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Measuring EMail and Multichannel Marketing

Syllabus

*Measuring Email and multichannel marketing
Email marketing fundamentals, Email marketing advance Tracking, Multichannel marketing,
Tracking and analysis.*

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5.1 Multichannel Marketing

5.1.1 Concept of Multichannel Marketing

Multichannel marketing, or omnichannel marketing, is the process of utilizing online and offline marketing communications channels to target and engage with your customers.

Multichannel marketing involves promoting the same marketing strategy or campaign across multiple channels. These channels can include any combination of digital and traditional, including social media, email, paid digital advertising, direct mail and more.

In today's times, most businesses are experimenting with multi-channel marketing strategies to reach new customers and generate more ROI. When it comes to multichannel marketing, firms need to take a proactive approach and establish a presence on the platforms where their prospective customers frequent the most. Communication should be tailored to prospects based on the channels they use.

Running multiple campaigns across different channels can help to attain own sales goals faster. However, you don't want to be spending money blindly on different platforms. Therefore, it is crucial to measure your marketing ROI and drill down the results generated from each channel. Measuring marketing ROI from every channel you are experimenting with will help you to uncover profitable campaigns that can be scaled up and underperforming ones that should be paused.

Various communications channels

- Websites
- Physical stores
- Catalogs
- E-mail marketing
- TV
- Text messaging
- Blogging
- Direct mail.

The goal is to deliver leads and sales targets for defined products and services, which can apply to an organization as a whole, or a single market if there are multiple markets and product or service categories.

An effective omnichannel approach to marketing considers both communications techniques and channels required to enable customer acquisition for particular product or service categories. A multichannel marketing plan strategically connects multiple channels into one, thriving, multi-channel communications approach.

5.1.2 When to use Multichannel Marketing

The key to a successful multichannel marketing plan is integration; a common challenge that most marketers face. If your organization has established a digital marketing plan, for example, it should not be used in isolation, but used to inform all your omnichannel activities.

Your multichannel marketing plan should set out campaigns that span multiple channels, catering to the customer, and tailoring them to fit multiple channels. Buying processes are controlled by the customer, rather than the marketer so the 'always-on' nature of multichannel marketing will reach customers via the inbound or outbound channel of their choice.

Organizations using an effective integrated multi-channel marketing plan will continuously stand out, gain qualified leads, and maximize conversion throughout the customer lifecycle. Your multichannel marketing plan should therefore continually engage, nurture, and retarget customers to convert to a sale.

5.1.3 Multichannel Marketing Benefits

- **Increased awareness** - The multichannel approach is about casting the widest network to get maximum **customer engagement**. However, the multichannel approach only accounts for a number of touchpoints, versus trying to give customers the best holistic experience throughout all touchpoints.
- **Consistent messaging** - One benefit of multichannel marketing is the allure of a consistent brand message. It's a challenge facing all companies, and one many are still trying to figure out. While a multichannel strategy can help ensure your brand has a consistent message, multichannel marketing itself usually results in siloed departments pushing their own messaging on their own channels.
- **Channel preference** - For companies with a longer buying cycle, you need to hit potential customers more than once, and that means targeting them with the right message, in the right place, at the right time within their journey. Multichannel marketing may allow you to reach customers on the channel of their choice, but it doesn't necessarily move them along to purchase.

- **More data** - More touchpoints mean more data. However, since a multichannel approach merely aims to get the word out via the maximum possible number of channels, the data provides more information about the channel itself than the actual customer (think email subject lines vs. customer behavior across channels).
- **Beat the competition** - At the end of the day, using more than one channel makes it more likely that you will show up where your competitors are not showing. If your competition is not using a channel where your audience can be found, you should 100 % be active on it.
- **Integrated strategy** - Marketing on multiple channels results in a more cohesive, integrated strategy from the top of the funnel all the way to the bottom. Deploying the same or similar messaging to your wider audience drives new demand for your product or service and helps build brand awareness and conversions. Think about it: If a veterinarian only promoted grooming services on Facebook, they wouldn't receive as many annual appointments. If they only promoted their annual appointments via email, they would have a hard time reaching new audiences. Cross promoting both services on multiple channels increases the audience and makes for a more unified message.

5.1.4 Popular Marketing Channels and How their ROI can be Measured

1. Social media

Many customers use social media platforms such as Facebook, Twitter, Instagram, Pinterest, Reddit, and LinkedIn to discover businesses. And these customers rarely log out and spend an average of 144 minutes every day on social media. Within an overall social media campaign, you might be spending on a combination of paid and organic posts, influencers, and ads to promote your posts. For social media advertising, you want to track how well your communication is resonating with your audience and contributing to your overall goals of branding, engagement, and sales.

For example, you can use call tracking and analytics software to find out the number of calls resulting from a specific social media campaign.

2. Print marketing

It is possible to measure results from a print marketing campaign. An easy way of doing this is including a special phone number on your print marketing collateral and tracking the calls coming through it.

For example, if you are printing fliers and also advertising on newspapers, how will you know which channel is generating more leads? Simply use two different phone numbers; one for the fliers and the other for the newspaper ads. Then track the calls coming to them using call tracking software.

3. Digital marketing

Digital marketing is broad and when implemented properly it can generate massive leads for your business. Determine the digital marketing campaigns that you want to implement and how to track them.

For example, you can create SEO-optimized articles and include a call-to-action phone number on them.

Tracking calls to the number through call tracking software will help you determine the ROI from the content campaign. A lead management system will help you track and distribute leads to get the most out of every lead.

4. Paid search advertising

If you are advertising on Google or other PPC platforms, measure the results from your campaigns to ensure you are getting the best return possible.

Call tracking software can help you track the number of calls generated by customers that saw a specific ad. From the number of calls generated, you can know which ads are getting the most traction.

Through Pay-Per-Click (PPC) channels, advertisers pay platforms and publishers to post their ads in the form of images, entire websites, top search results, posts on social media, or email newsletters. For example, a law firm may use PPC and SEO results to drive customers to their website and get more calls booked for their business.

5. Email marketing

If you are running an email marketing campaign, consider using an automated email marketing platform for communication. The best email marketing services will allow tracking of various metrics, which can help you to understand your customers better.

6. Public relations campaigns

You might already have or are planning to conduct a PR campaign, including getting featured on multiple websites or doing outreach to forge partnerships with other businesses.

