Unit-3

- E-mail Marketing
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  - Advantages and Disadvantages
  - Legal Framework
  - Subscribers
  - Metrics
  - Applications
  - E-mail marketing tools (Open EMM, Inker)

INTRODUCTION

- Email marketing has become an essential tool for business ever since the introduction of the Internet to the world, however some campaigns that make it through to our inboxes are absolute rubbish that we don't take any notice of.

INTRODUCTION

- **Email marketing** is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience.

- In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

  However, the term is usually used to refer to:

  - Sending emails with the purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business.

  - Sending emails with the purpose of acquiring new customers or convincing current customers to purchase something immediately.

  - Adding advertisements to emails sent by other companies to their customers.

ADVANTAGES:

- **Cost- effective** - the costs of email marketing can be much lower than many other forms of marketing. There are no advertising fees, printing or media space costs.

- **Permission-based** - your marketing list will be made up of people who have actively chosen to receive email communications from you. Customers who are genuinely interested in your products and/or services are more likely to engage with your business.

- **Flexible design** - you can send plain text, graphics or attach files - whichever suits your message best. A choice of design options gives you scope to convey your business branding.

- **Scalable** - email marketing can be used to reach large audiences or smaller targeted lists.

- **Personalisation and segmentation** - with email marketing you can personalise messages. You can also segment your marketing list, so that your customers receive messages from you that they are interested in – this will help boost their engagement with you.

ADVANTAGES

- **Shareable** - it's easy for people to forward and share your email content, building your reputation by word-of-mouth or viral marketing. This may help influence new customers to become followers of your brand.

- **Conversions and increased sales** - if you have a new promotion people can click on links and follow your call-to-action immediately. Email marketing is also effective at every stage of the buying process. For example, you can influence someone to choose your product, nurture the customer relationship post-transaction and also encourage future purchases.

- **Measurable** - you can evaluate the success of a campaign by using web analytics software. You can easily test different copy, subject lines and designs to see which is most effective. This allows you to optimise future campaigns.

- **Benchmark** - you can compare your results against others in your industry. There are many free email marketing benchmarking reports available - you will find these by searching online. Benchmarking data can help you to evaluate and prioritise improvement opportunities.

- **Test before you send** – A/B testing of subject lines, calls-to-action, personalisation, email copy, images or messages ensure your email content is as effective as it can be before you send it.

ADVANTAGES

- **Less intrusive** - unlike telephone marketing, recipients can read your message at a time that suits them. Customers can also update their preferences if they would like to receive different messages from you or unsubscribe if they feel they no longer want to receive your email communications.

- **Environmentally-friendly** - email marketing is better for the environment than direct marketing by postal mail because nothing is printed.

- **Time-saving** - through automation you can trigger emails to be sent to customers based on an action they have performed on your website - eg. send a welcome email when a user signs up to your website, or issue an email offering a discount incentive if user abandons an online shopping cart. Once you have developed a template you can reuse for numerous email campaigns.

- **Real-time marketing** – through email marketing you can connect with customers in real-time. Using automated triggers, such as website activity, recent purchase or shopping cart abandonment, you can reach the right audience, at the right time, in the right place and with the right offer.

DISADVANTAGES

- **Spam** - commercial email or 'spam' irritates consumers. If your messages aren't targeted to the right people, the recipient may delete your email or unsubscribe. You need to make sure that your email marketing complies with privacy and data protection rules, and that it is properly targeted at people who want to receive it.

- **Undelivered emails** - poorly designed emails may not get delivered. Emails that use certain spam keywords or characters in the subject heading or content of the email, eg £££s, FREE, click here, are likely to be filtered out by email software and internet service providers. If you don't keep your marketing lists up to date, you will find incorrect email addresses mean your messages won't reach the right person.

- **Design problems** - your email must be designed so that it appears as it should across multiple devices and email providers. You may encounter a trade-off between design and functionality. Some people opt to receive text-only emails, consider how your message will look if this is the case

DISADVANTAGES

- **Size issues** - files need to be small enough to download quickly. Emails containing many images may take too long to load, frustrating your audience and losing their interest.

