

Skill Lab



Email Marketing

Jigme Sherpa

Table of Contents

Direct Access to Your Audience

Improves Content Reach and Frequency

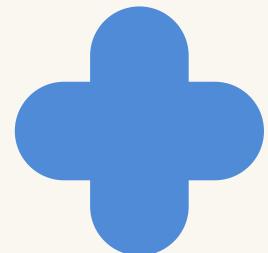
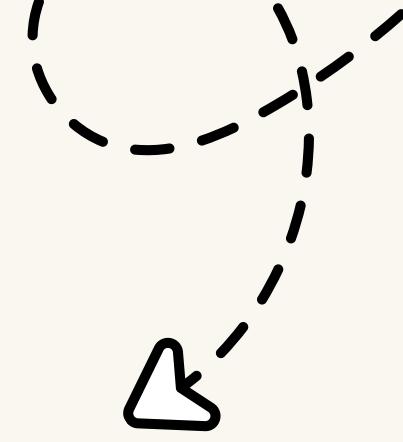
Personalized Content Delivery

Increases Conversions

Drives Traffic to Your Website

Measurable Results for Optimization

Nurtures Leads Through Valuable Content



• • •

01

Direct Access to Your Audience

- Email marketing connects you directly with interested subscribers, enhancing the chances of engagement with your content.



02

Personalized Content Delivery

- Email allows you to customize content based on subscriber behavior and preferences, enhancing relevance and engagement while building stronger audience connections.



• • •

03

Drives Traffic to Your Website

- Adding links to your website or blog in emails encourages clicks, boosts traffic, and enhances conversion opportunities.



04

Nurtures Leads Through Valuable Content

- Email helps share valuable content that nurtures leads and builds trust, ultimately guiding prospects toward a purchase.



• • •

05

Improves Content Reach and Frequency

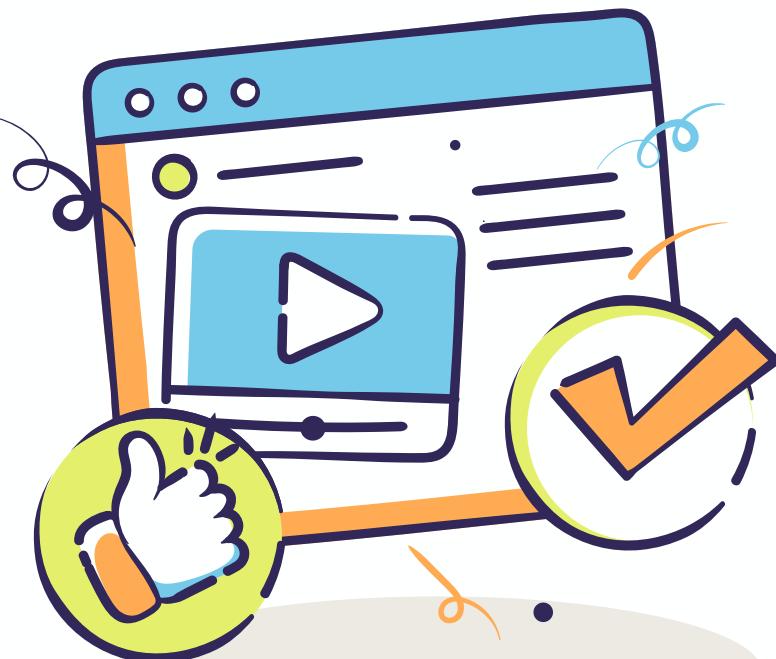
- Email marketing ensures consistent content delivery, keeping your audience engaged and your brand memorable.



06

Increases Conversions

- Well-crafted emails with engaging content and a clear call-to-action can effectively drive conversions.



• • •

07

Measurable Results for Optimization

- Email marketing offers key metrics that help assess content effectiveness and improve strategies for better results.