7. Blogs, podcasts, YouTube, etc.

Include current content marketing efforts you currently have. One should have a blog that publishes new valuable posts daily or should be promoting a podcast for your brand. This is the way to reach the customers who get information through online resources only.

5.1.5 Key Challenges of Multichannel Marketing

- Marketing vs. strategy** - The biggest issue with the term multichannel marketing is that it doesn't necessarily account for strategy. When people think about multichannel, they simply think about the different mediums used to reach their customers. A multichannel strategy, on the other hand, considers how customers move and interact across the various platforms. It may seem like semantics but it's an important difference.
- More touchpoints equals to more complexity** - Creating a multichannel strategy means having a cohesive message across a number of channels, and continuous evolution of that message as more data is gathered per customer. This often means new tools or data platforms are needed, someone has to be able to understand the data, and all departments have to be constantly aligned.
- Time & resources** - Just as new tools or software are needed, more time and resources are required to truly build a successful multichannel marketing strategy. Something not all companies have or are prepared for.
- Attribution** - Who gets the credit for leads and revenue - The email marketing team, the social media team, the search team? Multichannel marketing without the strategy and right attribution model can lead to confusion, and make it hard for the marketing team to make informed decisions on budgeting and resources.

5.1.6 Achieving Successful Multi-channel Marketing

- De-Silo your channels** - Coordinate cross-promotional efforts with integrated marketing in which different mediums compliment each other.
- Set control groups** - Test the effectiveness of your multichannel marketing efforts by setting control groups that do not receive the multichannel promotion. This will help you better measure your campaigns' effectiveness.
- Create multiple touch points** - As mentioned above, one of the advantages provided by multichannel marketing is the ability to create a large number of touch points, which then provide additional data that can influence future marketing efforts. Touch points can include social media, surveys, email newsletters, mail-in items, etc.
- Know your audience** - What channels will work best for your business? Where does your key audience spend most of their time? This information greatly influence your multichannel marketing approach.

5.1.7 Multichannel Marketing Tracking and Analysis

Some of the things those can tracked using email marketing software include,

- Number of emails opened
- Number of clicks to your links
- Sales resulting from an email.

It should be made sure that one is monitoring and refining own winning campaigns to reduce marketing costs while increasing the bottom-line.

5.1.7.1 Different Categories of Metrics Around Marketing Opportunities

When it comes to measurement and optimization of multichannel marketing campaigns, marketers struggle to clarify how all the streams of data and multitude of channels and campaigns drive business outcomes. To address blind spots and anchor measurement in what is important for the success of the marketing plan - and the business as a whole - metrics should focus on consumer responses to any given marketing opportunity (i.e., a stimulus designed to elicit a response).

A consumer can respond to any given marketing opportunity in three ways namely,

- Engagement behaviors** : Measurable actions in response to marketing that indicate interest, but can't be tied directly to business outcomes.
- Action behaviors** : Measurable actions in response to marketing that tie directly to business outcomes.
- Perception** : Not linked to an action or engagement but can be measured indirectly, often through surveys or social listening.

1. Measuring a action

Action metrics are the most straightforward because the link between the action and its business outcome is direct. Clicks on a search link leading to purchase or clicks in an email leading to a scheduled appointment are action metrics.

2. Measuring a engagement

Engagement is a signal of interest in a brand, product or particular ad and an action that can't be directly tied to a business outcome. This indirect link inspires questions around how engagement relates to business value and a desire to understand the relative value of different engagement actions. No standard method or widely used tool is used to compare engagement platforms and not all engagements are equal.

Value engagement according to where people spend their time - it's where they allocate their attention.

These "attention metrics" can be quantified or estimated to compare campaigns, channels, tactics and creative, and improve your methods over time. Focus on attention to establish a baseline that determines the value of engagement, especially in the absence of a sophisticated causal study of a particular brand's users.

When and where possible, quantify the time and attention aspects of engagement actions such as video completion percentage and in-banner engagement time. Weight your engagement actions by time along a scale (a 50% - complete video view is worth a weight of 0.5 and a complete video view is worth 1.0). Then compare weighted average engagement metrics over time and across campaigns, channels, tactics and creative.

3. Measuring perception

Perception metrics measure the impact of exposure to a marketing message or other brand content. Perception is measured using indirect methods such as surveys, branded searches and social listening tools because it does not necessarily result in an action. Surveys are often run as part of a campaign and compare user perceptions of a brand with that of a group of similar people who were not exposed to the campaign. Branded searches or social media mentions count instances of searches, postings or comments that include either the brand name or phrases related to the campaign.

5.1.7.2 Determine Important Data and Metrics

For small business to track own campaign performances, below are some of the most essential measurable KPIs,

- Conversion rate** - You can get your average conversion rate per campaign by taking the number of visitors on your business website who finished a purchase then dividing it by the total number of visitors on a given timeline. Use this to track the number of users who, for example, registered for an account, downloaded resources, signed up for a newsletter, or purchased from a recent email blast.
- Cart abandonment rate** - If you run an online store, an important metric to track is your abandoned cart rate. This refers to the number of visitors who leave behind items in their cart during checkout compared to the number of visitors who actually complete a purchase. Measuring this rate can help you implement effective retargeting campaigns to recover those carts.

3. Customer retention rate - This tells you the percentage of customers retained by your business throughout a specific period. You can get this using the formula below,

$$\text{Customer retention rate (CRR)} = \frac{\text{Number of customers (End of period)} - \text{Number of acquired customers (Throughout period)}}{\text{Number of customers (Beginning of period)}}$$

Fig. 5.1.1 Customer retention rate formula

4. Measuring multi-channel marketing strategy

A common misconception when starting with multi-channel marketing is that you need to follow the same approach in the measurement that you'd follow with just one channel.

This can lead to the wrong observations, as not every channel has the same objectives or metrics.

It may seem hard to measure a multi-channel marketing strategy, but it doesn't have to be a struggle for you. All you need is the right focus on data, technology, and attribution to measure how each channel performed and how you can add up your efforts in one bigger marketing impact.

Here's an overview of tips on how to improve the measurement of your multi-channel marketing,

- Set your objectives early.
- Decide on your metrics.
- Decide on the best channels that will help you reach your goals.
- Measure the success of each channel individually.

- Involve the right attribution strategy that makes it easier to measure your efforts.
- Use **marketing technology** platforms to involve all measurement in one place.
- Keep an eye on the complete funnel and focus on data that will make your strategy even more successful.
- Don't forget to measure all your activities together to analyze your marketing impact and how it contributes to your business goals.

