EMAIL-MARKETING STRATEGY

1) Email List Building.

Building an e-mail subscriber list plays an important role in email marketing aiming to establish relationships with customers, increase involvement of the audience and sequentially improve sales.

The Goal is to grow email subscriber list. Initial requirement is to follow best practices: use a reliable email service provider (ESP) such as Omnisend, use confirmation emails, regularly clean the list, assign tags to contacts, remove inactive subscribers, don't but an email list.

Email list building tactics to use:

- Sign-up Forms: Create and integrate sign-up forms on the website, especially on the landing page.
- Lead Magnets: Develop lead magnets such as free eBooks, discounts to new subscribers, sales, or free shipping. Promote these using pop-ups, banners, and landing page.
- Social Media Integration: Run targeted ad campaigns on social media platforms to get email sign-ups directly from ads. Tools: Facebook Lead Ads, Instagram.
- Offer Giveaways. Giveaway of the bestseller of the month can be promoted on social media like Facebook or Instagram. Tools: Rafflecopter. [1]

Expected deliverables:

- Three sign-up forms integrated into the website.
- Two developed lead magnet campaigns.
- Social media campaigns.
- One giveaway with social media integration.

2) Email Campaigns.

The goal is to develop a conversational email campaign which will boost engagement and increase brand awareness.

Requirements:

- Use a recognizable sender name.
- Customize the recipient "to" name
- Craft a benefit-focused subject line and pre-header text.

- Apply our branding (logo, brand colors and fonts) to keep the design aligned with the visual brand identity.
- Use images.
- Follow email or spam regulations.
- Mobile-friendly and appealing design.[2][3]

Expected deliverables:

- Weekly emails featuring new books.
- Monthly emails showcasing bestsellers.

Tools: HubSpot Email Marketing.

3) Automation.

Expected deliverables:

- Welcome Email Series introducing the bookstore and offering a discount on the first purchase.
- Abandoned Cart Email reminding subscribers they left some items in their cart.
- Birthday Emails sending personalized greetings and special offers.
- Post-Purchase Thank You Emails.

4) Segmentation.

Segmentation is a crucial part of email marketing aiming to deliver more relevant content to the audience. Audience should be segmented based on geography, genre preferences and purchase history.

Expected deliverables:

- Monthly tailored book recommendation based on audience segmentation.

Tools: HubSpot Email Marketing. [4]

5) Analytics.

Metrics to use to track the performance of the email campaign to refine strategy:

- Bounce rate refers to the percentage of email failed to be delivered.
- Deliverability rate reflecting how many of the emails land in the inbox vs. the junk or spam folder.
- Spam rate describes the number of emails moved to spam folder by the email subscribers.
- Open rate indicated how many of the delivered email get opened by the audience.

- Conversion rate measures the percentage of email subscribers that acted as we wanted them to act.
- Unsubscribe rate.
- List growth rate.
- Return on investment refers to the profitability and cost-effectiveness of the email campaign.[5]

Expected deliverables:

- Monthly analytics report with insights and recommendations.
- Conduct minimum two A/B tests per month.

Tools: HubSpot Email Marketing.

SOURCES OF INFORMATION

[1] *12 killer strategies to build an email list quickly and easily* [online]. [visited on May 27th]. Available: https://www.omnisend.com/blog/how-to-build-an-email-list-from-scratch/

[2] *What is email marketing? Your 101 guide to email campaigns* [online]. [visited on May 27th]. Available: https://sproutsocial.com/insights/email-marketing/

[3] *Email Campaign* [online]. [visited on May 27th]. Available: https://www.activecampaign.com/glossary/email-campaign

[4] *Segmentation* [online]. [visited on May 27th]. Available: https://www.campaignmonitor.com/resources/glossary/segmentation/#:~:text=Segmentation %20is%20the%20division%20of,purchase%20history%2C%20and%20much%20more.

[5] *What is Email Analytics: 15 Metrics & KPIs to Track Performance* [visited on May 27th]. Available: https://www.mailmodo.com/guides/email-analytics/