Day 12: E-Mail Marketing (Unit III)

Lesson Goal: Analyze the three primary types of email campaigns and the essential metrics used to quantify their success.

1. E-Mail Marketing Overview

- **Definition: E-Mail marketing is promoting your business by sending overt E-Mails and newsletters.**

- **Value: It is a cost effective method to convey your message to highly targeted visitors. Results of E-Mail marketing are quantifiable and measurable.**

2. Types of E-Mails

- **Transaction E-Mails: Mails received after a transaction (e.g., buying a product); they confirm the business transaction with details like cost, shipping, etc..**

- **Newsletters: Include information to keep customers involved and foster a relationship with the customer.**

- **Promotion E-Mails: Carry details of any promotional activity such as sales or new offers.**

3. Setting Up an E-Mail Marketing Campaign

General steps involve:

- **Create a database of customers.**

- **Create a newsletter with relevant information, discounts, and bonuses.**

- **Mention a deal expiry date and time.**

- **Test your email before deploying (check all details, images, and links).**

4. Tracking an E-Mail Marketing Campaign

The essential metrics you should be tracking:

- **Click Through Rate (CTR): Shows how many people engage with your mail and are interested.**

- **Conversion Rate: Helps you know, to what extent you are able to achieve your goals.**

- **Bounce Rate: Lets you know how many consider you as a spammer or worth time wasting.**

- **Overall ROI: The gist of tracking is how many leads you are able to generate through your campaigns.**