• Four steps to measure a multi-channel marketing strategy

1. Define ROI

It's useful to start by setting your objectives at an early point. Discuss with your team what you want to achieve and how you can define ROI. Different objectives can lead to different metrics.

Thus, if you're focusing on awareness, you'll be using different metrics than the marketing team that focuses more on conversion.

You can set up holistic objectives for all your marketing activities but you can also narrow down your goals to each channel to ensure that you're measuring your efforts at every level. This way you're able to tell which channel is more successful, but also if your complete marketing strategy is achieving the set objectives.

What's important in a multi-channel marketing strategy is to showcase how all the channels you're using are contributing to meeting your objectives.

2. Focus on attribution

Marketing attribution can help you find all the **touchpoints** that contributed to a successful performance.

The right attribution model for your strategy can help you understand each channel's success without necessarily relying on the last channel that helped you reach your goal. This can be extremely useful for a multi-channel strategy as you are able to attribute the credits to every channel that played a key part in meeting your goals.

Every channel in the funnel can contribute to your objectives and **attribution** is making it easier than ever to discover the best performing touchpoints.

For example, if you want to increase the sales of your product by adding value, you can create a path that starts from your social posts, guiding the users to your blog post and involving a call-to-action that brings readers to your features page.

This can be more successful than simply promoting your product's page as it manages to add the right context to each action. Thus, attribution could be equally split in each step

and touchpoint to ensure that all channels have played an important role in increasing the conversion rate.

The best way to measure the success of a campaign is to use the right technology that will help you explore the best-performing channels. As a marketing strategy involves more channels nowadays, it's crucial to use the best technology that will make the analysis of your efforts as easy as possible.

3. Keep a close eye on data.

It's more common than ever for marketers to be data-centric as the growing number of channels asks for a closer eye on data to analyze the success of your work.

The right use of data can help you understand in a multi-channel marketing strategy:

- The best-performing channels.
- The channels with the highest ROI.
- How each channel contributes to a specific goal ?
- The best-converting channels.
- How your target audience responds to your marketing efforts on each channel ?

4. Put everything together to measure your marketing impact.

It's not enough to analyze how each channel performs individually towards your marketing goals. You need to be able to showcase how all your efforts are combined to measure your wider marketing impact.

This is the stage that you showcase how all your marketing activities contribute towards the sales funnel and the wider revenue. Even if these are not your direct targets, it's still important to have an idea of where you are towards the bigger business goals.

This step can also go back to attribution and how all touchpoints are part of the funnel to help you meet your goals. During this step, you need to be able to present a holistic overview of all the channels you've involved in your marketing strategy, this time focusing on how all of them combined have helped you create a successful marketing activity.

5.2 Email Marketing

5.2.1 Email Marketing Fundamentals

Email marketing is the use of email to promote your brand's products or services. Email marketers send articles, special offers, and company updates on a regular basis to a subscriber base.

Features of email marketing**1. Email is an accessible channel.**

Over half of all internet users check or send emails daily. When you have this large of an audience that you know will be at your fingertips with a successful email campaign, it's clear as to how email marketing can help your business reach a sizable number of readers.

With the rise of email mobile apps and emails being accessible from your phone at all times, your brand has the opportunity to reach your customers no matter their location.

2. Email can establish audience for your content.

With email marketing, your audience has already signed up for your brand's updates and expressed an interest in the type of content you produce. It's up to you, as the email marketer, to make the most of the opportunity.

Having an established audience for your brand's messaging via your email list builds trust and excitement from your recipients for your emails to populate in their inboxes. This is a key aspect of email newsletters that really helps your brand break through to a state of successful customer loyalty.

3. Personalization is key.

Email marketing is unique in how it creates direct, personal relationships between customers and a brand. Emails from a brand arrive directly in the inboxes of customers. With this unique type of messaging (compared to the relationship created by a TV commercial or a billboard), email marketing enables the ability to personalize content and further stand out as part of a brand's marketing that connects with customers.

Customizable aspects of email messages are best part in maintaining and fostering relationships between your brand and your customers. Features like special birthday messages or personalized news feeds can also strengthen the emotional ties a consumer has to your brand.

5.2.2 When to use Email Marketing

- **Build relationships** - Build connections through personalized engagement.
- **Boost brand awareness** - Keep your company and your services top-of-mind for the moment when your prospects are ready to engage.
- **Promote your content** - Use email to share relevant blog content or useful assets with your prospects.

- **Generate leads** - Entice subscribers to provide their personal information in exchange for an asset that they'd find valuable.
- **Market your products** - Promote your products and services.
- **Nurture leads** - Delight your customers with content that can help them succeed in their goals.

5.2.3 Email Marketing Benefits

1. There are 3.8 billion email users worldwide, so if you're looking for a way to reach your customers, email is the perfect place to find them.
2. On an average, email generates \$38 for every dollar spent, which is a 3,800 % return on investment.
3. Two thirds of **customers have made a purchase** as a direct result of an email marketing message.
4. Only **20 % of leads that are sent directly to sales are qualified**, meaning they need to be nurtured via email and great content.
5. When it comes to customer acquisition, **email is 40X more effective than Facebook and Twitter combined**.
6. Perhaps the best reason to use email marketing is that you own the channel. Outside of **compliance regulations**, there is no external entity that can impact how, when, or why you reach out to your subscribers.

5.2.4 Email Marketing Statistics by Industry**Email marketing statistics for B2B**

- Emails that are triggered by an action perform **3X** better than nurture emails or drip campaigns.
- For **86 %** of professionals, email is their preferred communication channel.
- **60 %** of marketers believe that email marketing produces a positive ROI.
- Clickthrough rates are **47 %** higher for B2B emails than B2C.
- Subject-line emojis accounted for increased open rates for **56 %** of brands.

Email marketing statistics for B2C

- **78 %** of consumers have unsubscribed from lists because a brand was sending too many emails.
- Over **90 %** of consumers check their emails daily.
- Email subscribers are **3X** more likely to share social content than others.

Email marketing statistics for eCommerce

- 86 % of consumers would like to receive a promotional email from brands they subscribe to at least once per month.
- Segmented emails generate 58 % of company revenue.

Email marketing statistics for real estate

- The majority (53 %) of real estate companies obtain subscribers from their website.
- Businesses that blog get twice as much traffic from email as those that don't.
- 40 % of real estate companies use list segmentation.

