# 11 Essential Digital Marketing Components You Must Know

According to a study, online marketing techniques have a higher ROI than traditional marketing methods. Without a proper digital marketing strategy, you might not be able to capitalize on the opportunities that come with it. In this post, we'll talk about seven essential components of digital marketing that you should incorporate into your plan.

The various components of digital marketing include text, web advertising, email, and social media. These are all well-used in businesses and can be taught in a digital marketing course. It is very easy to find products that you can sell online, such as cosmetics, clothes, and electrical appliances. Digital marketing allows people to buy and sell these items easily. Let's find out more about essential digital marketing components.

## What are the Components of Digital Marketing?

In this section, we will talk about some of the key components of digital marketing. It will help you gain a deeper understanding of this industry.

- Web Advertising
- SEO

- PPC
- Social Media Marketing
- Content Marketing
- Email Marketing
- Mobile Marketing
- Affiliate Marketing
- Marketing Analytics
- Programmatic Advertising
- Tracking Tools

## Web Advertising

Your website is the central hub of your business, allowing you to brand yourself in a way that's meaningful to your target audience. It's also where you can easily connect with your customers and develop a sales funnel that will allow you to turn them into buyers. Before you start creating a website, it's important that you take the time to consider how it will look and feel. This will allow you to build a strong brand identity and attract more potential customers.

## Search Engine Optimization (SEO)

Search engine optimization is a process that aims to improve the visibility of your website in search results. According to a study, 75 percent of people do not look past the first page of results when searching for a certain product or service. Having a high search ranking helps boost the number of people who are looking for your business and provides you with more opportunities to contact them. SEO professionals are very in demand; they are the person who helps improve a website's search engine ranking. This job title also refers to the process of developing and implementing strategies that will help improve a website's online presence.

## Pay Per Click (PPC)

One of the most essential components of any digital marketing strategy is a PPC campaign, which will quickly place your website at the forefront of search results. This is a great way to boost website traffic and is achieved through the use of Google ads. However, it is important to keep in mind that, regardless of how many clicks are generated from your campaign, you will still have to pay for them. This is because, unlike SEO, which is free, PPC will immediately produce results.

## Social Media Marketing

One of the most effective ways to boost website traffic is through social media marketing, which is a process that involves posting content on various social media platforms, such as Instagram, Twitter, and Facebook. This type of marketing can have a powerful viral effect, as it allows businesses to show their products and services to thousands of potential consumers. However, due to the increasing number of people who use these platforms, it is now more important than ever that you are very strategic with your marketing efforts.

## Content Marketing

You can create and distribute various types of digital content, such as blog posts, whitepapers, and case studies, to help your target market. These can then be used to attract potential customers.

Content marketing is a vital part of any business's strategy to attract new clients. It can help boost search engine rankings and inform your target audience about the various advantages of your product. Having the proper content is very important for consumers, as they are more likely to visit a person's website and interact with the business.

## Email Marketing

One of the most effective ways to promote your business is through email marketing. It allows you to reach out to potential customers and provide them with the information they need to make informed decisions. This method can also help you build a strong relationship with your potential customers.

## Mobile Marketing

Mobile marketing is a type of advertising that is carried out through the use of mobile devices and software. It can be done through text messages or apps. Aside from this, a thorough understanding of how to optimize the various elements of a website for mobile users is also important.

## Affiliate Marketing

In digital marketing, affiliate marketing is a type of activity that involves selling a company's product and then receiving a commission. This is very convenient

and effective because it allows you to streamline the sales process. Just link your website to a product that you want to promote and get a commission when a customer makes a purchase.

## Marketing Analytics

In addition to the various elements of digital marketing, you should also consider analytics as a vital part of your strategy. Having the necessary tools and resources to monitor and analyze your campaigns will allow you to improve the effectiveness of your marketing efforts. One of the most important factors that you can consider when it comes to improving your marketing ROI is keeping track of the performance indicators that are related to your campaigns.

## Programmatic Advertising

It's incredibly difficult to determine which ad is the best fit for your business due to the vast amount of websites and marketing components that are available on the Internet. With the help of machine learning and technology, programmatic advertising can help you find the most effective ad for your business. This process can be performed on a wide variety of platforms and websites at high speed.

## Tracking Tools

Understanding your marketing metrics is very important to making informed decisions when it comes to optimizing your campaigns and advertising. There are various tools that businesses can use to track these kinds of marketing statistics, and you must master this last component to fully know how you can effectively utilize them in online marketing.

# Conclusion

Almost everyone is involved in some form of digital marketing activity, whether they are buyers or sellers. The scope of this industry is wide, and it has become very easy to connect with potential customers and sell goods online.

There are many aspects of digital marketing that every person should know in order to be successful online. In this article, we'll talk about eleven of the most crucial elements. But there is more to learn in order to excel in this field.

# Impact of Digital Marketing on Our Daily Lives

It's essential to understand that we are living in an age where the internet and social media have a huge influence on local and global businesses, economy and trade. 5G wireless communication is on the cards and new technologies are emerging every day. Riding on this technology wave, companies and brands are providing their services and products to targeted clients across the world efficiently and effectively than ever before. The online world is filled with digital marketing opportunities and these are reshaping the world around us. Here are a few facts.

- By July 2019, there are about two billion websites on the web.
- Nearly half of the world's population is already online
- A quarter-billion emails are sent worldwide in 24 hours.
- 5 billion Apps exist on the Android and Apple mobile platforms

Digital marketing refers to the marketing of different products and services on the Internet using digital technologies. The impact of digital marketing is massive in the modern world filled with tech-savvy customers.

**Also Read :** Basic Concepts of Digital Marketing

**It keeps Customers Updated**

The world is rapidly changing with the emergence of new trends, services, issues and needs. The various digital marketing opportunities are keeping clients up-to-date on the latest market trends. The customer has instant information access to any new product or service launch.

**Increase in Customer choices**

Digital marketing opportunities are being translated into a customer-oriented market. Consumers can now opt for international products and get the best bargain.

**Customer empowerment**

We always check Amazon's review section before placing an order, Right? The focus of digital marketing is on the enhancement of user-experience. Customers now have the option to give feedback regarding a product or service on websites and apps. This helps to make an informed buying decision for future customers.

**Also Read :** Top 8 Marketing Strategies you can Learn from Digital Marketing Courses

**The convenience factor and quick service**

In the modern world, time is a precious commodity. Customers can get product information with the click of a button and make quick purchasing decisions. Instead of spending valuable time driving to the store, finding and buying the product, customers can now shop within the comfort of their home.

**Better Relationships are nurtured**

The growth of the Internet has led to quality information dissemination among customers with regards to the brand experience. The expansive digital marketing opportunities help the customers to nurture trust in a particular brand. Clients now get top-quality customer service thanks to the impact of digital marketing.

**24/7 access**

Customers have steady access to information on the web irrespective of the day of the week or time of the day. They can form an opinion on the businesses at any time of the day. Customers now can also shop for a product when they need it regardless of the time of the day.

The rise of digital marketing opportunities has fundamentally transformed customer buying behaviour and established a customer-centric digital ecosystem. Companies are now providing more engagement and integrity to clients to survive in the highly competitive digital marketing sphere.

Digital Marketing is definitely the buzzword today and not only so, but it has also actually become integral to core marketing. Interacting with targeted audiences in real-time, with the help of Internet marketing tools, has certainly given digital marketing the edge over its traditional counterpart.

Businesses, small and big are doing everything they can to keep up with the change & evolution of modern technologies. What differentiates a successful, thriving business from one that has failed is its ability to attract its targeted audiences online and convert them to leads or sales. Various Digital Marketing tools and techniques provide you with the best chances for competition, survival and even business growth.

Join this ever essential bandwagon with a PG Certificate Program in Digital Marketing from MICA and get started with your career in Digital Marketing. Or read on to know how Digital Marketing can turn things around for your organization.

These are a few successful online marketing campaigns which prove that digital marketing is essential and arguably the more important part of marketing, decide for yourself:

**Also Read :** Best Digital Marketing Campaigns

- **Display Marketing: Star Sports**

Cricket is not just a sport in India, it is a religion. And once every four years, when teams are prepping for the World Cup – the sentiments are at an all-time high. Cashing in on this sentiment during 2015's World Cup was Star Sports with its Mauka Mauka ad. The video ad revolved around the anxiety and tension of a fan during a match between India and Pakistan. It captured the public emotion successfully with a little humour. The video ad became an

instant hit – so much that it got a million organic views within 12 hours of being online, reviving an incredible amount of conversations and sentiments around the world cup theme.
The success of the first ad on YouTube encouraged Star Sports to run it as a TVC, and later into a series involving teams from South Africa and Bangladesh.

- **Social Media Marketing: Paper Boat**

Paper Boat is a brand known for bringing back memories of our childhood with various home-made drinks. During monsoon, they ran a digital campaign, especially on their social pages, called #FloatABoat. With the purpose of taking consumers back to their childhood monsoon memories, the company launched this campaign on social media encouraging customers to float a boat this monsoon.
To engage with their customers, they asked people to make a boat and share it on their social profiles using the hashtag #FloatABoat. Furthermore, they promised to donate Rs. 20/- towards children's education with each share they got on social media platforms. The campaign was a huge success with many timelines and social pages flooding with paper boats.

- **Email Marketing: Uber**

One of the most effective email campaigns includes Uber. What's most striking about their emails is the simplicity. They use emails to let their subscribers know about their deals and promotions. A short & crisp initial description, along with a very clear call-to-action these emails are perfect for subscribers who are just skimming through their inbox. They also have a detailed, yet the simple, step-by-step explanation of how it works, in case people want to know more.
What works about these emails are how they are all telling their brand story. All of their communications and marketing assets – from website, app, to social media pages and other visual brand assets – are extremely consistent with their bright colours and geometric patterns. This tactic of Uber's has proven to have increased its brand loyalty among customers.

**Also Read :** The ultimate guide to a winning email marketing strategy

- **Mobile Marketing: Amazon India**

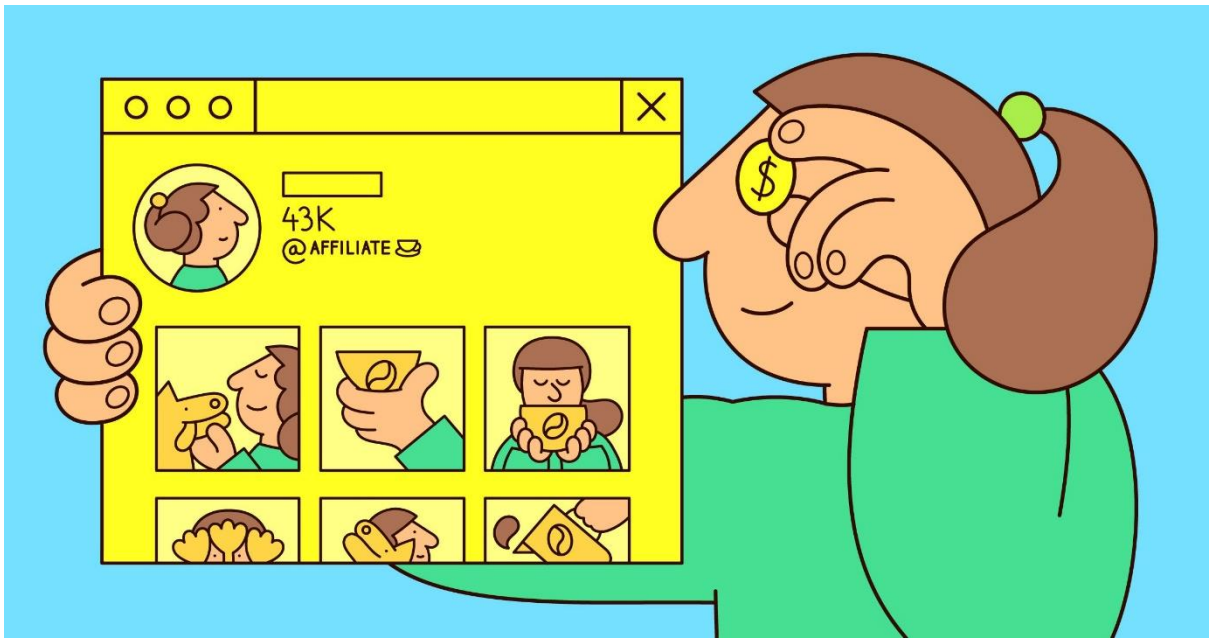
Amazon India is the leading e-commerce brand in the country today. The Great Indian Freedom Sale is all over the internet with their ads and promos. Their good digital marketing strategies did not just limit ads to display networks, they also did aggressive in-app marketing with their ads and promo videos displayed on different mobile apps. Promotional content that involved

details of the fan activities and contests, caught many eyeballs via mobile marketing.

You see the trend has overturned the tide and Marketing has become Digital first. While businesses are increasingly getting onto the digital wave, there is an equally growing need for skilled professionals in the Digital Marketing domain.

# What Is Affiliate Marketing? Everything You Need to Know in 2023

Curious about affiliate marketing and how it works? Here's how you can break into a $8.2-billion industry full of opportunities to gain influence and make passive income.




Start your online business today.

**For free.**

Start free trial

Affiliate marketing is a great way to generate some additional income. You can become an affiliate marketer and recommend other brands, or you can start an affiliate program to start promoting your own existing brand.

This complete guide will walk you through how to become an affiliate marketer who promotes other brands. We'll go over how to start making money in affiliate marketing, online marketing tips to help you succeed, and tricks to help you earn more money.

Smart entrepreneurs running a thriving business know there's always more they can do to make that business grow. One way of taking things to the next level is by finding an alternate stream of income.

Click here to start selling online now with Shopify

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## What is affiliate marketing?

Affiliate marketing is a process where publishers earn a commission by using an affiliate link to promote a product or service made by another retailer or advertiser. The affiliate partner is rewarded a payout for providing a specific result to the retailer or advertiser.

Typically, the result is a sale. But some affiliate marketing programs can reward you for leads, free-trial users, clicks to a website, or getting downloads for an app.

Most affiliate programs are free to join, so you don't have to worry about high startup costs. Done right, an effective affiliate marketing strategy can go from side hustle to profitable online business idea by netting you a healthy income.

## How affiliate marketing works

Affiliate programs work by allowing individuals (affiliates) to promote and sell products or services of a company in exchange for a commission on each sale. The affiliate earns a commission each time someone makes a purchase through the unique affiliate link associated with their recommendation.

Here's how it works at a high level:

- An affiliate shows an ad or a link for Store Z on their website, blog, or social network.
- A customer clicks the unique affiliate link.
- The customer makes a purchase in Store Z.
- The affiliate network records the transaction.
- The purchase is confirmed by Store Z.
- The affiliate gets paid a monetary commission.

Commission rates for affiliate sales vary depending on the company and the offer. On the low end, you'll earn about 5% of the sale, but with some arrangements, you can earn as much as 50%, usually when promoting a class or event. Some affiliate marketing programs provide a flat rate per sale instead of a percentage.

## Types of affiliate marketing

Affiliates always carry a bit of mystery—you never know if the person has ever *really* used the product or if they are just promoting it for the money. Both cases still exist today.

It wasn't until 2009 when renowned affiliate marketer Pat Flynn broke down the different types of affiliate marketers into three groups. Understanding these types of affiliate marketing can show you the different ways people make money online in this space, regardless of your moral compass.

### 1. Unattached affiliate marketing

The first type of affiliate marketing is referred to as "unattached," or when you have no authority in the niche of the product you're advertising, i.e., There's no connection between you and the customer. This often involves running pay-per-click (PPC) advertising campaigns with the affiliate link and hoping people will click it, buy the product, and earn a commission.

Unattached affiliate marketing is attractive because you don't need to do any legwork. Affiliate marketing businesses rely on reputation and trust with a target audience online. Some affiliate marketers don't have the time or desire to build those relationships, so this type of marketing is their best option.

"Unattached affiliate marketing isn't a genuine business model, it's for people who just want to generate income," explains Elise Dopson, founder of Sprocker Lovers. "Our focus for Sprocker Lovers is building community and providing free education around a particular niche first, which in our case is the sprocker spaniel dog breed, and selling second."

**2. Related affiliate marketing**

Related affiliate marketing is the practice of promoting products and services you don't use but that are related to your niche. An affiliate marketer in this case has an audience, whether it's through blogging, YouTube, or another channel. A related affiliate marketer also has influence, which makes them a trusted source for recommending products, even if they've never used them before.

While related affiliate marketing can generate more affiliate income, it comes with the risk of promoting something you've never tried before. It could be the worst product or service ever, and you wouldn't even know. It only takes one bad recommendation to lose the trust of your audience. If you don't have trust and transparency, it'll be hard to build a sustainable affiliate marketing business.

**3. Involved affiliate marketing**

Involved affiliate marketing refers to only recommending products and services the affiliate marketer has used and truly believes in. "Involved affiliate marketing is the way forward," says Elise. "It's rooted in trust and authenticity, which is best for your audience and business."

In this type of marketing, an affiliate marketer uses his or her influence to promote products and services that followers may actually need, instead of paying to get clicks on a banner ad. It takes more time to build this type of credibility with an audience, but it's necessary for building a sustainable business.

Elise explains that the involved approach makes advertising much easier for affiliate marketing partners: "You don't have to hide behind expensive PPC ads and hope for clicks and sales. An organic Instagram Story or blog post about your experience with a product will go a long way." Elise prefers

this method because it's honest and is "the only genuine way to become a trusted source on any topic."

Involved affiliate marketing is the only genuine way to become a trusted source on any topic.

Elise Dopson, founder of Sprocker Lovers

## Pros and cons of affiliate marketing

Yes, affiliate marketing is worth it, given its growth in popularity. Statista estimates the affiliate marketing industry was worth $8.2 billion in 2022, up from $5.4 billion in 2017. It's also a low- to no-cost business venture you can profit from immensely. But before diving in, consider the pros and cons of entering the affiliate marketing world.

### Pros

While industry growth is a good indication of success, entrepreneurs also take this referral marketing route for a few other reasons.

*Easy to execute*

Your side of the equation involves simply handling the digital marketing side of building and selling a product. You don't have to worry about the harder tasks, like developing, supporting, or fulfilling the offer.

Related Content:

- How to sell on Facebook
- How to sell on Instagram
- How to make money on Youtube

*Low risk*

Since there's no cost to join affiliate programs, you can start making money with an established affiliate product or service without any upfront investment. Affiliate marketing can also generate relatively passive income through commission—the ideal money-making scenario. Though initially you'll have to invest time creating traffic sources, your affiliate link can continue to deliver a steady paycheck.

*Easy to scale*

Successful affiliate marketing offers the potential to significantly scale your earnings without hiring extra help. You can introduce new products to your current audience and build campaigns for additional products while your existing work continues to generate affiliate revenue in the background.

Before you get too excited, know that great affiliate marketing is built on trust. While seemingly there are an endless number of products or services to promote, it's best to only highlight those you personally use or would recommend. Even when a product interests you or fits within an existing hobby, becoming a great affiliate marketer for that product takes a lot of work.

**Read more:** The Beginner's Guide to Setting Up an Affiliate Program for Your Shopify Store

## Cons

Affiliate marketing also has a few disadvantages compared to other types of marketing campaigns. Before jumping in, let's look at a few challenges you'll face on your journey to affiliate marketing success.

*Requires patience*

Affiliate marketing is not a get-rich-quick scheme. It requires time and patience to grow an audience and gain influence.

You'll want to test different channels to see which connect best with your audience. Research the most relevant and credible products to promote. Spend time blogging, publishing free content on social media, hosting virtual events, and doing other lead-generating activities on your marketing channels.

*Commission-based*

There's no boss handing you a weekly paycheck as an affiliate marketer. Affiliate programs work on a commission basis, whether you're paid by lead, click, or sale.

Companies use a temporary browser cookie to track people's actions from your content. When a desired action is taken by someone, you receive the payout.

*No control over program*

Affiliates must obey the rules set by a company for their program. You need to follow their guidelines for what you say and how you present their product or service. Competitors must follow the same recommendations, so you have to get creative to differentiate yourself from the crowd.

## How do affiliate marketers make money?

Affiliate marketing income spans a large spectrum. There are some affiliate marketers that will make a few hundred bucks per month and others that make six figures a year. The larger your following, the more money you can make as an affiliate marketer.

When you choose an affiliate program to promote, you'll notice there are different payment models. Companies also call it a price model, payout model, conversion type, or another variation.

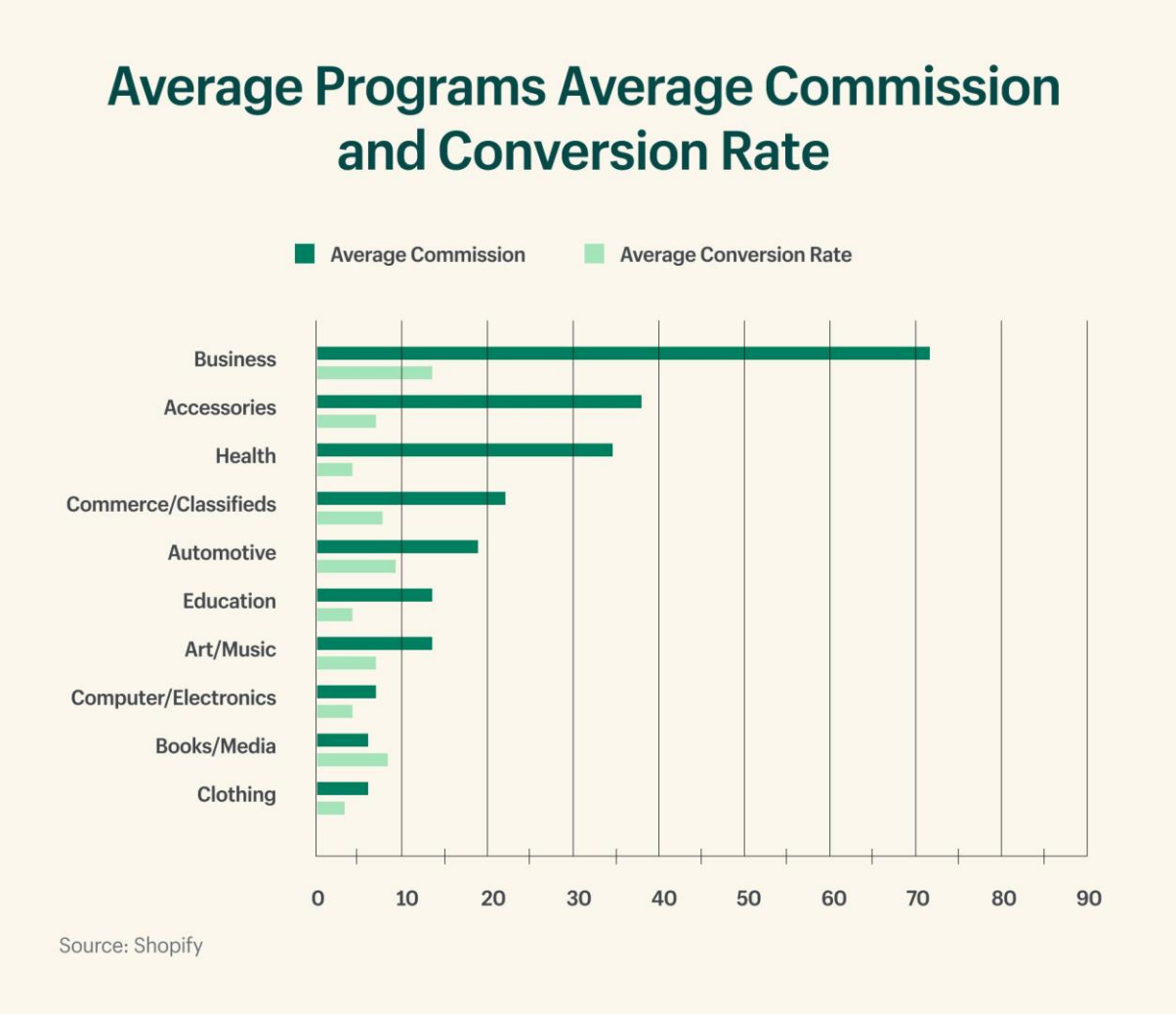
Regardless of the name, the payment model tells you what goals you will get paid for. If you're promoting a software product, the action could be a free trial signup. For an affiliate marketer who promotes physical products, the goal will likely be a purchase.

Many programs run with last-click attribution, which means the affiliate who receives the last click before purchase gets 100% credit. However, this is changing, as programs improve attribution models and reporting. For example, you could share equal credit for a sale if there were multiple affiliates in a buyer's conversion funnel.