- **Resources and skills** – for a successful email campaign you must ensure that you have the right copy, design and marketing list. If you don't have the time or skills in-house, consider outsourcing some of these elements.
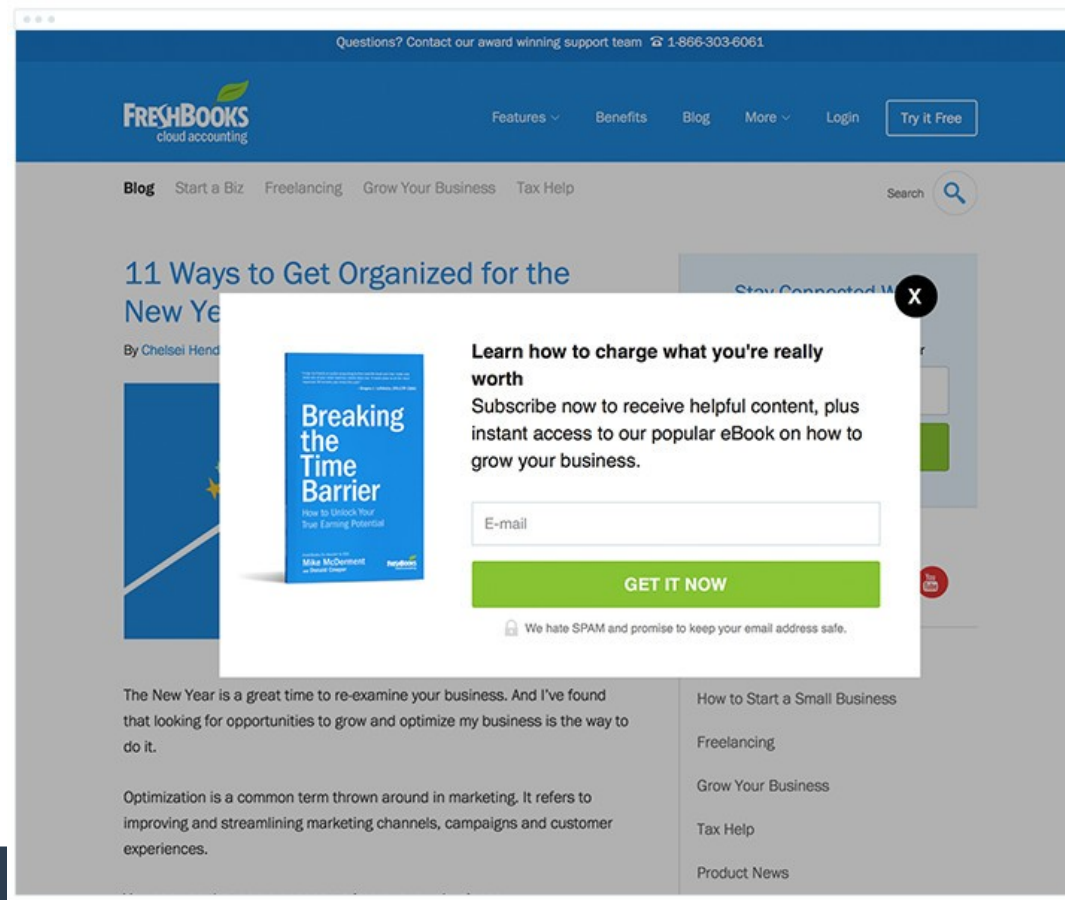
LEGAL FRAMEWORK

- Ensure you have permission to email the people on your list

- Don't use misleading header information

- Identify your email as an advertisement

- Include your address

- Include a way to opt-out of receiving future emails from you

- Honor opt-out requests promptly

  Country wise: https://chamaileon.io/resources/ultimate-email-spam-law-collection/

