Email Marketing

Best ways to built an email database.

1.A form on your website-even a popup can do the work
2.Social Media -form on your page.
3.offer freebies-concept of lead magnet.
management(pdf,checklist,video tutorials,)
4.facebook ads.

Concept of lead magnet
1.E-books
2.A cheat sheet of tips or resources.
3.white paper or case studies
4.A webinar
5.Free trial or samples.
6.A free quote or consultation.
7.Quizzes or self assessment
8.coupon.

lead magnet should
1.solve a real problem.
2.super specific.
3.quick to digest.
4.high value.
5.instantly accessible.
6.demonstrates our expertise.

Spam filters used by gmail

You can set up custom spam filters so that:
- **Messages from senders on an approved senders list aren't marked as spam.**
- **Messages from senders in your domains aren't marked as spam.**
- **Spam messages are put in quarantine, so you can review them before they're delivered to recipients.**
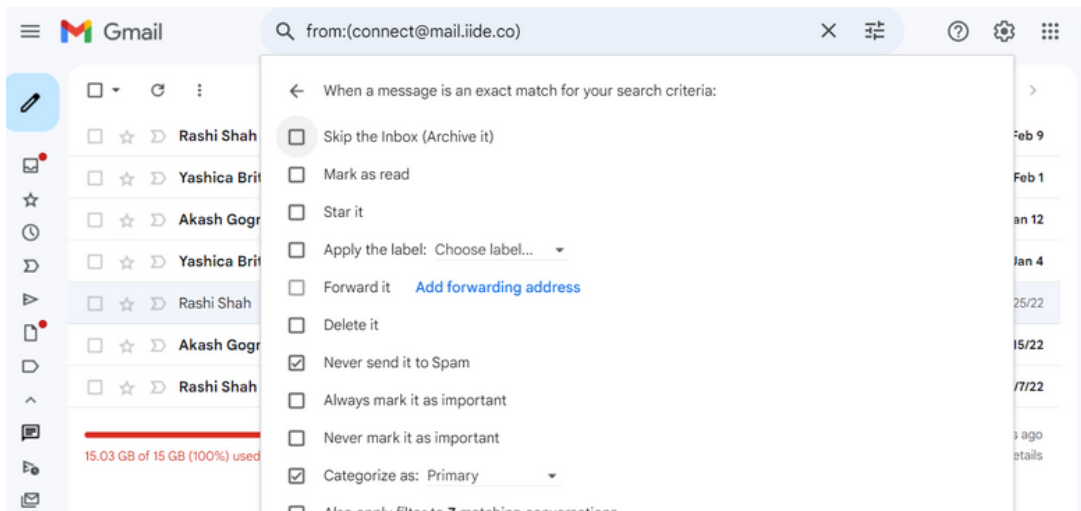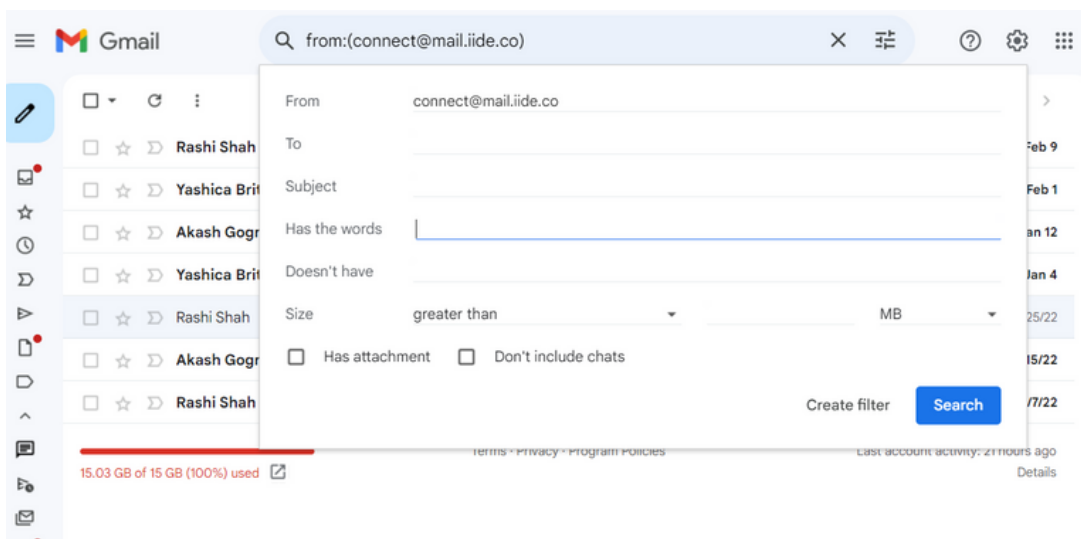
Role of a subject line in an email campaign