Five common ways affiliates get paid include:

1. Pay per sale, where you earn a commission for each sale you make. It's a common payout model for ecommerce offers.
2. Pay per action, which earns you a commission for a specific action. Many affiliate programs use this payout model because it's broad and can be applied to different offers: a newsletter signup, a click, contact request, form submission, etc.
3. Pay per install, where you are paid for every install generated from your website traffic. The goal of your content would be to promote mobile apps and software so that people download or install them
4. Pay per lead, which pays you every time someone signs up for something. It's a popular payout method because companies use it for sweepstakes, lead generation, and other types of offers. Cost per lead offers are common for beginners because it's easier to generate leads than to sell products to an audience.
5. Pay per click, a rare payout system where you earn commission on every click on your affiliate link. Pay per click programs are used by big merchants with a goal to build brand awareness. Customers don't need to sign up or buy anything, just to visit the merchant's website.

How much you make depends on your affiliate niche. For example, research conducted by Shopify in 2021* found that the highest average commission rate ($70.99) was for business-related programs, while books and media and clothing categories earned just over $6 per commission. The maximum average commission we found was around $289.06 per sale.



Affiliate marketing program commission and conversion rate by niche

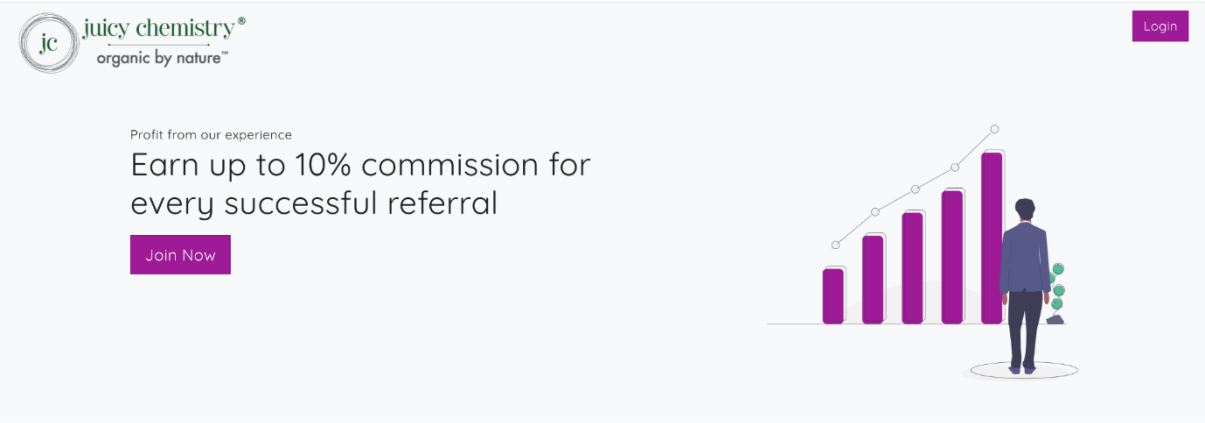
## How to find affiliate programs?

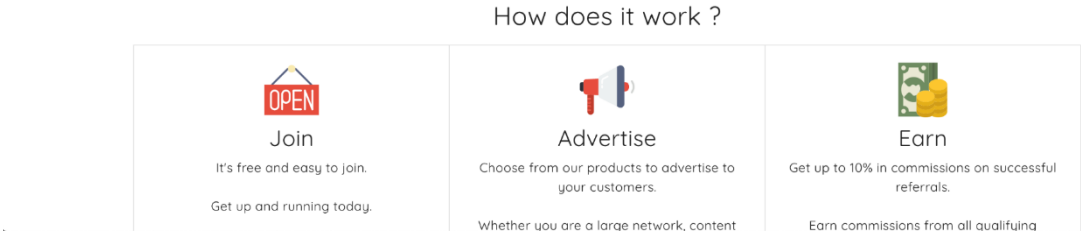
If you're wondering how to get your feet wet in affiliate marketing, you've got a few options. Not every company offers affiliate programs—some businesses manage their own affiliate programs while others use an affiliate network.

An easy way to find affiliate programs is to visit an affiliate marketplace or platform. Browse your niche to find top-performing affiliate platforms. Here are some of the most popular ones in India:

- AffiliateFuture
- Admitad
- ClickBank
- vCommission
- ShareASale

Another option is to visit the websites of the products and services you use and like, to see if they have an affiliate program. Brands like Juicy Chemistry, selling organic skincare products have their own affiliate programs up and running. So if you are a user of their products or knowledgeable about skincare in general, this affiliate opportunity might be right up your alley.




Source: Juicy Chemistry

You also can take a more direct approach. Reach out to the owner of a great product you come across and see if they offer an affiliate marketing program. If they don't, they might be happy to set up an arrangement with you, such as presenting you with a unique coupon code to share with your followers. The best deals often are found when you're the first to inquire and have a relevant distribution channel, such as approaching the seller of a new fitness product if you're a health and wellness blogger.

Affiliate marketing programs will have terms of service you need to follow, so read the fine print carefully. For example, your link usually will have a cookie with a specified timeframe, and some programs don't allow you to purchase pay-per-click ads using the product or company's name.

## Choosing your first affiliate program

As you brainstorm products or browse through affiliate platforms, the most important criteria to keep in mind is that the product/service should be aligned with your audience, or the audience you hope to build. Ask

yourself, is it something your target audience would find valuable? Does it fit with your area of expertise?

A food blogger probably wouldn't promote beauty products, for example. A wide range of other products would make more sense, such as cookware, meal kits, gourmet ingredients, or even aprons.

Also, make sure the product or service you're promoting is a fit for the platform you're promoting it on. For example, home decor and clothing are well suited to image-heavy platforms like Instagram.

However, if you're promoting purchases that need a more in-depth assessment, like software, your review may convert better on longer-form content platforms, like a blog or YouTube.

Which platforms to use for affiliate marketing?

There are several platforms to earn money through affiliate marketing, some of them are listed below:

- Your own website or blog
- Instagram
- YouTube
- Twitter
- Facebook
- LinkedIn
- Reddit
- Email

While any platform could be used for sharing your affiliate marketing links or codes, it's useful to determine which platforms are the easiest to reach your largest audience with uncompromised trust, and where they are most likely to buy the products you are marketing.

For example, if you write well and have an audience seeking newsletters, email and your own blog may work out the best for you. Business products may be the easiest to market on Linkedin. If you have a large number of followers on Instagram, that should be the best place to begin. However, there's no reason to limit yourself to any single platform.

## Tips to promote your affiliate offer

Source (DUE)

As mentioned earlier, affiliate marketing revenue eventually can become a form of passive income, but you still have to do some heavy lifting up front. The success of your program will depend on the quality of your recommendation.

To make a convincing recommendation, it's best to get personal. Share your experience in your blog, social media post, or video. If you're writing a personal review, give a candid opinion based on your experience with and knowledge of the product. The more open you are, the more authentic you will be.

However, that alone is not enough. Take into consideration the tips below while promoting your affiliate offer.

1. Build trust
2. Talk to a product expert
3. Create a product tutorial
4. Find relevant search terms
5. Consider your angle
6. Set your distribution strategy
7. Try offering a bonus
8. Keep things legal and above board
9. Display your affiliate links/codes prominently

1. Build trust

People will be more comfortable following your advice if they feel they can trust you. Trust is a key factor in your affiliate marketing efforts, because people need to trust you enough to act on your recommendations. The level of trust you'll need to make affiliate sales depends on your industry and the products you're recommending—for example, it takes more trust to be an effective affiliate for a INR 3,000 course, than it does for a t-shirt that costs a few hundred rupees.

Building trust, however, is something that happens over a period of time. So, if you're new to creating content for affiliate marketing, don't expect success overnight. And more importantly, don't be disheartened or impatient with your project to make affiliate marketing work for you. Patience, persistence and consistency are your allies in building trust.

2. Talk to a product expert

An option you can explore in terms of your content is interviewing others who use the product or service, or even interviewing the person who makes or sells it. Authentic experience of a product's user, and the expertise of a product expert, both add a weight of meaning to your recommendations.

This can give your recommendation more depth, creating a narrative for your audience. And if done well, they will increasingly seek your content to discover or learn about new products.

3. Create a product tutorial

While your success with affiliate marketing can depend on the overall size of your following, another way to drive higher-converting traffic is by providing a tutorial on the offer. Moreover, people often perform "how to" searches on Google, such as "how to save money for college" or "how to decorate a laundry room." If you offer a tutorial that solves a searcher's problem and clearly showcases the value of the product, your referrals will make more sense in context and you'll provide the customer with a stronger incentive to purchase the product you're recommending.

4. Find relevant search terms

If you're promoting an offer through a blog post or YouTube, research which keywords someone might use in a search engine to find an answer to a related problem. Google Ads Keyword Planner is a good tool that can help with identifying and targeting the right keywords and phrases. (It's free to use, but you'll need to create an account.)

5. Consider your angle

Depending on your offer, figure out how much energy you should invest in instructional or tutorial content, which is often a natural lead-in to someone trying a product for themselves. For example, you could record a video of yourself using and getting the most out of a physical product, or showing off the benefits of a digital product, like software. It helps audiences catch a glimpse of the product's utility before making a purchase.

Unboxing posts are popular, so if you receive the product in the mail, document your experience opening it up.

## 6. Set your distribution strategy

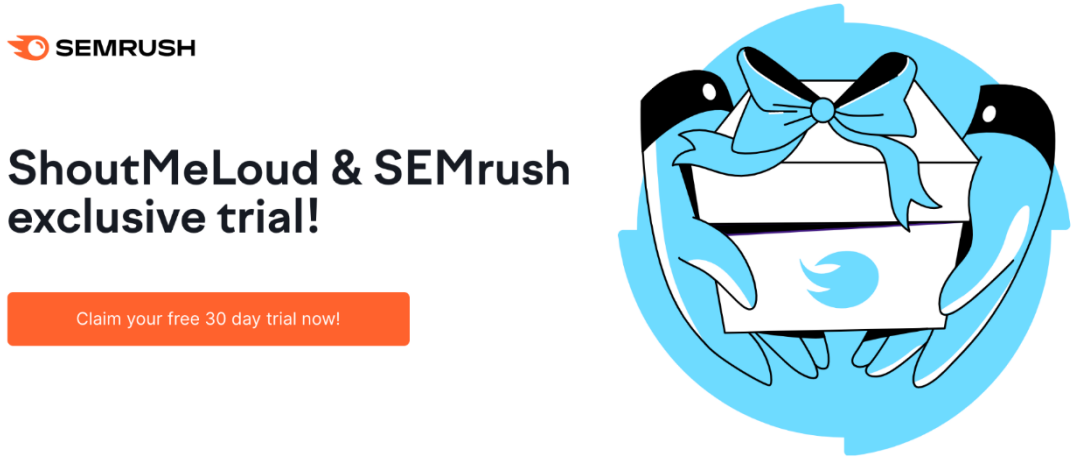
Once you've created your promotional content, share it on your website or social media platforms to let network effects take over. If you have an email list, you can create an email marketing campaign. And be sure to have an affiliate marketing hub on your website with a resources page where you share a quick list of all of the tools you use and love.

## 7. Try offering a bonus

Sometimes marketers promote their affiliate programs by offering bonuses to anyone who purchases the offer. For example, you could give a free ebook you wrote to any follower who makes a purchase. Promotions like this encourage customers to buy by sweetening the deal. It is especially persuasive if the bonus you offer is something you normally sell, because then shoppers can see its actual monetary value right on your site.

Sometimes if you have the right audience and great engagement, you can strike a deal with the promoting brand to offer an exclusive bonus for your audiences. This is often a win-win for both you and the brand, since you get to incentivise your audience to purchase through your links for exclusive offers, and the brands get to target their discounts more effectively to the right audience.

ShoutMeLoud, a blog that earns a good share through affiliate marketing promotes such an exclusive offer with SEMRush, the SEO tool, as seen in the image below:




Source: SEMRush

The most common bonus programs seen in India are coupons, free trials, product giveaways or extra discounts for a service/ products purchased with the affiliate links.

8. Keep things legal and above board

According to ASCI (The Advertising Standards Council Of India) Guidelines, there are some duties that need to be fulfilled when you're doing affiliate marketing like the use of a disclosure label.

> *We hope you love the products we recommend! All of them were independently selected by our editors. Just so you know, BuzzFeed may collect a share of sales or other compensation from the links on this page if you decide to shop from them. Oh, and FYI — prices are accurate and items in stock as of time of publication.*

(source: Buzzfeed)

A disclosure is required for all brand promotions if there is any material connection between both the entities. In the case of affiliate marketing, your content contains a hyperlink or discount code, where you get paid for every 'clickthrough' and sale that can be traced back to your content. Therefore you must use a disclosure label.

Even if you put links in your content for your family brand it's necessary that you disclose it. If you're promoting something at your own expense and there is no material exchange of any kind with the brand you are choosing to talk about, no disclosure is necessary.

All disclosures you make must be prominently visible in a way that it can't be missed. While ASCI, as a matter of principle, does not impose penalties and fines, it may escalate non-compliant cases to the government and sector regulators to protect consumer rights.

The guidelines are designed to help the affiliates work collaboratively and communicate effectively and responsibly with the industry. This protects the consumers from being misled and thereby protects the long term interests of the affiliates and the industry.

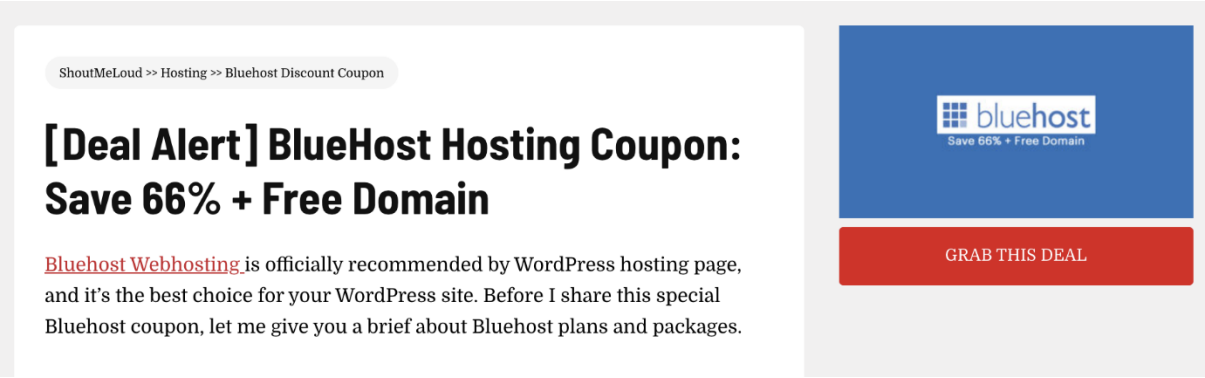
While this may sound foreboding, maintaining such transparency will further earn your audience's trust in the long run.

9. Display your affiliate links/codes prominently

Where and how you feature your affiliate links and codes in your content must be carefully thought through. While it's important not to seem pushy, it's vital that an interested user does not miss them. Below are a few general tips you could put into practice in your affiliate marketing campaigns.

- Use call-to-action (CTA) buttons wherever possible

CTA buttons encourage better conversions than URLs displayed within your website or blog.

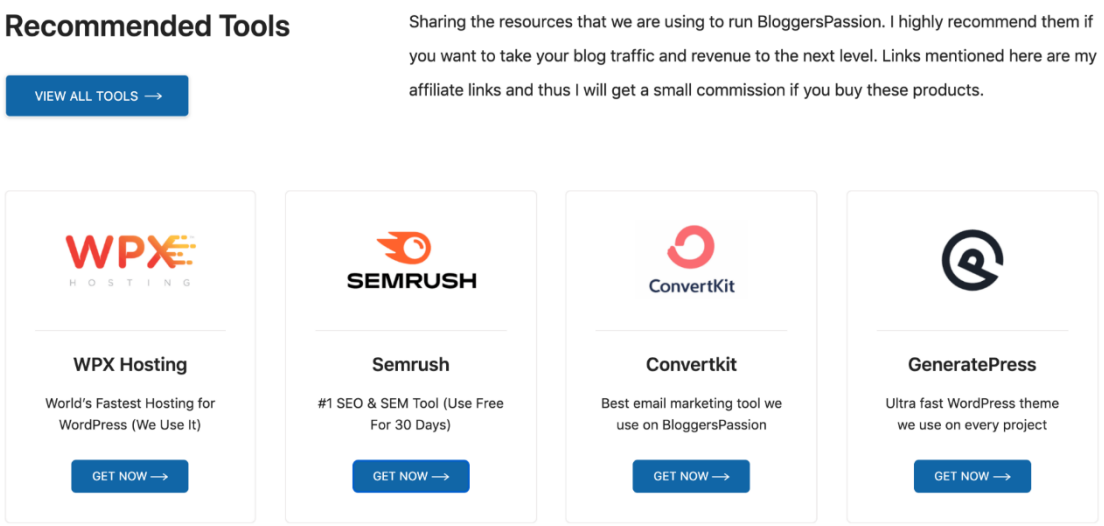



- Cloak your links

Turn "randomaffiliateprogram.com/?clickid=abc12345" into "yourwebsite.com/product-name" with tools like Prettylinks. Lengthy urls not only take up real estate in your content with meaningless hashes, but also seem inherently suspicious. Also, you now have the opportunity to convert the link into an asset that reflects your brand.

- List all your affiliate offers in one place

This ensures that your audience can find and recover your offer whenever they are ready to make a purchase and increases the possibility of every visitor discovering something they link in a menu of products.




Source: Bloggerspassion

Bloggerspassion.com has 'recommended tools' displayed prominently on their homepage along with encouraging copy and CTA buttons for each.

- Use the properties of your platform to good effect

For an affiliate promotion on YouTube, links could be placed in your video description. However, you also have the option of placing them as annotations on-screen at strategic moments in your video and directing the viewer's attention to the link through the content. On Instagram, you could place the links prominently in your bio, or have it as a highlight. Often, a single LinkTree link in your Instagram bio can be used to consolidate all your affiliate links in one place.

Use the tips outlined above to get started on your own affiliate marketing journey and grow your wealth. But before that, get inspired.

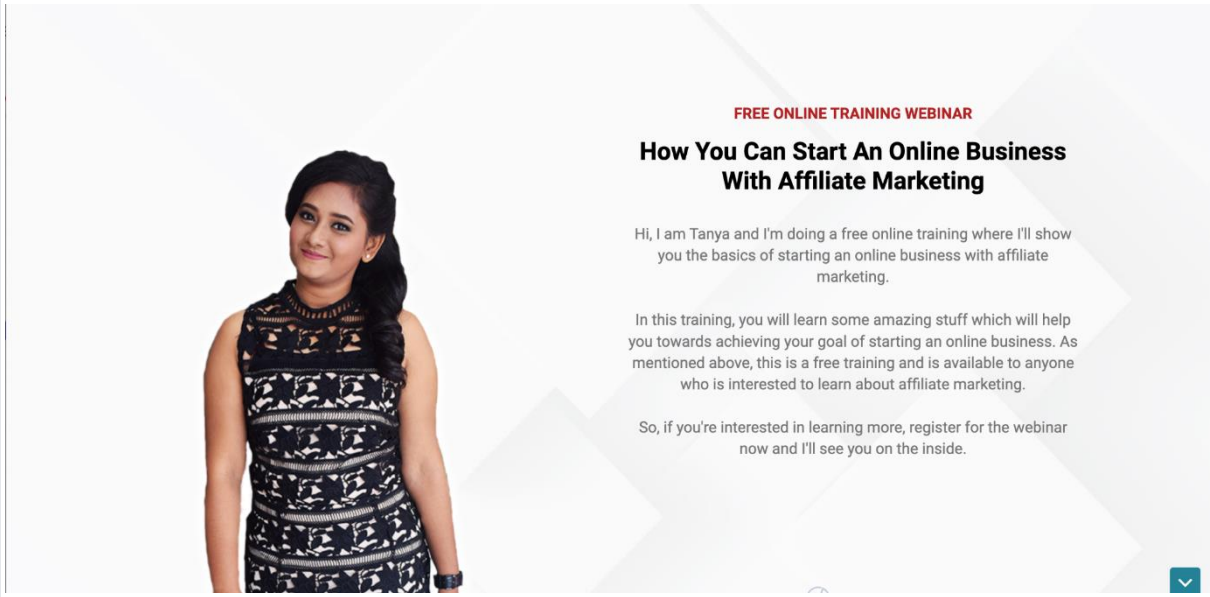
## Examples of successful affiliate marketers in India

Looking at some of the individuals that actively earn from affiliate marketing will not only provide you with inspiration—as well as proof that this is a legit and lucrative revenue stream.

Although influencers earn through influencer marketing campaigns, the fact that they have a captive audience means that affiliate marketing can easily be leveraged into a steady revenue stream – Ankur Warikoo and Ajay Negar, to name a few. In the examples below, we exclude those who are Influencers in the traditional sense, even if they also earn through affiliate marketing.

Tanya Joseph

Tanya Joseph is a popular YouTuber with over 92K subscribers. Most of her content includes product recommendations and video tutorials of software products and tools, in the descriptions of which she places affiliate links. She even promotes her own affiliate marketing mentorship through a webinar.




Source: [How You Can Generate $1,000's Online With This Simple 3 Step System]

Harsh Agarwal

Source (wikibiostars)

Harsh Agarwal started his website ShoutMeLoud in 2008 to write blogs and his site gets around 1.5 crore visitors every day. He earns a major portion of his income, reportedly 15-20L per month, through affiliate marketing. He makes his affiliate disclosures quite clear on his posts.

Jyoti Chauhan

Source (instagram)

Jyoti Chauhan runs a successful blog, UpdateLand since 2013, which includes in-depth product reviews, how-to guides and other search engine optimised content. UpdateLand receives over 5L monthly in traffic, and earns through affiliate marketing among other things as the disclosure on the website suggests. Her complete guide on Semrush traffic analytics tool is an example of affiliate marketing.

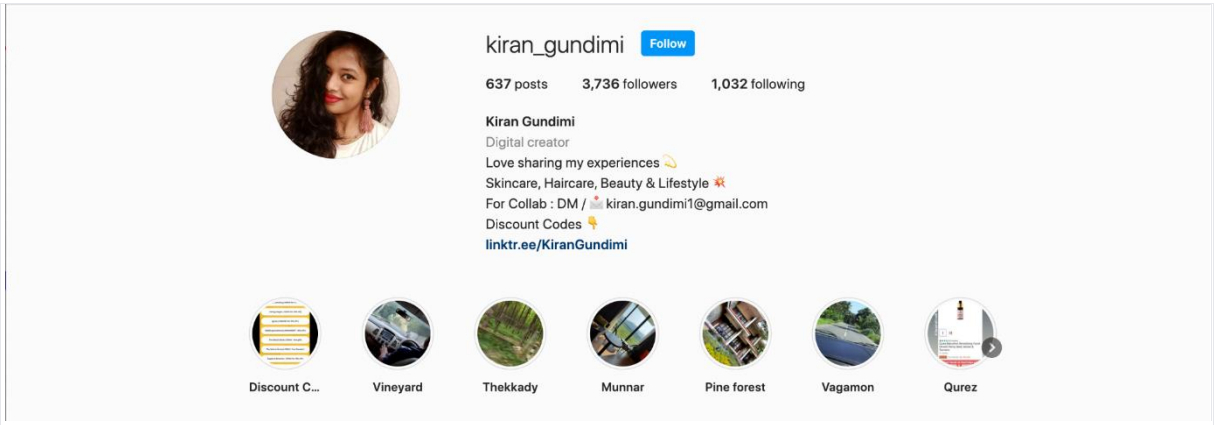
Source: Updateland

Anil Agarwal

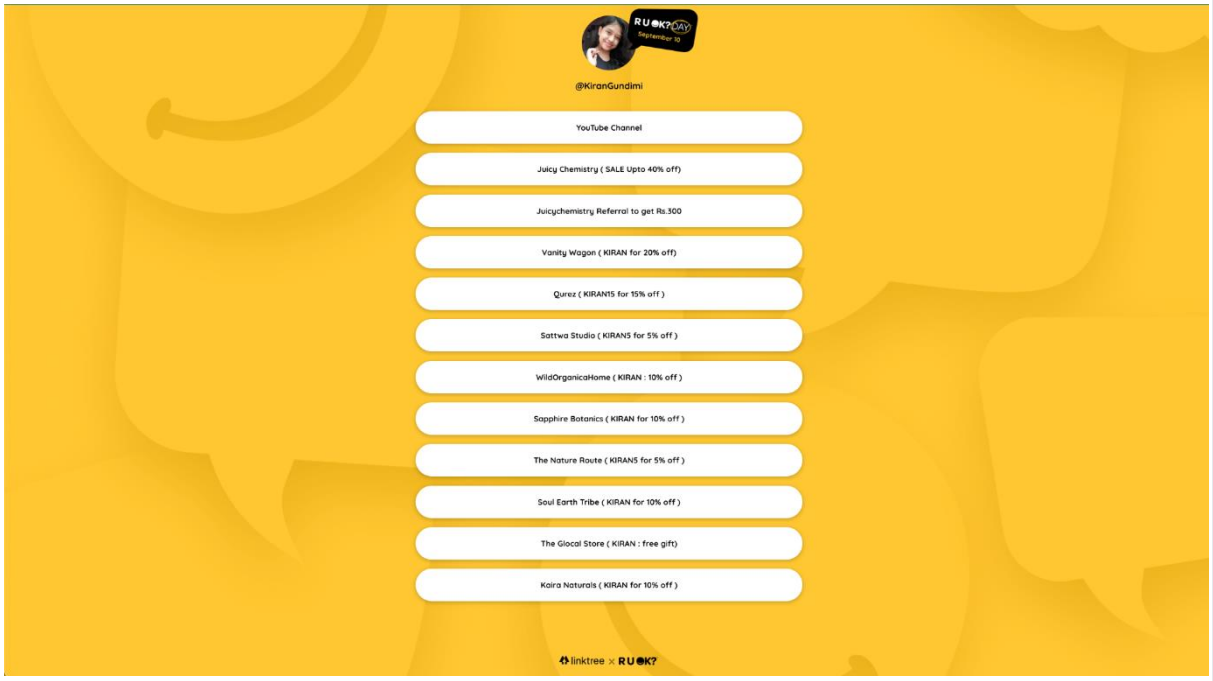
Source: Bloggerspassion

Anil Agarwal owns and runs a popular blog called BloggersPassion. In a blog post titled Bloggers Income Report January 2021: How Much Money Do Top Bloggers Make he has disclosed that he makes $10,844 (over INR 8L) per month in 2021 through affiliate products, direct advertising, and consulting. He has also posted a case study about how he made $16,433 (approx. INR 12.33L) through affiliate marketing in partnership with ShoutMeLoud's Harsh Agarwal by promoting a single product.