TYPES OF EMAIL MARKETING

1. NEWSLETTER EMAILS

REGULAR UPDATES SENT TO SUBSCRIBERS
SHARE NEWS, BLOGS, TIPS, OR ANNOUNCEMENTS

GOAL: ENGAGEMENT & BRAND AWARENESS

2. PROMOTIONAL EMAILS

FOCUS ON OFFERS, DISCOUNTS, OR NEW LAUNCHES
OFTEN TIME-BOUND (SALES, EVENTS, ADMISSIONS, CAMPAIGNS)

GOAL: CONVERSIONS

3. WELCOME EMAILS

SENT WHEN SOMEONE SUBSCRIBES OR SIGNS UP
INTRODUCE YOUR BRAND AND SET EXPECTATIONS

GOAL: BUILD FIRST IMPRESSION & TRUST

4. TRANSACTIONAL EMAILS

TRIGGERED BY A USER'S ACTION
EXAMPLES: CONFIRMATION EMAILS, RECEIPTS, PASSWORD RESETS

GOAL: PROVIDE INFORMATION (HIGH OPEN RATES)

5. DRIP CAMPAIGN EMAILS

A SERIES OF AUTOMATED EMAILS SENT OVER TIME
USED FOR ONBOARDING, NURTURING LEADS, OR EDUCATION

GOAL: LEAD NURTURING

6. RE-ENGAGEMENT (WIN-BACK) EMAILS

SENT TO INACTIVE SUBSCRIBERS
INCLUDES REMINDERS, INCENTIVES, OR SURVEYS

GOAL: BRING BACK LOST ENGAGEMENT

7. ANNOUNCEMENT EMAILS

SHARE IMPORTANT UPDATES LIKE POLICY CHANGES, EVENTS, OR DEADLINES

GOAL: INFORM SUBSCRIBERS

8. EVENT INVITATION EMAILS

PROMOTE WEBINARS, WORKSHOPS, ORIENTATIONS, OR CAMPAIGNS

GOAL: REGISTRATIONS & ATTENDANCE

9. SURVEY & FEEDBACK EMAILS

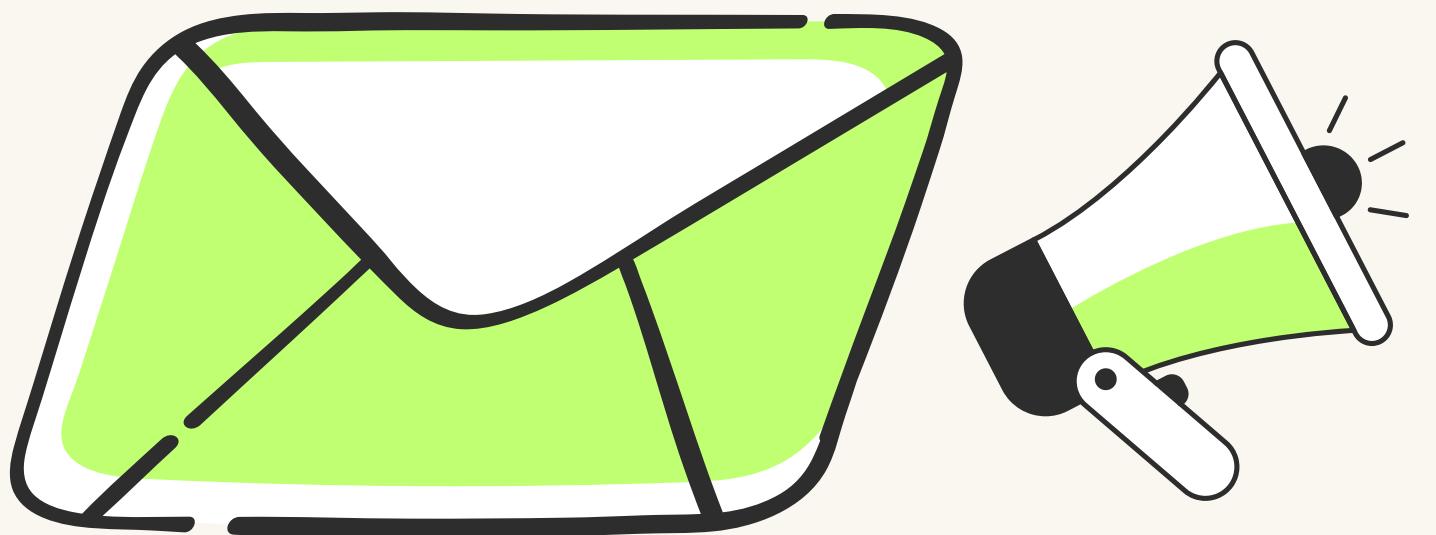
COLLECT OPINIONS, REVIEWS, OR TESTIMONIALS

GOAL: CUSTOMER INSIGHTS & IMPROVEMENT

10. PERSONALIZED EMAILS

TAILORED USING USER DATA (NAME, BEHAVIOR, INTERESTS)