The email subject line creates a first (and often lasting) impression of your brand to prospects. It determines whether or not your email gets opened. If your email subject line fails to hit the mark with recipients, you risk being tagged as spam.
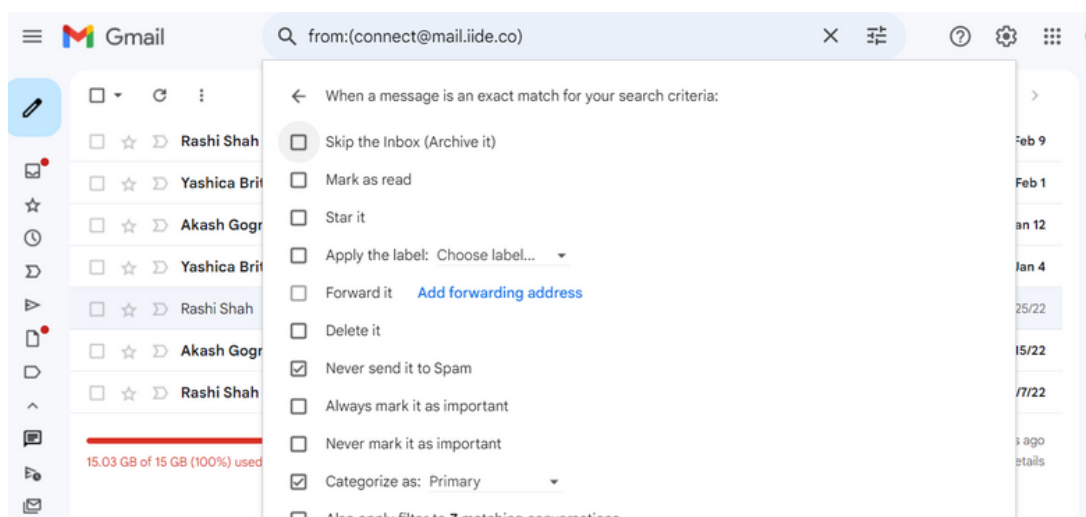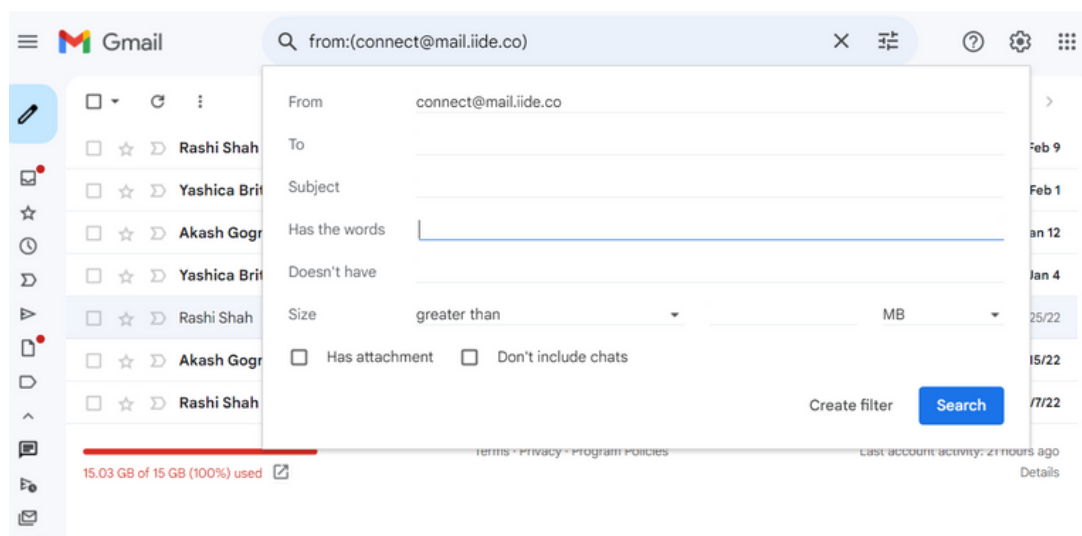
Email for Sky Asia
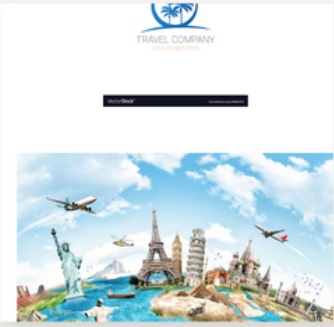
✔ **To**
All subscribed contacts in the audience intellipaat solutions.
6 recipients ⤴
Your 'To' field is not personalized with merge tags.

