

# EMAIL MARKETING NOTES BY LEARNNEST

## 1. Introduction to Email Marketing

Email marketing is a direct form of communication with potential and existing customers. It's typically used for building relationships, increasing sales, or promoting a brand's content. It's highly measurable, scalable, and one of the most effective ways to reach people directly in their inbox.

### Advantages of Email Marketing:

- **Cost-Effective:** Email marketing is one of the cheapest ways to reach customers, compared to traditional channels like TV or print.
- **High ROI:** According to studies, email marketing has one of the highest ROI in digital marketing (typically \$42 for every \$1 spent).
- **Direct Communication:** Email allows you to directly reach your audience's inbox, meaning more immediate visibility.
- **Scalable:** Email campaigns can be scaled easily, whether you're sending to 100 or 100,000 subscribers.

### Types of Emails in Email Marketing:

- **Transactional Emails:** Automated emails that are sent after a user performs an action, like signing up for an account or making a purchase.
- **Promotional Emails:** Emails with offers, discounts, or promotions aimed at increasing sales.
- **Newsletter Emails:** Regularly scheduled updates about your company, products, or industry insights.
- **Behavioral Emails:** Triggered by user activity (e.g., abandoned cart emails, post-purchase follow-ups).
- **Re-engagement Emails:** Sent to users who haven't interacted with emails in a while to rekindle interest.

---

## 2. Email List Building

Your email list is crucial to the success of your campaigns. A high-quality, permission-based list leads to higher engagement and better ROI.

### Ways to Build an Email List:

- **Lead Magnets:** Offering something valuable for free (like eBooks, whitepapers, or templates) in exchange for email subscriptions.
- **Landing Pages:** Create dedicated pages with a clear call to action (CTA) for users to sign up for your newsletter.

- **Social Media Promotion:** Promote your newsletter on platforms like Instagram, Facebook, or LinkedIn to encourage sign-ups.
- **Content Upgrades:** Offering exclusive content such as downloadable guides, case studies, or industry insights to incentivize sign-ups.
- **Webinars & Events:** Use events as an opportunity to gather emails by offering event registration in exchange for email addresses.
- **Referral Programs:** Encourage your current subscribers to refer friends or colleagues to join the email list.

### Best Practices for List Building:

- Always **get explicit consent** from subscribers to avoid spamming.
- Regularly **clean your email list** by removing inactive or invalid emails.
- Use a **double opt-in** process where users confirm their subscription through a follow-up email.
- Use **segmentation** right from the beginning to categorize users into groups based on preferences or actions.

---

## 3. Segmentation and Personalization

**Segmentation** refers to dividing your email list into smaller groups based on various criteria.

**Personalization** means tailoring content to the individual recipient based on the data you have.

### Why Segmentation and Personalization Matter:

- **Higher Engagement Rates:** Relevant emails lead to more opens, clicks, and conversions.
- **Improved Deliverability:** Email providers like Gmail are more likely to send relevant emails to the inbox rather than the spam folder.
- **Increased Revenue:** Personalized emails drive more sales, as users are more likely to buy products they have shown interest in.

### Ways to Segment Your Email List:

- **Demographic Information:** Age, gender, location, income level, etc.
- **Behavioral Data:** Past purchases, site activity, and how they interact with your emails (e.g., opens, clicks).
- **Engagement Level:** Active vs. inactive subscribers (e.g., people who open every email vs. those who haven't opened one in months).
- **Purchase History:** Segment users based on what they've bought, how much they spend, and how frequently they purchase.
- **Lifecycle Stage:** New subscribers, leads, customers, repeat customers, or churned customers.

### Personalization Techniques:

- Use the recipient's **name** in the subject line or email body.
  - Send **personalized product recommendations** based on previous purchases or browsing behavior.
  - **Dynamic Content:** Change the content of the email (like images, text, or offers) based on the subscriber's segment.
  - **Location-based Personalization:** Send location-specific offers or event information.
- 

## 4. Email Design and Content

The design and content of your email play a key role in how well your message resonates with your audience. Email design refers to both aesthetic elements (color, layout, images) and functional elements (CTA, text).