5.2.5 Email Automation Concept

Email automation is the ability to send time or action-triggered emails to subscribers with content relevant to your brand's marketing campaigns.

For example, you can use email automation to implement a triggered workflow that helps nurture new leads, schedule personalized messages such as birthday greetings, and notify customers of new assets such as tools or helpful blog posts.

One of the most obvious **email marketing campaign tips** is to go ahead and use email automation to improve the marketing experience for you, the marketer, and your customers.

• Welcome emails

Every successful email campaign starts with an introductory **welcome email**. The purpose of this email is to introduce the subscriber to the brand and outline what they can expect from your email campaign. It will also include a catchy subject line and an appealing design to convince your new subscribers that your brand is worth their time. With new subscribers coming into your email list at different times, you'll need email automation to send welcome emails on a timely basis to new subscribers.

• Sales funnel

If you are a customer in the process of making a purchase, there are certain messages that can demonstrate the value of the items you are looking into. There are other, less relevant messages that might only provide a basic overview of a brand you already are familiar with and interested in engaging with further.

Email automation is the key in making sure that your customers are receiving the messaging that is most relatable. With all of the different types of social media and internet marketing in today's landscape, personalization is the key to making your brand stand out. Using email automation to meet customers where they are in the sales funnel

and provide relevant, relatable content makes sure your brand is keeping up with the interests and current desires of your customers.

• Special offers

Email automation can also be used when it is programmed to send out unique deals and special offers on certain occasions. The "surprise and delight" method of marketing, sending out an automated birthday greeting and special deal to subscribers on their birthdays is an easy way to add a personal touch to email campaign.

The use of email automation for these special messages takes away the human element of having to sort through each individual subscriber and waste your time manually sending emails. If you ask for your subscribers' birthdays when they sign up for your email list, you'll be able to automate a birthday email containing a special offer.

5.2.6 Getting Started with Email Marketing**1. Create an email marketing strategy**

Each of your customers receives more than 100 mails every day. That means, if you don't take the time to develop a strategy, your emails will get lost in crowded inboxes, or worse, be sent to the spam folder.

You can **learn how to build an effective email strategy** and send emails that people actually want to read. Think of the following five steps as an outline for your email strategy.

i. Define your audience

An effective email is a relevant email. Like everything else in marketing, start with your **buyer persona**, understand what they want, and tailor your email campaign to your audience's needs.

ii. Establish your goals

Before you come up with your campaign goals, gather some context. Research the average email stats for your industry and use them as benchmarks for your goals.

iii. Create a way for people to sign up

An email list is a group of users who have given you permission to send them relevant content. To build that list, you need several ways for prospects to opt in to receive your emails.

Don't be discouraged if you only have a few people on your list to start. It can take some time to build. In the meantime, treat every single subscriber and lead like gold, and you'll start to see your email list grow organically.

iv. Choose an email campaign type

Email campaigns vary and trying to decide between them can be overwhelming. You can start by learning about the different types of email campaigns that exist, then decide which is best for your audience. You should also set up different lists for different types of emails, so customers and prospects can sign up for only the emails that are relevant to them.

v. Make a schedule

Decide how often you plan to contact your list, inform your audience upfront so they know what to expect, and stick to a consistent schedule to build trust, and so they don't forget about you.

vi. Measure your results

As marketers, measure everything. Being meticulous about every key metric will help you make small changes to your emails that will yield large results.

2. Build your email list

There are many creative ways to build your email list. Tactically speaking, list building comes down to two key elements that work cohesively to grow your subscriber numbers - lead magnets and opt-in forms.

1. Use lead magnets

Your lead magnet is exactly as it means - something that attracts prospects to your email list, usually in the form of a free offer. The offer can take a number of formats, should be valuable to your prospects, and is given away for free in exchange for an email address.

There's just one problem - People have become hyper protective of their personal information. You can't expect to receive an email address without exchanging it for something valuable.

Think about a lead magnet that is relevant, useful, and makes your prospects' lives easier.

Here are a few types of lead magnets you could create,

- Ebook
- Whitepaper
- Infographic
- Report or study
- Checklist

- Template
- Webinar or course
- Tool.

i. Creating a great lead magnet

The lead magnet should be relevant to your prospects. Make your offer solution-oriented and actionable. Provide practical information that solves a problem and create a realistic way to achieve the solution.

- Ensure that the asset is easy to consume.

Lead magnets should be delivered in a digital format. Whether it's a PDF, a webpage, a video, or some other format, make it easy for your new lead to obtain and consume it.

- Create your offer with future content in mind.

There's nothing worse than signing up for a great offer only to be disappointed by the content that follows. Make sure your offer is aligned with the value that you will provide throughout your relationship, otherwise you risk damaging trust.

- Treat your lead magnet as a stepping stone to your paid solution.

The point of your email list is to eventually guide subscribers to a paid offer. You offer free content to demonstrate the value that you provide as a company, and those free offers should eventually lead to your product or service.

- Create offers that are relevant to each stage of the buyer's journey.

Every new lead will be at a different stage of the buyer's journey, and it's your responsibility to know which. Segment your list from the beginning by providing separate opt-in offers that pertain to each stage of the buyer's journey. You can tell a lot about a prospect's mindset by the content they consume.

3. Create an enticing opt-in form

Your opt-in form is how you get a prospect's information to add them to your list. It's the gate between your future leads and the incredible asset that you created with them in mind. Here are some important tips for creating an enticing opt-in form,

- Create an attractive design and attention-grabbing header.

Your form should be branded, stand out from the page, and entice people to sign up. You want to excite readers with the offer.

- Make the copy relevant to the offer.

While your goal is to get people to enter their information, it isn't to deceive them. Any information on your form should be a truthful representation of the offer.

- **Keep the form simple.**

This could be one of your first interactions with your prospect. Don't scare them away with a long form with several fields. Ask for only the most essential information - first name and email is a good place to start.

- **Set your opt-in form for double confirmation.**

It may seem counterproductive to ask your subscribers to opt in to your emails twice, but a study on open rates proves that **customers prefer a confirmed opt-in (COI)** email 2.7X more than a welcome email.

- **Ensure that the flow works.**

Take yourself through the user experience before you go live. Double check that the form works as intended, the thank you page is live, and your offer is delivered as promised. This is one of your first impressions on your new lead - make it a professional and positive one.

5.2.7 Steps to Send Marketing Emails

While there are many rules to sending a marketing email, the most important is this: Treat your subscribers like humans. You can achieve all of your email marketing goals if you keep this golden rule top-of-mind in every autoresponder, lead magnet, and subject line.

