HubSpot Feature: Email Marketing

Selling products and services through email marketing is one of the ways through which you can interact with your leads in a personalized manner compared to any other form of internet marketing. It enables you to monitor the actions of your leads thus making it possible to give put use specialized approaches to convert leads into sales. Through HubSpot email marketing application, you can easily monitor all your campaigns through its easy to follow guidelines

The HubSpot email marketing application allows you to segment your leads based on the actions of people in your email list thus making it easy to personalize your emails to increase your conversions. For instance, the type of email you would send those who have filled out a registration form will definitely be different from that of existing recipients. Through HubSpot email marketing applications, you will be able to prequalify people based on their actions.

Here is what the HubSpot email marketing application can do

* Do a prequalification of your leads to determine who needs more time or information to convert into a sale. This is through its ability to monitor which emails are opened and those that are actually clicked
* Send personalized emails to your leads about events, promotions or offers related to their area of interest and geographical location.
* Notify your leads of any new products or improvements in existing products.
* Compose a weekly/ monthly newsletter for dispatch to your leads

You will need to set up the email first to enable you to start a campaign. Do not worry about the technicalities since HubSport application is easy to use. You only have to follow a few steps to have start off with your campaign

1. On the application dashboard, select create new mail by clicking the content and mail tabs respectively
2. Give a suitable name for your email
3. Select a template from any of the tens of templates available on the application. Alternatively, you can create your own template based on your preferences then click create email.
4. The next step will be selecting the email address you want your recipients to see in their inbox. This email also handles all replies for the particular campaign. You can also add another email to the campaign.
5. Choose an email type or create one for the campaign
6. Create a captivating email for the campaign and add your preferred secondary campaign
7. Choose your preferred email options, html or plain text and create a web copy of the email. The HubSpot email marketing application provides you with various email options including setting up subscription settings, tracking (click tracking, source tracking, and identity tracking, email styles, personalization, email types and Can spam folder and configuring your email publishing domain, which is an optional HubSpot feature.
8. Schedule or send the email. Remember to save the email for automation!

The HubSpot email marketing application stores all the information about your leads including analytics on campaign performance in one location making it easy to access. Through the application, you will be able to determine the percentage of your emails that have actually been opened. The advanced analytics system also tracks the click rate, the rate at which different people unsubscribe to your mailing list and the number of mails that never reach the recipients. This is a perfect system for monitoring how well you are doing in your email marketing campaigns.

The HubSpot application is highly sophisticated in its ability to guide email marketers to lower the chances of their mails being deleted or being marked as spam