Kiran Gundimi




Kiran Gundimi is a young Instagrammer producing content related to skincare, health, beauty and lifestyle. Even with a follower count under 4000, she successfully promotes products in her domain and earns through affiliate marketing. Her affiliate links are in her Highlights as well as consolidated in the Linktree URL in her bio.




Source: [@KiranGundimi | Linktre]

The thing to note from the brief profiles of successful Indian affiliate marketers above is that each has eventually become a content creator in their own right, which allows them to branch out into other revenue streams like earning through Google AdSense and influencer marketing. It only proves that earning your audience's trust with quality content will open up

your earning avenues eventually – and affiliate marketing is a great way to make a steady beginning.

## Ready to get started with affiliate marketing?

Earning money with affiliate marketing programs can be a rewarding way to earn money online without taking on too much risk. All it will cost you is your time. By investing the hours upfront, you can continue to reap the rewards and turn it into a steady source of income, if not a business all by itself.

To get started, check out the Shopify Affiliate Program and sign up to help entrepreneurs discover Shopify, while you earn through the power of affiliate marketing.

Click here to apply to the Shopify Affiliate Program.

***Methodology:**

*Data gathered (program name, industry, average commission, average conversion rate) from an affiliate network site of 200 affiliate programs, 20 random programs each from 10 industries. The data comes from a seven-day measurement period (December 7–14, 2021).*

*Limitations include:*

*Data is gathered only from one affiliate network site. Not all categories could be included because of lack of program availability and time constraints of data collection.*

# Viral Marketing: What It Is, How It Works, Examples, Pros & Cons

Viral marketing seeks to spread information about a product or service from person to person by word of mouth or sharing via the Internet or email. The goal of viral marketing is to inspire individuals to share a marketing message with friends, family, and other individuals to create exponential growth in the number of its recipients.

KEY TAKEAWAYS

- Viral marketing is a sales technique that involves organic or word-of-mouth information about a product or service to spread at an ever-increasing rate.
- The Internet and the advent of social media have greatly increased the number of viral messages in the form of memes, shares, likes, and forwards.
- Some marketing campaigns try to trigger virality; however, many times just exactly what goes viral remains a mystery.
- Once something goes viral, it is an easy and cheap way for a message to gain popularity.
- Viral marketing can increase a company's reach and, ultimately, its customer base.

## Understanding Viral Marketing

In the case of viral marketing, "viral" refers to something that spreads quickly and widely across its audience. Viral marketing is a deliberate enterprise, though the distribution of a message happens organically. As such, social media provides the perfect ecosystem for viral marketing, though it has its roots in traditional word-of-mouth marketing.

While the practice was much more widely used in the early to mid-2000s, as new Internet businesses were being created in extreme numbers, it is still common among Internet-based business-to-consumer (B-to-C) companies. The widespread adoption of social media networks—including YouTube, X (formerly Twitter), Instagram, Snapchat, and Facebook—has enabled modern viral marketing efforts and increased their efficacy.

## Examples of Viral Marketing

A frequently used example of early viral marketing is Hotmail, the free web-based email service launched in 1996 that included in its users' outgoing messages an embedded advertisement and direct link inviting recipients to sign up for an account. This practice led to the fastest growth among user-based media companies at the time.

Another example that illustrates how varied viral marketing can be is the ALS Ice Bucket Challenge. The ice bucket challenge existed before The ALS Association utilized it to raise awareness and generate donations; however, the massive dissemination on social media of ALS Ice Bucket videos created a worldwide sensation that tremendously increased ALS awareness.

$115 million

*The amount of donations raised from the ALS Ice Bucket Challenge.1*

## Viral Marketing Characteristics

All viral marketing examples—deliberate or accidental—have three things in common: the message, messenger, and environment. Each part must be leveraged to create a successful viral marketing campaign. Viral marketing campaigns may be created by any size business and can stand alone or be a part of a larger traditional campaign.

These campaigns may use several tools (e.g., videos, games, images, email, text messaging, and free products) to appeal to the emotions of users or viewers, raise awareness of a worthy

cause, and make it easier to consume and share. Viral marketing often relies on the help of an influencer, who has a large network of followers.

With the help of social networks as a "force multiplier," viral marketing is quicker than traditional marketing campaigns, as well as less expensive. Since it can receive so much traffic in a short time, it can also lead to mainstream media attention. Social media can also cause viral marketing efforts to misfire, as messages are altered, misconstrued, considered spam, or called out for missing the mark. Viral marketing success can also be hard to measure.

# Advantages and Disadvantages of Viral Marketing

## Advantages

Viral marketing allows companies to better market their products by reaching consumers that ordinarily would not be targeted by its traditional marketing campaigns. This expanded reach allows the company to enter new markets and potentially expand its customer base.

When done creatively, companies can trigger viral responses. For example, Burger King created a buzz when it posted pictures of its month-old, moldy Whopper in response to McDonald's claim that its burgers don't decompose. Burger King asserts that it uses only fresh ingredients and no preservatives, which should provide a better and healthier outcome for its customers. Its unappealing-looking burger was visible proof of that claim.

Viral marketing costs are a fraction of traditional advertising campaigns. And advertising is essentially free when consumers infectiously share their positive experiences with a company's products and services with others.

Because the Internet allows content to be shared easily and quickly, viral marketing can also trigger exponential and rapid growth; however, it is important to note that how quickly and easily content is shared is largely dependent on whether the company uses the right tools that make this possible.

## Disadvantages

Sometimes, viral marketing sparks a response counter to what was intended. Consumers tend to share negative news more often than positive news, and studies show that people have a stronger emotional response to negative news. Negative buzz can be detrimental to business and sometimes hard to recover from.[2]

The effects of viral marketing are hard to measure as it is difficult to determine if a lead or sale resulted from it. And there is no consensus among businesses on how to measure its success.

If customers believe the viral campaign will compromise their privacy and security, they will likely not share. As a result, the company's marketing mission fails, and its reputation may be tarnished. Future viral marketing campaigns may be adversely affected by previous unsuccessful attempts.

Pros

- Wider reach
- Faster and exponential growth
- Lower costs

Cons

- Negative word-of-mouth
- Hard to measure
- Low virality

## How Do You Make Money If Your Video Goes Viral?

To make money on a viral video, you must monetize it, generally by requiring subscribers to pay to view it or by allowing companies to advertise to your audience in exchange for a fee. Companies either pay the creator to mention their products or services or run company-created ads before, during, or after their videos.

There are other ways to make money from a viral video other than the ones mentioned. For example, creators can license their videos, allowing third parties to use their content.

## Why Is Transparency So Important in Viral Marketing?

Being transparent means being honest and open about operations and motives. Transparency in viral marketing is important as consumers are more critical of traditional marketing campaigns and are holding companies accountable for their actions more often than before. Approximately 94% of consumers are likely to be loyal to companies that are transparent in marketing.[3]

## What Does "Seeding" Mean in Relation to a Viral Marketing Campaign?

Seeding is a marketing technique in which companies purposefully distribute viral information or content to select users who they think will effectively share the campaign. Most often, social media influencers are chosen as seeds to spread the word and solicit feedback about a product.[4]

## What Are the Steps to Start a Viral Marketing Campaign?

First, identify the purpose of going viral. Are you seeking to improve your brand's image or increase awareness? Then, find out more about your audience. Social media reporting is a good source of information about what is preferred by your target audience. The content you want to go viral needs to be configured to where it can be easily and quickly shared. If not, the campaign will likely fail at the start. Make sure that the content you want to be shared is organic and relatable. Lastly, use trends and hashtags to promote the content as they will capture the attention of your followers.

## What Are Good Tools for Viral Marketing Campaigns?

There are many tools companies can use in their viral marketing campaigns. Companies can create and sponsor communities, which can be tapped to promote your products or services. Create and promote sweepstakes, contests, and rewards to generate buzz and capture a large audience. Other tools include sponsoring messages and chat blasts.

## The Bottom Line

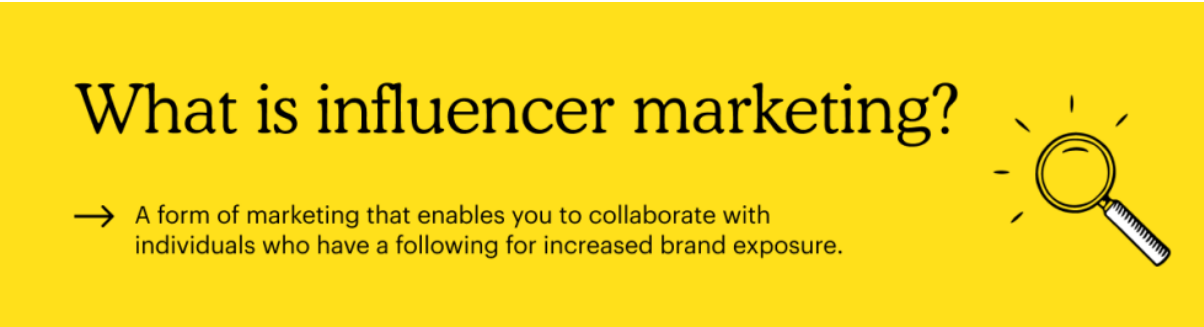
Viral marketing is an inexpensive and effective technique for increasing awareness and promoting a brand or product. Companies depend on their audience or targeted users to share advertising campaigns and their positive experiences with others. Successful campaigns can help the company grow, enter new markets, and increase revenues. Companies must choose the right platforms to advertise and format their content to where it can be easily shared. If done poorly, it can produce unfavorable results that could erode earnings and tarnish a company's reputation.

# What Is Influencer Marketing?

Influencer marketing is a great way to promote your brand, but is it the right strategy for every business? Learn more about influencer marketing here.
If you're looking for a way to market on social media, influencer marketing may be a strategy worth looking into. What is influencer marketing? This phrase refers to businesses partnering with individuals with a significant social media presence to market their products and services.

Nowadays, there are hundreds of millions of people who use social media on a daily basis. People trust the individuals they follow, so it might be a good idea for businesses to reach out to those on social media who have a lot of followers and high engagement rates. By working with influencers, getting products and services in front of as many people as possible is likely and may boost your conversion rate.

If you want to get the most out of influencer marketing campaigns, you must have a strong strategy you can lean on. But before we dive into how to develop a robust social media influencer marketing strategy, let's cover the basics, such as what it is, how it works, and if it's suitable for your organization.




## What is influencer marketing and how does it work?

Influencer marketing is a form of marketing that enables businesses to collaborate with individuals who have a following for increased brand exposure. Companies may ask a person with a large following to publish social media content that promotes their products or services. People often follow individuals they trust on social media, so if they see someone they follow advertising your business, there's an inherent trust factor you can lean on to boost your conversion rate.

An integral part of any influencer strategy is figuring out which influencers might suit your company. For example, if you sell facial moisturizers, you may want to work with an influencer with a strong track record of success promoting skincare products. In this scenario, it's best to partner with individuals that meet this criteria because those who follow that specific influencer are interested in what they have to say.

Once you find an influencer you like, reach out and see if you can strike a deal. For this transaction, you may allow them to receive a commission on all the products and services they sell. As an example, you might give them 10% of the revenue generated from the products and services they sell on your behalf. You'll need to review the numbers to see if this agreement is viable, and you might even want to partner with multiple influencers as a part of your influencer strategy.

## Is influencer marketing effective?

So, is influencer marketing effective? While your campaign's outcome comes down to your strategy, there are a few significant benefits to using this type of marketing. For instance, businesses earn an average of $5.78 for every dollar they spend on influencer marketing (via Influencer Marketing Hub).

Here are a few other advantages to consider:

- Establish credibility and trust. One of the reasons many businesses have a hard time selling their products and services is that they can't establish credibility. Your business must appear credible if you want people to buy from you. By partnering with an influencer that followers trust, you can quickly boost your credibility.
- Cost-effective. Another major benefit of using influencer marketing is that it's cost-effective. If you decide to use this tactic, you may generate a significant return on your investment as long as you partner with the right people.
- Attract quality leads. By using influencer campaigns, you can reach people who are likely interested in the products and services you offer. As a result, you may have an easier time increasing your conversion rate.
- Boost brand awareness. When you partner with influencers, you immediately get your products and services in front of hundreds of thousands of people. There are even some influencers who have millions of followers. Therefore, there are plenty of ways to use influencer marketing to boost brand awareness.

These are just a few reasons you should consider partnering with influencers. Make sure you work with the right influencer to get the most out of this relationship.

Build your brand and grow your business with Mailchimp's social posting platform. Simply choose a channel, add your content, and post.
Sign up

## Limitations of influencer marketing

While influencer campaigns can provide many benefits, there are also a few limitations to consider. For example, collaborating with an influencer who isn't a right fit for your brand, is dishonest, or finds themselves in hot water, can set your marketing efforts back. This can also hurt your brand since the influencers you work with are a reflection of your business. Additionally, partnering with an influencer in the wrong industry can make selling your products or services difficult.

That's why you always need to vet your influencers carefully. You should take a look at their background and make sure that the lifestyle they lead is compatible with your company. Otherwise, influencers promoting your products and services could reflect poorly on your company. It's a good idea to have professionals in your business who can communicate with influencers you want to partner with to learn more about them.

## Is influencer marketing right for your business?

Companies in the B2B and B2C spheres can benefit from influencer marketing. As long as you execute this marketing tactic effectively, you can grow your audience.

However, note that this type of marketing isn't common for B2B companies to implement. Therefore, if you're in the B2B industry, you need to think carefully about how to partner with an influencer who can adequately expand your brand awareness and target the right market.

On the other hand, if you're in the B2C industry, it can be a powerful marketing tactic that can increase your revenue.

## How to create an influencer marketing strategy

If you want to get the most out of your influencer strategy, some of the most important steps you need to keep in mind include:

1. Identify your goals. What goals do you need to meet? What can you do to track your key performance indicators? How will you judge the success of your influencer marketing campaign? You need to have a solid set of goals for the best outcome.
2. Determine your audience. Next, you need to take a look at your audience. Who is the ideal customer? What problems do they have? What types of social media platforms do they use? By answering these questions, you can reach your target market effectively.
3. Create a budget. Creating a budget allows you to determine how much you can afford to invest in influencer marketing. This may be useful if you're paying influencers directly for their work.
4. Find the best influencers. It's best to take some time to find the right influencers. Who do you want to partner with? Who are their followers? Do you want to partner with a social media star? Or, do you want to partner with someone with a large following in a particular industry?
5. Track metrics and optimize your strategy accordingly. Finally, you need to track your metrics. How successful is your influencer campaign? Do you need to make adjustments to improve it?

## Tips for working with social media influencers

If you want to partner with social media influencers to grow your audience, there are several tips you can follow. They include:

- Partner with influencers that align with your brand's message. You don't want to work with someone who can reflect poorly on your business.
- Don't focus on the number of followers they have. You don't necessarily need to focus on the number of followers an influencer has. Instead, it's a good idea to pay attention to the relationship they have with their followers. This is because a campaign may not do well if an influencer has a million followers but a low engagement rate.
- Create an agreement. Creating a formal agreement in writing helps avoid confusion and ensures each party knows their responsibilities.
- Provide value. While you can pay influencers, you also want to provide them with more value than just money. For example, can you help them boost their exposure? Will this partnership be mutually beneficial?
- Research influencers before making contact. Looking for the right influencer is almost like searching for the right employee for your business. Take the time to review what they post and assess partnerships they've had in the past to ensure they're a good fit.

If you find a suitable influencer to promote your products and services, you can increase your foothold in your industry.

## Enhance your influencer marketing campaign

Influencer marketing is a popular tactic for several reasons. Not only can it increase brand exposure quickly, but it's also a cost-effective way to get your business in front of consumers who are likely to be interested in your product. However, you must identify influencers who are a good fit for the campaign to succeed. Otherwise, you may hurt your company's reputation.

Once you've found the best influencer for your campaign, use our social media marketing tools to take your efforts to the next level. Plan posts ahead of time with our organic social posting platform or run ads on Facebook and Instagram to maximize your reach. No matter your industry, we can help you connect with your target audience.

## *Referral marketing*

***Referral marketing is a strategy that entails a brand offering perks to its current customers for recommending it to their friends and rewarding new clients for joining the company's customer base. It helps reach more consumers and enhances customer retention, engagement, and reputation.***

**On this page**


1. Why is referral marketing important?
2. How does referral marketing work?
3. Types of Referral Marketing
4. Benefits of Referral Marketing
5. Affiliate Marketing vs. Referral Marketing
6. How to Create a Successful Referral Program
7. How to Implement Referral Marketing Into Your Strategy
8. Referral Marketing Examples


In this article, we'll uncover the importance of referral marketing, its types, benefits, examples, and how it works. We'll also compare affiliate and referral marketing and provide a guide on how to create a successful referral program and implement it into your marketing strategy.

# Why is referral marketing important?

To reach SMART goals and increase their customer base, marketers often turn to referral marketing, as it helps grow quality leads in droves quickly. Brands get referrals — the most valuable prospective customers who stay loyal to them and purchase often. According to Social Media Today, 78% of B2B marketers admit that referral programs help grow high-quality leads.

By turning customers into word-of-mouth promoters, companies increase the volume of potential clients, reduce their cost per lead, establish credibility and trust, and boost customer loyalty, which also brings higher ROI. One of the primary referral program benefits is that they don't require any additional costs and generate new prospects effectively.

This marketing technique is exceptionally effective for driving prospects to brands' websites since it helps boost organic traffic. The strategy is also beneficial for startups that just have started collecting their customer base.

Now that you know more about the importance of referrals, let's proceed to the next section to review how the strategy works.

# How does referral marketing work?

The approach works based on promotion with the help of existing customers. Brands ask their clients to recommend their products and refer friends. As a reward, these companies provide customers with attractive gifts. Referral programs can be presented in a variety of forms. The majority of businesses offer their leads to fill in forms where they mention people they want to refer.

Trust is the basis of brand-customer relationships, and loyal clients are the driving force of the strategy. They promote companies and increase their customer base. As you know, word-

of-mouth marketing is the most effective approach since recommendations from friends are the most credible source of information when it comes to purchasing. To be precise, 92% of people say that they rely upon the advice of their close people.

The process is clear, so it's time to unveil the types of referrals. You need this information to understand which of them suits your business purpose.

# Types of Referral Marketing

Although referrals are beneficial for both parties, you should still bear in mind that there are different types of referral marketing that bring different results. Let's explore each of them in more detail.

- **Direct referrals.** This type of referral marketing is a perfect choice if you want to promote your company cost-effectively. The approach implies asking your customers for word-of-mouth promotion and referrals. Since 92% of consumers rely on recommendations, direct referrals are the most valuable source of new customers. You can also consider hiring a brand ambassador to present your company to a broader audience and instantly see a visible increase in your number of new consumers and revenue.
- **Email referrals.** The power of email marketing can't be underestimated, as the number of active email users amounts to 4 billion. 64% of marketers turn to email campaigns to reach their consumers. With email marketing, brands can engage their potential clients by informing them about promotions and updating them on new product launches and referral programs. To increase the level of customer engagement, companies also send email newsletters.
- **Referrals from reviews.** Product reviews can serve as referrals as well, meaning that you can ask clients to leave their feedback for your potential customers to see and purchase your reviewed products. According to Oberlo, 79% of shoppers equally trust online reviews and personal recommendations. Consider letting your customers leave reviews under product cards or creating a dedicated page for reviews and feedback. Think of also allowing shoppers to leave reviews on special platforms people use to find certain brands and products.
- **Social media referrals.** Some people can't even imagine their everyday lives without social media because of the opportunity to communicate, share photos and videos, shop for various products, and explore profiles of influencers who always recommend something useful. Since social media platforms are crucial for our society, entrepreneurs use them for referrals. They select advocates who have established profiles and enough influence to share a brand's content, attract its target audience, and encourage people to become customers.
- **Incentive-based referrals.** The main feature of these programs is that companies reward customers for their loyalty with incentives like coupons, gift cards, and digital rewards. It's always a good idea to reward people who invite friends and those who accept their referrals.

Now let's find out what opportunities these types of referrals provide.

# Benefits of Referral Marketing

Marketing departments use new channels and methods to attain new consumers, which often makes people too overwhelmed with advertising clutter to be influenced by brands' messaging. Since the competition is high, some startups don't have an opportunity to effectively reach their target audiences. People have little trust in brands they find in ads, and

that's precisely when referral marketing steps in — people are more inclined to listen to the recommendations of their family and friends. Apart from increased customer trust, this marketing strategy brings some other advantages.

The **benefits** of referral marketing include:

- higher customer retention rate;
- larger customer base;
- better customer lifetime value;
- increased ROI;
- skyrocketed customer loyalty;
- enhanced customer engagement;
- improved brand awareness and reputation;
- wider social media reach.

Marketers leverage the approach due to the pros it provides for their companies, and now you know them all. The terms "affiliate marketing" and "referral marketing" are often misinterpreted and confused, so we need to shed light on some features that help differentiate them.

# Affiliate Marketing vs. Referral Marketing

These terms are widely used by marketers, and we hear them all the time in our business surroundings. However, they often evoke confusion since some people don't understand the key difference between these two terms.

The main difference between affiliate and referral marketing is that the first one implies using the services of third-party brand advocates who bring clients to your company and get paid for it, whereas referral marketing entails brands rewarding current customers for inviting their friends to become clients as well.

Now that you know the key difference between these terms, let's proceed to the next section to discover how to develop a successful referral program.

# How to Create a Successful Referral Program

Now when you understand the value referral programs bring to businesses, it's time you develop your own. We'll show you where to start.

1. **Develop a program that can make your leads convert.** Once you have a clear objective, understanding of your customers' needs, and high-quality product, you can start developing a referral program. You should create a program that has a clear message and reflects your company's values. To do it, you need to create a catchy headline and keep it as simple as possible — it will help you attract your target audience. Provide clients with the possibility

to invite their friends via email, social media platforms, or direct messages with the help of a link. Finally, track and evaluate the success of your referral program.

2. **Choose rewards for your new and existing customers.** To encourage more people to become your customers, you need to entice them with alluring offers and give them a reward incentive. First of all, you need to decide on who will get the reward: your existing customers, referred customers, or both. This way, you'll be able to motivate both parties to stay with your brand and become loyal. Secondly, choose captivating and valuable rewards your clients will like. Finally, determine when and how to reward your consumers.
3. **Leverage special tools.** Setting up a referral program is more manageable with software solutions. With these platforms, you'll be able to smoothly run all of your referral programs. Consider leveraging tools like Referral Factory, Friendbuy, InviteReferrals, and Advocately to create professional referrals that convert.
4. **Utilize reviews to increase your customer base.** Reviews are a perfect complement to a good referral program. They help boost customer engagement, credibility, and trust and increase your customer base. Nowadays, people often look for online reviews to choose the best available options before buying any product. To trust a business, a customer needs to read at least ten positive reviews. Ensure a smooth customer experience and high-quality products so that clients leave only positive reviews.

