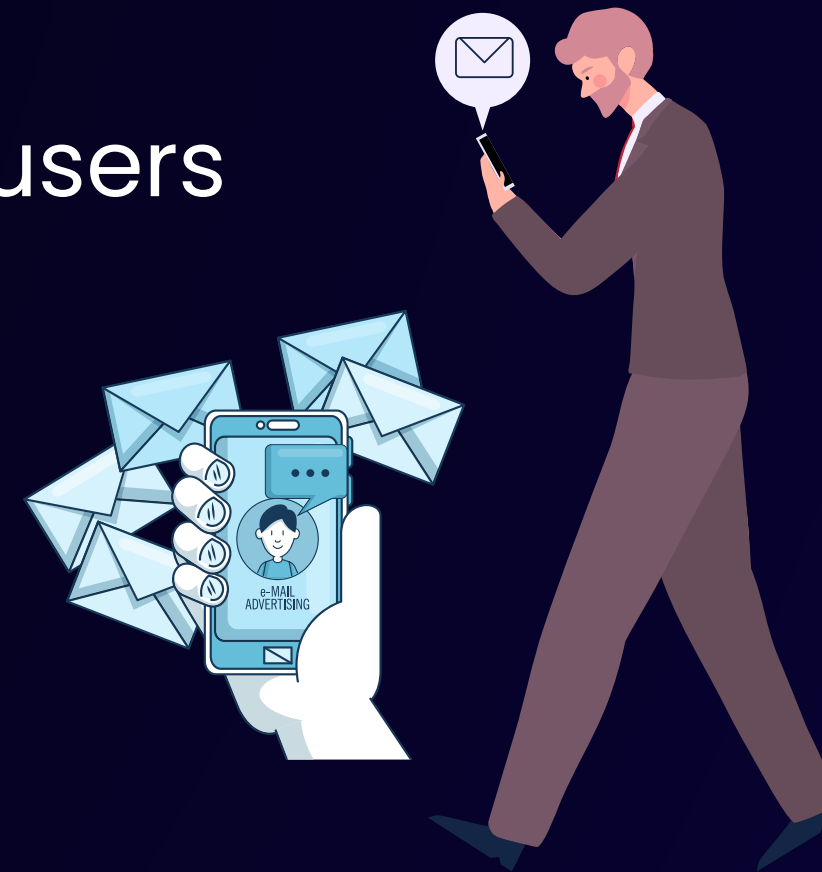
Jangan pernah memberitahu kode OTP dan PIN kamu kepada siapapun.

Anti membagikan informasi data diri pribadi ke sosial media dan anti menggunakan PIN yang mudah ditebak.

Indodana Finance

# Designing for Mobile

Over **90%** of Indonesian users  
**access email on mobile**



- **Use responsive design:** single column, large buttons, readable fonts.
- Keep emails **concise and visually appealing** on small screens.

# Timing and Frequency

- Best times to send emails in Indonesia:
  - >> *Mid-morning (9-11 AM) or early evening (5-7 PM).*
- Frequency: 1-3 emails per week to avoid fatigue.
- Important! Respect local holidays and weekends.



# Automation Workflows Tips

## Welcome Series

Introduce brand, set expectations.

## Abandoned Cart

Remind customers to complete purchase.

## Re-engagement

Win back inactive subscribers with special offers.

