

Email lists

How to write an effective email

Tools for email marketing

Mistakes in email marketing

Review: Useful tools for email marketing

Video: Wrap-up
1 min

Reading: Glossary terms from week 3
20 min

Quiz: Weekly challenge 3
10 questions

Glossary terms from week 3

Terms and definitions from Course 4, Week 3

Behavioral data: Refers to information about the actions a customer takes—or doesn't take—when it comes to shopping on a website

Broken link: A hyperlink that no longer leads to the correct website

Customer referral: A word-of-mouth initiative that encourages existing customers to introduce their family, friends, and contacts to become new customers

Demographic data: Refers to information specific to the customer, such as age, gender identity, income, family size, occupation, education, and location

Email body: The text in the main content of an email

Google Display Network: A group of websites, videos, and apps where ads can appear

Lead generation: The practice of collecting a potential customer's email address

Marketing automation: The practice of using software, programs, and technology to create and implement applications to automate marketing tasks

Merge tag: (refer to **personalization tag**)

Open rate: The percentage of users or customers who open an email

Personalization tag: A code that allows the writer to insert unique user data from their mailing list into emails

Psychographic data: Refers to information based on customers' activities, interests, and opinions

Quality control: The process through which a business seeks to ensure that product quality is maintained or improved

Search engine marketing (SEM): Increasing a website's visibility on a search engine results page through paid advertising

Segmentation: The practice of dividing an email subscriber list into smaller groups based on criteria like interests, location, or purchase history

Social ads: Paid advertisements on social media platforms targeted to social media users

Website prompt: A digital banner that calls on a website visitor to act in some way

Terms and their definitions from previous module(s)

A

Accessibility: Considering the needs of people with disabilities when products, services, and facilities are built or modified, making them usable by people of all abilities

Acquisition email: An email sent to acquire new customers

Alt text: A brief, written description of an image with the primary purpose of assisting individuals who are visually impaired

C

Call to action: An instruction that tells the customer what to do next

E

Email copy: The text in a subject line, preview text, and email

Email marketing: The process of sending messages to a list of existing subscribers to share information, drive sales, or create community

Email marketing provider: A company that offers email marketing or bulk email services

Email marketing strategy: A set of procedures that a marketer identifies and follows to achieve their desired marketing goals with email advertising

I

Insight: Information that is discovered through research or data analysis and that can be actioned upon to benefit a marketing strategy

N

Newsletter: An email sent to subscribers on a regular basis, containing news and informational content relevant to the company and of interest to subscribers

P

PESTLE analysis: An audit that identifies political, economic, social, technological, legal, and environmental factors that may affect a marketing strategy

Preview text: Text next to an email's subject line in the inbox that gives extra insight into what's inside the email

Promotional email: An email sent out to inform subscribers of new or existing products or services

R

Retention email: An email sent to a current customer with the intent of keeping them as a customer

Return on investment (ROI): Ratio of money made and money spent

S

Screen enlargement application: Technology that helps users see content more easily by magnifying text and images on a computer or digital device screen

Screen reader: An application that converts text, buttons, images, and other screen elements into speech or Braille

Subject line: The first text recipients see after the sender's name when an email reaches their inbox

SMART: A goal-setting method that can help define and measure the success of the goals of a campaign; Stands for "specific," "measurable," "attainable," "realistic," and "time-bound"

Spam: Unsolicited and unwanted junk email sent out in bulk to a broad recipient list

SWOT analysis: An audit that identifies a company's strengths, weaknesses, opportunities, and threats

W

Welcome email: An email sent out to brand new customers or subscribers

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