The process requires you to do everything possible to make clients satisfied. Do your best to develop a great referral program that will bring in many people and boost revenue. Next, we'll uncover how to implement referral marketing into your strategy.

# How to Implement Referral Marketing Into Your Strategy

There are numerous methods to help you gain good revenue and reputation, so you can make use of our tips to implement referral marketing into your strategy successfully.

- **Be close to your customers.** To encourage consumers to do something for you, make sure you have a strong relationship with them. These clients should demonstrate loyalty and choose your products over others. You also need these customers' personal information to tailor their experience and make them feel satisfied.
- **Establish transparency and credibility.** Building a solid relationship with your customers and asking them to refer friends is a process that requires significant effort from your marketing team. You should be able to prove your brand's integrity and trustworthiness to your customers. Trust is the number one stimulus for consumers to recommend a company.
- **Show your clients that you appreciate them.** Besides establishing trusting relationships and credibility, you should also be able to demonstrate your appreciation to customers. Show them that you value and need them. When you ask clients to refer their friends, you need to give them something valuable in return, for example, discounts, gift cards, or coupons.

These tips will help you implement referral marketing into your strategy effectively. Let's jump to our examples to see how famous brands succeeded in doing it and get inspired.

# Referral Marketing Examples

The practice of using referrals is popular among brands, which is why you can find a lot of excellent referral marketing examples. We offer you to review several successful referral programs to get some inspiration.

## GrubHub

Nowadays, everyone seems to need food delivery, and GrubHub comes to the rescue. The company delivers food to any place you need. The app encourages customers to bring in their friends and receive a special reward. You can see the referral details below.

## Dropbox

The famous file hosting service succeeded in creating one of the most profitable referral programs and gained 3900% growth. Everyone wonders how they managed to do it, and the answer is simple: the program rewards people who refer friends and those who accept the invitation. Besides, their onboarding process is simple, the benefits are evident, and the invitation procedure is intuitive.

# Email Marketing

Email marketing involves sending emails to customers or (hopefully) soon-to-be customers. When done correctly, it can create strong brand relationships and reinforce existing brand awareness. Consumers feel connected to companies that execute their email marketing campaigns well because email allows for a targeted but human approach.

# What is email marketing?

Email marketing is a digital marketing strategy in which a business sends commercial messages, promotional content, or newsletters to a target audience. The communication aims to develop a relationship with prospects or existing customers by generating brand awareness, promoting products or services, and generating more sales.

With the right email marketing campaign strategy, your brand has the opportunity to continuously discover new leads and thanks to automation, those potential customers quickly translate to more subscribers and e-commerce sales without much work on your part.

When it comes to genuine conversions that turn casual shoppers into loyal customers, email is the best of the marketing channels.

**After reading our guide, you'll know how to:**

- Create an email list with engaged customers who want to hear from you
- Get those customers to click through to your website regularly
- Automate your marketing pipeline to efficiently turn potential customers into frequent buyers

This page is meant to be used as a reference guide for email marketing. You'll get a lot out of reading it from top to bottom but you can also use the navigation bar to the right to find the topics you're most interested in.

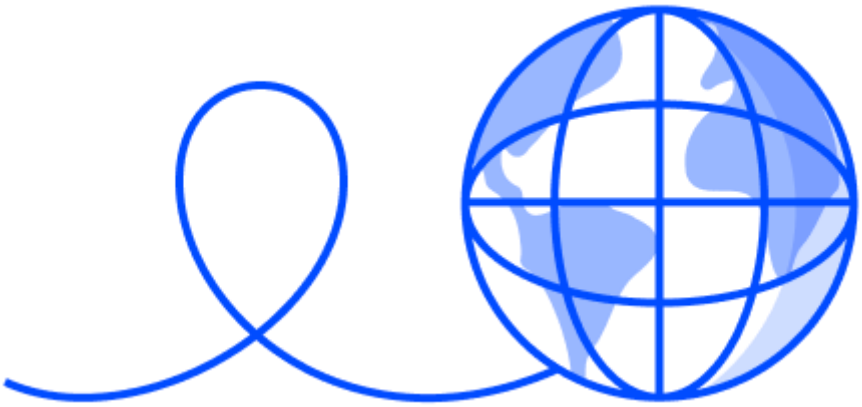
# Why use email marketing?

Email marketing is a powerful digital marketing strategy that involves sending targeted and personalized emails to a specific audience to promote products and services or nurture relationships. It allows businesses to communicate directly with their customers or prospects, share valuable content, and drive desired actions like sales or engagement.

**Here are five reasons why businesses should use email marketing:**

- 
- **Cost-effective:** Email marketing is an affordable way to reach a large audience with minimal investment in time and resources. Many email marketing software platforms offer scalable pricing plans, allowing businesses of all sizes to implement and benefit from email marketing.
- **Targeted and personalized communication:** Email marketing allows businesses to segment their audience based on various criteria, such as demographics or previous interactions, and tailor marketing emails accordingly. This ensures customers receive content relevant to their needs and interests, leading to higher engagement and conversion rates.
- **Measurable results:** Email marketing platforms provide a wealth of data, such as open rates, click-through rates, and conversions, which can be analyzed to gauge the success of campaigns and make data-driven improvements. This helps businesses continuously optimize their strategies for better results.
- **Strengthen customer relationships:** Email marketing is an excellent tool for nurturing customer relationships by providing regular updates, sharing valuable content, and offering personalized promotions. Businesses can foster loyalty and encourage repeat business by consistently engaging with customers through email (as long as they're not unsolicited emails).
- **High return on investment (ROI):** According to various studies, email marketing consistently delivers a high ROI compared to other marketing channels. This is primarily due to its cost-effective nature, targeted approach, and ability to drive direct actions such as purchases or sign-ups. By implementing a well-planned email marketing strategy, businesses can experience significant returns on their investment and enjoy successful email marketing campaigns.

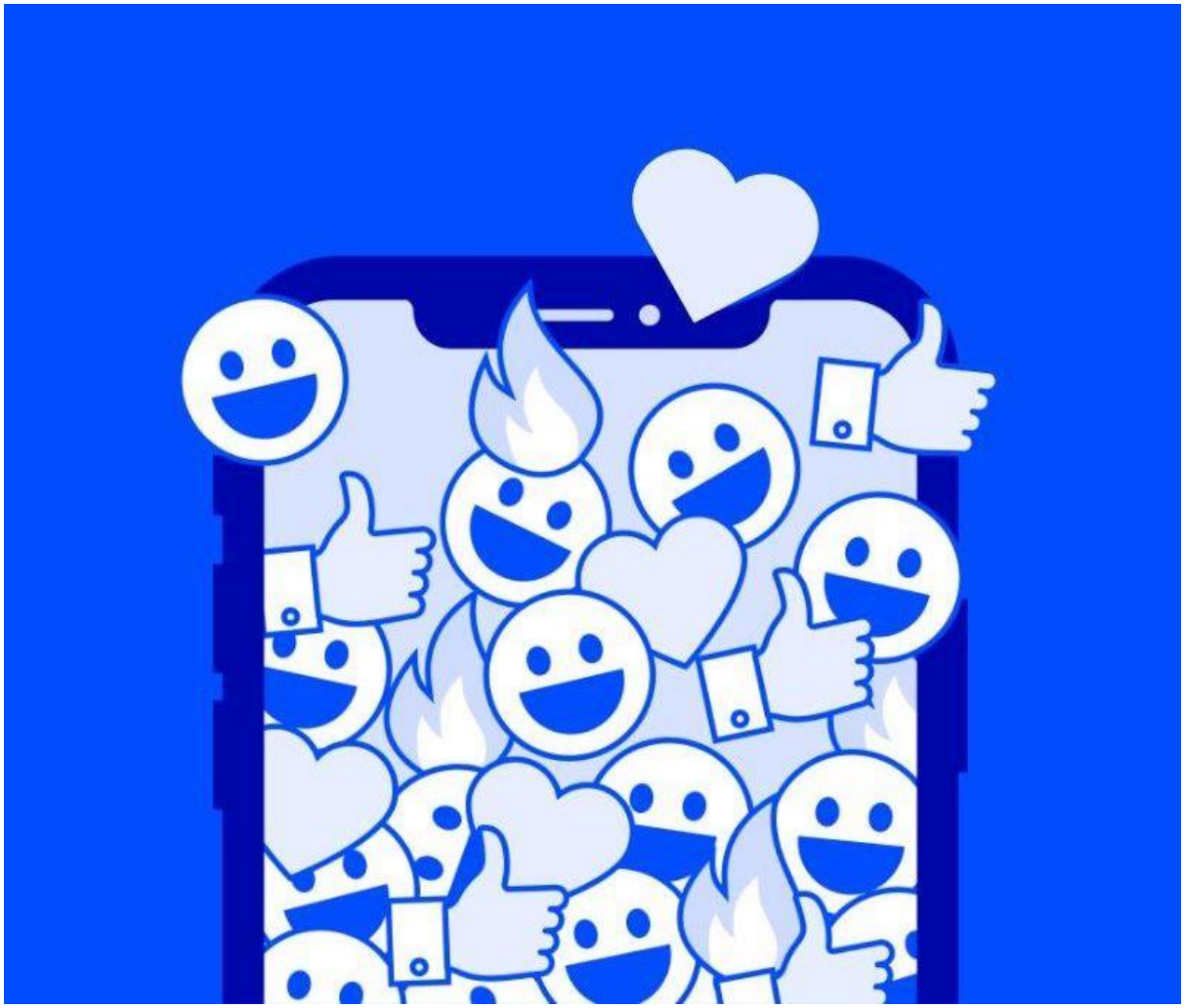
**In 2020, more than 306 billion emails were sent and received each day worldwide** (Statista, 2020)



## What are the benefits of email marketing?

While there are many benefits of email marketing, many of which are specific to each company, the main benefits include improved customer engagement, increased conversion rates, greater retention, customer loyalty, and the ability to be flexible and scale with your needs. Let’s dive into each one of these in more detail.

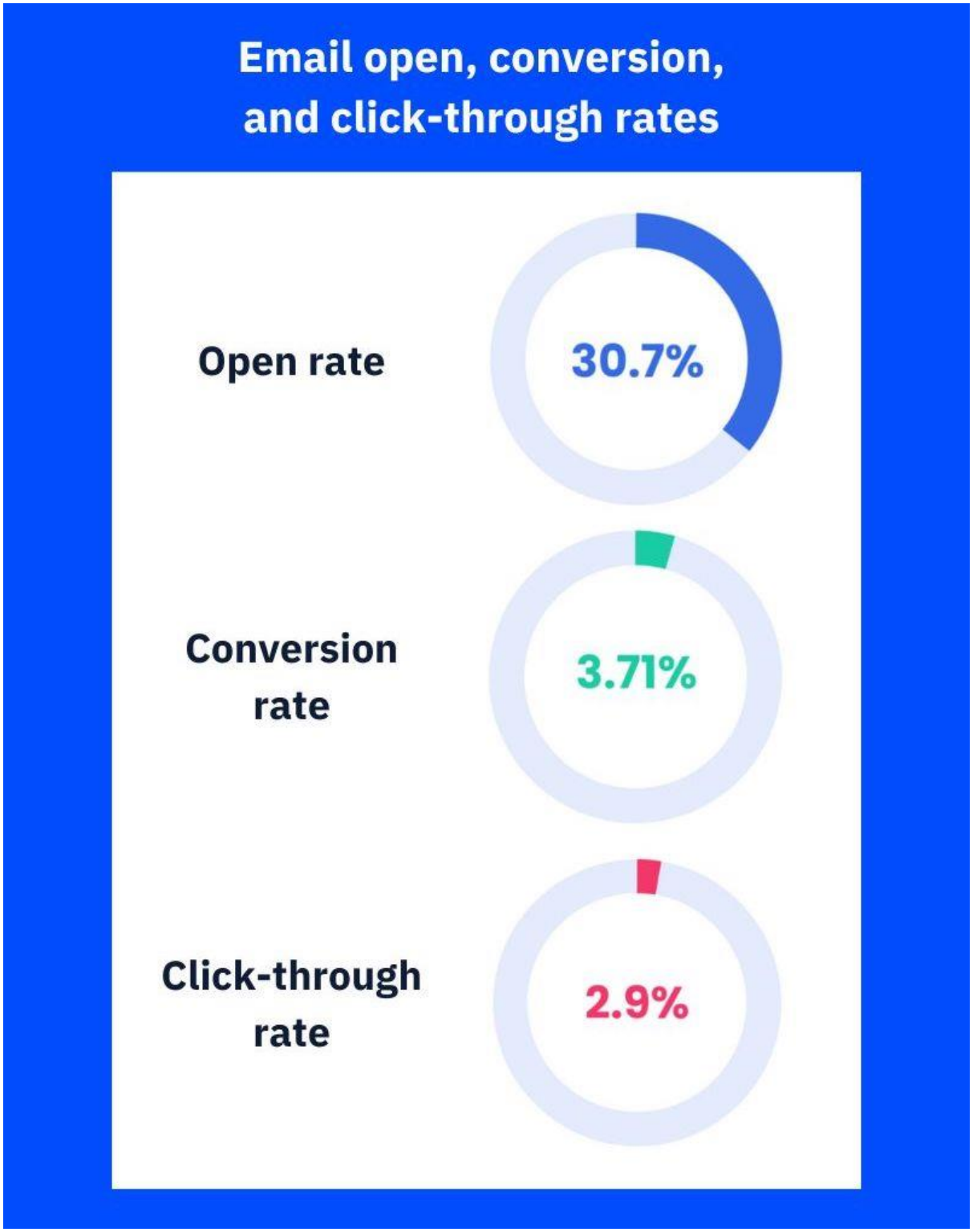
# Improved customer engagement



One of the primary benefits of email marketing is its ability to drive customer engagement by sending targeted and relevant content to your subscribers. These types of emails encourage them to interact with your brand and ultimately lead to higher click-through rates, website visits, and social media engagement.

Email marketing also provides a platform for you to share valuable information, such as industry news, product updates, or educational content. This keeps your audience informed and positions your brand as a thought leader. By delivering content that adds value to your subscribers' lives, you foster a stronger connection with them and encourage brand loyalty.

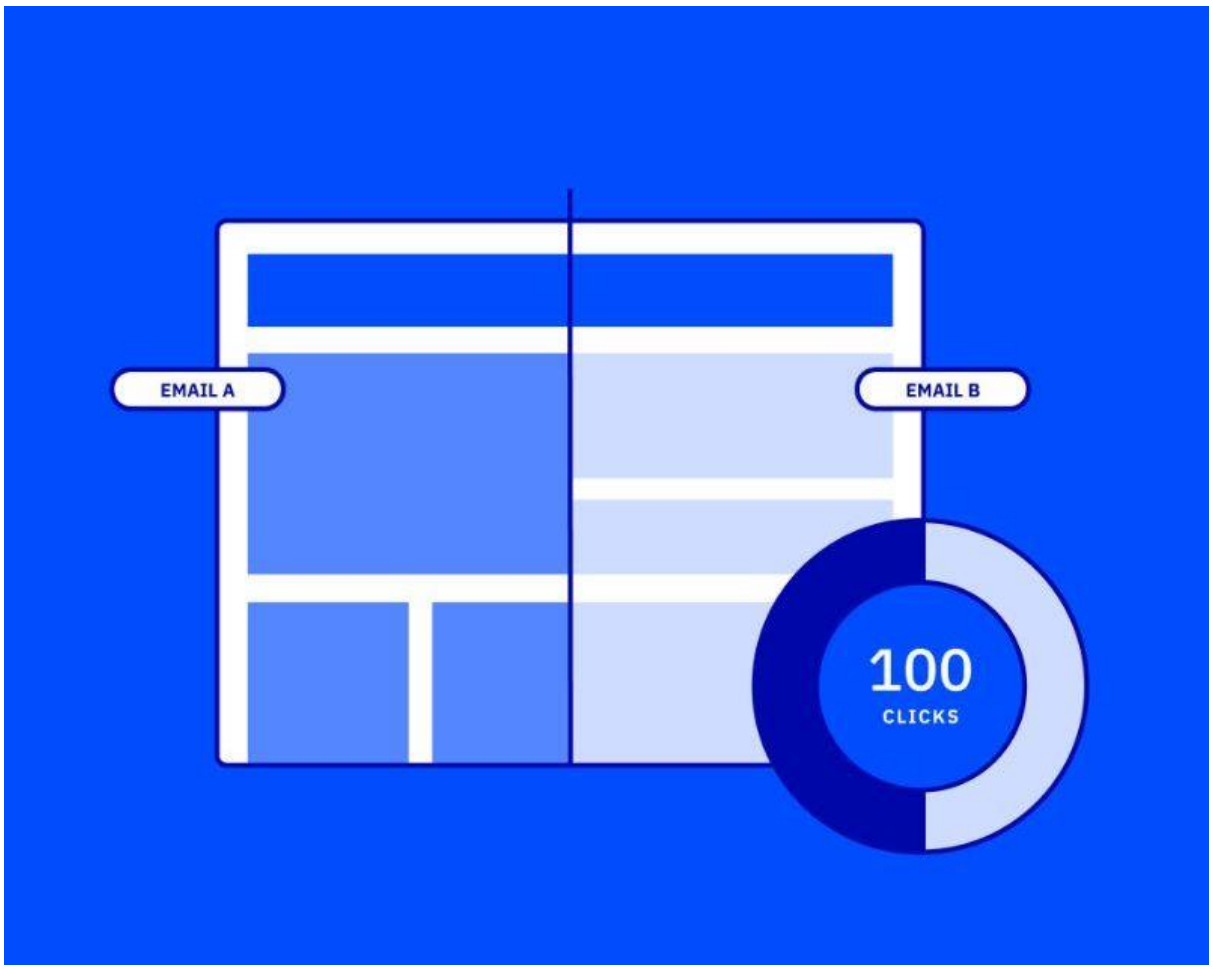
# Boost conversion rates




Email marketing is known for its ability to drive conversions, allowing your business to deliver timely and personalized offers to your subscribers. By segmenting your audience based on their preferences, behaviors, or past interactions, you can tailor your messages to cater to their unique needs. This targeted approach can lead to higher conversion rates, as subscribers are more likely to read promotional emails and take action on offers that resonate with them.

Furthermore, email marketing allows for advanced tracking and analysis of user behavior, which helps you to identify trends and optimize your strategy accordingly. This data-driven approach ensures you can continuously improve your email marketing efforts and maximize your conversion potential.

## Scalability and flexibility




Businesses of all sizes can benefit from email marketing as these platforms often offer various pricing plans and features to suit different needs. This means that companies can scale their email marketing efforts as they grow without incurring significant additional costs.

Additionally, email marketing allows businesses to test and iterate their strategies quickly and easily. From A/B testing email subject lines to refreshing your template design to trying out different types of email campaigns, businesses can experiment to determine what resonates with their audience and drives results. This flexibility ensures they can continuously optimize their email marketing strategies for maximum impact.

## Greater retention and customer loyalty

Email marketing plays a crucial role in nurturing customer relationships and fostering loyalty. By consistently engaging with your audience through personalized content, promotions, and updates, you can maintain a strong connection with your customers and encourage repeat business.

By utilizing automation tools, businesses can send targeted emails based on specific triggers, such as a customer's recent purchase or subscription anniversary. These timely and relevant messages can strengthen the customer-brand relationship and keep your brand top-of-mind, leading to greater retention and loyalty.

## Email marketing: step-by-step

Now, let's learn how to build an email marketing strategy. Below, we provide a step-by-step plan to launch an email marketing campaign for your brand.

Want to jump right into a specific section? Use the links below.


- Build an email list
- Pick an email service provider
- Automate and analyze


# Build an email list

Email marketing centers around your subscriber list. Without a list, there's nowhere to send your campaigns. Maybe more importantly, if the wrong people are on your list, anything you do send will be ineffective.

Building an email list takes time, but you can do things to speed up the process. Later, we'll dig into growth tools like lead magnets and opt-in forms to help your list grow faster. For now, just know that having the list and getting the right people on the list is crucial.

# Pick an email service provider

Once you have your list started, you'll need an email service provider (ESP). Great email marketing services offer tools and templates that allow you to break your list up by market segmentation and analyzing critical stats.

Looking at your open rates, click-through rates, and other core metrics will help you optimize your email marketing strategy so your  brand continues to grow.

There are several ESPs out there, and they all have slightly different offerings. To make it simple for you, here's how ActiveCampaign compares to other email clients. That way you can decide which one is best for your company's goals and needs.

# Automate and analyze

Once you have your list and ESP, it comes down to automation and analysis. Your ESP will let you set up autoresponders, which are vital in moving potential customers through your marketing funnel. Essentially, they translate to more profit for less work, but we'll give them a closer look towards the end of the guide.

By analyzing stats and metrics provided by your ESP, you can tweak your email marketing strategy more effectively. We'll go over tools like A/B testing to help you optimize customer engagement a little later on.

Want to dive deeper into email marketing? Here is even more free resources.

**15 Proven Ways to Grow Your Email List**

**Welcome Email Series: A 6-Email Welcome Sequence You Can Steal**

**The Email Campaigns You Should Send Your Customers**

**250+ Marketing Templates You Can Use Right Now**

# Automate your email marketing

Alright, you've created your email list, you've grown it to massive heights, and you've optimized your emails to increase open and click-through rates. Now it's time to consider automation.

Marketing automation will increase conversions and build brand loyalty. It might be your most powerful email marketing tool. Best of all, once you have it set up, it does the work for you.

**Dive deeper:** Check out our video showcasing a much closer look at email automation and the benefits you can expect from setting up an automation strategy.

**In this next section, we'll tackle:**

- Autoresponders
- Email sequence maps
- Measuring your results and adjusting your strategy

# Autoresponders

An autoresponder is a series of emails triggered by a customer's specific action. If a subscriber abandons their cart without checking out, for example, you could set up an autoresponder to follow up. It might send an email with a subject line like, "Hey, did you forget something?" and then redirect back to the customer's cart.

To use an autoresponder, you'll need to pick a goal first. In the example above, the goal is to minimize cart abandonment.

You also could use an autoresponder for new subscribers to send them a confirmation email and welcome them to your website or community. Maybe it provides a list of your most popular content or simply includes a link to download the lead magnet you promised.

Autoresponders are also perfect for encouraging repeat customers. You can set one so that an email sends a few days, weeks, or months after an initial product purchase. The email might feature a refill at a discounted price or advertise a product accessory the customer might want.

## *Write autoresponders that convert*

With an email sequence outlined, you're ready to write out your autoresponder. This is where sales-based writing is crucial. You may even want to hire a professional rather than attempt the copy yourself.

**If you do decide to give your writing skills a whirl, keep the following in mind:**

- The writing isn't about you; it's about your reader. It's about your customer and what value you can bring them. Keeping that front of mind will improve your marketing copy.

- Personalize the emails with more than a name and subject line. Use jargon that the customer segment is familiar with, and cater your website's features towards the benefits they're seeking.

- Make sure your subject line is strong. Otherwise, your customers are never opening the email. The subject line may only be a few words, but it can easily take up 80% of your time to develop.

# Create an email sequence map

Once you have an autoresponder goal in mind, you need to create an email sequence map. A sequence map is simply a way for you to lay out what emails your customers will receive and when.

You'll need to consider how long you want your sequence to be and how many emails you want to include. In general, you shouldn't send these types of email campaigns more than once every two days for educational purposes, but there are exceptions.

For example, during a major sale, it might be appropriate to send three emails in one day, advertising continued price reductions or changing inventory. You should, however, always send more value emails than sales or transactional emails. Value emails provide some sort of value to your customer; maybe a reward, a free tool, or a piece of helpful advice. As a guideline, **80% of your emails should add value; 20% can drive sales directly.**

# Measure results and adjust

Finally, monitor and evaluate your autoresponder emails regularly. You can use A/B tests to adjust them and improve engagement rates.

