

Digital Marketing

Email Marketing

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Lecturer

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Email Marketing Defined

“A type of direct digital marketing that uses electronic mail (also called email or e-mail) as the marketing communication delivery method. Email marketing is used in a number of ways by organizations and marketers for brand and customer loyalty building, acquiring or converting customers, company advertisements, or for communicating promotional offers and more.”

- Webopedia



Beal, V. (n.d.). Email marketing. Retrieved September 8, 2018, from https://www.webopedia.com/TERM/E/email_marketing.html



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Email User Insights

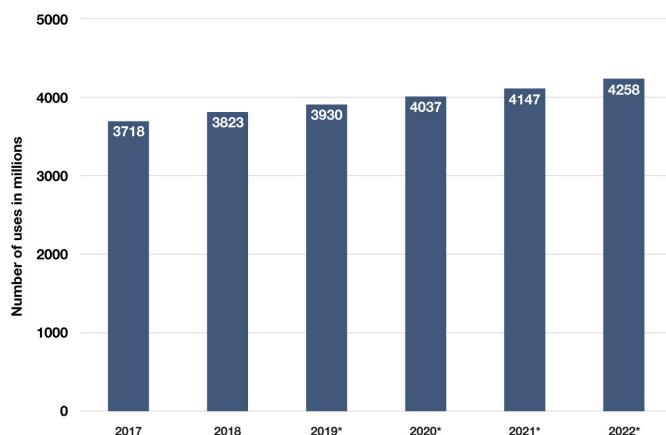


Lesson Goals

- Discuss key consumer-based email statistics.



Number of E-mail Users Worldwide, 2017 to 2022 (in millions)



Number of e-mail users worldwide 2022 | Statistic. (n.d.). Retrieved August 23, 2018, from <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>



Email Engagement and Conversion



92% of adults who are online use email.



61% use it on an average day



66%

Email has the highest conversion rate at 66% when compared to social, direct mail, etc.

Singal, A. (2018, January 19). The Email Lifeline: How to Start An Online Business Using Nothing but Email. Retrieved August 23, 2018, from <https://lurn.com/blog/start-online-business-email>



Frequency with Which US Email Users Open Marketing Emails, by Age

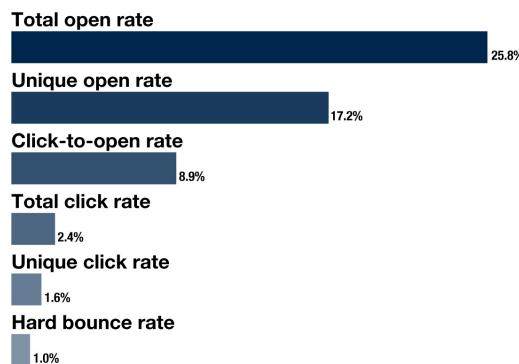
18-29**30+****Total**

■ Always ■ Frequently ■ Sometimes ■ Rarely ■ Never

Frequency with Which US Email Users Open Marketing Emails, by Age, Oct 2016 (% of respondents in each group). (2016, December 14). Retrieved August 23, 2018, from <http://www.emarketer.com/Chart/Frequency-with-Which-US-Email-Users-Open-Marketing-Emails-by-Age-Oct-2016-of-respondents-each-group/201585>



Email Marketing Performance Metrics North America, Q3 2017



Email Marketing Performance Metrics, North America Performance Metrics, Estimates and Historical Data. (2018, April 01). Retrieved August 23, 2018, from <https://www.emarketer.com/performance/channel/58f4ec8cc030c036639cd16/58d4292abff5e30dd43330c9>



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Email Marketing Benefits
and Overview



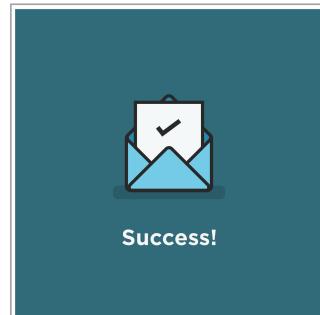
Lesson Goals

- Understand the core benefits associated with email marketing across business goals
- Become familiar with base components associated with managing an email marketing program.