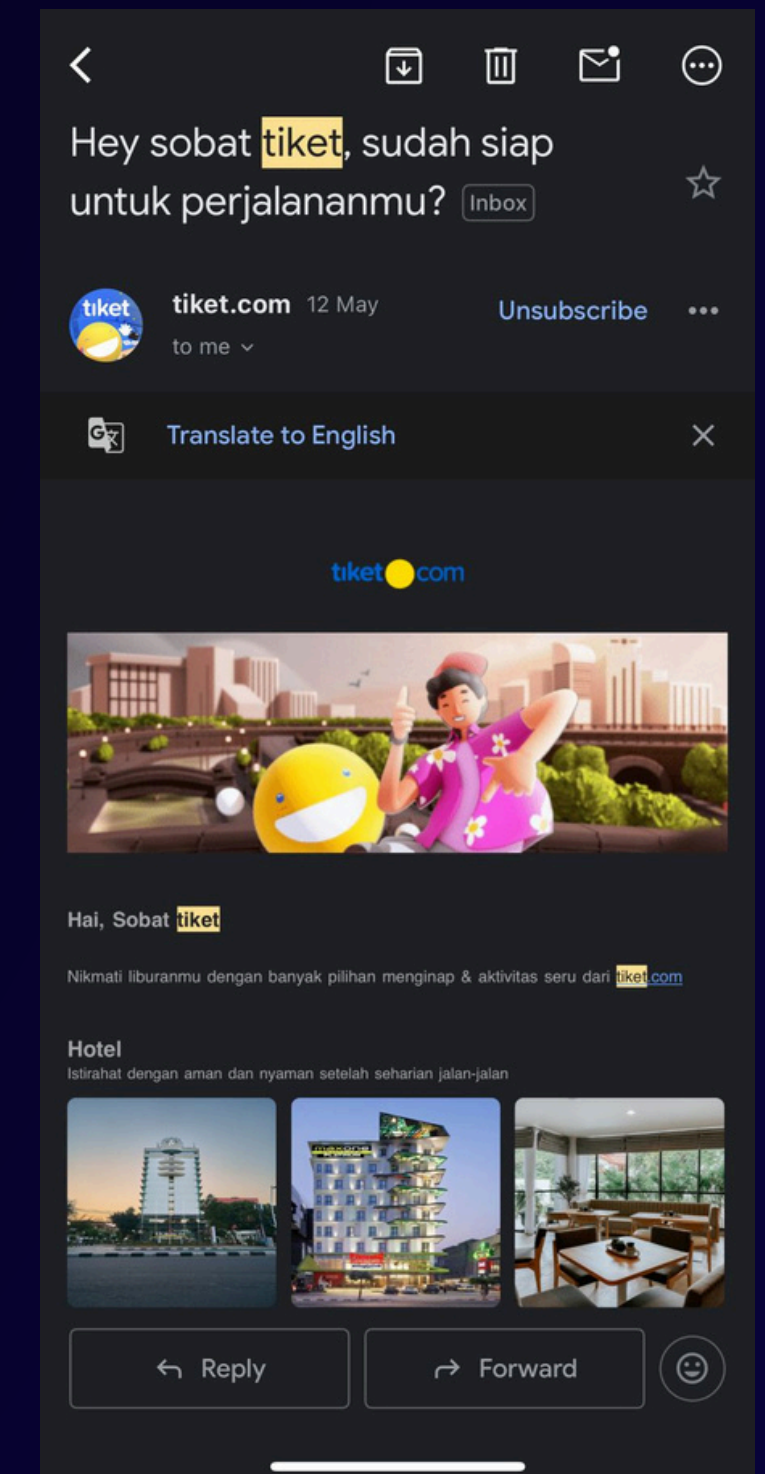
## Birthday Campaign

Send personalized greetings and discounts

# Case Study: ticket.com's Success

- **Personalized Onboarding Journeys:**