**The key metrics you should be watching are:**

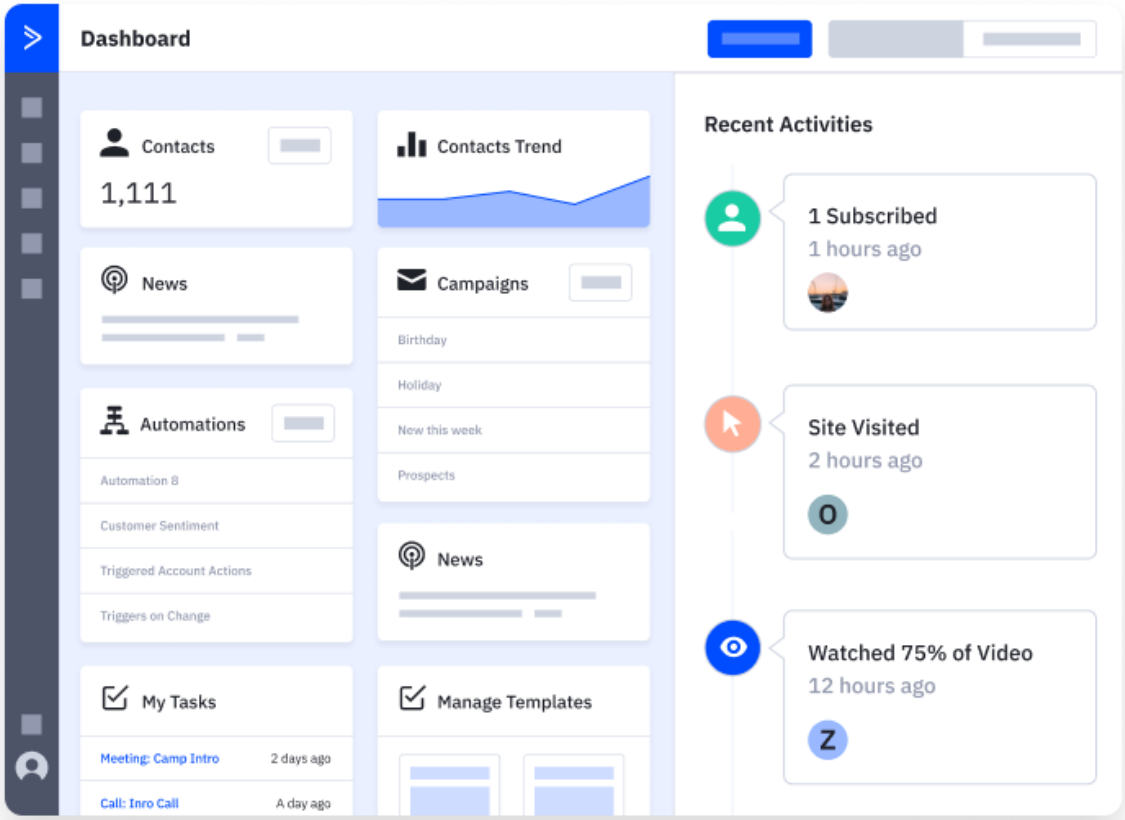
- Click-through rate
- Open rate
- Unsubscribe rates

If your open rates aren't where you want them to be, focus on your subject lines and timing. Also, make sure the customer segment you're emailing will find the content you're sending relevant.

When you see subscribers are opening your emails but not taking action by clicking through to your site, look at your email's copy. Make sure it's relevant to your subject line and offers value to the reader.

Lastly, if you see your unsubscribe rate increase, look back at your original goals. Are you delivering what you promised when your customers subscribed?

Unsubscribers are a given and you shouldn't take it personally. You want your list to be full of engaged customers who want to hear from you. If the unsubscribe rate is substantial, you may need to do some digging to ensure what you promise is what you're delivering.




**GET STARTED QUICK WITH AUTOMATION TEMPLATES**

**Create your welcome automation in just a few minutes using ActiveCampaign automation recipes**

Get it here

# 3 steps to grow your email list

Now that you know the basic steps to email marketing you might have more questions than answers. And what better place to star than the top? Your email list is everything when it comes to email marketing, which means you need to know how to grow one.

Companies will often place a simple opt-in form on their website's sidebar and consider that enough. It's not.

**To effectively grow an email list, you need to:**

- Offer an incentive, such as a lead magnet

- Optimize your opt-in form
- Find the best place for your form

# Lead magnets

A lead magnet is an incentive. It's some sort of offer, typically in the form of a discount, free sample, or digital content that entices potential customers to leave their email address behind.

**Some examples of a lead magnet include:**

- Ebooks
- Webinars
- Discount or coupon
- Self-assessment quiz
- Free consultation or quote
- Checklist
- Cheat sheet or how-to guide
- Access to exclusive online community

Whatever you choose, it has to be relevant to your business and something your customers want. You might think your grandma's recipe for chocolate chip cookies is enticing (and it is), but if you're selling swimsuits, it might not be the best lead magnet.

The best lead magnets include the following three elements.

## *Instant availability*

A lead magnet should be something that lands in the customer's email inbox. If you have to ship it separately, it won't have the same effect and probably requires the customer to leave too much personal information. We're looking for emails, not physical addresses.

## *Quick to consume*

Quick to consume means that your lead magnet is short and easy to digest. If it's a recipe book, keep it short with five or ten of your top offerings. If it's a how-to guide, make sure it's not too lengthy.

Customers who like what they receive can always purchase more in-depth tools and books via your online store. Think of your lead magnet as a useful preview of what you have to offer.

### *Relevant, useful, and applicable*

If it's quick to consume and the information within it is applicable, your customers will use it to solve their problems. If it works, they'll fall in love with your brand. They become more than customers. At that point, they're loyal fans and brand advocates.

You gave them something they could use and may have even needed in return for a simple email address. So subscribers are much more likely to click "open" the next time they see your brand is the sender. They'll start associating your brand with positive feelings and when they see your name, they'll know that can trust that whatever you're offering is relevant and useful.

# Optimize opt-in forms

New subscribers respond to lead magnets, but only if you present the lead magnet in an engaging way. Having an attention-grabbing opt-in form is vital to capture potential customers. Opt-in forms should highlight your lead magnet's benefits. What is the potential subscriber getting out of signing up?

Narrow the benefit down to a simple statement or even a few words, something like: "Free Checklist to Optimize Your Email Marketing Strategy" or "10% Off When You Subscribe".

Next, make sure your opt-in form has all of the following.

### *Attention-grabbing visuals*

Humans can extract the meaning of an image in about 13 milliseconds, far faster than they can read text. So if you can provide a picture of your lead magnet, do it!

Whether that's the cover shot of your free ebook or a bright-colored representative graphic, having an attractive photo will help boost conversions.

If you don't have a picture of your lead magnet, try using a photo of someone reading the opt-in form. Including a human face is always more engaging than showing a static object.

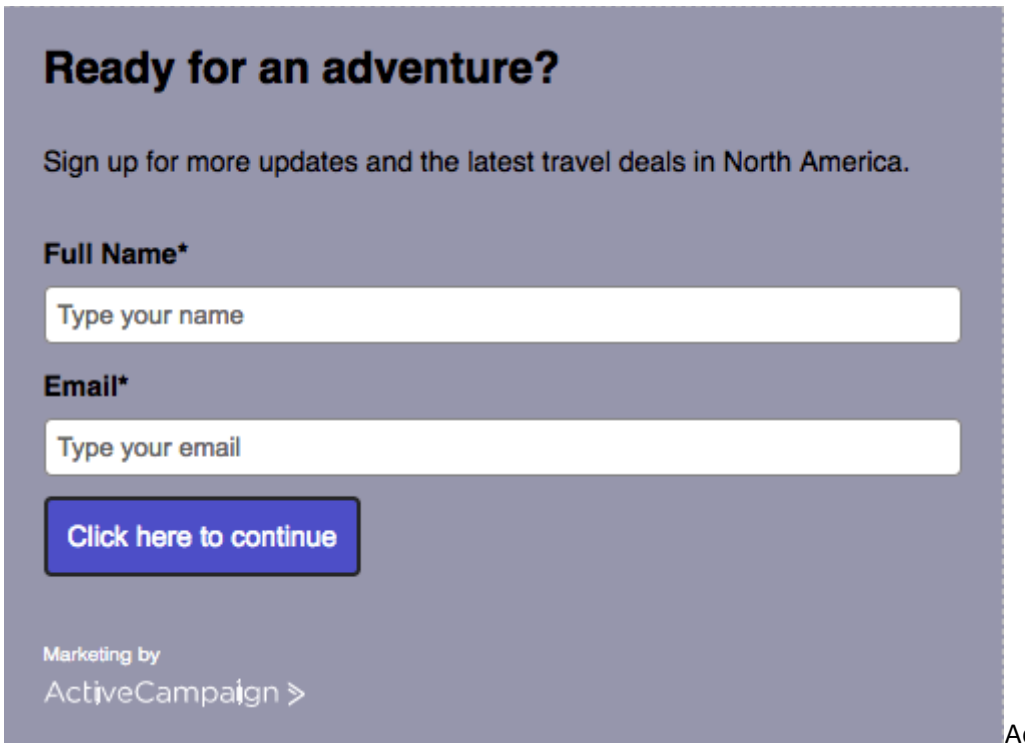
### *Skimmable details*

No one spends long looking at an opt-in form. The second it appears on their screen, your potential customers are probably searching for a way to close it or look around it. But that won't be the case if it gets its point across quickly.

Visuals are essential for providing meaning at a glance, but bullet-point details can be useful as well. Keep things brief and clear by avoiding full sentences and using action verbs that highlight your lead magnet's benefits.

### *Compelling call to action*

The subscribe button is the most important part of the opt-in form. You need it to stand out and be quick to find. Use a contrasting color on the button itself and a simple word or call to action like “Subscribe” or “Give Me My Discount.”




ActiveCampaign allows you to edit all aspects of your opt-in forms.

Don’t ask for more customer information than you need. Asking for a first name and email is about the limit. If you ask for last names, birthdays, or other information, your website’s visitors may lose interest and not finish giving you their information. They’ll probably leave your site without subscribing.

That’s information you can ask for down the line once you’ve created a strong relationship with the customer.

# Opt-in form placement

Once you have an opt-in form (also called signup forms), there are several places you can put it on your website to maximize conversions. You probably shouldn’t use all of these at once, but picking out a few strategic spots will help you grow your email marketing list.

**Ideal placements include:**

- Blog header
- Landing pages
- Blog archive pages
- Sidebar

- Within blog posts
- Timed popups
- Scroll boxes
- Footer
- About us page

Some of the most effective opt-in forms show up as timed popups. Website users will get annoyed if you overuse this tactic, but a well-timed popup can work wonders.

Getting a visitor to subscribe to your email list is easier if you've already engaged them with your site's content. Timed popups allow users to engage first and only include a signup form once the user has shown interest by browsing your site for a set period of time.

Remember, the key to good email marketing is having a list full of people who want to be on it. Having a signup form ensures that you won't end up spamming people. Not using too many popups for your opt-in form is also better than going overboard.

## Email marketing best practices

As you dive deeper into email marketing, here are four tips that the top ActiveCampaign customers use to get the most from their emails.

**Feel free to jump ahead using these links:**


- Avoid spam filters
- Create eye-catching subject lines
- Personalize your emails
- Optimize for mobile


# Avoid spam filters

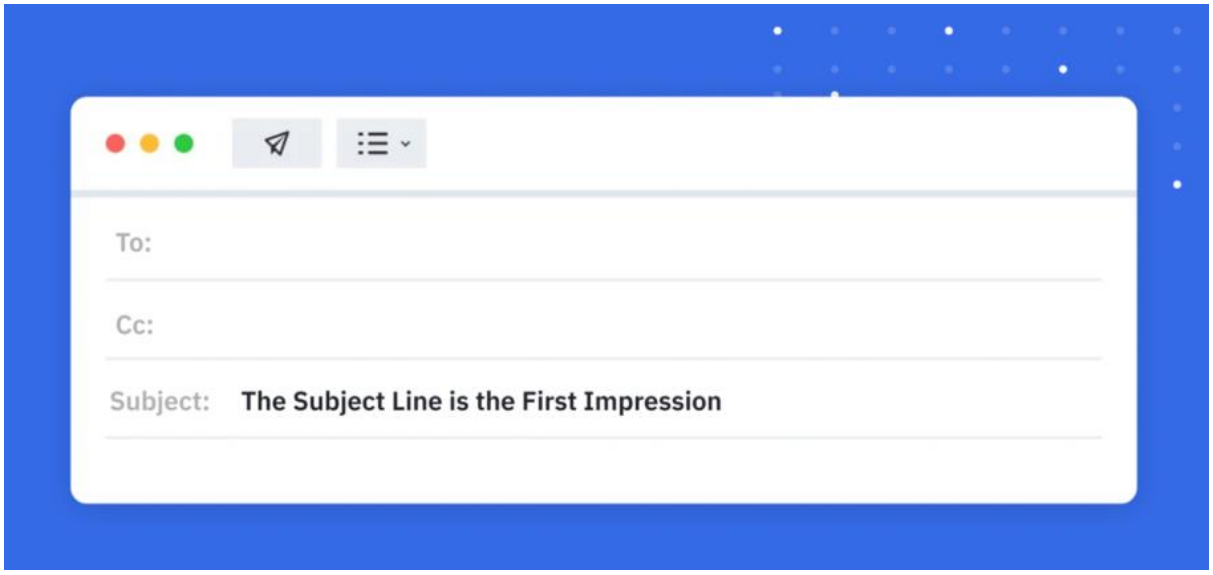
If your emails are ending up in the spam folder, your customers aren't seeing them. There are a few things you can do to help avoid this fate.

- First, ensure that everyone on your list opted in. If they didn't, you're spamming them (and that could result in spam complaints). That's not only a bad business practice, but it's also potentially illegal. Assuming that's not the case, you want to make sure you're sending from a good IP address. If the IP address has been flagged for spamming in the past, email servers will flag it again.
- When picking an email template from your ESP, make sure you keep the coding clean and personalize the "To" field with merge tags if you can. A vague "To: Valued Subscribers" could cause the email to go to the spam box. You want to ensure your email includes your company or brand location and makes it easy to unsubscribe. Most reliable ESPs will take care of this part for you, but it's good to be aware of the process they require.

- Lastly, educate your audience on how to add your company or brand to their address book. That's the surest way to avoid the spam filter. If your customers are engaged and looking for your emails, they'll have no issue taking this extra step.

# Create eye-catching subject lines

We touched on subject lines earlier under A/B testing, but we didn't delve into what makes a subject line great. Just like the first line of a book or movie, a subject line needs to create intrigue. It should have your customers asking a question right from the start. Their curiosity will lead them to open your email and hopefully click through to your website.




Your subject line is your foot in the door. Craft one that's intriguing.

However, there's a caveat to creating curiosity. You can't be so vague that you leave your customer frustrated. It's a delicate balance between giving them a little but not too much. A/B testing is very helpful in figuring the balance out.

In general, subject lines that feature a conversational tone do best. Write as if you're talking to a friend. And, if you can, try to include numbers. It will make your subject line stand out in a cluttered inbox.

**Get your customers hooked by using our free email subject line generator.**

# Personalize your emails

Part of effective writing involves knowing your audience. It's tempting to think of thousands of people reading your email newsletters, but remember those thousands aren't sitting in a room together. Each one is by themselves in front of a screen.

So really, your audience is one individual at a time. Write as if you're talking to one person because you are.

You can personalize using your email marketing tool's merge tags. With them, you can insert details like the customer's first name, which helps it seem like you're speaking solely to them even when it's an email for a large customer segment.

# Optimize for mobile

Many of us check our emails multiple times a day, but not necessarily on a desktop. More often than not, we're messaging on our mobile devices. So, you need to optimize your marketing emails for mobile viewing if you're going to maximize open and click-through rates.

**To do this:**

- Use fast-loading media. Don't bog down your emails with giant photos or graphics, which could limit email deliverability.
- Don't rely on pictures to be displayed. Android, for example, removes email images by default for faster loading.
- Make sure any call-to-action buttons are large and away from any other links. Think of someone navigating your email with a thumb on their phone screen. Two links close together can lead a customer to the wrong place.

# Frequently asked questions

How do I choose an email service provider?

There are many email marketing platforms out there, and they offer services that range from free to relatively expensive. What your company needs has to do with the size of your brand and your marketing budget.

**Here are eight questions you should ask yourself before choosing an email service provider:**

- How intuitive and easy-to-set-up is it?
- Has this provider been around for a while?
- How often do they update their platform? (This can be both good and bad)
- How many options do they have for email design and templates?
- What type of email and marketing automation is available?
- What type of payment structure do they use?
- Who is their ideal customer (is it you)?
- Does it track revenue and tie into your CRM?

# Ready to get started with email marketing?

Whether you own a small business or work for a larger company, using targeted emails is a cost-effective way to improve your conversion rate. Email marketing will help you build a long-term relationship with your customers that translates to better bottom lines.

You can use email for advertising a new product or promote epic pricing on your online store. More importantly, you can connect directly to your email subscribers. With personalized and valuable information, your customers will become more than one-time buyers; they'll become brand loyalists.

# How to Create an Email Newsletter

Creating an email newsletter is one of the most effective ways to provide value to your customers, drive them to buy more products, and encourage them to keep engaging with your brand.

Overall, newsletters are a staple in any high-performing email marketing strategy.

They also have a significant ROI. On average, brands get back $36 for every $1 spent leveraging email marketing.

If you want to ensure you won't miss any steps when making a newsletter, keep reading. We've pulled together a comprehensive checklist for anyone looking to send an email newsletter.

Click here to download our free lookbook that's packed with our favorite email newsletters.

## How to Start an Email Newsletter

When starting an email newsletter, you're juggling many responsibilities at once.

You have to proofread the copy, create compelling calls-to-action, design the email to work for multiple inboxes and devices, avoid spam triggers, and brainstorm clickable subject lines.

### Email Newsletter Lookbook

In-depth research on how to create a revenue-driving newsletter.

- **Newsletter ad sales.**
- **Paid acquisition.**
- **Newsletter structure.**
- **And More!**

Get Your Free Guide
Learn more

And you have to do all the aforementioned while staying within the confines of email law (yes, there is such a thing).

And if you mess up any part of your email, there's no undoing it once you send it to your subscribers.

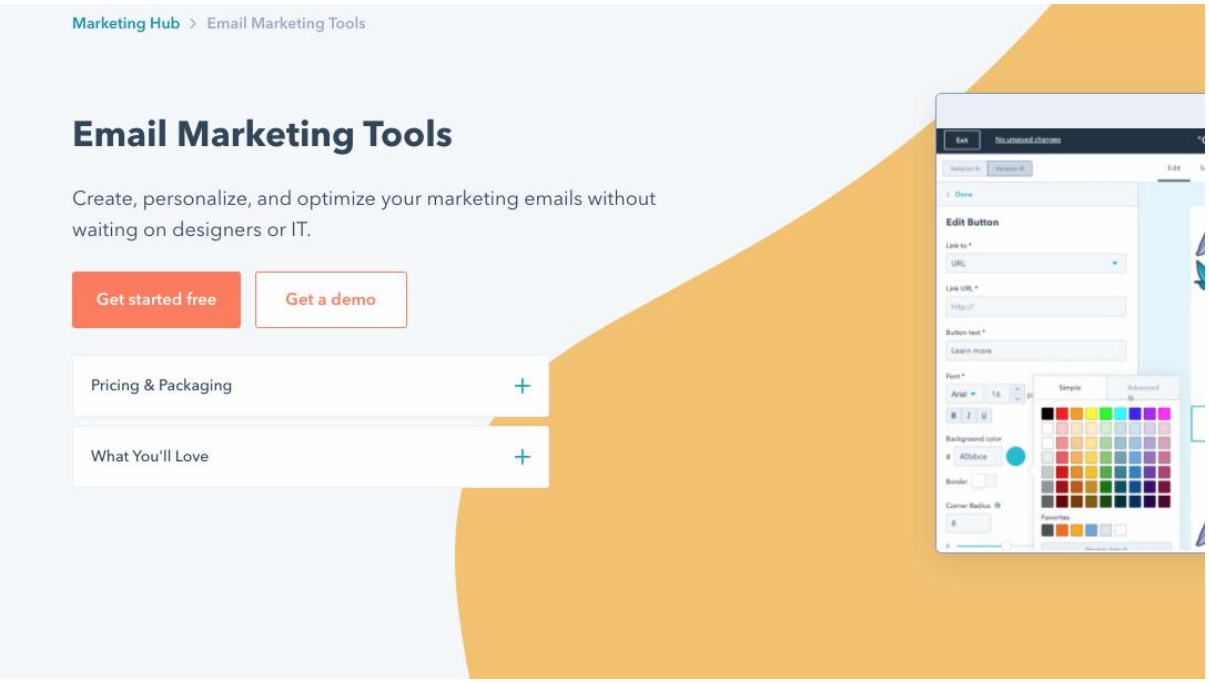
If you're sending newsletters, bookmark the following steps in your browser or print it out and hang it up next to you. You want to take advantage of these crucial steps

## How to Create an Email Newsletter

- [ ] Choose an email newsletter tool.
- [ ] Figure out your newsletter's goal.
- [ ] Choose a template and gather your content.
- [ ] Personalize your template.
- [ ] Set your email newsletter size.
- [ ] Add in your body content.
- [ ] Add in personalization tokens and smart content.
- [ ] Choose your subject line and sender name.
- [ ] Add alt text and a plain text version.
- [ ] Make sure you're legally compliant.
- [ ] Test different browsers and email providers.
- [ ] Send your email.
- [ ] Analyze and iterate.

Ready to get started? Here are the steps to create the best email newsletter for your business or personal goals.

### Step 1: Choose an email newsletter tool.




First, choose an email newsletter tool that fits your budget, goals, and technical skills.

HubSpot offers one of the best email marketing tools you can use to send optimized, well-designed newsletters. It's part of Marketing Hub, marketing automation software for small-to-enterprise businesses.

The email newsletter tool is easy to learn — there's virtually no learning curve, especially if you have experience using drag-and-drop page editors on a content management system.

Even if you've never touched a drag-and-drop editor before, HubSpot's email marketing tool is intuitive to learn. And you can start for free.

We highly recommend starting to build your newsletter using HubSpot's free tool, and to illustrate, we'll include screenshots as we progress from step to step.

HubSpot also contains many integrations and alternative email newsletter design tools like BEE Pro.

## Step 2: Figure out your newsletter's goal.

CHAPTER ONE

## Types of Newsletters

One of the most common early-stage newsletter issues that people run into is inconsistency. When a reader subscribes to your newsletter they will do so with certain expectations. In order to fulfill (and surpass!) their expectations, create a focused outline for your newsletter and stick to it. Each time you send out a newsletter, it should follow the same format so your reader knows what to expect. The type of newsletter you send to your subscribers should hit the sweet intersection of their preferences and your company's content strategy, choose wisely.

### Blog Emails

Best suited for companies with an existing and active blog community, blog post centered email newsletters are ideal for driving traffic directly to your content. Blog newsletters are less focused on longform writing and more consumed with short, punchy writing that encourages readers to click on the links you provide. With your blog newsletter you won't need thousands of words to convince readers to dive deeper into your brand, instead they'll do it naturally after you show them your value through persuasive writing.

### Event Roundups

Whether your company is hosting or participating in an upcoming event or not, many companies opt to create a monthly or quarterly event newsletter for a particular location or category. This can bring in audiences that surpass your brand itself if you can find the hidden gem events that others may not know about. The goal of this newsletter is to provide your readers with relevant events and surface events in your industry that may benefit from a boost to the right audience.
It's a win-win and can help to jumpstart comarketing efforts.
The copy should direct the reader to complete one clear action—check

*Learn the types of newsletters you can send in our free email newsletter guide.*

Before you start drafting a single word, ensure you're fully aware of the newsletter's goal and how it fits into your larger content strategy. (Have one in place? Skip to the next section.)

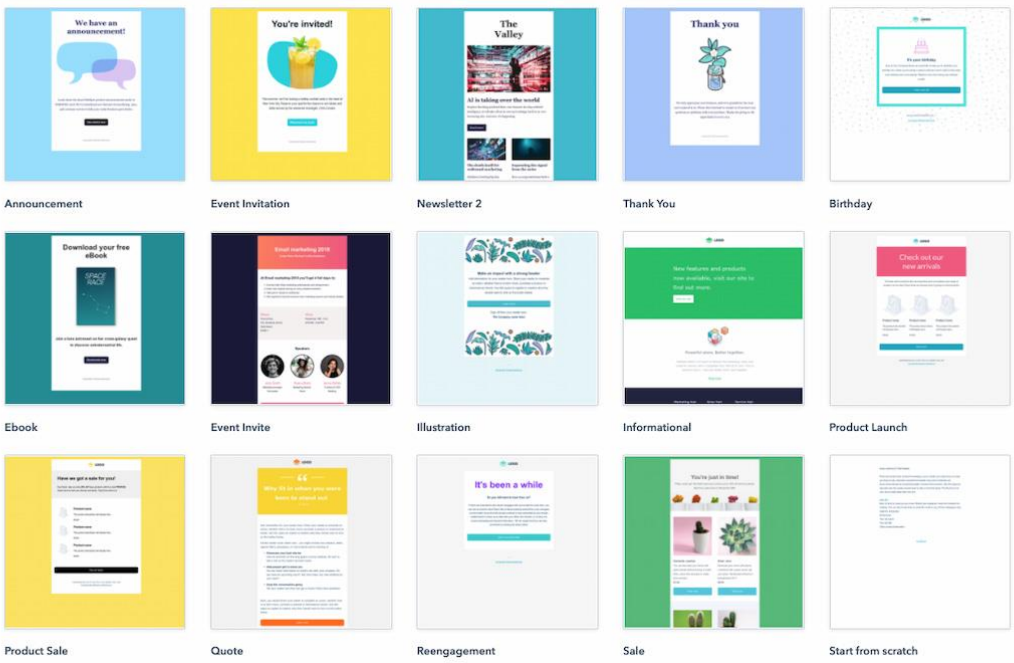
Is your newsletter supposed to drive more traffic to your blog? Help you generate leads? Get more email contacts? Send traffic to your website? Or promote new products and services?