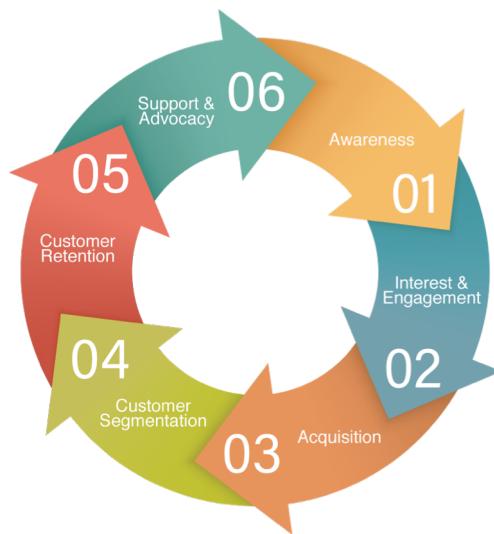
Key Email Benefits

- Low cost per contact
- Highly targeted
- Relatively easy to customize/personalize
- Highly measureable
- High ROI
 - 59% of B2B marketers say email is their most effective channel in terms of revenue generation.
 - Welcome emails are incredibly effective: on average, 320% more revenue is attributed to them on a per email basis than other promotional emails.
 - Consumers who purchase products through email spend 138% more than those that don't receive email offers.



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Customer Marketing Model



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Example Email Marketing Goals

- Acquisition – creating interest for products and services to be purchased
- Awareness – letting audience know about events, new products, product highlights, promotions, etc.
- Retention & Loyalty – newsletters, special deals for existing customers, referral incentives



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Types of Emails

- Transactional (thank you for your purchase, delivery tracking, thank you for contacting us, etc.)
- Newsletter
- Promotional / Special Offers
- New Product / Service



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KPI Considerations

- Promotional:
 - Click-Through rate
 - Purchase rate
 - Contact us / request for more information rate
- Informational (Newsletters):
 - Open rate
 - Download rate (e.g. whitepaper)
 - Forward rate
 - Database growth rate



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Email Service Provider

“A company which offers email marketing or bulk email services. A commercial ESP may provide tracking information showing the status of email sent to each member of an address list. ESPs also often provide the ability to segment an address list into interest groups or categories, allowing the user to send targeted information to people who they believe will value the correspondence.”
– Wikipedia



Email service provider (marketing). (2018, August 31). Retrieved September 8, 2018, from [https://en.wikipedia.org/wiki/Email_service_provider_\(marketing\)](https://en.wikipedia.org/wiki/Email_service_provider_(marketing))

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Typical ESP Services

- Ability to create multiple templates and campaigns
- Ability to A/B test and segment customers
- Dynamic personalization
- Ensure delivery (white list)
- Email client compatibility testing
- Analytics