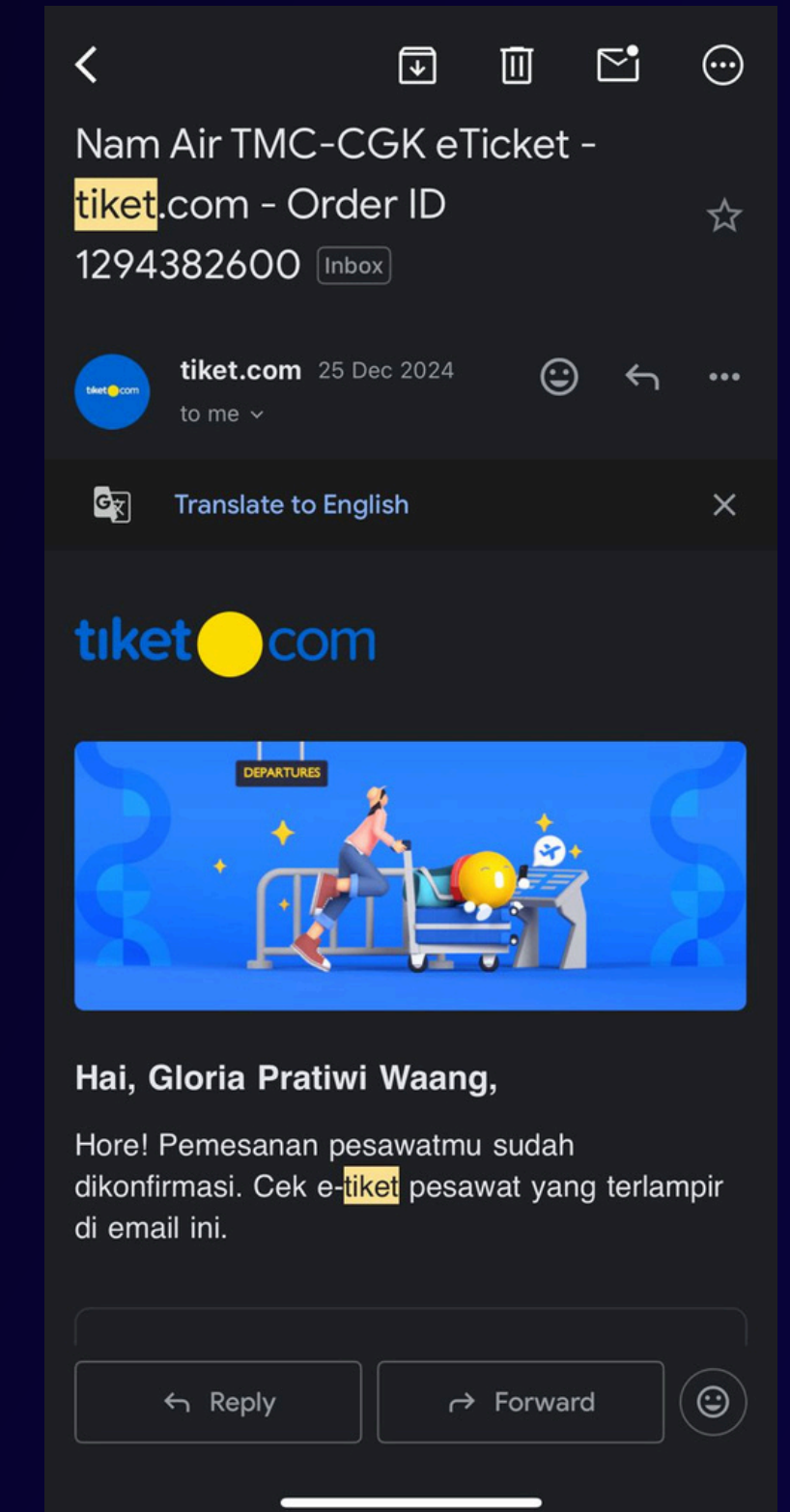
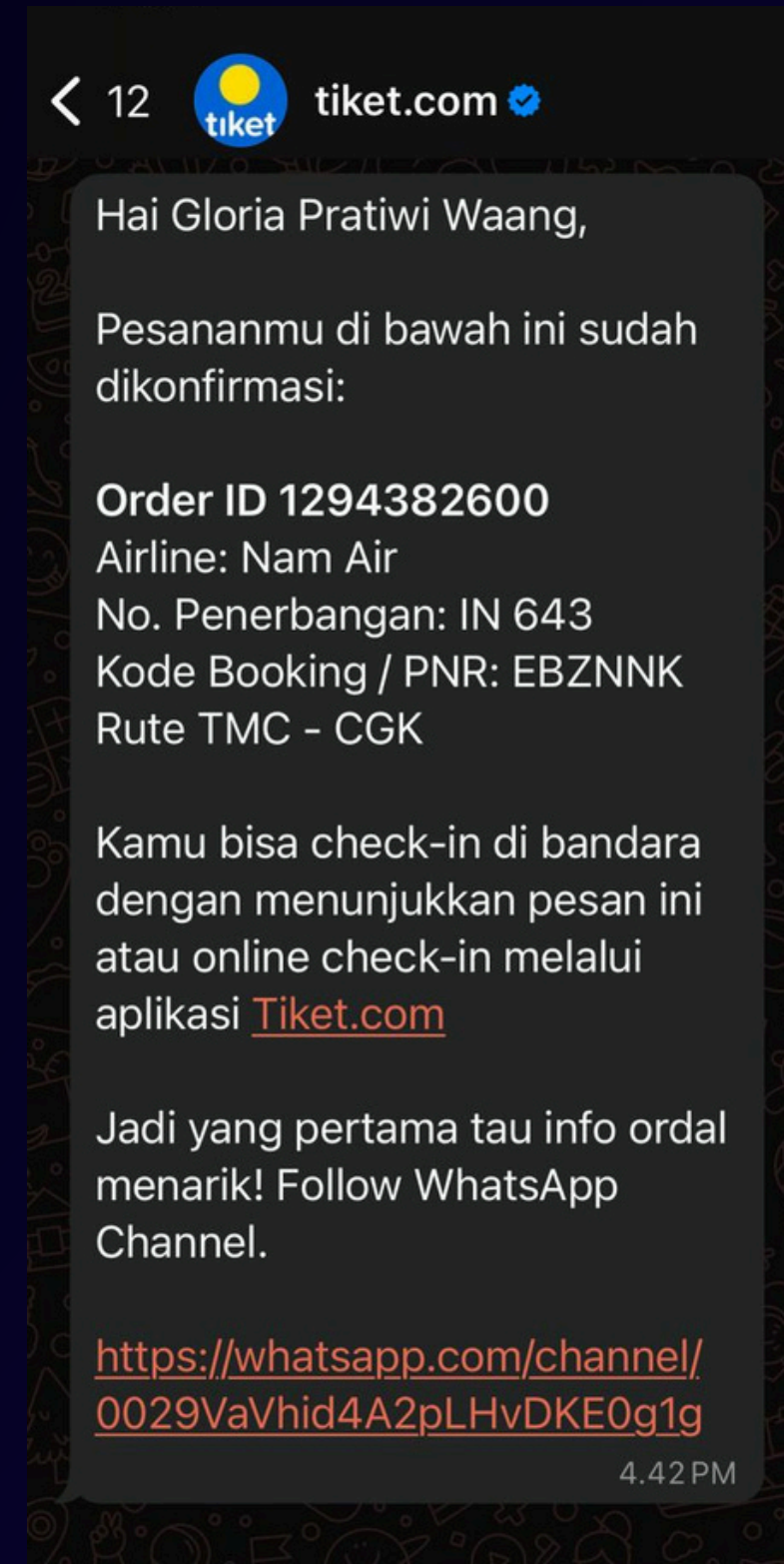
Tiket.com improved its onboarding by creating **separate email flows for web and app users**. New users got emails with relevant content like flight or hotel deals and special promo codes, making the messages more personalized.