Remember, your subscribers want to hear from you and they want to relate to you. Be a genuine resource, and they will look forward to opening an email from you just like they would any friend of theirs.

If all goes well, you'll have built a robust list of subscribers and leads that are waiting to hear from you. But you can't start emailing just yet unless you want to end up in a spam folder, or worse, a blocked list.

1. Choose an email marketing service.

An email marketing provider (ESP) is a great resource if you're looking for any level of support while fine-tuning your email marketing efforts.

Additionally, you can analyze the success of your email marketing so you can share the data that matters most to your business with your team.

2. Use email marketing tips.

While you probably don't think twice about the formatting or subject line of an email you send to a friend, email marketing requires a lot more consideration. Everything from the time you send your email to the devices on which your email could be opened matters.

Your goal with every email is to generate more leads, which makes crafting a marketing email a more involved process than other emails you've written.

Below are the components of a successful marketing email.

Copy - The copy in the body of your email should be consistent with your voice and stick to only one topic.

Images - Choose images that are optimized for all devices, eye-catching, and relevant.

CTA - Your Call-To-Action should lead to a relevant offer and stand out from the rest of the email.

Timing - Based on a study that observed response rates of 20 million emails, Tuesday at 11 AM ET is the best day and time to send your email.

Responsiveness - 55 % of emails are opened on mobile. Your email should, therefore, be optimized for this as well as all other devices.

Personalization - Write every email like you're sending it to a friend. Be personable and address your reader in a familiar tone.

Subject Line - Use clear, actionable, enticing language that is personalized and aligned with the body of the email.

3. Implement email segmentation.

Segmentation is breaking up your large email list into sub categories that pertain to your subscribers' unique characteristics, interests, and preferences.

Our subscribers are humans, after all, and we should do our best to treat them as such. That means, not sending generic email blasts. Each person who signs up to receive your emails is at a different level of readiness to convert into a customer (which is the ultimate goal of all this).

If you send a discount coupon for your product to subscribers that don't even know how to diagnose their problem, you'll probably lose them. That's because you're skipping the part where you build trust and develop the relationship.

Every email you send should treat your subscribers like humans that you want to connect with, as opposed to a herd of leads that you're trying to cover into one-size-fits-all box.

The more you segment your list, the more trust you build with your leads and the easier it'll be to convert them later. Remember, segmented emails generate 58 % of all revenue.

- **Process to segment email lists.**

The first step in segmentation is creating separate lead magnets and opt-in forms for each part of the buyer's journey. That way, your contacts are automatically divided into separate lists.

Beyond that, email marketing platforms allow you to **segment your email list** by contact data and behavior to help you send the right emails to the right people.

Here are some ways you could break up your list,

- Geographical location
- Lifecycle stage
- Awareness, consideration, decision stage
- Industry
- Previous engagement with your brand
- Language
- Job title.

In reality, you can segment your list any way that you want. Just make sure to be as exclusive as possible when sending emails to each subgroup.

4. Personalize your email marketing.

You're speaking to 100+ people at one time, but your leads don't need to know it. To really drive this point home, consider this - Personalized emails have 26 % higher open rates, and an improved click-through rate of 14 % when compared to others.

You've gathered all this unique data. Your email marketing software allows for **personalization tokens**. You have no excuse for sending generic emails that don't make your leads feel special.

Here are a few ways to personalize your emails,

- Add a first name field in your subject line and/or greeting
- Include region-specific information when appropriate
- Send content that is relevant to your lead's lifecycle stage
- Only send emails that pertain to the last engagement a lead has had with your brand
- Write about relevant and/or personal events, like region-specific holidays or birthdays
- Conclude your emails with a personal signature from a human (not your company)
- Use a relevant call-to-action to an offer that the reader will find useful.

5. Incorporate email marketing automation.

Automation is putting your list segmentation to use. Once you've created specific subgroups, you can send automated emails that are highly targeted. There are a couple ways to do this.

- **Autoresponders**

An autoresponder, also known as a drip campaign, is a series of emails that is sent out automatically once triggered by a certain action, for instance, when someone downloads your ebook. The great thing about autoresponders is that you can set it and forget it. Every user that is part of your autoresponder will receive each email that you've added to the series.

- **Workflows**

Workflows take autoresponders a step further. Think of **Workflows** like a flow tree with yes/no branches that will execute actions based on the criteria that you set.

Workflows have two key components namely, **1. Enrollment criteria**, or the action that would qualify a user for the workflow. **2. Goal**, or the action that would take a user out of the workflow.

Workflow tools are smart enough to know if a user opened an email or downloaded an **offer**, and it will set off a series of actions based on that behavior. That means, it can send an email series, or even change a prospect's lifecycle stage based on what a user does.

The key difference from an autoresponder is that workflows are smart - They can change the course of your automated series based on what your prospect will find useful.

For instance, if a new subscriber receives a welcome email and the subsequent email is set up to send them an offer that they already found and downloaded on your site, the workflow tool will know and adapt. In an autoresponder, a user receives a specific set of emails at specific time intervals no matter what action they take.

Sending the right email at the wrong time is detrimental to your bottom line. Companies see a **20 % increase in revenue** when they send emails based on lifecycle stages.

6. Use email marketing templates.

Email marketing templates are another great resource to help you with your email marketing.

Unless you're a designer and developer on top of being a skilled marketer, templates will save you a ton of time - they take the design, coding, and UX-definition work out of crafting your emails.

One point to remember is when making your selection, choose **email templates that are proven to be effective**. The highest-quality templates come from the most **reputable ESPs** that have tested them against thousands of alternatives. So, stick with the professionals.

And speaking of things like quality work and great reputation, there are some email regulations to be aware of when crafting emails and developing your marketing strategy.

5.2.8 Email Regulations

Email regulations are consistent with **consumers' desires to know how and why their information is being used**. If there's anything we care about, it's complying with what our customers or potential customers want.

1. CAN-SPAM compliance

Technically, CAN-SPAM is an acronym for Controlling the Assault of Non-Solicited Pornography and Marketing (because sometimes the two go together).

In practice, it's a way to protect your subscribers' right to only receive emails that they've requested.

The law was passed in 2003 and applies to any commercial emails used for business purposes.