GOAL: HIGHER OPEN AND CLICK-THROUGH RATES

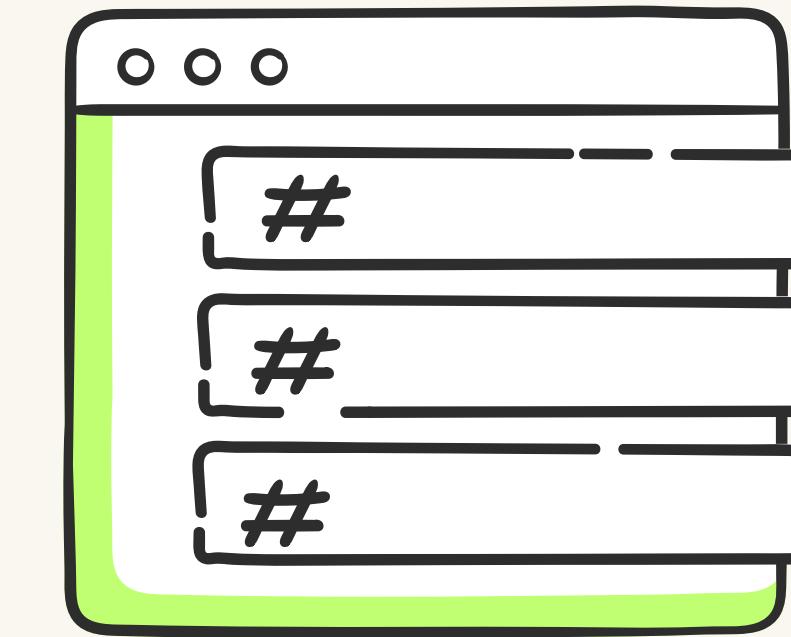


EMAIL NEWSLETTER



How to Create an Email Newsletter
That People Actually Read





START WITH A COMPELLING SUBJECT LINE

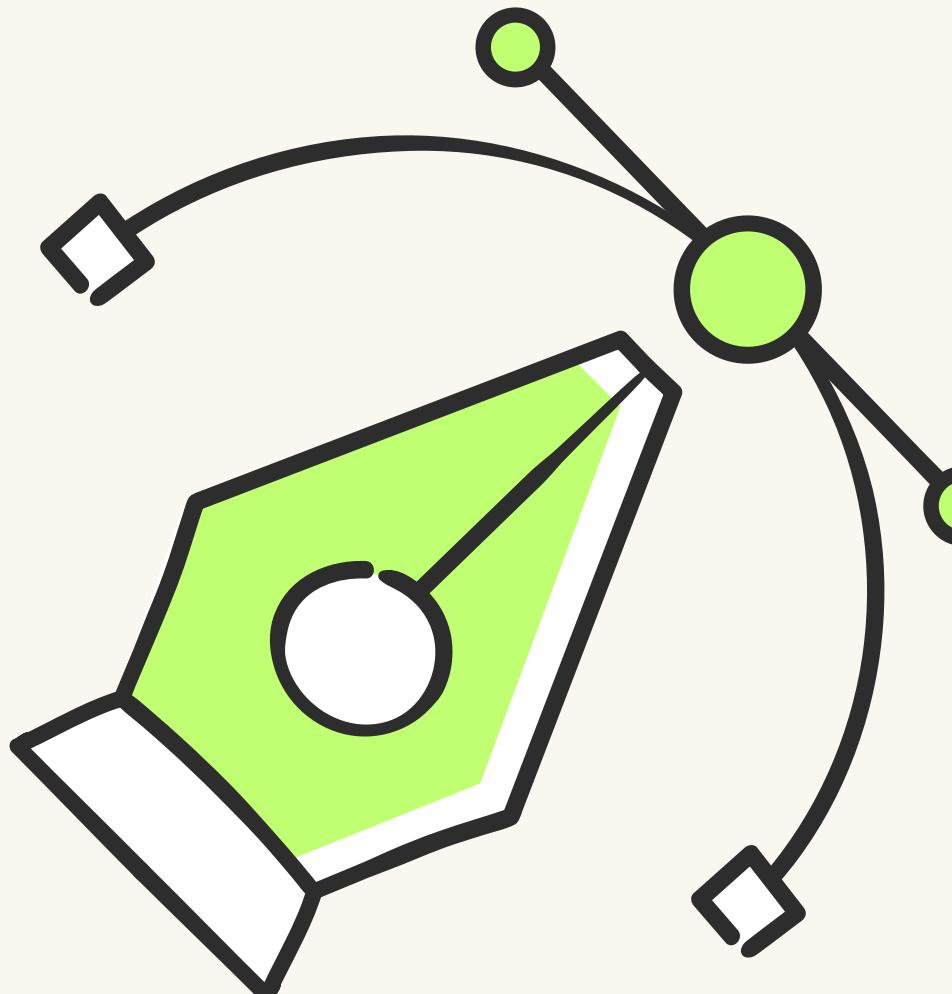
The subject line is the first thing readers see, so make it concise, intriguing, and relevant. It should spark curiosity or communicate the value of opening the email.