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LEGAL FRAMEWORK

- **Ensure you have permission to email the people on your list:**
  - Most country's email marketing laws stipulate that people need to give you permission to email them in order for you to send them campaigns
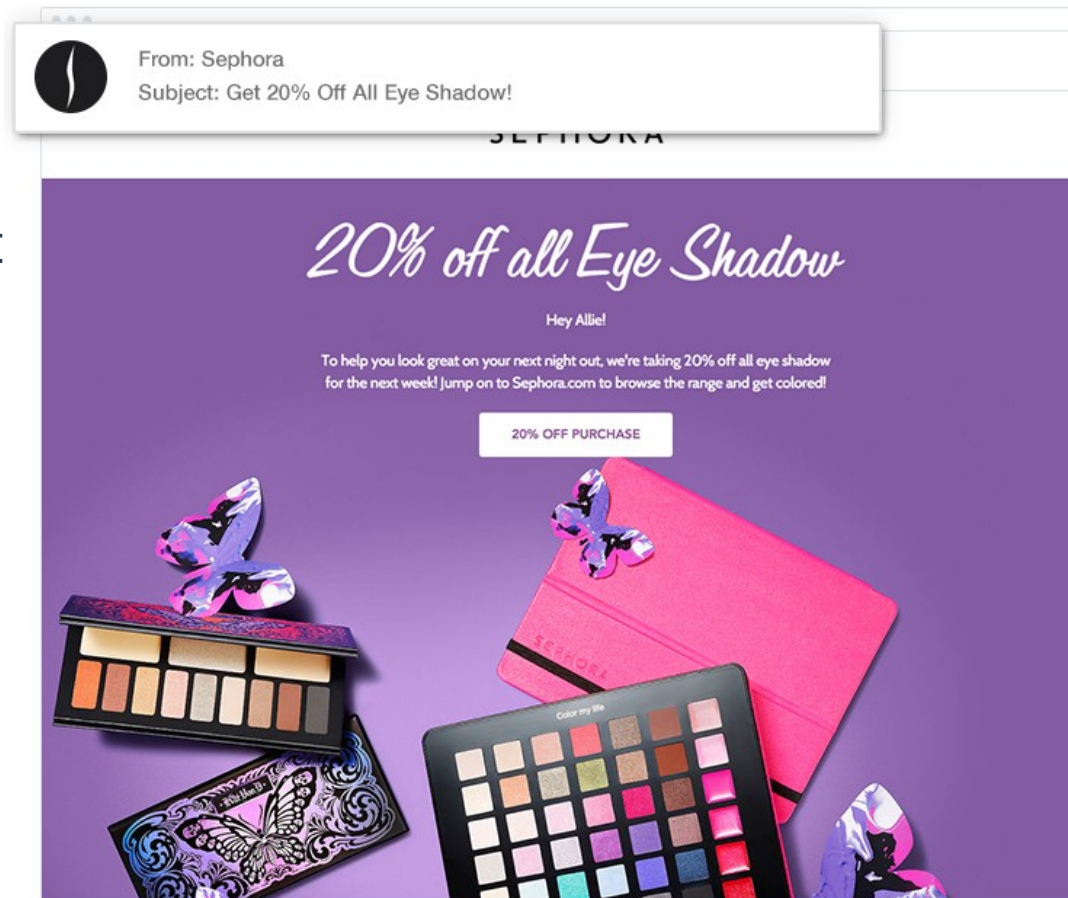
LEGAL FRAMEWORK

- **Don't use misleading header information:**

  – "Header information" refers to the extra information sent along with your email campaign, such as the "from" name, subject line, and reply-to address.

