

### 1. Introduction to Email Marketing

Email marketing is the practice of sending targeted emails to prospects and customers. It helps businesses promote products, engage users, and build loyalty.

Key Concepts:

- Importance of email marketing
- B2B vs B2C
- ROI, personalization, automation

Interview Q&A:

Q: What is email marketing and why is it important?

A: Email marketing is a digital marketing strategy involving emails to prospects/customers. It's effective for ROI and personalization.

### 2. Email Marketing Goals

Set SMART goals: increase subscribers, drive traffic, improve conversions, reduce cart abandonment.

Tools: Google Analytics, HubSpot Reports

Interview Q&A:

Q: What goals should a good email marketing strategy have?

A: Goals include improving open/click rates, boosting conversions, growing list, reducing unsubscribes.

### 3. Building an Email List

Use opt-in forms, lead magnets (eBooks, checklists), and double opt-in.

Tools: Sumo, Thrive Leads

Interview Q&A:

Q: How do you grow a quality email list?

A: Offer lead magnets, use opt-in forms, and ensure double opt-in.

### 4. Email Segmentation

Segment by demographics, behavior, purchase history, engagement.

Benefits: better targeting and higher engagement.

Interview Q&A:

Q: Why is email segmentation important?

A: Segmentation enables personalization and better results.

### 5. Types of Email Campaigns

Types include: Welcome, Promotional, Newsletters, Re-engagement, Transactional.

Interview Q&A:

Q: Name types of email campaigns?

A: Welcome, promotional, newsletters, re-engagement, and transactional emails.

### 6. Email Copywriting & Design

Use strong subject lines, personalize, clear CTA, visuals.

Tools: Grammarly, Canva, BeeFree

Interview Q&A:

Q: What makes a great subject line?

A: Short, personalized, and attention-grabbing without spammy language.

### 7. A/B Testing

Test elements like subject lines, layout, CTA, send time.

Tools: Mailchimp A/B testing

Interview Q&A:

## Email Marketing Roadmap

Q: What is A/B testing in emails?

A: Sending two versions to test effectiveness before full send.

### 8. Email Deliverability

Use verified domains, avoid spam words, monitor bounces.

Tools: Mail Tester, GlockApps

Interview Q&A:

Q: What affects deliverability?

A: Sender reputation, content, list hygiene.

### 9. Email Automation

Set workflows: welcome, cart abandonment, re-engagement.

Tools: Mailchimp, Klaviyo

Interview Q&A:

Q: What is email automation?

A: Automating email triggers to save time and improve relevance.

### 10. Analytics & Optimization

Track open, click-through, conversion, bounce, and unsubscribe rates.

Tools: Email provider dashboards, Google Analytics

Interview Q&A:

Q: What metrics do you track?

A: Open rate, CTR, conversions, bounces, unsubscribes.

### 11. Email Compliance

## Email Marketing Roadmap

Understand GDPR, CAN-SPAM, CASL. Always offer unsubscribe, avoid misleading content.

Interview Q&A:

Q: What is GDPR in email marketing?

A: A regulation requiring consent and privacy in email collection and usage.

## 12. Tools & Platforms

Top tools: Mailchimp, Constant Contact, Sendinblue, HubSpot.

Interview Q&A:

Q: Which email tools have you used?

A: Mailchimp and Sendinblue for automation, campaigns, and list management.