# Case Study: ticket.com's Success

- **Cross-Channel Integration:**

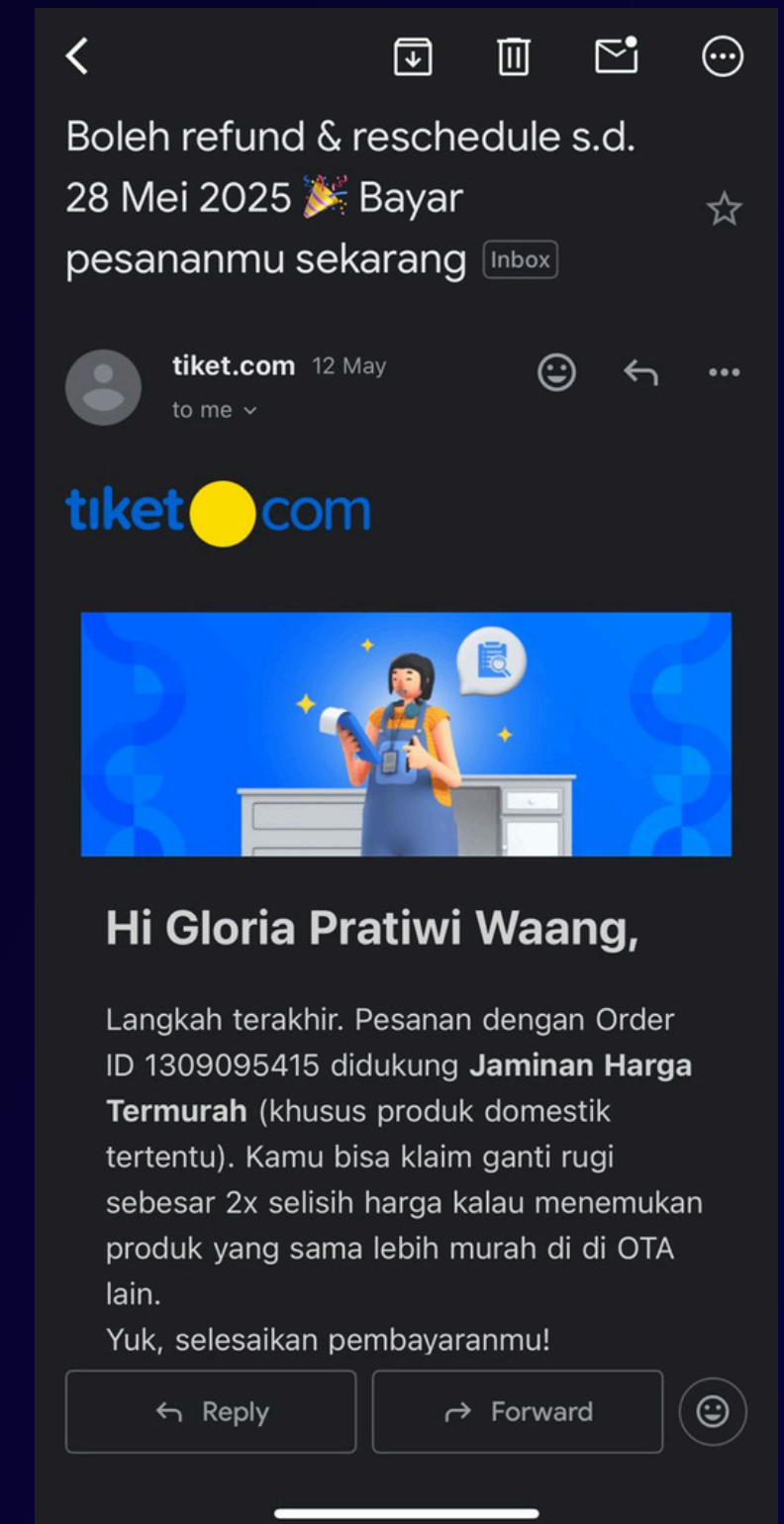
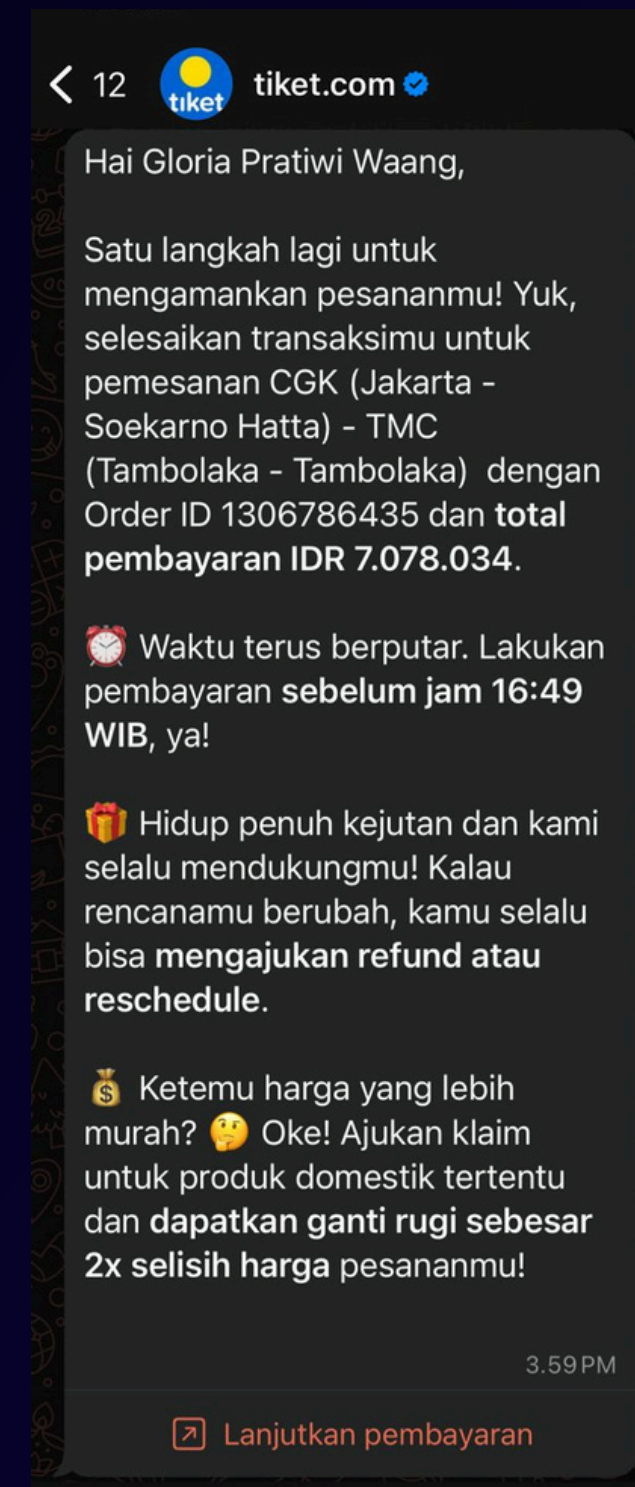
Email was used alongside in-browser, in-app messages, and push notifications. This helped deliver consistent and timely updates across all user touchpoints.