Edit Recipients

✔ **From**
kanishka • kanishkasaloki31@gmail.com

Edit From

✔ **Subject**
"Jet-set & Explore: Your Passport to Sky Asia's Unforgettable Journeys!"
Preview Text: "Pack your bags and get ready for an adventure of a lifetime! Explore Sky Asia's travel experiences that will leave you in awe. Find the journey now."

🔍 Preview   ✈ Send a Test Email

Edit Subject

Let's review your subject line again. We have

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hurry up
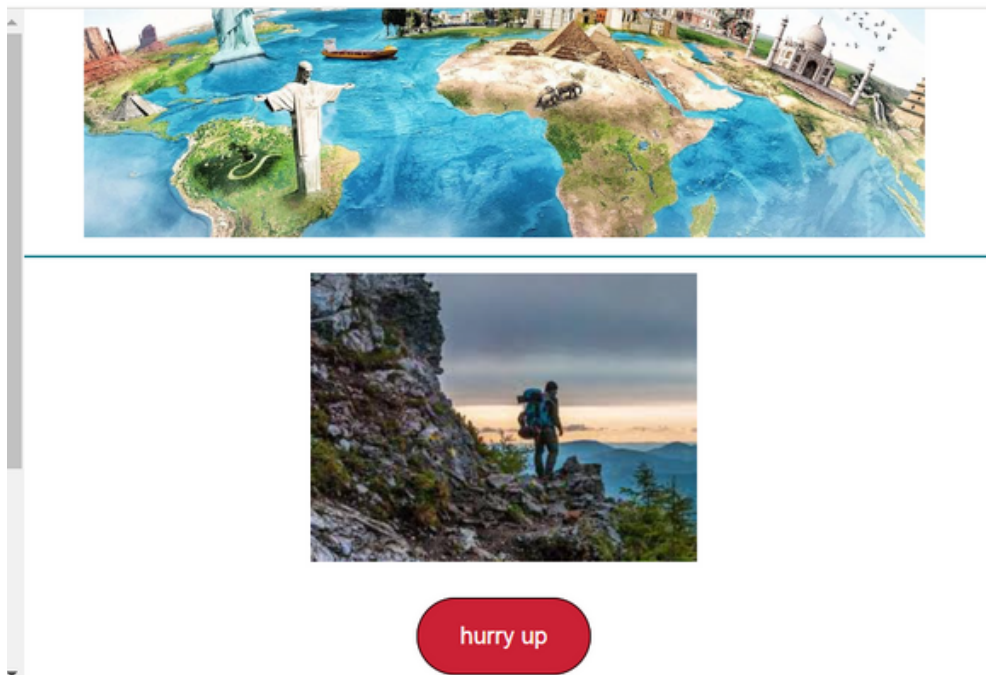
"Jet-set & Explore: Your Passport to Sky Asia's Unforgettable Journeys!"   Changes saved   Preview   **Save and exit** ⌄

Get ready for a lifetime adventure

⊕ Add

Content   Layouts

◆ Styles

◎ Optimize

Hi Heading | Paragraph | Button

Divider | Spacer | Image

Logo | Creative Assistant | Video

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Mailchimp template

Create a template

Choose a template to start from

Seasonal templates
Mailchimp templates
Code your own

Seasonal Templates

Assembly

Remember to check your inbox, Nov. 24th.

Are you ready for the biggest shopping day of the year? Get ready to save big this Black Friday! Check your inbox for unbeatable deals and special offers that you won't want to miss.

Start browsing

Import Contacts
Choose Method > **Import**

Exit

Upload a file

Not sure how to format your file? **Learn how**

⌂
Browse

Import Contacts
Choose Method

Exit

▣ Import from another service ⦿
Import contacts automatically from tools you already use.

↑ Upload a file ◯
Import contacts from a CSV or tab-delimited TXT file.
More info

▢ Copy and paste ◯
Directly paste in new contacts from a spreadsheet or similar list.

Continue