Email marketing

Introduction to module 5 - email marketing

In this module you will learn...

- Why email is still relevant in digital marketing
- Some terminology
- Rookie mistakes
- List building
- Automation and sequences
- Split testing

- Email campaigns

Recap on spam laws: It's good to be crystal clear

Business to consumer: B2C

- The consumer MUST have a clear opt-in
- The consumer MUST be able to opt out easily and permanently

Business to business: B2B

- You can send unsolicited emails to a business email address provided that THERE IS A CLEAR UNSUBSCRIBE MECHANISM
- An opted in list is always superior to a purchased list
- www.ico.org.uk

Why email is still valid

- Tangible way to get a message to people
- You can make an offer an lead people through a sales funnel
- It's measurable
- You can personalise it
- It's mobile (53% of people check email on their phone)

- Email coupon campaigns drive sales via ecommerce and in-store
- It's cheap
- It's pretty easy to reach people (if you do it right)

But...

- You need to segment your lists
- Use opt-in mechanisms to get people to subscribe voluntarily
- Use target messages

- Find the right balance between keeping people informed and being annoying
- You must keep your email list clean
  - Your email marketing database degrades by about 22.5% every year

Rookie mistakes

- Not having permission from people
- Buying email lists
- Assuming people want to hear from you
- Using old and stale lists
- Not segmenting your lists
- Not understanding your audience
- Ignoring your reports

Up next: Some basic terminology