



Online marketing

Beginner's workshop

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Meeting agenda

Introduction

What is email marketing?

Why email marketing

Types of email

Click rate and open rate

Top email marketing tools

Techniques used to spam





01

What is email marketing?

Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing emails convert prospects into customers, and turn one-time buyers into loyal, raving fans.

Why email marketing?



Why Email Marketing?

Creating a strong email marketing strategy helps you reach and connect with your target audience in a personalized way and increase sales at an affordable cost. Just as other platforms and media have changed, email marketing tools give your business the ability to reach customers easier than ever.



02 Types Of Email.

PROMOTIONAL EMAIL

01

A promotional email is a commercial broadcast that usually offers incentives to drive sales and revenue for a business. The main goal of this form of email marketing is to convince customers to make a purchase. After registering with SendPulse, you can send promotional emails for free.

TRANSACTIONAL EMAIL

02

Transactional email is a type of automated email between a sender and a recipient. It differs from marketing email in that transactional email is triggered by events, interactions, or preferences within a service or application rather than by a company's marketing campaign..

03

Click rate and open rate

- Clickthrough rate (CTR) can be used to gauge how well your keywords and ads, and free listings, are performing.
- Open Rate is an email marketing metrics that measures the percentage rate at which emails are opened. Though it is a general indicator of subject line effectiveness,

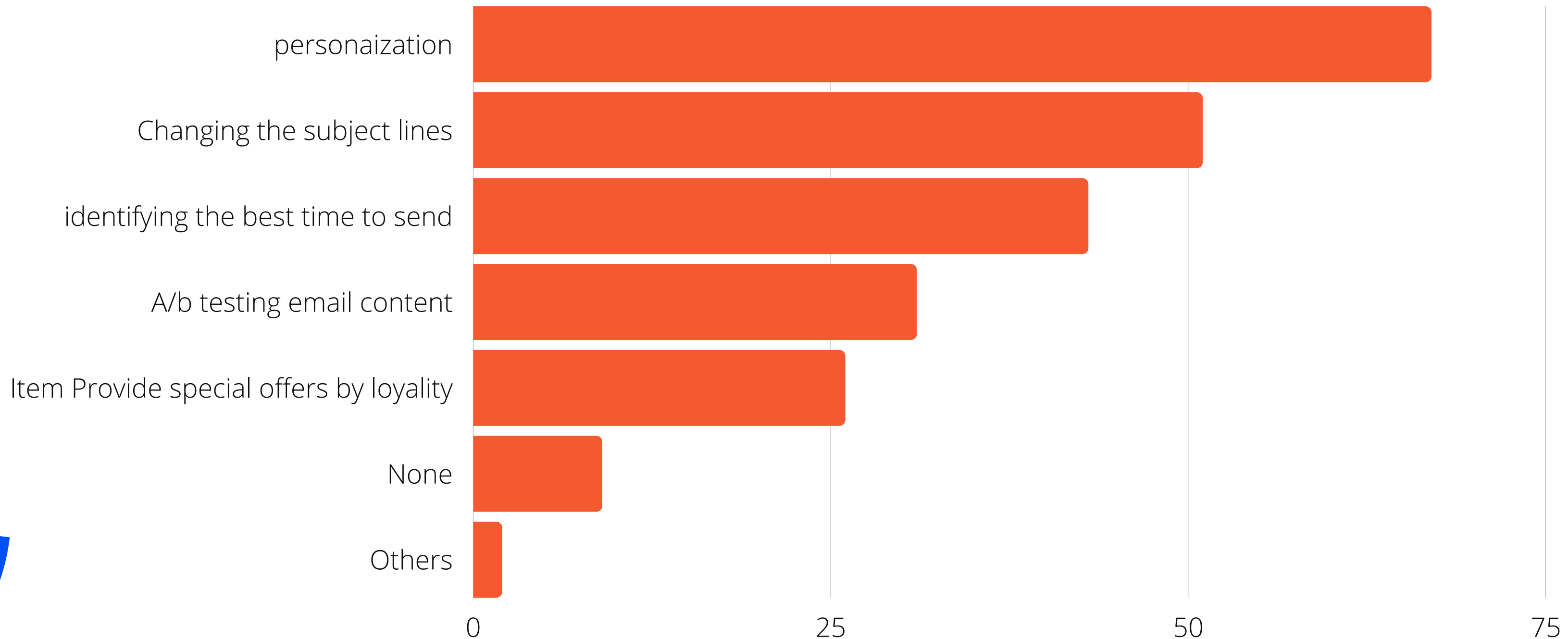
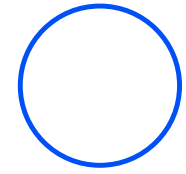
$$\text{Email CTR} = \frac{\text{\# of Clicks} *}{\text{\# of Delivered Emails}} \times 100$$

$$\text{EMAIL OPEN RATE} = \frac{\text{emails opened}}{\text{emails sent} - \text{bounced emails}}$$

Top e-mail marketing tools



Techniques used to reduce spam





thank you

we look forward to working with you

www.softrateindia.com



LIVE DEMO