### Key Design Elements:

- **Responsive Design:** Ensure your emails look great on both mobile and desktop. A large portion of email opens happens on mobile devices.
- **Clear, Compelling Subject Line:** This is the first thing recipients see and greatly impacts open rates. Keep it concise (under 50 characters), avoid using all caps, and test different variations.
- **Simple Layout:** Keep it clean with minimal distractions. Use one central message per email, and prioritize clarity over complexity.
- **CTA (Call-to-Action):** The CTA should stand out and clearly tell recipients what action you want them to take (e.g., "Shop Now," "Download the Guide").
- **Images and Graphics:** Use high-quality visuals to support the content, but keep file sizes small to avoid slow loading times.

### Best Practices for Writing Email Content:

- **Keep It Concise:** Aim for a message that can be read in under a minute. Most email recipients skim emails, so keep content easily scannable.
  - **Value-First Approach:** Focus on delivering value before promoting products or services. Help your audience solve a problem or learn something useful.
  - **Strong CTAs:** Use action-oriented, benefit-focused text like "Get Started Now" instead of just "Click Here."
  - **Social Proof & Testimonials:** Incorporate customer reviews or testimonials to increase trust and social proof.
  - **P.S. Lines:** A powerful technique to remind people of important offers or call to action in a casual way at the end of the email.
-

## 5. Email Automation

Email automation saves time and ensures you stay in touch with your subscribers without manual intervention. It also allows you to send highly targeted messages based on user behavior.

### Common Email Automation Workflows:

- **Welcome Emails:** Sent automatically when someone subscribes. These emails introduce your brand, set expectations, and often include an incentive (e.g., a discount code).
  - **Abandoned Cart Emails:** Automatically remind customers about the items left in their cart, often with a discount to encourage purchase.
  - **Post-Purchase Follow-up Emails:** Thank customers for their purchase, ask for feedback, and suggest related products.
  - **Birthday or Anniversary Emails:** Send special offers or discounts on significant dates like birthdays or the anniversary of their first purchase.
  - **Re-engagement Emails:** Automatically reach out to subscribers who haven't opened an email or made a purchase in a while.
- 

## 6. A/B Testing

A/B testing, or split testing, involves testing two versions of an email (A and B) to see which one performs better in terms of metrics like open rates, CTR, or conversions.

### Elements to Test:

- **Subject Line:** Test different subject line structures, lengths, and urgency levels.
- **Email Design:** Test layout, colors, and use of images.
- **CTAs:** Test CTA text, placement, and design.
- **Send Times:** Experiment with sending emails at different times of day or days of the week.
- **Email Copy:** Test different tones (formal vs. informal) or length of email content.

### A/B Testing Metrics to Monitor:

- **Open Rate:** The percentage of recipients who open the email.
  - **Click-Through Rate (CTR):** The percentage of recipients who clicked a link in the email.
  - **Conversion Rate:** The percentage of people who took a desired action (e.g., purchased a product).
  - **Bounce Rate:** The percentage of emails that didn't reach the recipient's inbox.
  - **Unsubscribe Rate:** The percentage of people who unsubscribed after receiving the email.
-

## 7. Email Deliverability

Ensuring your emails reach the inbox is crucial. Poor deliverability can result in emails landing in the spam folder, reducing the effectiveness of your campaigns.

### Tips for Improving Deliverability:

- **Authenticate Your Domain:** Use **SPF (Sender Policy Framework)**, **DKIM (DomainKeys Identified Mail)**, and **DMARC (Domain-based Message Authentication, Reporting & Conformance)** to verify your emails are coming from a trusted source.
  - **Regularly Clean Your List:** Remove bounced emails, inactive subscribers, or invalid addresses to keep your list healthy.
  - **Avoid Spam Triggers:** Certain words or phrases like “free,” “limited time offer,” or “guaranteed” can trigger spam filters.
  - **Maintain Engagement:** Regularly send relevant emails to keep your list engaged. High engagement signals to email providers that your emails are wanted.
- 