Figure out your goal and let the rest of your decisions flow from it.

You should also note some key performance indicators for each of these goals. Remember that your KPIs should go beyond "how many people opened it." Instead, it should closely tie to your overall business goals.

Your email's open rate can indicate the newsletter's performance, but it shouldn't be the only number you care about each month. Here are some email marketing metrics to consider.

### Step 3: Choose a template and gather your content.




Once you have a goal for your newsletter, it's time to choose a template and find content for it. I'd recommend looking into pre-made templates if you're unfamiliar with designing emails — it can save you a lot of heartache.

If you're using HubSpot, you can access pre-made templates in the email tool.

Depending on how early you set your newsletter's goal and how often you plan on sending this newsletter, you could actively or passively find content in the time between two email sends.

Active means you're hunting for content that'll solve a specific goal. Passive means you'll randomly stumble on it when browsing for other content but realize it could fit nicely.

When I put together newsletters, I tended to do a lot of active searching, but I could've saved myself a lot of time if I were passive.

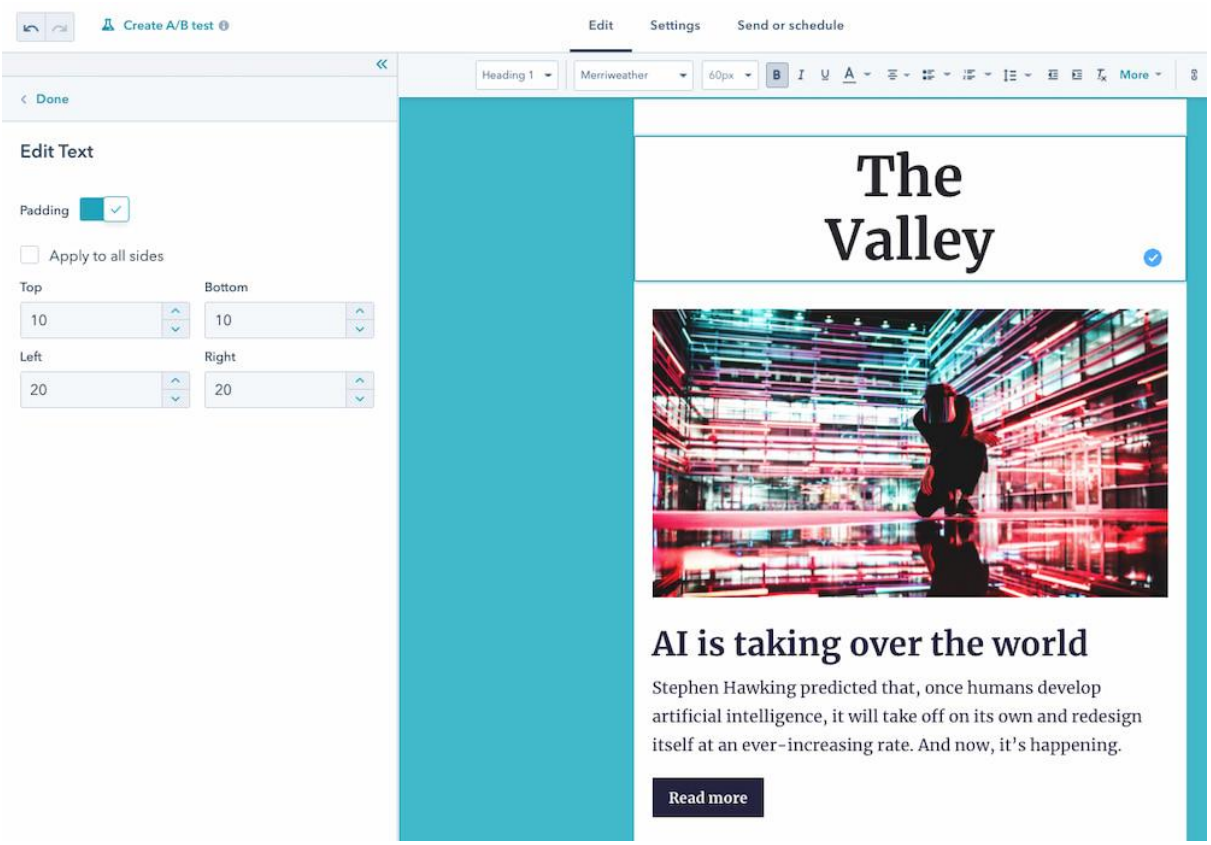
Since I knew a newsletter needed to be sent each month, bookmarking links throughout the month would've been a great timesaver. Instead, I usually spent several hours clicking the "Back" button on my blog, hunting for content.

How you like to gather content is up to you. Still, great places to look for content are your company's blog, social media accounts, lead-generation offers, internal newsletters, and training documents.

**Featured Resource: Email Newsletter Lookbook**

Need inspiration on what content to include in your newsletter? HubSpot's Email Newsletter Lookbook highlights some of the best email newsletters across industries to help your email newsletter planning.

### Step 4: Personalize your template.




A template is a great starting point, but it's time to personalize it. Using a template will give you an idea of how your newsletter will look before writing copy.

That way, you'll know exactly how much space you have to promote a piece of content — there are a few things more frustrating than trying to squeeze copy into too tight a space.

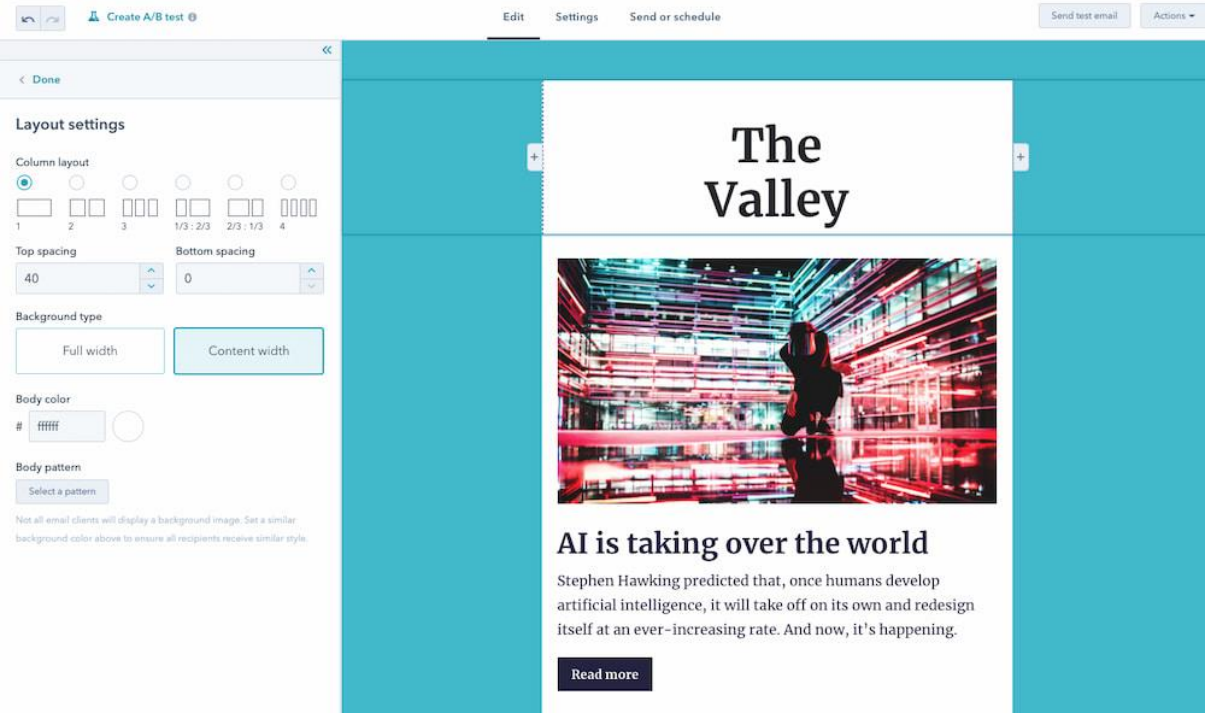
Your template doesn't have to be flashy or anything. Even newsletters with minimal text and color formatting will look great. The design should make it easy for your recipients to read, scan, and click email elements.

**Pro tip:** Use HubSpot's AI Email Writer to design your newsletters. The tool can generate your copy, and you can then select a template that suits your needs.

This means it should be mobile-friendly, too. According to data from Litmus, 41.6% of people open their email on a mobile device — around 25% higher than email opens on a desktop.

In Marketing Hub, you can adjust your template by clicking on elements and editing the specifications on the left-hand panel. Check out this post for inspiration for a great email newsletter design.

## Step 5: Set your email newsletter size.




Unfortunately, email newsletters don't size themselves when you send them to subscribers.

But because everyone opens their email on their device and email service of choice, how are you supposed to know what size or resolution they should be?

Most providers will default your email newsletter size to 600px wide, with email body padding another 30px wide on all sides. And when this happens, the content inside your newsletter might not survive the adjustment.

Therefore, ensuring your newsletter design fits inside that universal 600px width is essential.

## Email Newsletter Lookbook

In-depth research on how to create a revenue-driving newsletter.

- **Newsletter ad sales.**
- **Paid acquisition.**
- **Newsletter structure.**
- **And More!**

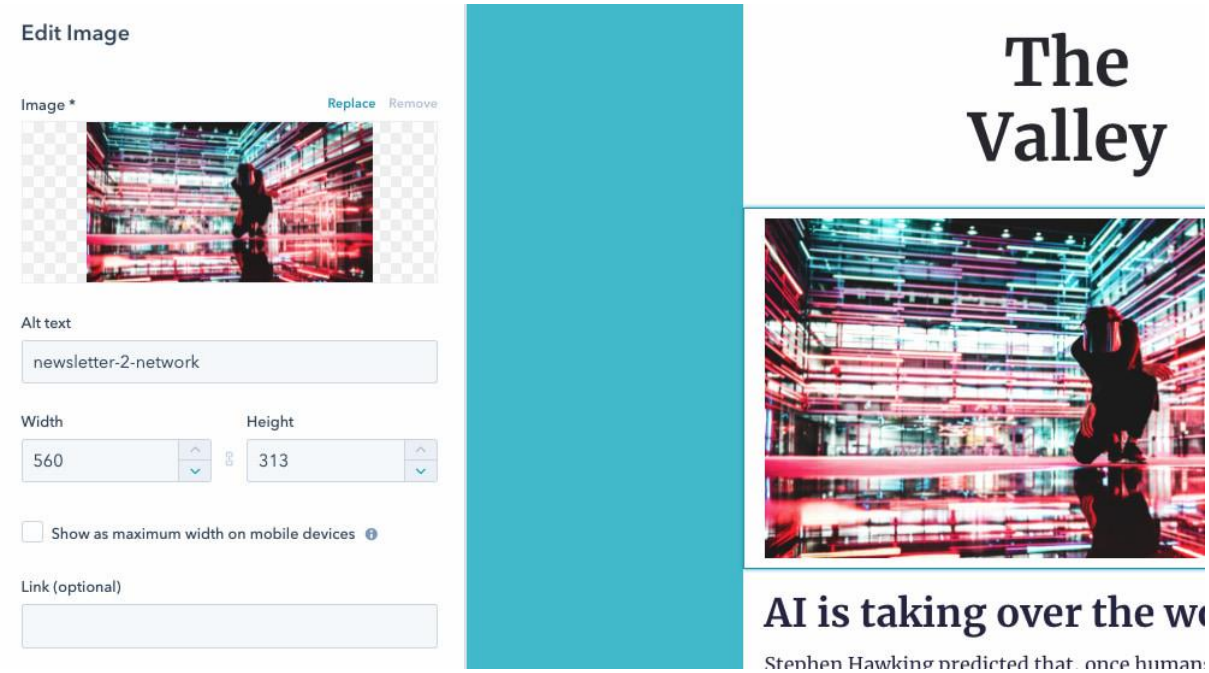
Get Your Free Guide
[Learn more]

What about height? Ultimately, your email can be as high (or, rather, as long) as you want it to be without the email client distorting its design.

However, people are much less likely to click through to your website if the email goes on forever — and email clients with sensitive spam filters might also take notice.

As a general rule, try not to make your email recipients scroll for more than a second before reaching the end of it.

### Step 6: Add in your body content.




Next up: filling in the template with words and pictures. This will be the meat of your email newsletter, so spend time perfecting it.

Most people keep the copy short and sweet to encourage click-throughs, though some notable newsletters take the opposite approach. [This post can help you with email newsletter copy if you need it].

Be sure to add in some images if they can help support your copy.

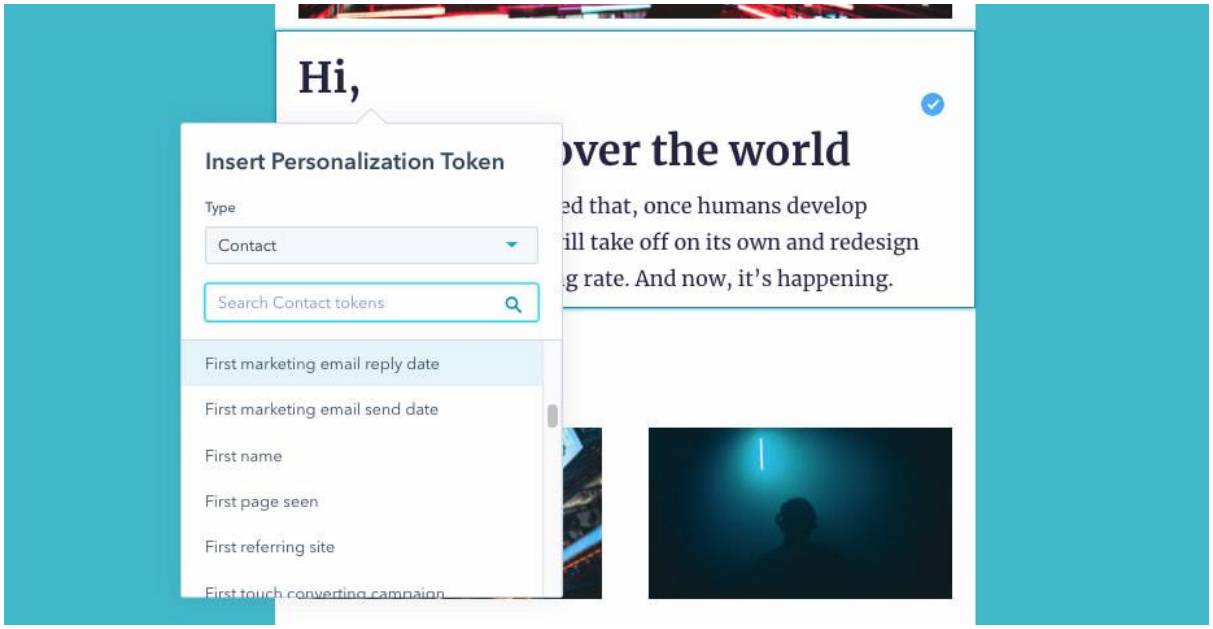
Don‘t forget to edit your email thoroughly — maybe even send it to one of your teammates for a once-over. Remember, once you send the thing, you can’t fix those embarrassing typos like you can with web content.

Ben Berkley, managing editor for *The Hustle*, says it should be clear to your audience what kind of value to expect from the newsletter but ensure the content isn't predictable.

"What works about *The Hustle* is that we’re built around the central expectation that readers will get the most relevant business and tech news in the quickest, most entertaining package —yet every email is packed with surprises and topics you wouldn’t find anywhere else," he explains. "The format is always fixed, but no two emails feel repetitive editorially."

Berkley says readers never know what they'll get, but "they know it’ll be worth their while to read through it."

### Step 7: Add in personalization tokens and intelligent content.




The best email newsletters I get feel like they've been written personally for me — like a friend took the time to put together a newsletter with things only I would like. I open them, click on them, and share them every time.

If you want your digital newsletters to feel that personal, you should do three things:

- Segment your emails and choose content that only that group of people will love. Add in **personalization tokens**. If your marketing software supports personalization, this is a straightforward thing to implement that could significantly affect your conversion rates.

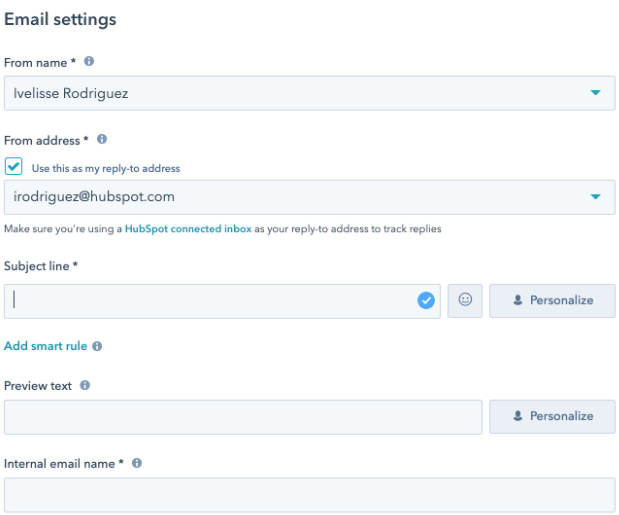
**Pro Tip:** Only add a few personalization tokens — you don't want to creep out your email recipients. In Marketing Hub, you can add personalization tokens by clicking

“Personalize” in the top navigation bar.

- Also, add in **smart content**. This is content that shows one thing to one part of your audience and one thing to another.

**Pro Tip:** An example would be a smart CTA — your leads would see a CTA for talking to your sales reps, and your customers would see one about getting tickets to a customer-only event.
Neither audience would want to see the other audience's CTA, so smart content will show only the proper CTA to the right person.

## Step 8: Choose your subject line and sender name.




Your audience may like different things, but having a real person‘s sender name increased opens and click-throughs. Try running an A/B test to see if it works for you, too.

Whatever you choose, make sure it’s recognizable so recipients aren‘t confused about why they’re receiving your email.

Subject lines are a little trickier. Many things can help you create a click-worthy subject line, including brevity and an immediately actionable value proposition.

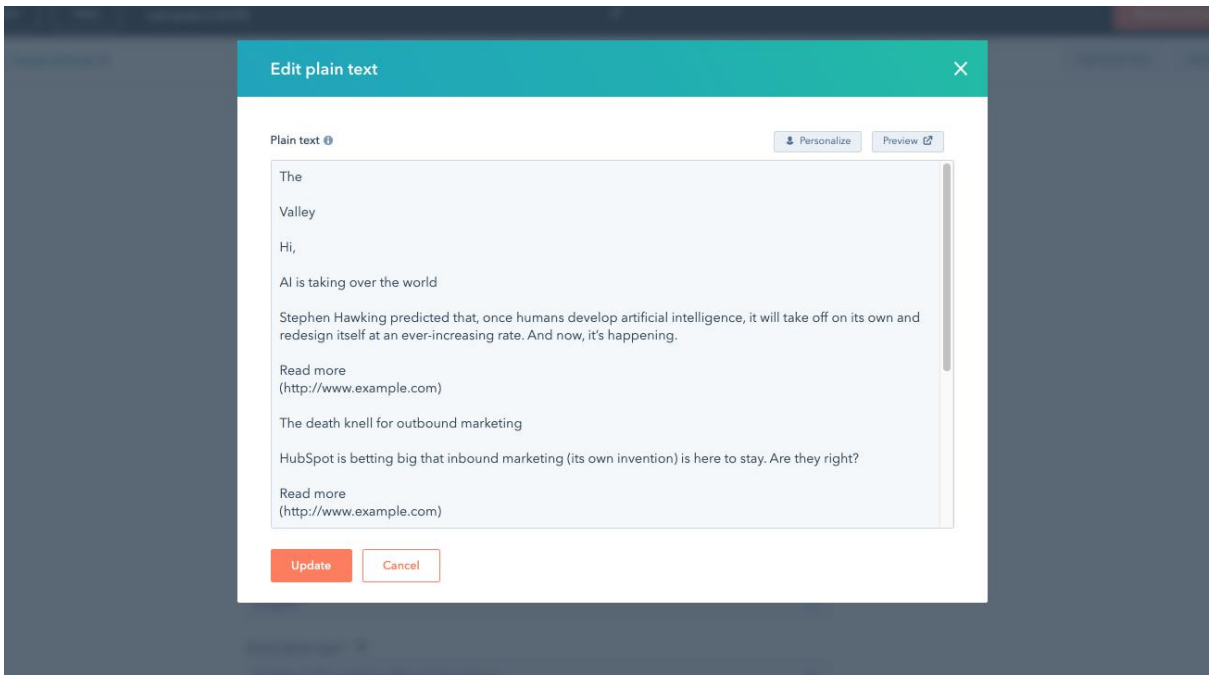
That said, some great marketing emails have been sent with the subject "Not Cool, Guys." Use the subject line best practices as a jumping-off point, then run your A/B tests to see what your audience loves.

Berkley suggests meeting your audience halfway by giving them some information without withholding it all.

"A subject line that says 'This unlikely partnership is crazy' gives too little; a subject line that says 'Crocs partnered with WHO?!' gives an idea of what you're talking about but induces click-through to find out the rest of the story," he says.

He explains, "Finding balance is critical — nobody likes a movie trailer that gives every plot point away, and nobody likes one that tells you nothing at all about the movie either."

## Step 9: Support your newsletter content with alt text and plain text.



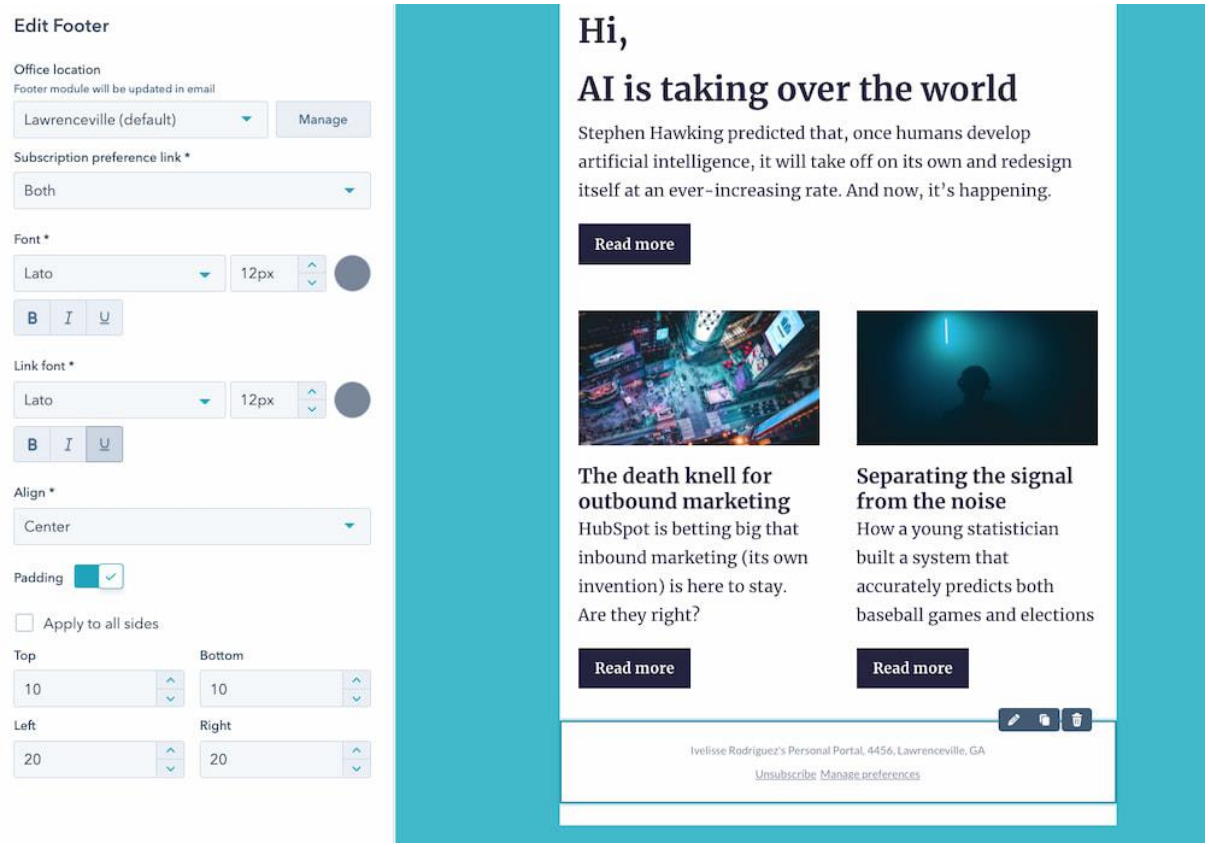

At this point, you'll have the email ready to go. While going through the steps above, I'm guessing you forgot two crucial things (I know I forget them almost every time I make an email): the alt text and plain text.