# Case Study: tiket.com's Success

- **Segmentation & Lifecycle Messaging:**

Users were grouped based on their behavior and journey stage. Emails were customized based on actions like signing up, searching for trips, or reaching key milestones to keep users engaged.

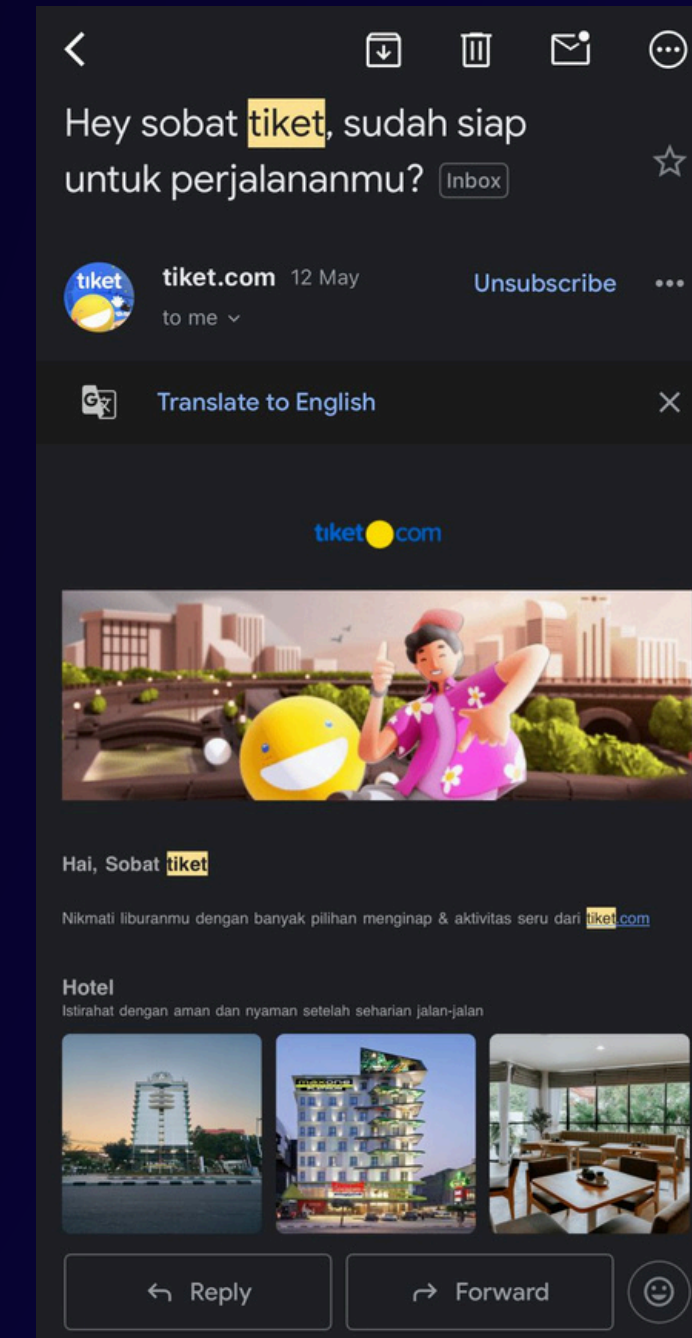
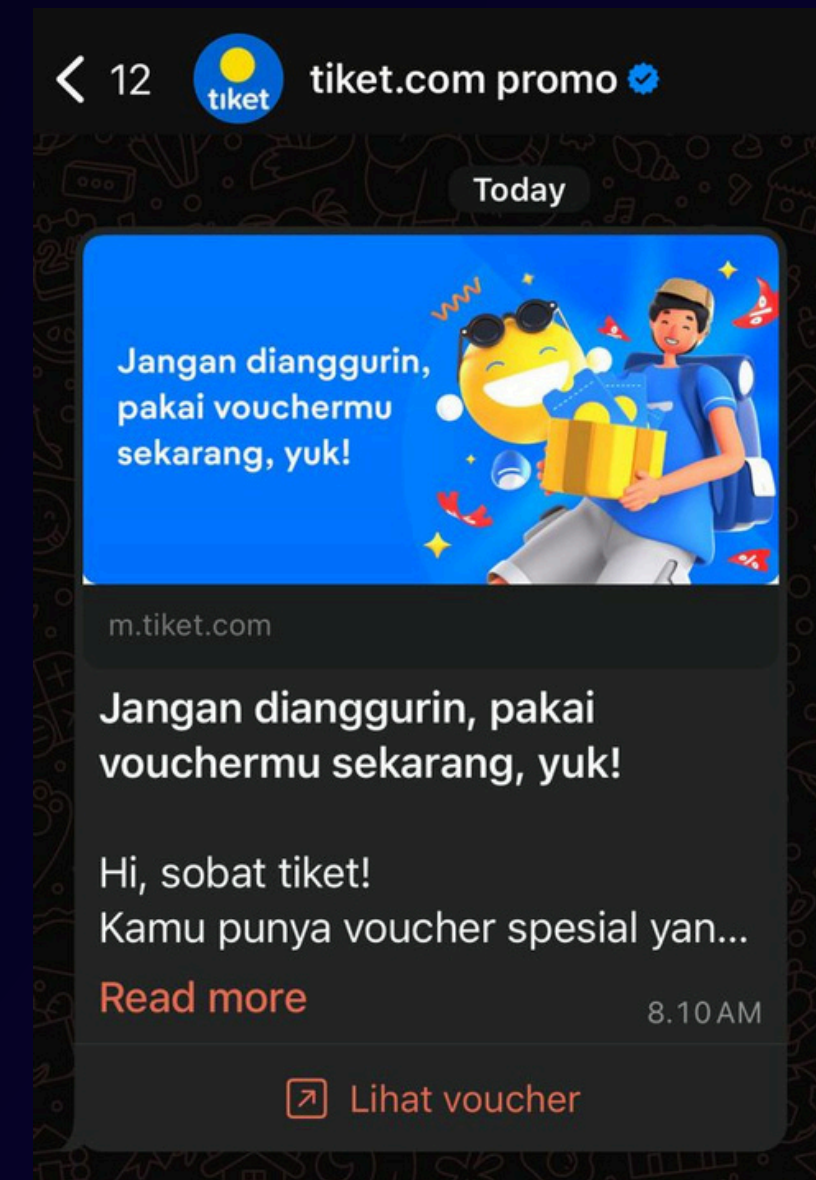


