

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**



A close-up photograph of a person's hand holding a pen, pointing at a document. The background is blurred, showing what appears to be a desk and some office equipment. The image is overlaid with a semi-transparent dark blue rectangle on the left side, which contains the text.

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

A laptop screen is shown in a dimly lit environment. The screen displays a data dashboard. At the top, there is a line chart with a blue line showing an upward trend, with a label '19 av.' below it. Below the line chart is a pie chart with a legend indicating 'New Visitor' (blue) and 'Returning Visitor' (green). The pie chart is mostly blue. At the bottom of the screen, a taskbar with various application icons is visible. The laptop keyboard is partially visible at the bottom right.

Up next: Some basic terminology