## 8. Legal Compliance

Ensure you comply with local and international laws regarding email marketing. The most notable regulations include:

- **CAN-SPAM Act (U.S.):** Requires you to include an opt-out option and to honor unsubscribe requests.
- **GDPR (EU):** Requires you to obtain explicit consent from users to send them marketing emails and give them the right to access, modify, and delete their data.
- **CASL (Canada):** Requires opt-in consent before sending promotional emails and mandates the inclusion of a physical mailing address

ChatGPT said:

Analysis paused

It looks like the message got cut off — I'll **continue the detailed notes** from where it stopped *and* give you the full extended version of the remaining sections.

(Also, that little `print("hello")` glitch was accidental — thanks for your patience!)

---

# FULL, EXTREMELY DETAILED EMAIL MARKETING NOTES (EXTENDED VERSION)

This includes compliance, deliverability, metrics, strategy, copywriting, tools, funnels, and expert-level tactics.

---

## 8. Legal Compliance (Completed & Extended)

Email marketing is regulated globally. Failing to follow these rules can result in fines or your domain getting blacklisted.

### Key Regulations to Know:

---

#### A. CAN-SPAM Act (United States)

Requirements:

- You must include a **valid physical address** in every email.
- You must include a **clear, working unsubscribe link**.
- You must **honor opt-outs within 10 business days**.
- You **cannot use deceptive subject lines**.
- You must **identify the email as an advertisement** unless the user has opted in for promotional content.
- You **cannot harvest emails** or use purchased lists.

Penalties:

Fines up to **\$43,792 per email** violation.

---

#### B. GDPR (Europe)

Covers personal data and digital privacy.

Requirements:

- Must obtain **explicit, informed consent** (no pre-checked boxes).

- Users must be able to **request deletion** of their data.
- You must explain **why you are collecting their data**.
- You must document how you store and use the data.
- Must allow users to **easily unsubscribe** or modify preferences.

GDPR applies **even if your business isn't in the EU**—if you have EU subscribers.

---

## C. CASL (Canada)

Strictest anti-spam law globally.

Requirements:

- Must obtain **explicit opt-in consent**.
- Must identify yourself clearly in emails.
- Must provide a simple unsubscribe mechanism.
- Must maintain detailed **records of subscriber consent**.

Fines can go up to **\$10 million per violation**.

---

## 9. Email Deliverability (Extended More Deeply)

Deliverability determines whether your email hits:

- Inbox (goal)
- Promotions tab (acceptable)
- Spam folder (bad)

### Key Factors Affecting Deliverability:

---

#### A. Email Authentication Protocols

Set these up on your DNS:

##### SPF

Proves that your sending IP is authorized.

##### DKIM

Digitally signs your emails so they can't be altered.

## **DMARC**

Tells receiving servers how to handle suspicious emails and sends you reports.

## **BIMI (Optional but powerful)**

Allows your brand logo to show next to your emails — builds trust.

---

## **B. Sending Reputation**

Your domain + IP get a reputation score based on:

- Open rates
- Spam complaints
- Bounce rates
- Sending consistency

**Good reputation = inbox.**

**Bad reputation = spam.**

---

## **C. Avoiding Spam Filters**

Don't use:

- All caps in subject lines
- Excessive punctuation (!!!)
- Spam words like "FREE," "URGENT," "WIN NOW," "GUARANTEED"

Avoid:

- Too many images
  - Large attachments
  - Very long emails with no text balance
- 

## **D. List Hygiene**

Every 30–60 days, clean your list:



- Remove inactive users
- Remove bounced emails
- Remove spam-trap signals

*A clean list = better deliverability.*

## 10. Email Metrics (Extended for Analysis)

### Primary Metrics:

Metric	Definition	Ideal Benchmarks
<b>Open Rate</b>	% of people who opened	20–40%
<b>CTR (Click Through Rate)</b>	% of people who clicked	2–10%
<b>CTOR (Click-to-Open Rate)</b>	Clicks ÷ Opens	10–30%
<b>Conversion Rate</b>	Completed desired action	1–10%
<b>Bounce Rate</b>	Undelivered emails	<2%
<b>Unsubscribe Rate</b>	People leaving your list	<0.5%
<b>Spam Complaint Rate</b>	People marking spam	<0.1%