Alt text is the text that appears when a picture isn't loaded. Since not all email providers load images correctly, you must ensure the alt text is there so your recipients know what they're looking at.

If you include a CTA that's an image, your conversion rates will suffer without alt text.

Some email clients also won't display HTML correctly, so you need to ensure your emails look great in plain text. Make sure the links are easy to click and that it's clear what the email is about without the photos.

## Step 10: Make sure you're legally compliant.

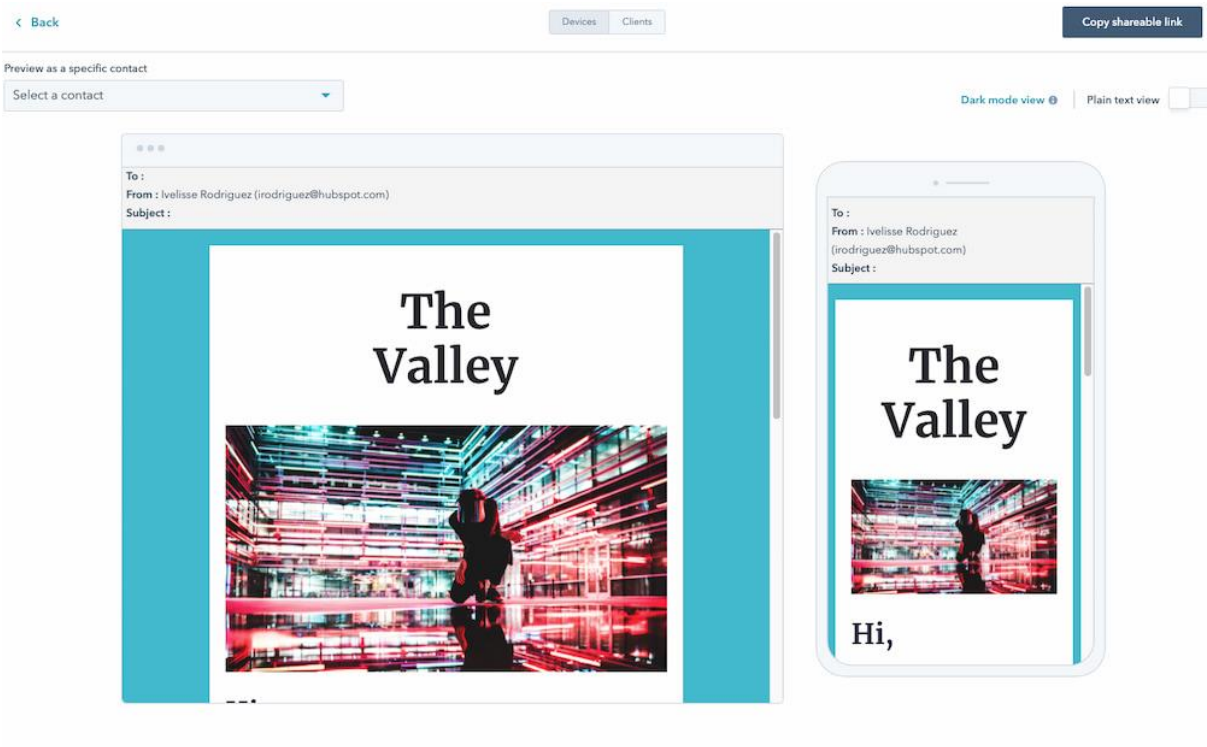



Before you hit "Send," be sure that your emails are all good from a legal perspective. What are the two most significant laws you need to worry about? CAN-SPAM and GDPR.

- **CAN-SPAM** requires that you have a footer in your email with your address and an easy way to unsubscribe from your emails if they don't want to receive them anymore.
- **GDPR** is a similar but more comprehensive privacy law that requires (among other things) that email marketers only send newsletters to those who have manually opted in to receive them.

In other words, wherever you collect email subscribers on your website, you cannot automatically check the “opt-in” box for them if these recipients live in Europe. They must deliberately check this box themselves.

## Step 11: Test different browsers and email providers.




Email providers don't all read email code the same way — what looks fine on Gmail in Chrome might look terrible in Outlook, for example. So, you must test emails in the most popular browsers and email providers.

If you have HubSpot, you can test emails for different providers in the tool. If you don't, create fake email accounts on various providers' websites and test everything manually.

### A Beginner's Guide to Email Marketing

How to execute and measure successful email marketing campaigns

- **Growing an email list.**
- **Remaining CAN-SPAM compliant.**
- **Using email automation.**
- **Segmenting your audience.**

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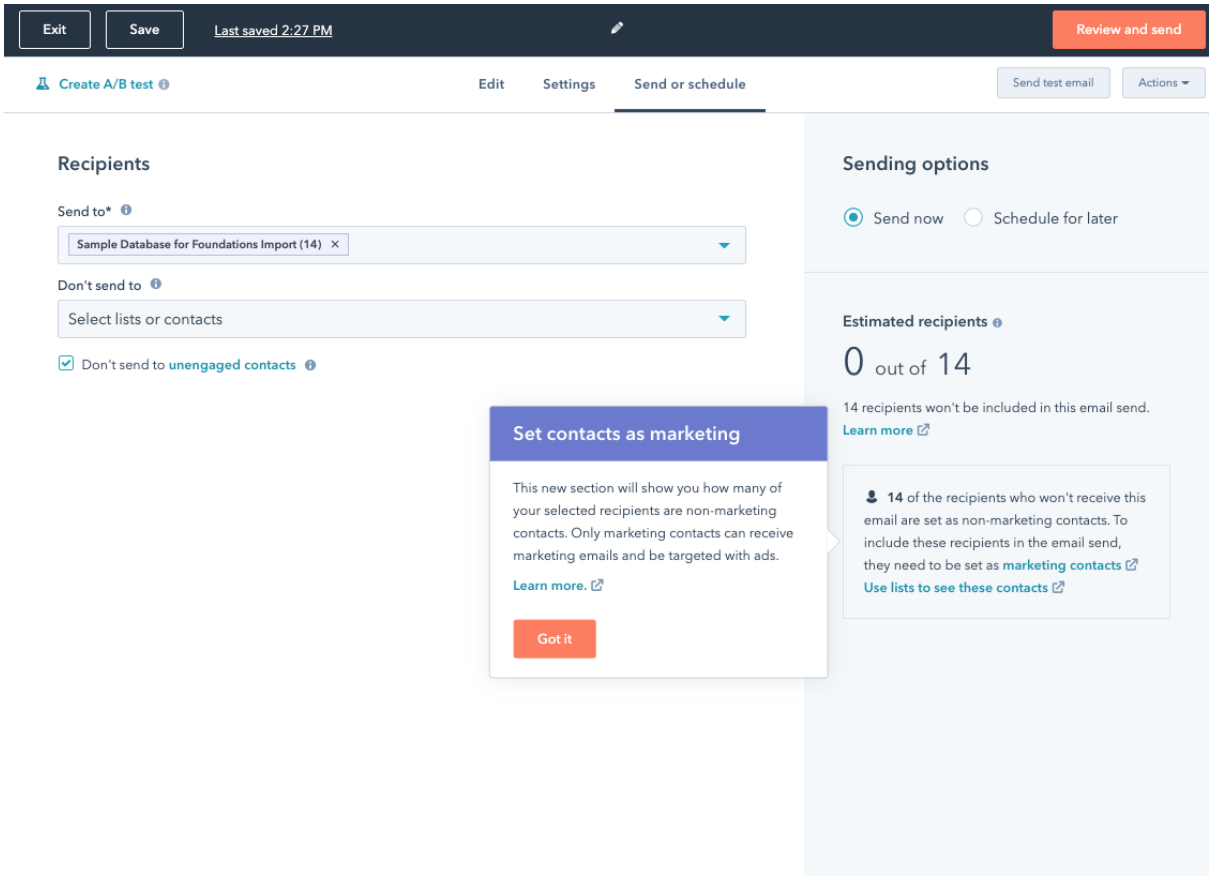
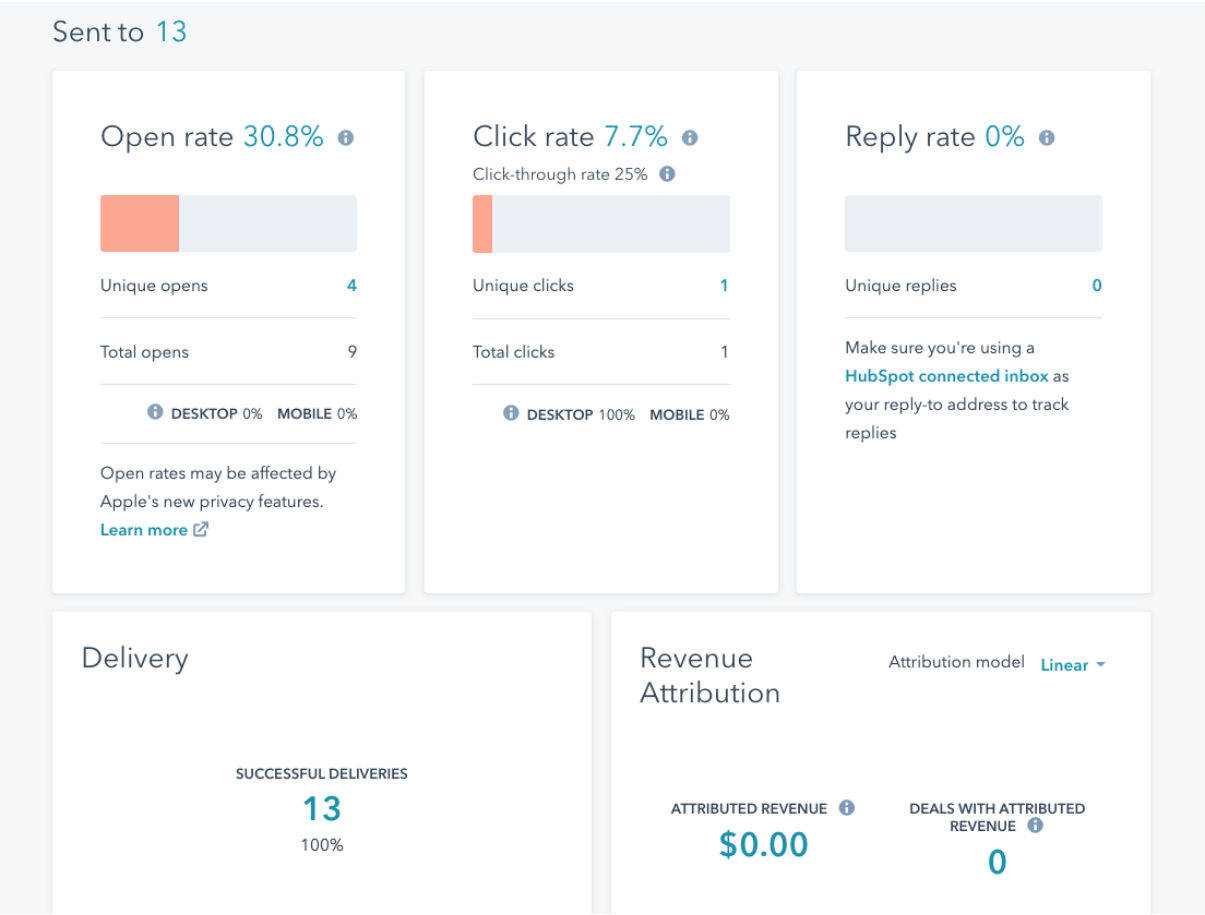
Learn more

### Step 12: Send your email.




The moment of truth! Ensuring all your email recipients have subscribed to receive this email and your email has all the branding and legal compliance it's worthy of, it's time to click send. Then, wait for the data to roll in.

## Step 13: Analyze and iterate.




Fast-forward a few days: The data's in. How did your newsletter do? What do you do next?

Check how your email newsletter performed on your goals in step one. See which parts of your email got the most clicks and which factors of the newsletter contributed most to your goal.

If you have closed-loop analytics, measuring this all will be easy.

Once you have that data, you have a direction for your email newsletter. Whether your next send is in a day, a week, a month, or a quarter, you'll have insights to make the following newsletter even better.

## Start Creating Your Email Newsletter

Email newsletters are a critical part of any scalable email marketing strategy. With the steps above, you'll be sure to create a winning email newsletter that will help you convert more leads and grow your business.

*Editor's note: This post was originally published in March 2014 and has been updated for comprehensiveness.*

Topics:**Email Newsletters**

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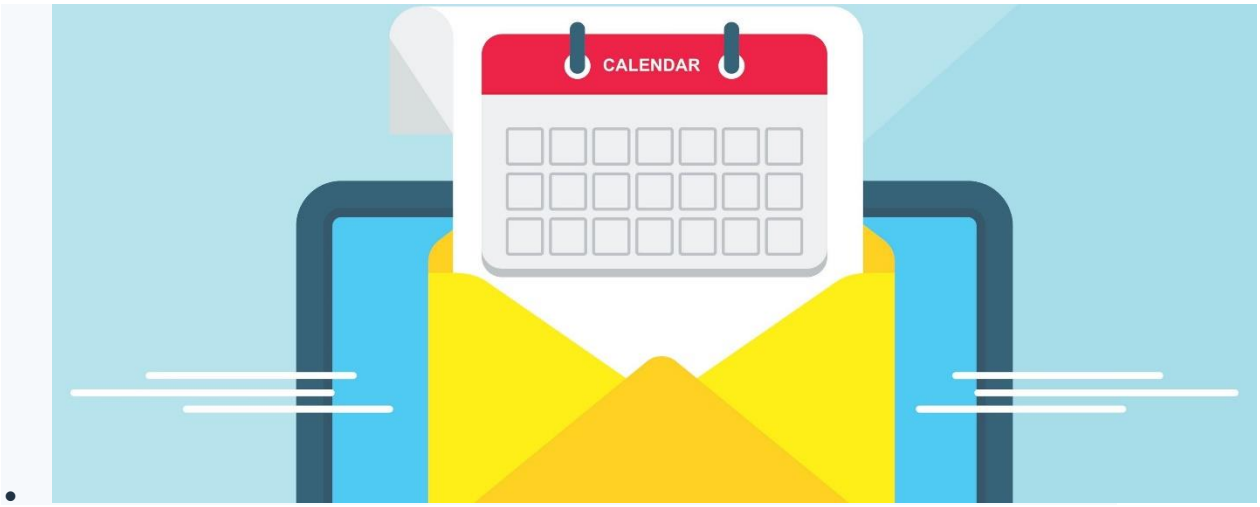
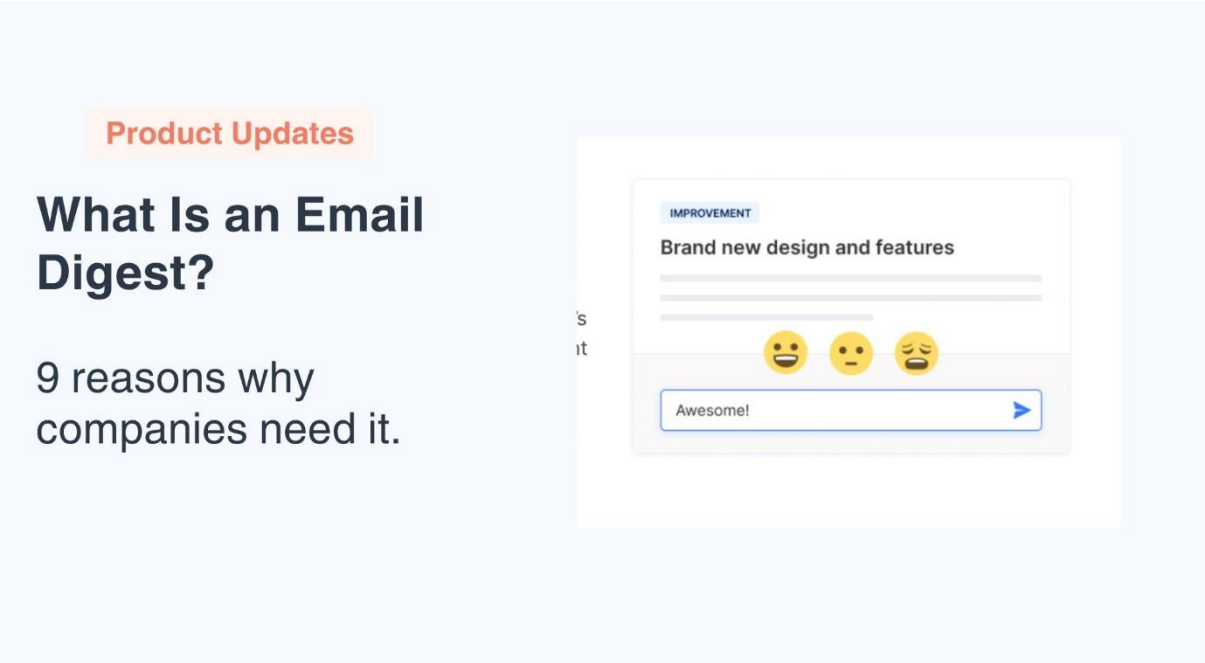



How We Booked Over 200 Meetings With a Single Email Send

# What Is an Email Digest? 9 Reasons Why Companies Need It

By Zeynep Serra Avan December 12, 2023




Your inbox is flooded with new emails all day long. You know they might contain important information and updates from the company, but are you really stopping to read every email? Likely not — *and you're not alone.*

As an organization, it probably doesn't sit well to know that your employees or subscribers may be missing out on important communication.

**But, what if your company could send a single monthly email containing all of your updates, information, and announcements instead?**

If that sounds like the solution you've been waiting for, then it's time to learn about email digests and why your company needs to get on board today.

# Table of Contents


- What Is an Email Digest?
- 9 Ways Email Digests Can Improve Your Company's Overall Communication Strategy
- Digest With AnnounceKit


# What Is an Email Digest?

Did you know that close to 300 billion emails are sent and received on a daily basis? Seems kind of crazy, right? Now imagine how many of those emails are left unread forever.

The solution? *Email digests.*

An email digest basically takes all of the shorter emails you send and summarizes them into one email that is published during a specific time period or when a volume limit is reached (e.g. every 10 or 100 messages). This single email is then sent to all subscribers at your selected intervals.

## How Are Email Digests Used?

**Email digests are typically used in professional settings to streamline communication and reduce email overload. They often include:**

- Highlights of recent news
- Important updates
- Upcoming events; or
- Any relevant content tailored to the recipient's interests or needs

This approach provides recipients with a centralized and efficient way to stay informed, saving time and promoting better engagement by presenting information in a more organized and easily digestible manner.

Email digests are utilized in various contexts, from internal company communications to newsletters and subscription services, offering a convenient and accessible means of delivering information.

The arrangement of an email digest or the adjustment of its frequency may differ from tool to tool, but the general purpose remains the same: *to summarize!*

# 9 Ways Email Digests Can Improve Your Company's Overall Communication Strategy

Email digests can offer several benefits to companies, enhancing communication, collaboration, and information dissemination among employees and subscribers. Here are some ways companies can benefit from using email digests.

## 1: Increase Your Read Rate

People tend to mark emails as read without reading them or they may just delete them altogether. *Your company emails suddenly become extinct without you even knowing that you haven't reached your audience.*

People simply don't want to spend too much time sorting through and reading each and every email that lands in their inbox. Not only is it too time-consuming, but it's also really difficult to digest (*see what we did there?*) this constant flow of information.

Combining several emails into one makes it far more likely that your subscribers or employees will actually read the email instead of deleting or unsubscribing.

## #2: Efficient Information Sharing

Most people just don't have the time to categorize their emails into folders so their inbox starts to look like a dumping ground for unnecessary or unwanted communication.

Email digests provide a streamlined way to share important updates, announcements, and information within the company. **By consolidating relevant content into a digest, employees can quickly and efficiently catch up on key developments.**

Simply put, you're making the process of sorting and reading emails as painless as possible for your targeted audience by not overcrowding their inbox one email at a time.

## #3: Improved Reader Engagement

It doesn't matter if your email contains the information your reader has been waiting for if they can't locate it in a crowded inbox.

**Instead of inundating employees or subscribers with a constant flow of individual emails, email digests aggregate information into a single, easily digestible email.** This helps reduce email overload, making it more likely that your audience will engage with and absorb the information.

Email digests ensure that your subscribers are seeing the important product updates you've made in a timely manner.

## #4: Time Savings for Companies and Readers

Let's say you send an email every time you've fixed a bug or made a single improvement to your product. *Do you really think your readers want to sift through a bunch of individual emails to find these updates?*

Not a chance!Employees often spend a significant amount of time sorting through emails (about 28% of their workday!). Email digests can save time by presenting important information in a consolidated format, allowing employees to quickly review and prioritize their attention.

## #5: Increase Overall Productivity

*Have you ever stopped to wonder if your constant emails are annoying your employees or subscribers?*

*Do you think that you could be interrupting productivity when you send too many emails for your readers to keep up with?*

*What about the time your organization spends on drafting and sending all these emails?*

Using an email digest not only minimizes the amount of time your employees spend on reading and sorting emails, but it also decreases the amount of time your organization wastes on emails no one reads.

## #6: Centralize the Information

Email digests can serve as a centralized hub for important information.

**Whether it's project updates, policy changes, or team accomplishments, having a single email summarizing key details ensures that everyone is on the same page.**

They also enable companies to maintain a consistent communication channel. Regularly scheduled digests can help create a routine for employees, keeping them informed about company news, achievements, and other updates.

## #7: Promote Company Culture and Feedback

Including content related to company culture, such as employee spotlights, success stories, or fun facts, can help reinforce the organization's values and foster a positive company culture.

**Email digests can also facilitate two-way communication by encouraging employees to provide feedback or interact with content.** Create opportunities for employees to express their opinions and engage in company initiatives by providing:

- Links to surveys
- Discussion forums; or
- Feedback forms

Who doesn't want to work for a company that not only promotes the fun stuff but also wants to know what you think?!

## #8: Increase Awareness of Resources

By consolidating information in a centralized format, these digests provide a convenient and efficient means of highlighting available resources to employees.

**Email digests can feature dedicated sections or links, ensuring that employees are informed about offerings, such as:**

- Training programs
- Wellness initiatives
- Internal tools; or
- Other valuable resources

The digest format allows for the inclusion of engaging content, such as success stories or testimonials related to resource utilization, which can further emphasize the benefits of these resources.

The regular distribution of email digests serves as a consistent channel to remind employees of the available tools and programs, fostering a culture of awareness and encouraging utilization.

## #9: Customization and Personalization

Email digests can be customized or personalized in various ways to cater to the preferences and interests of individual recipients.

**One common customization feature is allowing users to choose the type of content they want to receive in their digest. This could involve**

**selecting specific categories, topics, or departments of interest, ensuring that the content aligns with the recipient's role or preferences.**

Some email digest systems allow users to set the frequency of updates, deciding whether they want to receive digests daily, weekly, or at another interval. Personalization can also extend to the format of the digest, enabling users to choose between a brief summary or a more detailed overview based on their preferences.

By incorporating these customization options, email digests become a more tailored and relevant communication tool, increasing engagement and ensuring that recipients receive information that is specifically meaningful to them.

## Digest With AnnounceKit

The fact is, email is still highly relevant. So why not make it count?

Introducing email digest with AnnounceKit — the solution to transform your communication strategy and keep your team effortlessly informed!

*Tired of drowning in a sea of emails?*

**Our email digests consolidate crucial updates, announcements, and relevant content into a single, easy-to-read email.**

Tailored just for you, our email notifications digest allows you to choose the content categories that matter most, set your preferred frequency, and experience a streamlined communication flow. From company news to project updates, our email digests are the key to reducing email overload, saving time, and ensuring you never miss a beat.

# What is a Dedicated Email?

Also known as "sponsored email" or "email list rental." A dedicated email is generally a commercial message promoting a product or service. Companies

looking to promote their products will effectively rent out the newsletter distribution list (or other type of distribution list) from a relevant publisher in order to promote their product.

For example, suppose that Nike wanted to promote a new set of golf clubs that it had recently released. It may try to purchase a dedicated email opportunity from Golf.com that would allow it to send its ad to the entire Golf.com newsletter list.

Though some large companies utilize dedicated emails as part of their comprehensive marketing strategy, it is more commonly employed by smaller companies with web-focused products or services to promote.

Below is an example of a dedicated email. In this example, SmartBear rented out the newsletter list for WhichTestWon.com, and sent a message promoting their AlertSite ebook:

The red box in the screenshot above was added to highlight the message included by the publisher indicating to readers that the email they were about to read contains content prepared by a sponsor.

