**Assignment 5**

**Web Marketing**

**Web marketing strategies: e-mail campaigns**

Creating an email marketing plan is one of the best and most effective to increase awareness of your products or services.

Getting personal

Today’s consumers want relevant, on-target content, and they want (and expect) that content to be [personalized to their interests.](https://www.inc.com/michelle-manafy/customers-want-your-marketing-to-be-personal-here-are-4-tactics-that-really-work.html)

Personalization is powerful. Over[40% of customers](https://newsroom.accenture.com/news/us-consumers-turn-off-personal-data-tap-as-companies-struggle-to-deliver-the-experiences-they-crave-accenture-study-finds.htm) claim to have cut ties with a company due to lack of personalization. In other words, customers don’t trust brands that don’t know them.

Simply choose the segmentation type that makes sense for your data and marketing goals, then, start sorting.Once you’re ready to send those targeted, segmented emails, don’t forget to apply personalization.

### Scale your efforts with automated emails

Automating your email marketing plan is another way to [show personalization](https://www.entrepreneur.com/article/250830) with your customer, further establishing trust and engagement.

Setting up automated emails triggered by your customer’s (segmented) behavior allows you to craft a personal experience. This experience provides your audience with the right message at the right time.

### Growing your email list organically

You want strong, organic growth when it comes to your email list. To encourage this type of growth, you can leverage your website for organic impact.One of the best ways to[jump-start list-building](https://contentmarketinginstitute.com/2016/09/build-email-list/) is through high-quality, relevant content specific to your audience—and you want to provide it often.

You can do this on your website and follow up with emails that let customers know how to engage and receive these goodies.

### Focus on life-time value

Email list growth is essential, but retention is just as valuable. This is particularly true since every customer has a lifetime revenue value when subscribing to your brand.[Customer lifetime value](https://www.campaignmonitor.com/resources/glossary/customer-lifetime-value/) (CLV) is the term used to define that value of your future relationship with your prospects.

Coding an HTML e-mail

#### MARKETING EMAIL

A lot of email service providers (ESPs) specialize in marketing and promotional emails: [SendPulse Email](https://sendpulse.com/features/email), [Campaign Monitor](https://www.campaignmonitor.com/), [MailChimp](http://mailchimp.com/), [Emma](http://myemma.com/), [Constant Contact](https://www.constantcontact.com/), to name just a few. They provide full solutions for managing subscribers, working with email templates, running bulk email campaigns and reporting.

#### TRANSACTIONAL EMAIL

Transactional email includes receipts, alerts, welcome emails, password resets and so on, and it is typically implemented with development tools and APIs such as [SendPulse Transactional](https://sendpulse.com/features/transactional), [Mailgun](http://mailgun.com/), [SendGrid](http://sendgrid.com/) and [Postmark](https://postmarkapp.com/). These tools are more API-focused, less CMS- and WYSIWYG-based; however, combined with a service such as [Sendwithus](http://sendwithus.com/), they can be made even more powerful.

Positioning

One major difference between e-mail and usual HTML coding is positioning. You can forget about CSS positioning right away and do just like we were doing in the 90's and use nested tables with

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| tags and attributes. |
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