PROVIDE VALUE IN THE CONTENT

Ensure that your newsletter provides content that is informative, educational, or enjoyable. Concentrate on addressing a problem, sharing valuable insights, or delivering updates that are relevant to your audience.



USE A CLEAN AND ENGAGING DESIGN

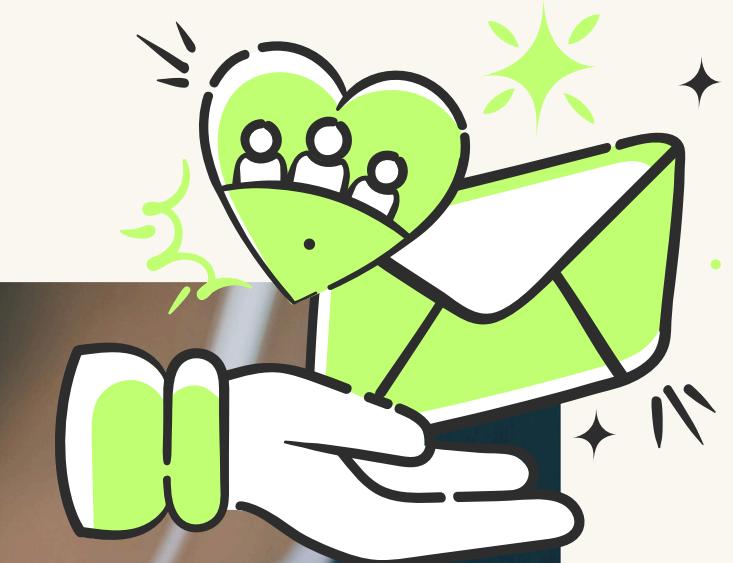


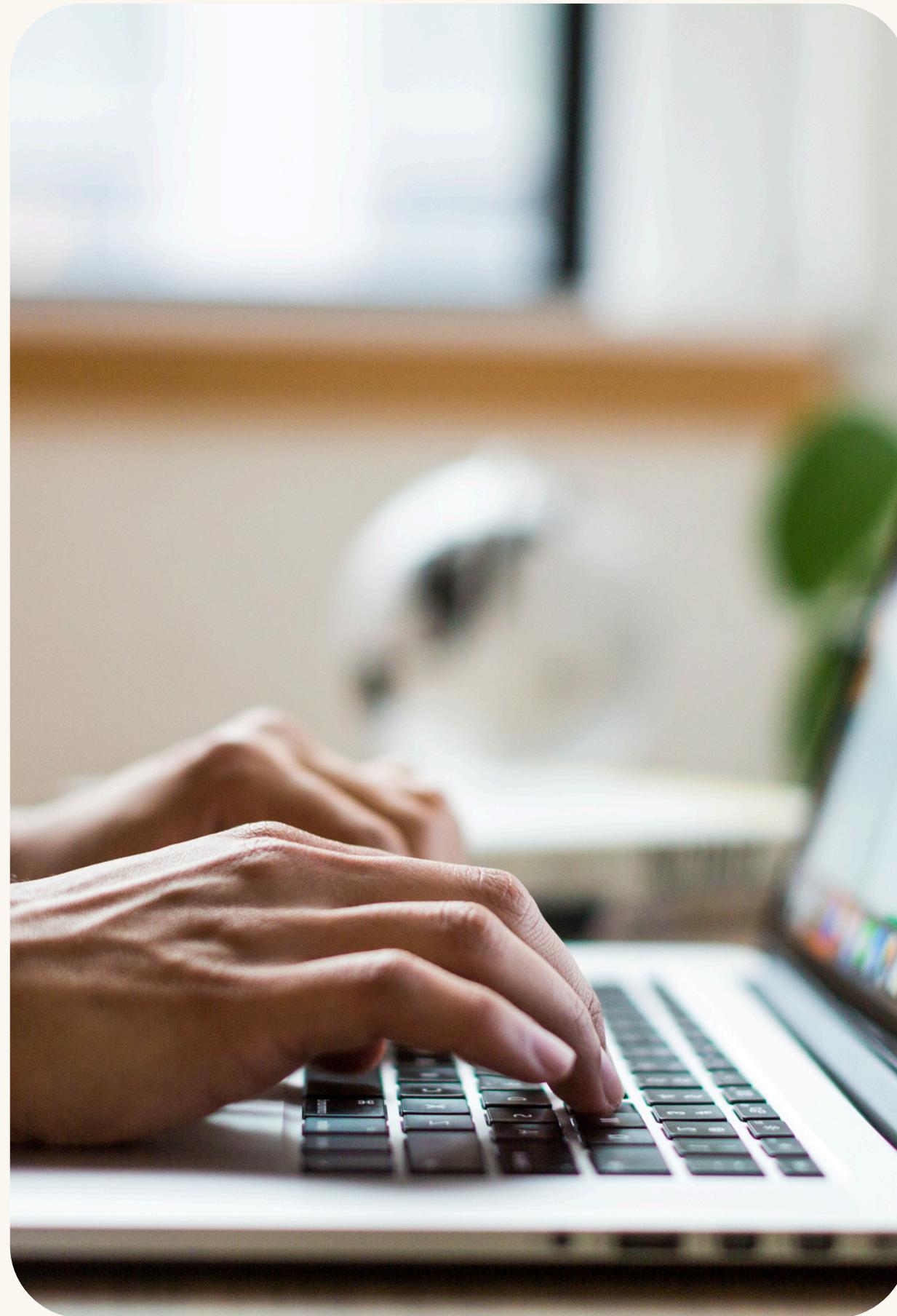
Design your newsletter with a visually appealing layout that is easy to read. Use clear headings, bullet points, and high-quality visuals to make the content scannable and engaging.