Here are the ways to ensure that your emails are CAN-SPAM compliant :

- Include your company name and address in every email.
- Place visible unsubscribe links within your emails.
- Use real email addresses in the "From" and "Reply to" fields.
- Write subject lines that indicate the contents of the email.

2. GDPR compliance

While some may view these newly implemented email regulations as burdensome and unnecessary, General Data Protection Regulation (GDPR) actually moves us closer to building long-lasting and trusting relationships with our customers.

GDPR is about giving your customers the right to choose. They choose your emails. They choose to hear from you. They choose your products. And that is exactly what inbound marketing is about.

Something important to note about GDPR is that it only applies to businesses that operate in the European Union and businesses that market to EU citizens. Noncompliance will result in significant fees that aren't worth the risk, so make sure read the **GDPR guidelines** entirely.

Below is an overview of how you can comply with GDPR laws,

- Use explicit and clear language when requesting consent to store personal information.
- Only collect contact data that is necessary for and relevant to your business.
- Store contact data in a secure manner and only use it for the agreed-upon purpose.
- Retain data for justifiable business purposes only.
- Delete contact data on request.
- Make it easy for contacts to unsubscribe from your list or update their preferences.
- Comply promptly to a contact's request for access to their data.
- Keep company records to prove GDPR compliance.

3. Avoid spam filters

You'll want to avoid the spam folder because,

- It hurts your deliverability rates across the board.
- Your contacts will likely miss all of your emails.
- You won't be able to accurately measure your email marketing effectiveness.
- Your analytics will be skewed.

Below points can taken into consideration to avoid being deduced to spam by,

• Getting whitelisted

A whitelist is the opposite of a blacklist, meaning it's a list of approved senders that are allowed to reach the subscriber's inbox. The easiest way to accomplish this is to have your new subscriber add your email address to their address book. Include directions on how to do this in your welcome email.

• Minding your copy

Avoid using all caps and multiple exclamation points, as well as **spam trigger words**, like "opt in", "click below", and "order", that are easily detected and marked down by Internet Service Providers (ISPs).

• Using a reliable email service provider

Your email service provider's reputation affects your deliverability, so stick to established, well-known companies.

- **Implementing a double opt-in**

After someone opts in to your email list, send an email asking them to confirm. This ensures that your new subscriber is genuinely interested in your emails and will likely be more engaged.

5.2.9 Analyzing and Measuring Email Marketing

5.2.9.1 Techniques to Analyze the Effectiveness of Email Marketing Campaigns

1. A/B test your marketing emails.

Not all email lists are created equal. Some audiences prefer personalization and others will think it's spammy. Some audiences will like bright, eye-catching CTA buttons, and others will prefer a more subtle call-to-action.

We never know what type of people make up our email list until you test the variables. That's where A/B testing comes in handy.

A/B testing, or split testing, is a way to see what type of email performs best with your audience by analyzing the results of email A against email B.

Step-by-step process for A/B testing your emails

- Select one variable to test at a time, e.g., subject line, CTA, images.
- Create two versions of the email: one with and one without the variable.
- Allow your emails to be sent out simultaneously for a period of time.
- Analyze your results and keep only the version that performed better.
- Test a new variable and repeat the process.

Most email service providers will have A/B testing built into their software, which will make it easy for you to compare email results without much manual work.

2. Set email marketing KPIs.

There are four key metrics to pay attention to when evaluating the effectiveness of your email marketing campaign.

- **Deliverability** measures the rate at which emails reach your intended subscribers' inboxes.
- **Open rate** is the percentage of people that open your email once it reaches their inbox.
- **Click-Through Rate (CTR)** is the percentage of people that click on your CTAs.
- **Unsubscribes** measures the number of people who opt out of your email list once they receive an email from you.

3. Adjust different email element to improve results.

Many factors impact your KPIs, and it's going to take some experimentation and guesswork to figure out which tweaks to your emails will yield the biggest changes. If you aren't getting the numbers you want, try playing with these variables to improve your email results.

• Deliverability

- Ensure that you're following best practices when it comes to avoiding spam filters.
- Remove inactive people from your email list to keep only engaged subscribers.
- Check which emails hard-bounced and remove those email addresses from your list.

• Open Rate

- Play with the language in your subject line to entice people to click on your email.
- Adjust the time and day that you send your email to see what works best.

• Click-Through Rate (CTR)

- Evaluate your offer to ensure that it provides value to your segmented list.
- Rewrite your copy to make sure that it's clear what you want the reader to do.
- Try different CTAs, e.g., graphic versus inline copy, bold versus subtle.

• Unsubscribes

- First, consider if this a blessing in disguise, as uninterested parties are removing themselves from your list.
- Evaluate whether the email you sent is aligned with your brand.
- Ensure you haven't performed a bait-and-switch by promising one thing and delivering another.
- Make sure your emails are providing value to your audience before trying to upsell.

4. Use an email marketing report template.

Your data does no good if you can't report it in an organized fashion. An email marketing report is a spreadsheet where you can record your results in one place to help you make inferences from your KPIs and take action to improve them.

Below are the points to consider while organizing report,

i. Metrics

- Total number of emails sent
- Number of emails delivered

- Deliverability Rate
- Bounce Rate
- Open Rate
- Click-through Rate
- Unsubscribe Rate

ii. Data

- Subject line
- Length of email body
- Offer
- CTA (inline or graphic)
- List segment

iii. Questions To Ask

- Was your deliverability rate high in comparison to previous periods ?
- How did your CTR compare to your open rate ?
- Were your unsubscribe numbers consistent with other emails ?
- Did a certain subject line perform better than others ?
- Does the length of email make a difference in CTR ?
- Could another style of CTA perform better ?
- Was the offer appropriate for the list segment ?

5.2.9.2 Important Email Marketing Metrics / KPIs

Following list of email marketing metrics are the key things you need to measure in order to boost your ROI. Before going forward, make sure to see what **email marketing software** solutions are available to help boost your overall ROI as you keep track of the steps in this list.

1. Email list growth rate.

Without healthy, growing email lists, the benefits you reap today may not be sustainable, which is why keeping a focus on your list growth is essential. **To calculate the rate at which your list is growing :**

(Number of new sign-ups - unsubscribes) divided by the total number on your list x 100.

2. Click-Through Rate (CTR)

Understanding the click-through rate (CTR), sometimes referred to as click-to-open-rate in email marketing, will help you identify the relevance of the email content to the people who have opened your email. This also helps you identify whether the creative needs optimizing. A decreasing click-to-open rate may mean that your content and email design needs work. Consider for example, You sent 850 total emails and 120 subscribers clicked on the link in them. $120/850 = 0.14118$ multiply by 100 and you get a 14.1 % email click-through rate.