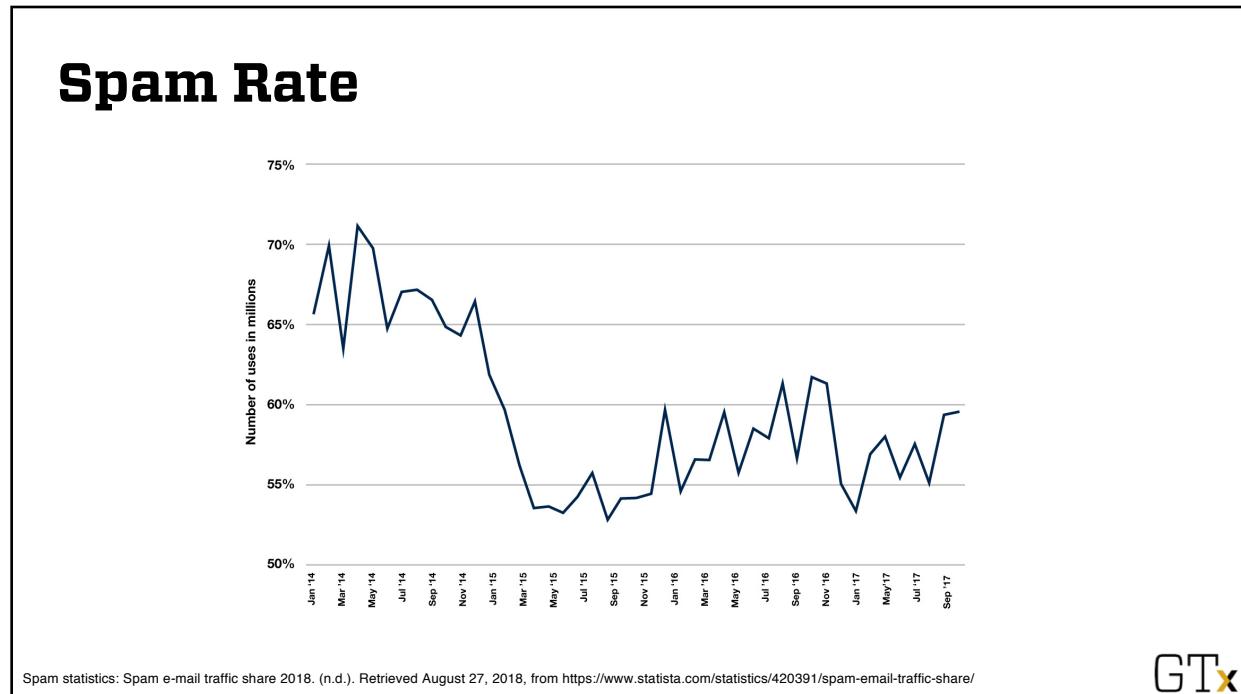
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Email Service Providers



How to Choose the Right ESP. (2017, August 25). Retrieved August 27, 2018, from <https://www.site logicmarketing.com/better-email-marketing-how-to-choose-the-right-vendor/>

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Email Structure

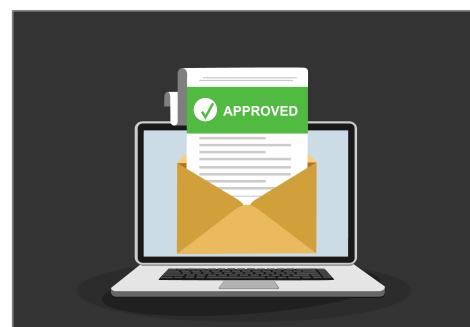
Lesson Goals

- Understand the core elements associated with email structure.



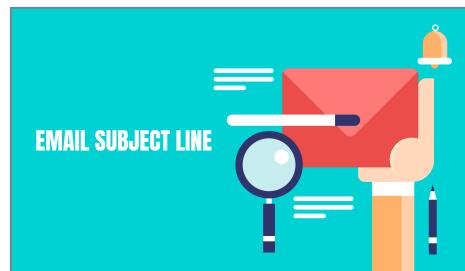
Email Structure Considerations

- Sender Info



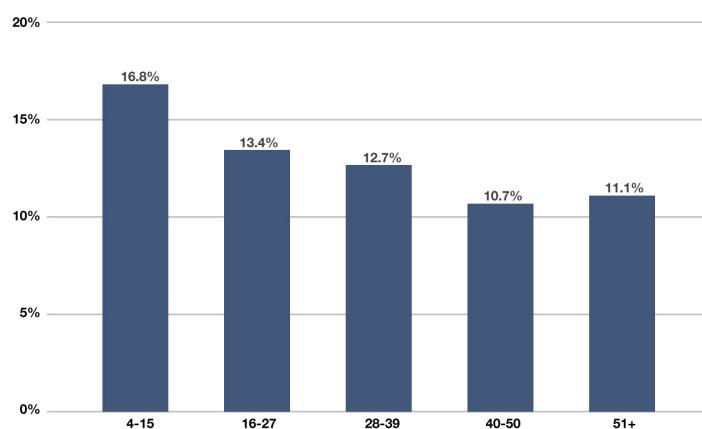
Email Structure Considerations

- Sender Info
- Subject Line



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Open Rates by Subject Line Length



Mailer Mailer. (n.d.). Retrieved August 27, 2018, from <https://www.mailermailer.com/resources/metrics/index>

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Email Structure Considerations