PERSONALIZE THE EMAIL

Tailor the content to the recipient by addressing them by name and, when possible, including recommendations or topics relevant to their interests. Personalization increases reader engagement and trust.

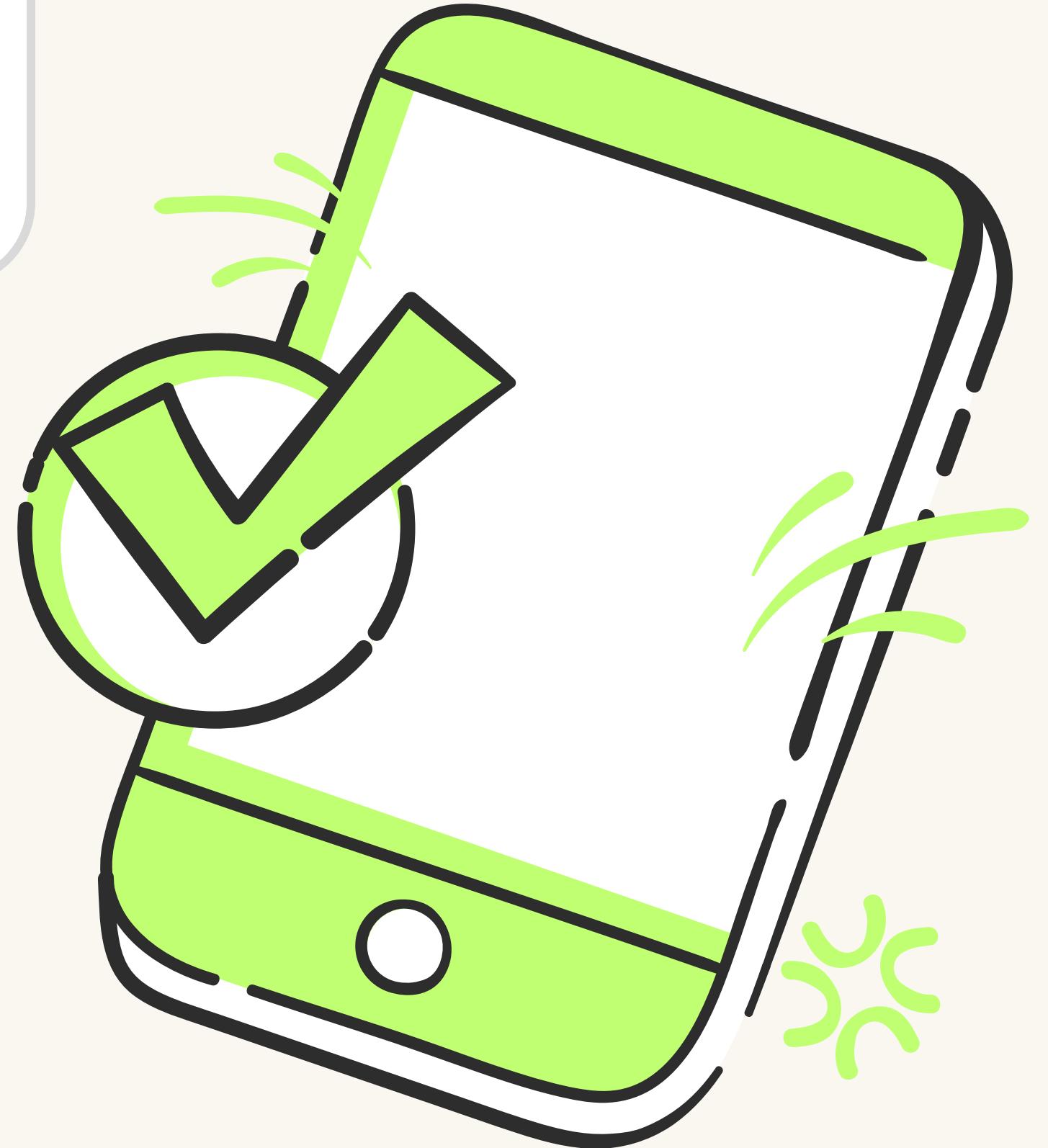




INCLUDE A STRONG CALL-TO-ACTION

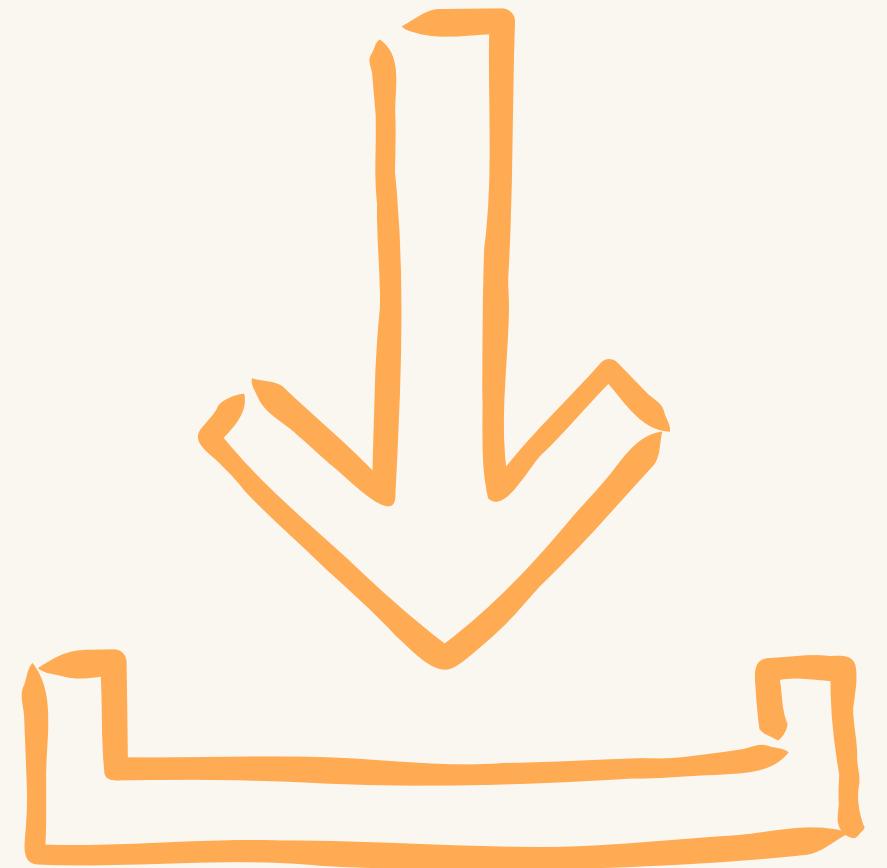
Guide readers toward a specific action, such as visiting your website, signing up for an event, or making a purchase. Use clear and compelling CTAs that stand out visually in the email.





OPTIMIZE FOR MOBILE DEVICES

Ensure your newsletter is mobile-friendly, as many people check emails on their smartphones. Test layouts, fonts, and images to ensure the email looks great on smaller screens.



RESOURCES