Improving click-through rate.

i. Keep emails concise.

Avoid being long-winded or overcomplicating your writing in your emails. If you're looking to gain as many clicks as possible, keep the focus of your emails on what is essential and the links that you want your readers to click. Over-saturation can distract your readers and take their focus away from your end goal.

ii. Be upfront with your goal.

Make sure that the action or click that you want your readers to make is clear to them. In order to get what you want out of your emails, you cannot rely on your readers to read between any lines or make assumptions as to what you want from them. Clearly outline the benefits that clicking on your links will provide and how important they are for both you and your readers.

iii. Include the same link multiple times.

Referencing the same link at multiple points in your email increases the chances that your readers who did not click on it at first can reconsider its appeal. This can be done by linking to your landing page at first in your email and then including a call-to-action button linking to the same page, or just referencing the page again in your email by emphasizing the value it could bring your reader.

iv. Focus on your call-to-action.

A strong call-to-action button that attracts the attention of your readers is key to a high click-through rate. The call-to-action is the crucial element of your email where you can convert readers into customers. Making it impossible to miss, or better yet, click on, via appealing language and an exciting design can only help your click-through rate.

3. Unsubscribe rate

As mentioned earlier, list growth is essential. Many unengaged subscribers will fail to respond to your emails, others that don't want to hear from you will hit the unsubscribe button. By measuring the unsubscribe rate, you will understand whether your emails are delivering the expectations to your audience. For example, You sent 2,550 total emails and 120 subscribers decided to unsubscribe. Then $120/2550 = .0470$ multiply by 100 and you get a 0.5 % email unsubscribe rate.

To keep your unsubscribe rate low

There are a few key strategies you can employ to maximize click-through rate. To drive higher engagement in your emails and incentivize more clicks below tips can be crucial to consider.

i. Send relatable content

The more specific you can get with your emails, such as a getting started email for new subscribers or a special discount to reward subscribers who have been on your email list for years, the higher your chances that these subscribers will be pleased with your company's presence in their inbox. Demonstrating the value of your campaign via specific and relatable content proves your worth to your subscribers, and decreases the chance that they'll unsubscribe from your emails.

ii. Determine the goal of the email before sending

If you want to keep your subscribers around, don't send your emails on a whim. Develop a plan for exactly what value you want your subscribers to get out of each email. To keep subscribers engaged and wanting more of your content, you need to ensure that they understand the value each email provides.

iii. Optimize for mobile

More than half of all emails are opened via a mobile device, so it is essential that your emails are easy to read and look polished when your subscribers read them from their phones. To best cater to readability on a mobile device, create emails with a single column layout, use simple and concise language, use larger fonts to improve readability, and make sure your call-to-action buttons are able to populate on a mobile device as easily as they do on a desktop.

4. List churn

The unsubscribe rate will give you churn on a campaign by campaign basis, however understanding your list churn over time will give you a better indication of whether your email strategy needs some work. To calculate list churn rate in the last 10 months - (Total number of email unsubscribes in 10 months divide by total number of subscribers) x 100.

5. Open rate

An open rate tells you how many opens you are getting on a campaign basis. But what you really want to know is how much of your database is engaged. Is it the same 20 % that open on a regular basis or maybe there are different people opening across different campaigns. A reach allows you to understand how many people are you engaging over a period of time. For example, You successfully delivered 3,050 total emails and 425 subscribers opened them. $425 / 3,050 = 0.139$ multiply by 100 and you get a 12 % email open rate.

Improving your open rate

You can't market to someone via email if they're not going to open it, which is why you need to do everything you can as a marketer to entice your audience. Here are a few ways to drive higher open rates :

i. Write a catchy subject line.

The most obvious way to gain clicks on your email and improve your open rate is via catchy and enticing subject lines. Think of all the other emails in the inboxes of your subscribers that you'll be competing with for clicks. Your subscribers only have so much time to look at email, and the subject line is your chance to stand out and prove to your subscribers that your brand is worth their time and attention.

ii. Be more personable.

Another way to boost your open rate is through personalizing your emails to appeal to individual subscribers. Grouping your recipients by demographics such as location, purchase history, or browsing activity can make your emails more effective and appealing to your readers. By tailoring your emails to specific readers, you can increase the relevance of your brand and offers to your readers, and in turn boost both your newsletter's open and conversion rates.

iii. Use concise language.

Avoid being long-winded or overcomplicating your writing in your emails. If you're looking to gain as many loyal subscribers as possible, keep the focus of your emails on what is essential and the takeaways you want your readers to have. Oversaturation can distract your readers and take their focus away from your end goal.

6. Heat map tracking.

Do you wonder which links in your emails are most popular ? Do emails with lots of links work ? Does the audience just click on the top links ? Are your calls to action

performing as well as they could? Understanding the answers to these will allow you to identify where you can optimize and test.

Most email platforms will give you this report out of the box. If not then you will need to look at the number of clicks per link and overlay this onto your creative.

7. Delivered rate

Email deliverability success is one of the most crucial aspects of your email strategy. If your emails are not being delivered all the rest of your hard work on content, creative etc will have gone to waste. This will be a metric from your email marketing platform. It will tell you the number of emails actually delivered vs. the number sent.

8. Bounce rate

Your hard bounce rate is indicative of a healthy list. The higher the bounce rate, the more the ISP will identify you as a poor sender, resulting in more of your emails hitting the junk folder. This is also a metric given by your email marketing platform. It will tell you how many emails were bad or invalid. For example, You sent 1981 emails and 111 of them were unsuccessfully delivered. $111/1981 = 0.0560$ multiply by 100 and you get a 0.06 % email bounce rate.

Keeping bounce rate low

Many aspects of email delivery are out of the control of the sender, however there are a few things you can do to ensure that your bounce rate stays as low as possible.

i. Make sure you have opt-in permissions for subscribers.

Build your lists with permission from your subscribers rather than just scraping them or buying them, and always ensure that your subscribers are making a conscious decision via checking a box or signing their name when they are signing up for your newsletter.

By having a higher percentage of subscribers who are invested in actually receiving your newsletter and are not just random email addresses, you're increasing the chances that your emails will be delivered to real people that want to receive your content.

ii. Incentivize your sign-ups.