# Case Study: tiket.com's Success



- **Milestone-Based Targeted Messaging:**

Tiket.com sent personalized messages triggered by specific milestones in a customer's journey. For example, new app users received a welcome in-app message upon their first login, followed by a unique promo code tailored to their initial search behavior. This ensured that each user received relevant incentives based on their immediate interests and actions.



# Case Study: tiket.com's Success



## Results Achieved:

- **3X increase** in revenue compared to previous campaigns.
- 1,285% increase in onboarding promo code usage.
- 572% lift in campaign impressions.
- These outcomes highlight how targeted, automated, and personalized email marketing—integrated with other digital channels—can drive significant business growth for Indonesian brands like tiket.com.

## Key Takeaway:

Tiket.com's success demonstrates the power of combining segmentation, automation, and cross-channel messaging in email marketing to boost customer engagement and revenue in Indonesia's competitive digital landscape.

**Visual Suggestion:** Flowchart of onboarding email journey and a bar graph showing revenue and promo code usage growth.

# Measuring Success: Key Metrics

**Open Rate**

% of recipients  
who open your email.

**Click-Through  
Rate (CTR)**

% who click links  
inside email.

**Conversions  
Rate**

% who complete  
desired action  
(purchase, signup)

**Unsubscribe  
Rate**

% who opt out.

- Open Rate: % of recipients who open your email.
- Click-Through Rate (CTR): % who click links inside email.
- Conversion Rate: % who complete desired action (purchase, signup).
- Unsubscribe Rate: % who opt out.
- Compare with industry averages for Indonesia.

# A/B Testing in Email Marketing

- Test different subject lines, send times, or content.

## Example:

**Diskon 50% hari ini!**

**vs**

**Promo Spesial  
untuk Kamu!**

- Use results to optimize future campaigns.
  - Test different subject lines, send times, or content.
  - Example: Test “Diskon 50% hari ini!” vs “Promo Spesial untuk Kamu!”
  - Use results to optimize future campaigns.

# Integrating Email with Other Channels

- Combine email with WhatsApp or SMS for reminders.
- Use social media to promote newsletter sign-ups.

## Example:

Send email promo + WhatsApp notification for better reach.