- Sender Info
- Subject Line
- Email Copy/Content
 - Header
 - Greeting (personalized if possible)
 - Body
 - Footer



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Email Structure Considerations

- Sender Info
- Subject Line
- Email Copy/Content
- Use of Imagery

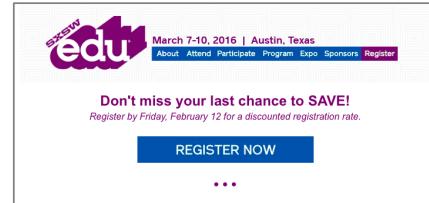


Blackwell, R. (2016, January 07). How to improve your email marketing by using more visual imagery. Retrieved August 27, 2018, from <https://www.metia.com/blog/2016/january/how-to-improve-your-email-marketing-by-using-more-visual-imagery/>

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Email Structure Considerations

- Sender Info
- Subject Line
- Email Copy/Content
- Use of Imagery
- Call(s) to Action (CTA)

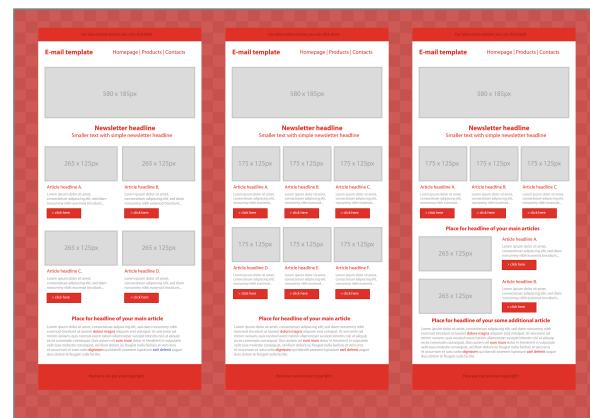


75 Calls to Action to Use in Email Marketing Campaigns. (n.d.). Retrieved August 27, 2018, from <https://www.campaignmonitor.com/blog/email-marketing/2016/03/75-call-to-actions-to-use-in-email-marketing-campaigns/>

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Email Structure Considerations

- Sender Info
- Subject Line
- Email Copy
- Use of Imagery
- Call(s) to Action (CTA)
- Layout



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Email Structure Considerations

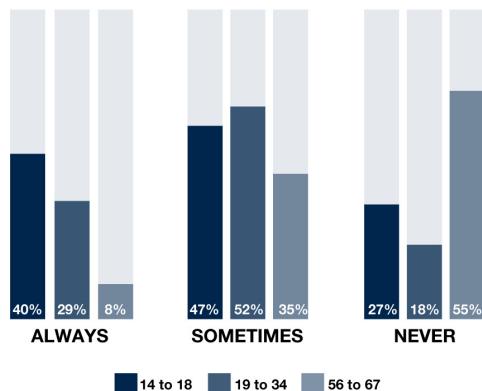
- Sender Info
- Subject Line
- Email Copy/Content
- Use of Imagery
- Call(s) to Action (CTA)
- Layout
- Mobile Email



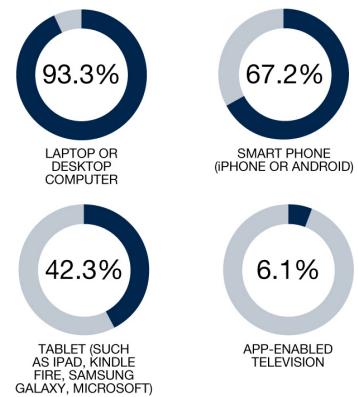
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Email on Devices

Do you use your mobile device to sort through your emails before you read them on your desktop?



Which of the following devices do you own and use to check your email?



Van Rijn, J. (n.d.). The ultimate mobile email statistics overview. Retrieved August 27, 2018, from <https://www.emailmonday.com/mobile-email-usage-statistics/>

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Email Best Practices



Lesson Goals

- Become familiar with overarching email best practices.
- Understand ways to align with existing consumer email behaviors to deliver high value emails.