  – Email marketing laws stipulate that you must not include incorrect or misleading information in these fields to try to trick people into opening your email campaigns.
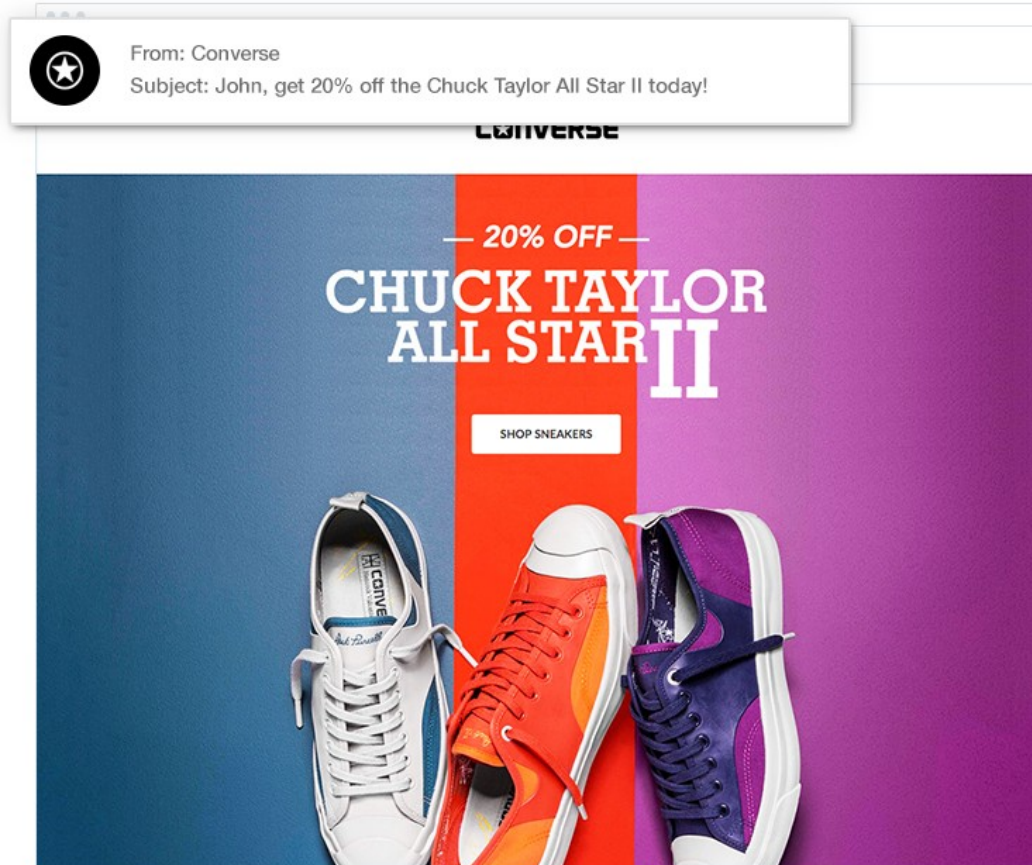
LEGAL FRAMEWORK

- **Identify your email as an advertisement:**

  - SPAM laws stipulate that you must clearly and conspicuously disclose that your message is an advertisement.