# Legal & Ethical Considerations

- Follow Indonesian laws: UU ITE and anti-spam regulations.
- Always get consent before sending emails.
- Provide easy unsubscribe options.
- Respect cultural norms - avoid sensitive topics.



# Common Mistakes to Avoid

- **Sending too many emails** → high unsubscribe rates.
- **Not segmenting** → irrelevant content.
- **Ignoring mobile users** → poor experience.
- **Using purchased email lists** → spam complaints.



# Overcoming Challenges in Indonesia

- Deliverability issues due to local ISP filters.
- Language diversity: Bahasa Indonesia, Javanese, Sundanese, etc.
- Building trust: Use clear branding and transparent privacy policies.



# Trends in Email Marketing (Indonesia)

- Deliverability issues due to local ISP filters.
- Language diversity: Bahasa Indonesia, Javanese, Sundanese, etc.
- Building trust: Use clear branding and transparent privacy policies.



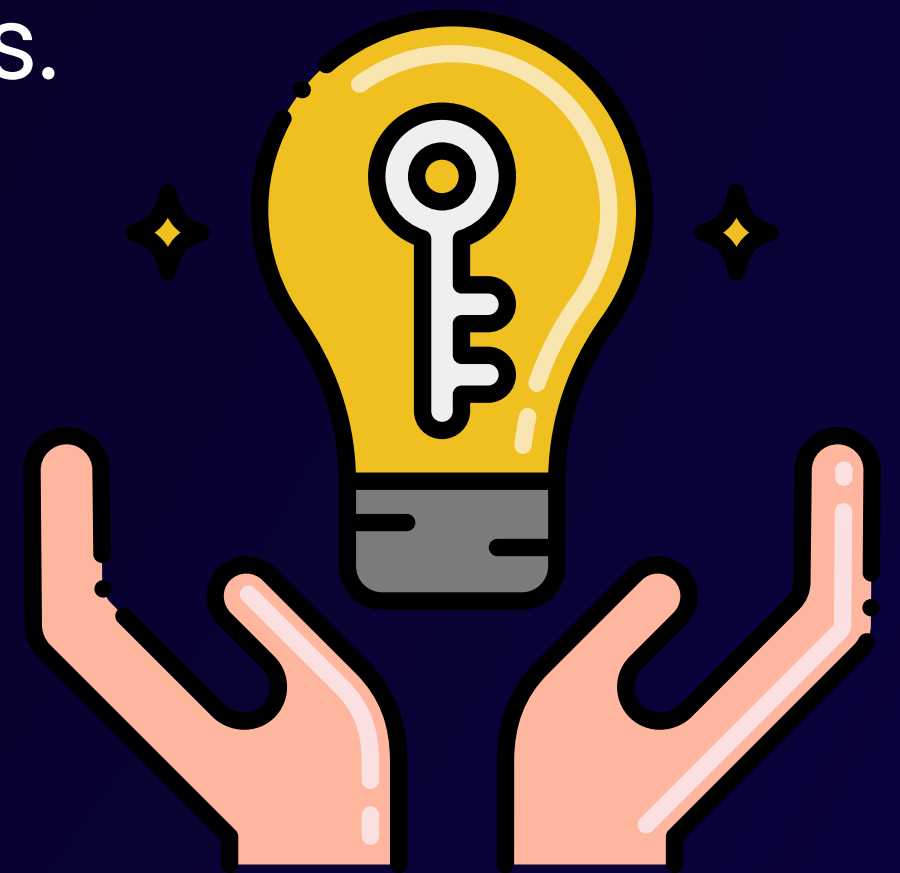
# Hands-on Activity: Plan a Campaign

- Task: Design a 3-email welcome series for an Indonesian online fashion store.
- Define target audience, email content, timing, and automation triggers.
- Share ideas with the class.



# Summary & Key Takeaways

- Email marketing is powerful and cost-effective.
- Automation saves time and increases relevance.
- Personalization and segmentation improve engagement.
- Respect legal and cultural norms in Indonesia.
- Integrate email with other channels for best results.



# Thank You.

– Email Marketing & Automation –

# References:

- Babet, Addou. 2020. Utilization of personalization in marketing automation and email marketing. Master Thesis - Lappeenranta-Lahti University of Technology LUT.
- Belouadah, Amina. 2023. The Impact of Marketing Automation on Enhancing Personalized Messaging Strategies. LAB University of Applied Sciences Bachelor of Business Information Technology.
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