It's tempting to gain a ton of email list sign-ups via special, appealing offers. Many subscribers will sign up for your email list solely to get a one-time offer without plans to continue to engage with your brand. Sometimes, these intentions can lead people to sign up with a fake email address. Be careful about how you are

incentivizing subscribers to sign up for your newsletter and whether they have the intention of actually being on your email list.

iii. Send frequently and consistently.

Maintaining regular, consistent contact with your subscribers ensures that your list stays up-to-date. If you go months between emails, you run the risk of email addresses falling out of use. Keeping a consistent schedule of with your emails will ensure an up-to-date email list and a lower bounce rate.

9. Inbox placement rate

Understanding your inbox placement rate will help you identify whether you are getting the optimum results from your email campaigns. There are many factors that impact your inbox placement, and analyzing this number first will help you identify whether you have a deeper problem. Not all email marketing platforms will tell you your inbox placement. However, if your emails are not performing well, there is a need to deliver more value from your campaigns, it's important to find a way of calculating this.

10. Complaint rate

This is the number of people that have hit the SPAM button or junked your email. Even a tiny number of recipients doing this can have an impact on your sender reputation. This is the number of people that have complained vs. the number of emails delivered.

11. Landing page bounce rate

Post-click metric tracking is essential to measuring the true success of your campaign. To be honest, your boss will rarely care about the open rate or click rate - it is what they do after they click. The bounce rate shows you the percentage of people who leave your site after visiting only one page. If the bounce rate is high, then you know your audience is not interested in taking action.

Most ESPs won't give you landing page metrics, so a good place to start is GA. Setting up landing page tracking in GA is simple, once signed in you will need to find your tracking ID and insert these into your landing page. Once complete the landing page reporting within GA will enable you to monitor a whole range of metrics.

12. Conversion rate

Email is highly responsive. However, few marketers show these metrics in their reporting dashboards. High clicks, low conversions - you have a potential issue with your

landing page. Low clicks, high conversion rate - you may have a potential issue with your data, your message, your offer and so on!

To calculate your email conversion rate, divide the number of subscribers that completed the email's desired action by the number of successful email deliveries, and then multiply that quotient by 100 to find your conversion rate. For example, you sent 1970 total emails and 350 subscribers completed the desired action. $350 / 1970 = 0.1776$ multiply by 100 and you get a 17.8 % email conversion rate.

Improving conversion rate

If your email conversion rate is falling short of its desired performance, you may need to make some adjustments. Here are a few ways to improve your email conversion rate.

i. Be upfront with the value.

To keep your reader interested in your brand and convert them to your end goal, you'll need to hold their attention and communicate the value of your email. An attention-catching subject line can help win a click from your subscribers over other emails in their inbox.

ii. Segment your list.

Grouping recipients by demographics such as location, purchase history, or browsing activity can make your emails more effective and appealing to your readers. By tailoring your emails to specific readers, you can increase the relevance of your brand and offers to your readers, and in turn boost both your newsletter's open and conversion rates.

iii. Ensure a responsive design.

More than half of all emails are opened on a mobile device, and you'll want to make sure that the way you design your emails is easy to read and warrants a click from your subscribers, be it via computer, tablet, or phone. To optimize your emails for mobile readers, try using a single column layout, keeping your writing concise, using larger fonts to improve readability, and creating CTA buttons that can fit in and appear perfectly across multiple types of inboxes.

13. Average Order Value (AOV)

Keeping track of average order value helps your e-commerce business in a number of ways, including understanding your customers' spending habits, informing your pricing strategy, and measuring the success of your marketing efforts.

To use AOV to measure marketing success, take a benchmark and see how this figure improves as a result of your efforts. It may cost you money to earn new customers but

increasing average order value is normally inexpensive. It can often be achieved by tweaking tactics and won't require a whole new campaign. What's more, increasing average order value directly impacts your bottom line.

Average order value is an important e-commerce metric. It refers to the average amount that is spent in each transaction on your e-commerce website. To work out your average order value, simply divide your revenue by the number of orders you've received. For example, If your site made ₹ 80,000 last month from 400 orders, your average order value would be ₹ 80,000/400 = ₹ 200.

14. Return on Investment (ROI)

Email marketing produces some of the highest ROI. It has a low cost to market and is easy to set up. Measuring the ROI allows you to prove the value of your email activity, whether the amount you spend on technology and time returns on this investment. It is one of the most important metrics board level to deliver a business case on further investment.

To find ROI as a percentage the computation is, Total revenue -

Total investment cost (Technology & Time spent) / by total investment cost x 100.

15. Customer Lifetime Value (CLV)

The old adage that it costs less to retain and grow a current customer than it does to acquire new rings true still today. In fact, it costs over five times more to acquire a new customer. The CLV gives you the why behind so many engagement initiatives. Engage and grow will soon raise your profit margins grow. Once you have understood your CLV, an objective would be to improve this year over year.

There are several ways to calculate your customer lifetime value, and this can often become really complex. Testing and understanding methodologies allows you to land on one that works for your business. Speak to your ESP about how they can help you discover the best way to get to this metric.

16. RFM value

Recency, Frequency, and Monetary (or RFM) value allows you to understand your most valuable customers. This then gives you the insight to go and find more of them. Defining these segments is crucial to your business success.

The nudge effect

Many a marketing professional will talk about the **nudge effect** of email marketing; however, how do you prove this to your business? Are your "unengaged" subscribers really unengaged? Should you remove them from your database?

Measuring your other marketing channels post-campaign will allow you to understand the correlations. A direct response channel email is almost an enemy to itself; if you can't measure it, then did it not happen? If you applied this thinking, then you certainly wouldn't spend on out of home advertising, and so on.

17. Email traffic metrics

i. Email traffic by day of the week

See how many emails your customer sends and receives for each day of the week.
Are Tuesdays busiest day of the week for the customer?

ii. Email traffic by Gmail label

See how many emails your customer sends and receives for each label within Gmail. How many unread emails are in customer's inbox? How many emails are labeled "Important?"

iii. Email traffic by hour of the day

What times of the day is your customer working ? When are they taking breaks ?
Are they working late hours ?

Review Questions

1. Discuss various media and channels for marketing. (Refer section 5.1.1)
2. What are benefits of multichannel marketing ? (Refer section 5.1.3)
3. Explain features of email marketing. (Refer section 5.2.1)
4. What is email automation concept ? (Refer section 5.2.5)
5. How to analyze and measure email marketing ? (Refer section 5.2.9)

