Module- 5

Que 2. What is the use of E-mail marketing?

Ans 2. Here's a list of **uses of** E-mail marketing:

1. Building and Nurturing Relationships

- Helps maintain direct communication with potential and existing customers.
- Builds trust and long-term relationships by providing valuable updates, tips, or personalized offers.

2. Driving Sales and Conversions

- Promotes new products, special offers, and discounts directly to subscribers.
- Drives traffic to the website and encourages users to make a purchase or complete a specific action.

3. Increasing Customer Retention

- Keeps your brand on top of customers' minds through regular engagement.
- Encourages repeat purchases and loyalty through follow-up or re-engagement campaigns.

4. Educating and Informing

- Used to share educational content, newsletters, product guides, and updates.
- Helps customers understand your brand, products, and how to get the best use from them.

5. Collecting Insights and Feedback

- Surveys and polls via email help collect customer opinions and satisfaction data.
- Provides valuable insights for improving products or services.

6. Cost-Effective and High ROI

- Email marketing has one of the **highest ROI** among all digital marketing channels.
- Low cost compared to paid ads, yet delivers measurable and trackable results.

7. Personalization and Segmentation

- Allows targeting users based on interests, behaviour, and purchase history.
- Increases engagement with personalized messages, offers, and recommendations.

Que 3. What goals you can achieve with the help of email marketing?

Ans 3. Here are the key **goals you can achieve with Email Marketing**

1. Increase Sales & Conversions

- Promote products, special offers, and limited-time deals.
- Drive customers directly to your website or landing pages to make purchases.

2. Build Strong Customer Relationships

- Stay connected with your audience through personalized and valuable content.
- Increase brand loyalty by regularly engaging customers.

3. Grow Your Customer Base

- Capture new leads through sign-up forms, lead magnets, or gated content.
- Nurture leads into paying customers over time.

4. Improve Customer Retention & Loyalty

- Send follow-up, re-engagement, or thank-you emails to maintain relationships.
- Reward repeats customers with exclusive offers or loyalty programs.

5. Educate and Inform

- Share product updates, blog posts, tips, and guides to help customers.
- Position your brand as an expert or thought leader in your niche.

6. Increase Brand Awareness

- Keep your brand top of mind through regular, well-crafted emails.
- Remind subscribers about your value, products, and upcoming launches.

7. Collect Customer Insights

- Use surveys, polls, and feedback forms to understand preferences.
- Optimize future campaigns based on open rates, click rates, and behaviour data.

Que 4. Set-up an automation email for www.esellerhub.com abandon cart.

Ans 4. Following is the automation email setup to recover customers who added products to their cart but did not complete their purchase.

❖ *Abandoned Cart Email Draft*

Subject: "You left something behind — complete your order today!"

Header: Your cart misses you!

Body Copy:

Hi [First Name],

We noticed you added some great items to your cart but didn't get a chance to check out. Don't worry — your cart is still waiting for you!

Here's what you left behind:

[Dynamic product image + name + price]

These items are in high demand — complete your purchase before they're gone!

CTA Button:

➔ **Complete My Purchase**

Optional Section (if using incentive):

As a little nudge, enjoy **10% OFF** your order with code **SAVE10** — valid for the next 24 hours!

Closing:

Thanks for shopping with **eSellerHub** — we're here to make your selling journey smoother.

Warm regards,

The eSellerHub Team

www.esellerhub.com

Postscript

Need help? Contact our support team anytime — we'll be happy to assist!

❖ *Automation Timing Suggestion*

Trigger: Customer abandons cart (no checkout in 1 hour).

Send Time: Within 1 hour of abandonment for best recovery results.

Follow-ups (Optional):

- 2nd email after 24 hours (with discount or urgency).
- 3rd email after 48 hours (last reminder).

Que 5. What is affiliate Marketing?

Ans 5. Affiliate Marketing is a performance-based marketing strategy where a business pays a commission to individuals or other businesses (affiliates) for bringing in customers or generating sales through their marketing efforts.

How It Works:

1. A company creates an affiliate program for its products or services.
2. Affiliates join the program and get a unique tracking link.
3. Affiliates promote the company's products on their websites, blogs, social media, or emails.
4. When someone clicks the link and makes a purchase, the affiliate earns a commission.

Key Components:

- Merchant (Advertiser): The company selling the product.
- Affiliate (Publisher): The person or marketer promoting the product.
- Customer: The buyer who makes the purchase.
- Affiliate Network (optional): Tracks clicks, conversions, and manages payments.

Example:

A blogger writes a review about a fitness gadget and adds an affiliate link. If a reader clicks that link and buys the gadget, the blogger earns a percentage of the sale as commission.

Benefits:

- ⟹ For Businesses:
- Pay only for results (sales or leads).
- Expand market reach through affiliate promoters.
- ⟹ For Affiliates:
- Earn passive income.
- No need to create or manage products.

Common Channels Used:

- Blogs & websites
- YouTube videos
- Social media (Instagram, Facebook, etc.)
- Email newsletters

Que 6. List some famous websites available for affiliate marketing.

Ans 6. Following is the list of websites for affiliate marketing:

1. Amazon Associates (https://affiliate-program.amazon.in/)
2. ClickBank (https://www.clickbank.com/)
3. eBay Partner Network (https://partner.ebay.com/campaign-promo-signup/eBay-Partner-Network.brand)
4. Shopify Affiliate Program (https://www.shopify.com/in/affiliates)
5. Meesho Affiliate Program (https://affiliate.meesho.com/login)
6. Flipkart Affiliate Program (https://affiliate.flipkart.com/)
7. Myntra Affiliate Program (https://www.myntra.com/affiliates-program)

Que 7. Which are the platforms you can use for affiliate marketing?

Ans 7. Following is the list of platforms used for affiliate marketing:

1. Amazon Associates
2. ClickBank
3. eBay Partner Network
4. Shopify Affiliate Program
5. Meesho Affiliate Program

6. Flipkart Affiliate Program
7. Myntra Affiliate Program