## *Benefits of Dedicated Emails*

Many advertisers are interested in dedicated email because they can represent a unique opportunity to target a very relevant demographic. Compared to display ads or AdWords campaigns, emails tend to receive much higher levels of engagement–especially if the list is associated with a site that has a related focus (for example, sending a dedicated email promoting golf clubs to a golf-focused newsletter list).

For publishers, dedicated emails can represent a unique way to generate additional revenue without creating additional pageviews or doing a significant amount of additional work. Many publishers can charge attractive rates for dedicated emails because the format and audience is so valuable. Specifically, the cost to rent out many email lists is $50 or more per 1,000 recipients. That means that a newsletter list of 100,000 could generate $5,000 or more in revenue for every dedicated email sent.

While there is an obvious revenue opportunity associated with dedicated emails, there are some risks and drawbacks as well.

The primary concern related to dedicated emails relates to any loss of credibility with your email service provider. Specifically, many email platforms such as MailChimp or AWeber will suspend accounts that receive a high number of spam complaints or unsubscribe requests from recipients. There are a few actions that publishers can take to avoid this problem:

1. Require the dedicated email copy from the advertiser at least 5 days in advance, in order to provide plenty of time for you to review the content and address any questionable aspects that may trigger spam filters.

2. To minimize the risks of sending dedicated emails to non-existent, outdated email addresses, clean up your mailing list regularly. In this way, you can get cleaner and more reliable data about your subscribers' interactions. Manual cleanup isn't always effective, especially when it comes to a large list. It takes too much time and there's always a high risk that you'll miss something. Use an automated tool for bulk email validation, such as Atomic Mail Verifier. The tool will verify your list quickly and clean it from bad email addresses. Do the cleanup regularly, preferably before each new mailing, to keep your reputation as a sender high.
3. Never share the log-in credentials to your email service provider with an advertiser.
4. Only send one dedicated email for every five to ten free emails (at least) from your account.
5. Closely monitor the number of spam complaints and unsubscribe requests associated with each dedicated email.

Above we showed an example of a dedicated email sent by WhichTestWon.com, which probably generated thousands of dollars in revenue for that site. Below is another screenshot from the end of that message, in which the sender highlights the fact that these types of emails fund their operating budget and allow them to offer much of their content for free:

The site is, of course, a for-profit business. But they also offer much of their content for free and have a loyal audience who values their services. Being completely transparent about the arrangement (i.e., acknowledging that they are being compensated for sending the message) and reminding recipients of the email that the site provides a high quantity of free content is a sound strategy for reducing complaints and unsubscribes that will always be associated with these types of mailings.

# FAQ

## What does a dedicated email mean?

A dedicated email is a term for a custom email that is sent to a publisher's list of subscribers. It allows marketers to reach a specific target audience by leveraging a website subscriber base.

## How much do websites charge for dedicated emails?

For advertisers, dedicated email can represent a unique opportunity to target a very relevant demographic. For publishers, it can represent a unique way to generate additional revenue without creating additional pageviews or doing a significant amount of additional work.

## What you should be concerned about in a dedicated email?

The primary concern about dedicated email is related to any loss of credibility with your email service provider. Many email platforms will suspend accounts that receive a high number of spam complaints

# *Lead Nurturing*

## Understand the benefits of lead nurturing to developing personalized B2B relationships with customers and prospects at every stage of the sales funnel.

Lead nurturing can help you to develop personalized B2B relationships with customers and prospects at every stage of the sales funnel. Our guide will help you understand the common problems a solid lead nurturing process can solve and what possible returns you can get on your investment.

We'll also run through how you can plan, implement and fine-tune your own lead nurturing program and improve the bond between your company and your future customers.

**In this lead nurturing guide, you'll discover:**

- What is lead nurturing?
- How marketing automation can help your lead nurturing strategy

- Common problems lead nurturing can solve
- Components of a lead nurturing strategy
- ROI of a successful lead nurturing program
- Plan, implement, and optimize your lead nurturing program in 4 simple steps
- Frequently asked questions

## What is lead nurturing?

Lead nurturing is the process of developing and reinforcing relationships with buyers at every stage of the sales funnel. A successful lead nurturing program focuses marketing and communication efforts on listening to the needs of prospects and providing the information and answers they need to:

- Build trust
- Increase brand awareness
- Maintain a connection until prospects are ready to purchase

**“On average, half of leads in any given system are not yet ready to buy.”**

**- Marketo Engage**

That’s why it’s crucial to nurture relationships with buyers through a strategic lead scoring system. Additionally, lengthening sales funnels fosters independence within prospects, creating a greater need for well-crafted lead nurturing programs.

## How marketing automation can help your lead nurturing strategy.

Marketing automation platforms enable your team to develop flexible, adaptive communications at scale by forming a lead nurturing strategy. In doing this, you create a pathway, through which you:

- Create relationships with potential customers and prospects.
- Maintain these connections as they move through the buyer’s journey.

By creating a lead nurturing program, you will help build lasting relationships, increase clickthrough rates (CTRs) and increase the chances of customer buys. This is all while building brand advocacy at the same time.

Lead nurturing campaigns not only allow you to interact with buyers. You can also use the data you collect to gauge their interest and monitor behavior to further optimize future campaigns and increase return on investment (ROI).

*Nurturing through personalization.*

The more connected we become via technology, the more necessary it is to create a cross-channel experience for buyers. Today's consumers also expect personalization in marketing, to deliver seamless engagement, without bombarding them with ads or emails.

Buyers do not want to be sold to. They want to be heard. When you get to know your potential customers and what they want through a lead generation process, you can better serve them and earn their patronage through genuine understanding.

Effective lead nurturing must encompass your entire marketing calendar, to incorporate the total amount of communications your leads are receiving, including:

- Newsletters
- Product updates
- Database emails
- Other cross-channel communications

Focus on making these interactions work harmoniously, in a way that is relevant and gives customers the best possible experience, and you'll earn the loyalty of your leads.

**"Lead nurture is still primarily centered on email marketing efforts, but the customer experience needs to span all channels to foster engagement and point-of-sale — from in-store, to mobile, sales, referral, social, and support."**

# Common problems lead nurturing can solve.

## Longer sales cycles, self-directed buyers, and shortened attention spans can be a headache for marketers. But a lead nurturing strategy can help you convert customers and build brand loyalty.

**PROBLEM**

**SOLUTION**

**I have too many dormant leads in my database.**

Lead nurturing increases the chances of a customer doing business with you, by maintaining solid relationships with them.

Such relationships are critical in today's sales cycles, which can be volatile, given that many of your competitors are likely adopting a similar approach.

By nurturing leads, you can maintain that relationship over time. All the while, you're using these communications to gradually build brand loyalty and trust.

**My sales cycle is too long.**

Buyers today take more time to explore their options and educate themselves, before making a purchase decision. Today's sales cycles are longer, which is why it's so important to nurture leads.

To adapt to this ever-changing customer environment, you can shorten your sales cycle. This may give you a better chance of converting more leads into buyers and long-term customers.

**I have a lead nurture program but am not seeing good engagement.**

To have an effective lead nurturing program, you must engage buyers. When you nurture your communications with leads, you demonstrate value in the content and knowledge you share.

This approach can begin the process of creating trust in your brand and an improvement in the impact of your marketing campaigns.

**I'm not sure how to set up or measure the impact of my nurture program.**

When you set up lead nurturing, you have to put goals in place, before you can hope to see and measure impact. Ask yourself how many leads you need to generate, what products you offer, and what audience you want to attract.

You can then use that information as a jumping-off point to gather relevant data.

**I don't have the technology in place to support my lead nurturing strategy.**

Marketing automation is key to navigating longer sales cycles, lead scoring and lead lifecycle management. It's also important when deciding on the level of personalization in your marketing and analytics you focus on.

Today, implementation of a manual program is simply too costly and time-consuming for most businesses. That's why having an automated process is crucial to looking after and catering to those leads.

## Learn more about how to set up the right program with How to Create a Lead Nurturing Strategy.

Download now

## Components of a lead nurturing strategy.

Lead nurturing consists of cross-channel communication that combines content marketing and marketing automation to create a system that builds and maintains relationships with customers. Here are some of the key elements.

*Lead scoring.*

To develop a successful lead scoring strategy, sales and marketing must come together to pinpoint a particular lead within the brand's buying model. Such collaboration is the backbone of a strong lead nurturing process.

It identifies when and how to address each buyer with the most timely and relevant communications. Each lead scoring system will be unique to each brand and includes:

- **Lead fit.** Demographics, firmographics, BANT (budget authority, need, time).
- **Lead interest.** What content are they engaging with? How long are they on your site?
- **Lead behavior.** Are they serious about buying yet or still looking for information?
- **Buying stage and time.** What stage are they at in the sales funnel?

*Content marketing.*

If lead scoring is the backbone of a successful online marketing strategy, content marketing is the muscle. It's the process of creating relevant and valuable content for your customers and prospects.

This can include:

- **Written content.** Found in your emails and on your website.
- **Audio content.** Used in any company-branded podcasts.
- **Video content.** Shared on social channels, YouTube or on your website.

Learn how to build a content marketing strategy

*Multichannel distribution.*

To implement a successful lead nurturing campaign, you must interconnect your channels to maintain contact with leads across the board. This is absolutely vital, as you can widen your potential audience by diversifying the ways in which you reach and maintain connections with your leads.

Plus, widening your scope for communications can help open up new revenue streams, simply by keeping in touch with more people across a wider range of channels.

*Web.*

Your website is a great place to capture new email addresses, but it's also a fantastic location to continue and start conversations. The web experience can and should be dynamically personalized to reinforce and extend the dialogue started in emails.

Getting this part right is crucial. Optimizing your website's content and functionality ensures you give new and existing leads a positive experience with your brand — increasing the chances of them continuing through the sales funnel.

*Retargeting.*

Display ads and retargeting can be a large part of your marketing budget. But how can you create a consistent experience for your buyers across those channels?

It's simple. Retargeting advertisements will need to be consistent in their branding, yet still personalized to the different customer segments you're trying to win back. Each ad should also reflect

where the user originally exited your website and provide content that is relevant to them.

*Social.*

Social media marketing is a critical part of cross-channel nurturing. Running social campaigns can be fantastic at engaging potential leads with one-off campaigns.

But making every campaign social is an even better approach. When you connect your lead nurturing to your social efforts, they enhance each other and can work in unison to help reach more possible customers than ever.

*Direct mail.*

Consider adding direct mail to your lead nurturing campaigns to further personalize your marketing and add a human touch. Online channels dominate the customer landscape of today, but there's still room for offline marketing.

A direct mail campaign puts your message into the hands of potential customers. While the outlays might be more than an online campaign, the long-term benefits of a grassroots direct mailout can be plentiful.

*Marketing automation.*

Marketing automation is a technology solution that allows brands to streamline and automate their marketing efforts across various channels, to:

- Improve efficiency
- Drive more sales

Automating a workflow helps align all your marketing efforts and messages and makes sure each lead receives the most relevant messages, at the most opportune times.

## Learn more about what lead nurturing can offer in our Definitive Guide to Lead Nurturing.

Download now

## ROI of a successful lead nurturing program.

Since today's sales cycle is significantly longer, nurturing leads is crucial to conversion and maximizing profit.

Lead nurturing can result in:

- More sales. Companies that excel at lead nurturing generate 50% more sales-ready leads at a 33% lower cost (Marketo).
- Larger purchases. Nurtured leads make 47% larger purchases than non-nurtured leads (The Annuitas Group).
- Improved performance. Email marketers rank automation campaigns among their top three tactics for improving performance (HubSpot).

## Learn more about how lead nurturing contributes to the bottom line in Calculating The ROI Of Lead Nurturing.

Download Now

## How to plan, implement, and optimize your lead nurturing program in 4 simple steps.

Launching a lead nurturing strategy and program lays the framework for what you need to convert new and returning customers. Do it in 4 steps:

*Step 1: Define your leads.*

To define the perfect lead, you need to agree a joint lead definition between sales and marketing. You'll need to determine:

- Your market
- Who is already in your database
- Current prospects
- Which buyers are closing

Once you know this, use these parameters to establish lead scoring thresholds, lead fit, and lead engagement points.

*Step 2: Build your lists.*

To grow your business and set up a robust lead nurturing program, you must feed the top of the funnel with list-building tactics. Regularly give your leads a check-up, identify and scrub duplicates, and remove inactive or junk contacts.

*Step 3: Segment your audience groups.*

We recommend your basic lead nurturing programs use two dimensions of segmentation: buying stage crossed with another measurement variable important to your business. This creates a happy balance.

One is not enough, and each dimension beyond two creates an exponentially more complex framework. Think of it as segments and subsegments.

*Step 4: Test and optimize your campaigns.*

You must monitor and test your lead nurturing process regularly. Testing gives insights into the aspects of a nurture track you could optimize, including:

- How many touches within a specific period of time
- The types of messages sent out
- What time of day interactions took place

You need to optimize your lead nurture frequency, path, content and creative (including copy length and design), and content mix.

**Learn more about how to get lead nurturing working for you in What To Seek In A Lead Nurturing Solution.**

## Frequently asked questions about lead nurturing.

*How do we nurture leads?*

The phrase ‘nurture leads’ is all about establishing a relationship with potential customers or clients. Then helping them through the buying journey, towards an eventual sale.

You can summarize the dictionary definition of ‘nurture’ as ‘taking care of something, or someone, to help them develop’. This is what happens when nurturing leads, as you get to know their issues, help them work out potential solutions and serve them relevant content.

*What is lead nurturing content?*

Lead nurturing content makes a direct connection with a prospect, by showing its creators have understood their needs and challenges. One example is an exclusive whitepaper that is created specifically for a group of prospects, that focuses on a specific challenge they have identified.

The whitepaper would empathize with their situation and contextualize it with data. It would also offer a viable solution, generally through a product or service provided by the company that created it.

*What is a lead nurturing definition?*

A good definition of lead nurturing would be that it is a mature marketing process, which is designed to identify prospects and buyers. It then builds relationships with them, listening to their needs, and guides them through each stage of the funnel, towards making a purchase or signing up for a service.

# Pros and Cons of Email Marketing

# Pros:

Some of the common benefits of using email marketing include:

## 1. High ROI: $42 ROI for every $1 invested

Email marketing is very popular for the ROI and cost-effectiveness it brings to almost all marketing teams. Email marketing is one of the highest ROI channels for all businesses. This is because email marketing is an effective way to acquire new customers for businesses. Businesses can get a maximum ROI from their email lists by continually testing and seeing what their audience responds well to. This testing enables businesses to use best practices and maximize their ROI on email marketing spend.

## 2. Low cost: send mass emails at low rates

In contrast to marketing methods like PPC and paid ads, email marketing is a very low-cost way to reach customers. This makes it very easy to produce cost-effective campaigns. Businesses can use an email blast to send bulk emails at an extremely low rate. This helps maximize the number of recipients reached while keeping the total spend of email marketing down.

## 3. Getting customer feedback

Email marketing enables you to get feedback from customers when they engage with your campaigns. Companies can use tools like surveys to solicit feedback on their products and enhance the quality of user experience. The feedback that

customers provide can be used to create better campaigns in the future with higher ROIs.

# 4. Additional sales channel

Email marketing is known to be a proven and profitable sales channel for businesses. Small business use email marketing to inform their purchase decisions and companies can use that to generate additional sales for their business. Since the email list is owned by a company, the cost of advertising on emails is very low and it can add significant revenue to the bottom line.

# 5. Automation capabilities

Email marketing is one of the most automation-friendly marketing opportunities for businesses. There are tons of free and paid tools you can use to automate the entire email marketing cycle. This allows businesses to automate any part of email marketing from sending the welcome email to pitching the product.

# 6. Personalization

Personalization is the backbone of email marketing. If you look at email marketing vs traditional mail, you'll see the main selling point of email marketing is the ability to personalize marketing at scale. This allows businesses to talk with customers on a first-name basis while automatically sending emails at scale. This personalization helps significantly with open rates and conversions.

# 7. Increase web traffic

Email marketing can increase the web traffic of your business significantly. When you have a large enough audience, you can start linking any content like blogs

directly in your emails. This will result in your email subscribers clicking the links and reading your content, increasing your web traffic.

## 8. Lead generation

With email marketing, you can boost your lead generation efforts dramatically. When you build your email list, you'll have thousands of email subscribers that can be your potential customers. Using strategies like placing CTAs in your emails can help you generate more leads from your existing email subscriber base.

## 9. Capture visitors to your site

Email marketing also enables you to capture visitors to your site. You can use opt-in plugins and forms across your website to capture the visitors that come to your website. These leads can be turned into email subscribers and eventually into paying customers for your business.

## 10. Build relationships and trust

Email subscribers are the customers that your business communicates with the most. Over the lifetime of one email subscriber, they can receive tens if not hundreds of emails from your company. This helps establish trust and relationships and that customer is far more likely to become a paying customer of your business.

## 11. Ability to measure KPIs and metrics

One of the best ways a small business can benefit from digital marketing is the ability to measure KPIs and metrics for their business. Email gives businesses the ability to track each metric needed to turn an email recipient into a paying customer. With the

use of email, you can track bounce rate, open rate, conversion rate, unsubscribe rate, etc. This helps tailor your email campaigns to get the best results.

## 12. Owned media channel

Email is one of the few marketing avenues where a company utilizes its owned media. Since you capture your email list from your website, it's a form of owned media. This means that you don't have to pay to advertise to customers on your email list. This can help improve your ROI while enabling you to generate easy and profitable sales for any offerings your business has.

## 13. Promote products and services

If you run any type of online business, you need to be able to promote your products and services at a cost-effective rate. Email is one of the best mediums to do that because you own your email list. This allows you to continuously promote your products and services to your email list. This can help increase conversions while growing your email list to capture more clients in the future.

## 14. Easy to share

Email is one of the most sharable platforms for businesses. Companies can use a variety of tools to improve the sharing ability of their customers enabling them to expand their reach without spending a dollar on advertising. Sharing is the online equivalent of word of mouth and with email, you can exploit that to get free impressions and conversions on your campaign.

## 15. Large audience

An email has one of the largest marketing audiences in the world. More than 3 out of 4 people in the U.S. use and check their email daily. Crafting effective email campaigns is a great strategy to stay top of mind whenever your subscribers open their inboxes. With email being used daily, there are much higher open rates and conversion rates in comparison to other marketing strategies.

# Cons:

Although the benefits of email marketing for small businesses are great, there are some drawbacks you need to be aware of. Some of the most commons cons of email marketing include:

## 1. Spam issues

With email marketing, you have the potential to be marked as spam and not seen by your email list. Many users today use spam filters and similar tools to avoid getting any email marketing. It's important to ensure that your email list has opted in to prevent your domain from being marked as spam by email providers.

## 2. Undelivered emails

Your email marketing may also be susceptible to undelivered emails. If you get a faulty email list, you increase your chances of having undelivered emails and this can cost you. This can also reduce your ROI because your customers won't be getting your emails and they won't see the time and money you've invested into your email campaigns.

## 3. Unopened emails

Email marketing also can result in many unopened emails; this is another way that your ROI can be reduced for your business. The average open rate across all industries is close to 20%. If you have a better and more effective marketing strategy, this can be a downgrade.

# 4. Fierce competition

Email marketing is extremely competitive because many companies are vying for the attention of one customer. In addition to competing with your competitors, you're also competing with large brands like Apple, Amazon, and Starbucks to get the attention of your customer.

# 5. Ease of unsubscription

Many countries require businesses to have an easy and visible unsubscription button for their email list. If your email marketing is poor, this can result in losing email subscribers quickly and this undermines all the hard work you put into email marketing. You need to provide enough value that your email subscribers continue to stay on your list.

# 6. Need large audience to convert significant sales

Email marketing is a number's game. With an industry average open rate of 20% and conversion close to 1-2%, you need a large audience to make any meaningful money with email marketing. Many businesses are unaware of just how big email lists have to be before you start getting any meaningful sales and conversions.

# 7. Different email regulations for international customers

If your email list reaches a meaningful size, you probably will have many international customers. This will require you to abide by international data laws like GDPR if you sell to customers in a certain location. You need to be aware of these laws to avoid getting fined or banned in a specific country for your email marketing.

# 8. Design issues on different devices

Your email list will have many different devices like iPhones, Androids, etc. If you made an email campaign with a certain design, it may appear differently to different users on various devices. This can impact open rates, conversion rates, and several other factors related to email marketing.

# 9. Requires some copywriting skills

To truly succeed at email marketing, you'll need some type of copywriting skill or you will need to hire a copywriter. Copywriting is essential to email marketing because it helps convert more customers to your business. Unless you have a copywriting background, your team will need to hire a competent copywriter to increase conversions.

So, now that you've got a fair idea of the pros and cons of email marketing, you can plan your email marketing strategy in a much better way.

# Types of Social Media Marketing

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**+ Follow**

# Types of Social Media Marketing

There are many different types of social media marketing, for example:

## Organic Social Media Marketing

It is the process of creating and sharing content on different **#social** platforms to achieve your marketing goals.
You don't need to pay to post content, but the reach levels are often lower than with paid social media marketing.
Organic growth on social media is often slow, but it can be a more sustainable option in the long run.

## Paid Social Media Marketing

Paid **#socialgrowthmedia** **#marketing** requires making payments to social media platforms to increase the reach and visibility of your content.
Within paid marketing it is possible to recognize some strategies such as:
**1. Social Media Ads** – These are the traditional ads we see on social media platforms. They can be in the form of text, images, videos or even carousels.
**2. Influencer Marketing:** This is when a brand pays an influencer to promote your products or services.
**3. Promoted Content** – This is when a brand pays social media platforms to increase the reach of their content.
**4. Sponsored Contests and Giveaways –** This is when a brand sponsors a social media contest or giveaway to increase engagement and visibility.

## How to choose social networks according to the audience

### Facebook

**#Facebook** is today the largest social network in the world, with more than 2,000 million monthly active users. Also check **descargar videos de facebook**
It is extremely effective for companies of all sizes to connect with their target audience.
The Facebook audience has the following characteristics:

- Most of the users are between 18 and 49 years old.
- About half of Facebook users are women.
- It is used equally by people with high and low incomes.
- The majority of Facebook users live in urban areas.
- People use Facebook to connect with friends and family, find out what's going on, and discover new products and services.

### Twitter

**#Twitter** has over 330 million monthly active users and is a great platform for brands to share news and updates, connect with customers, and build relationships with influencers.
The Twitter audience has the following characteristics:

- Most of the users are between 18 and 29 years old.
- About two thirds of Twitter users are men.
- It is used more by people with high incomes than by those with low incomes.
- People use Twitter to keep up with current events, connect with friends and family, and discover new products and services.

**instagram**

**#Instagram** has over 800 million monthly active users and is a great platform for businesses to share visual content like photos and videos.
The Instagram audience has the following characteristics:

- Most of the users are between 18 and 29 years old.
- Approximately two thirds of Instagram users are women.
- It is used equally by people with high and low incomes.
- People use Instagram to connect with friends and family, discover new products and services, and get inspired.

**LinkedIn**

**#LinkedIn** is a social networking platform for professionals with more than 500 million monthly active users.
It is a great platform to share content and connect with potential customers, especially if those customers are other companies.
The LinkedIn audience has the following characteristics:

- Most of the users are between 30 and 49 years old.
- Approximately two-thirds of LinkedIn users are men.
- The platform is used more by people with high incomes than by those with low incomes
- People use LinkedIn to connect with other professionals, find new job opportunities and learn about new offers in the market.

**Pinterest**

**#Pinterest** is a social media platform that allows people to share and discover new interests through the use of images and videos. Ideal for advice on decoration, fashion, sports, cooking, education, although it develops all topics. Also check **descargar videos de pinterest**

It is a great platform for businesses to share visual content such as infographics, product photos, and videos.

The Pinterest audience has the following characteristics:

- Most of the users are between 18 and 29 years old.
- About two-thirds of Pinterest users are women.
- The platform is used more by people with high incomes than by those with low incomes.
- People use Pinterest to get project ideas, find value deals, and discover new interests.

**TikTok**

**#TikTok** is a social media platform that allows users to share short **#videos** of themselves.

It is a great platform for companies to create creative and fun audiovisual resources that showcase their products and services.

The TikTok audience has the following characteristics:

- Most of the users are between 16 and 24 years old.
- Approximately 60% of TikTok users are women.
- The platform is used equally by high and low income people.
- People use TikTok to connect with friends and family, discover new products and services, and stay entertained.

**Conclution**

Each social media **#platform** has its own audience, so you should consider which one is right for your brand before creating an account.

The most important thing is that you generate content that is interesting and attractive to the target audience.

Among the most prominent today are: Facebook, Twitter, Instagram, LinkedIn, Pinterest and TikTok.