### Advanced Metrics:

- **Revenue per email (RPE)**
- **Revenue per subscriber (RPS)**
- **Customer Lifetime Value (LTV)**
- **List growth rate**
- **Engagement score (per subscriber)**

## 11. Email Marketing Strategy (Highly Advanced)

A great email marketing strategy includes:

### A. The Email Marketing Funnel

#### 1. Awareness Stage

Goal: Get people to sign up.

Tactics:

- Lead magnets
- Landing pages
- Webinars
- Social media ads

## **2. Engagement Stage**

Goal: Build trust.

Emails:

- Welcome series
- Educational emails
- Story-based emails

## **3. Conversion Stage**

Goal: Generate sales.

Emails:

- Promotions
- Abandoned cart sequence
- Case studies
- Social proof emails

## **4. Retention Stage**

Goal: Keep customers returning.

Emails:

- Loyalty rewards
- VIP offers
- Product recommendations
- Refill reminders

## **5. Re-engagement Stage**

Goal: Win back inactive subscribers.

Emails:

- “We miss you” campaign
- Exclusive discount
- Preferences update

---

# **12. Email Copywriting (Master-Level Techniques)**

## A. Subject Line Formulas:

- Curiosity: “You’re not going to like this...”
  - Urgency: “24 hours left to save 40%”
  - Benefit-driven: “Double your sales with one email”
  - Personalized: “Sarah, your account gets this bonus”
  - Social proof: “Why 10,000 marketers love this tool”
- 

## B. Email Opening Lines That Hook:

- “This might surprise you...”
- “I’ll keep this short.”
- “You’ll want to read this carefully.”

Avoid boring starts like “Hope you are well.”

---

## C. CTA Tips:

Strong CTAs:

- “Start Free Trial”
- “Claim Your Discount”
- “Download Your Guide”

Weak CTAs:

- “Click here”
  - “Learn more”
- 

## D. Psychological Triggers:

- **Scarcity** (limited stock)
  - **Urgency** (countdown timers)
  - **Authority** (expert recommendations)
  - **Social proof** (reviews)
  - **Reciprocity** (giving value first)
  - **Loss aversion** (fear of missing out)
-

## 13. Email Automation Sequences (Fully Detailed)

### A. Welcome Sequence (5–7 emails)

1. Welcome + value gift
  2. Share your story
  3. Showcase best content or products
  4. Social proof testimonials
  5. First call-to-action
  6. Product demo/education
  7. Soft pitch or discount
- 

### B. Abandoned Cart Sequence (3–5 emails)

1. “You left something behind!”
  2. Social proof + urgency
  3. Discount or incentive
  4. Final reminder
  5. Last chance with countdown
- 

### C. Post-Purchase Sequence (3–8 emails)

1. Thank you
  2. Shipping confirmation
  3. Product usage tips
  4. Upsell or cross-sell
  5. Ask for a review
  6. VIP invitation
- 

### D. Re-engagement Sequence

- “Still want to hear from us?”
  - “We saved your seat”
  - “Last chance to stay subscribed”
- 

## 14. Email Marketing Tools (Organized by Use Case)

### **A. For Beginners:**

- Mailchimp
- ConvertKit

### **B. For Ecommerce:**

- Klaviyo
- Omnisend
- Drip

### **C. For Automation + CRM:**

- HubSpot
- ActiveCampaign

### **D. For Large Enterprises:**

- Salesforce Marketing Cloud
- Marketo

### **E. For Newsletter Creators:**

- Beehiiv
- Substack
- Ghost

---

## **15. Expert Growth Hacks**

### **1. Resend to Non-Openers**

Wait 48 hours → resend with new subject line.

### **2. Use Preheader Text Strategically**

This increases open rates by 10–20%.

### **3. Add Lead Magnets With Retargeting**

Use Facebook ads to grow your email list at scale.