LEGAL FRAMEWORK

- **Include your address:**
  - Most countries' email marketing laws stipulate that you must clearly include a valid postal address for your business in your email campaigns. This can be your current street address, a postbox address, or an address with a registered commercial mail-receiving company..
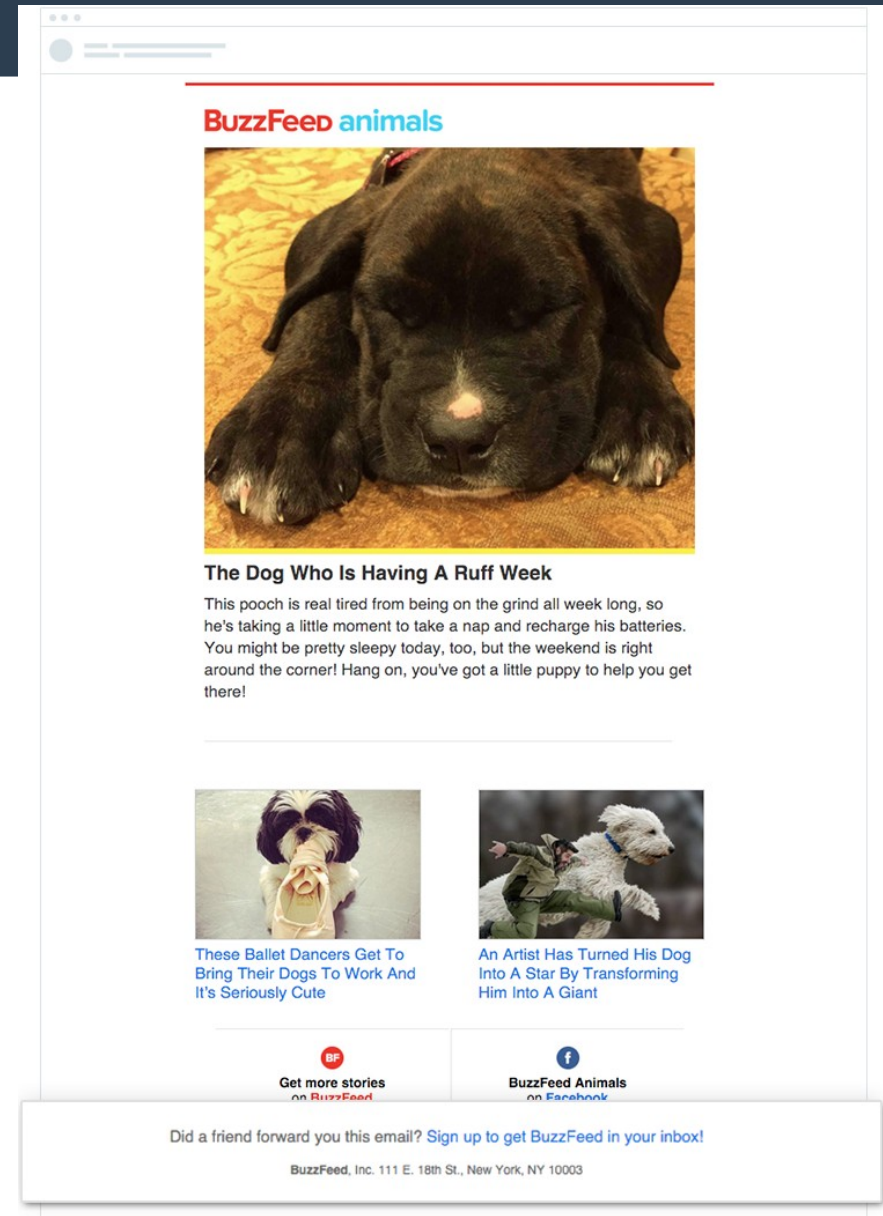
METRICS

- Each email marketing campaign can be different, especially if you have different goals for different campaigns (e.g., generating leads and growing a subscriber base), but there are some basic metrics every email marketer should learn how to track.

- The top 17 email marketing metrics that the user should track in campaigns are as follows:

METRICS

1. Open Rate:

Open rate is the simplest email marketing KPI(Key Performance Indicator) and is vital to understanding how well your subscribers are receiving your messages. The open rate tracks how many subscribers opened the email you sent.

2. Click-through rate (CTR):

CTR is another common metric that can help you determine how well your campaigns are performing. CTR measures how many people clicked on the links in your email. For example, if you included a link to redeem an offer, the CTR would measure what percentage of subscribers clicked on your links.

METRICS

3. Conversion rate:

Your click-through rate measures how many people clicked your link, while your conversion rate will assess how many people clicked on the link and then completed a specific action. For example, if you included a link in your email for your subscribers to participate in a Black Friday sale, the conversion rate would tell you what percentage of the people who clicked the link made a purchase.

4. Bounce rate:

When sending an email campaign, you also want to track the bounce rate. Bounce rate measures how many subscriber email addresses didn't receive your email. Soft bounces track temporary problems with email addresses and hard bounces track permanent problems with email addresses.

METRICS

5. Number of unsubscribes

Measuring unsubscribes is very simple. Any email provider will tell you how many people unsubscribed upon receiving an email from you. This email metric can usually be found in your main dashboard or your metrics dashboard.

6. List growth rate

List growth rate is the metric to track the rate at which your list is growing.

7. Spam complaints

It can be very discouraging for your emails to get marked as spam. You may prefer to ignore these instances but it's important to pay attention to spam complaints.

METRICS

8. Forwarding rate/email sharing:

Forwarding rate/email sharing measures the percentage of recipients who either shared your post via social media or forwarded it to a friend.

9. Engagement over time

Tracking engagement over time will give you information on the best times of day to send messages.

10. Overall ROI

Overall ROI is an email metric every marketer should track. It tells you the overall return on investment for your campaigns.

METRICS

11. Email sharing rate

The email sharing rate indicates how many times a recipient shared your email through their social media, but has nothing to do with sharing the email through email.

12. Mobile open rate

This rate works the same way as the regular open rate, except it applies specifically to mobile devices like phones and tablets.

13. Mobile click rate

Mobile click rates work the same as their desktop alternatives but are related to mobile devices like phones and tablets.

METRICS

14. Domain open rate

This rate is extremely important to ensure the success of your deliverability, which makes it one of the most important email marketing stats.

15. Domain click rate

Like the domain open rate, this will allow you to see how many people are clicking on your emails in a particular email provider.

16. Revenue per email

The ROI will show you your overall return on investment, but analyzing the revenue per email will show you the individual success of the emails.

METRICS

17. Revenue per subscriber

Like some of the other email marketing performance metrics, calculating revenue per subscriber allows for a more microscopic look at your ROI(Return on Investment).

GROWING YOUR EMAIL LIST

- What most people do when they want to build an email list is to put an optin form on their website and hope that people sign up. Unfortunately, this strategy usually doesn't work very well.

- To grow your email list, you need to attract people with a compelling offer. You need a **lead magnet**.

- https://www.youtube.com/watch?v=1l85MoGpmDg

GROWING YOUR EMAIL LIST

- **What is a Lead Magnet?**

- A lead magnet (a.k.a. an optin bribe) is something awesome that you give away for free in exchange for an email address.

- It doesn't have to cost you anything to create; most lead magnets are digital materials like PDFs, MP3 audio files, or videos that you can create yourself at minimal or no cost.

- It can be absolutely anything you want, so long as it provides value to your visitors for free.

GROWING YOUR EMAIL LIST

- Some popular lead magnet examples are:
- ebooks
- A cheat sheet of tips or resources
- White papers or case studies
- A webinar
- Free trials or samples
- A free quote or consultation
- Quizzes or a self-assessment
- A coupon

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E-MARKETING TOOLS

- **Six best free email marketing services:**

- Sendinblue (www.sendinblue.com)

- Mailchimp (mailchimp.com)

- Benchmark (www.benchmarkemail.com)

- OmniSend (www.omnisend.com)

- Sender (www.sender.net)

- MailerLite (www.mailerlite.com)

OpenEMM

- **Free Open Source Software for Email Marketing and Email Automation**

- OpenEMM is the open source version of the award-winning E-Marketing Manager (EMM).

- OpenEMM is suitable for everyone who wants to do professional email marketing and automation, but for whom a reduced range of functions is sufficient.

- You only need the know-how for installation and administration.

- As self-hosted software, the OpenEMM meets the criteria of an in-house software and is not associated with any costs.

OpenEMM

- In addition to newsletters, the OpenEMM also sends date-controlled mails, transaction mails, service mails and autoresponders.

- With the Open EMM it is possible to implement complex, multistage campaigns as well as automating those.

- OpenEMM is a permanently free open source solution that anyone can afford.

- The OpenEMM has been downloaded more than 615,000 times.

- OpenEMM users have the option to migrate seamlessly to the commercial version from the original developers of the software.

- The web-based interface allows access from anywhere and does not have to be permanently installed as an app or program.

- Open source means no dependence on a single vendor and the ability to customize the software (for digital sovereignty).

- No unwanted side effects of a cloud with uncertain location, security and co-users.

- Fulfills the demand that the public sector should use Open Source