Permission-Based (Opt in)

- Confirmation e-mail at opt-in
- Easy to unsubscribe / opt-out
- Provide clear benefits / value proposition for subscribing



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Ways to Build an Email Database

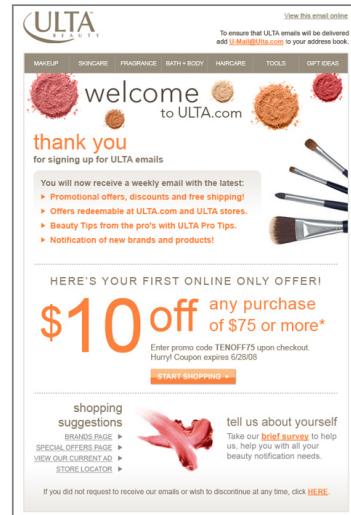
- E-commerce and in-store sales
- Online & offline promotions/contests
- Trade-Shows
- Satisfaction surveys
- Networking
- Buying a list – there are companies that will sell a list of email addresses that are allegedly targeted (e.g. male fishermen, female doctors, etc.). It's important to note that although you are allowed to send one unsolicited email to anyone, they must opt-in to receive additional emails.



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Welcome Email

- Immediate interest warrants immediate communication – leverage customer's interest to engage and acquire
- Trigger-based: systems can be established to send an email immediately following the sign up process



17 Examples Of Great Welcome Emails For E-commerce. (n.d.). Retrieved August 27, 2018, from <https://www.betaout.com/learn/17-examples-of-great-welcome-emails-for-e-commerce/>



Welcome Email

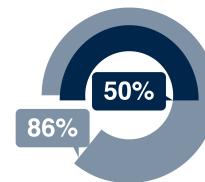


74.4%
of consumers expect a welcome email when they subscribe.



40%

People that read at least one welcome message read more than 40% of their messages from the sending brand in the following 180 days.



The average open rate for welcome emails is 50% which is 86% more effective than email newsletters.

Patel, N. (2018, July 11). 7 Hacks to Upgrade Your Email Blasts. Retrieved August 27, 2018, from <https://neilpatel.com/blog/email-blast-hacks/>

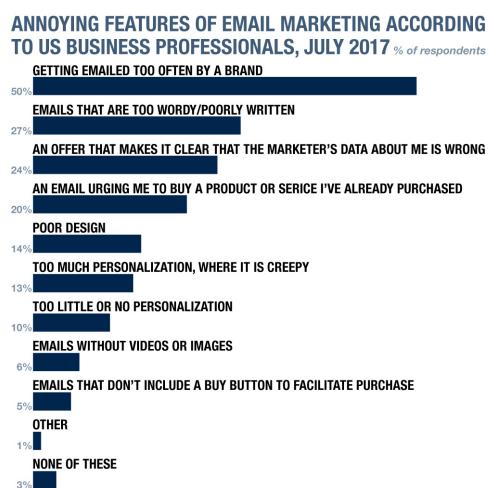


Frequency

- Avoid too many emails that clutter inboxes and repeat messaging
- Frequency interests likely change over time
- Strike a balance between intruding/annoying (too much) and unmemorable (too little)



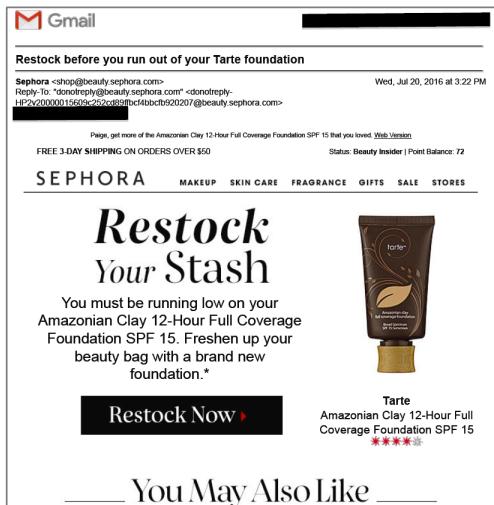
Annoying Features of Email Marketing



Annoying Features of Email Marketing According to US Business Professionals, July 2017 (% of respondents). (n.d.). Retrieved August 27, 2018, from <https://www.emarketer.com/Chart/Annoying-Features-of-Email-Marketing-According-US-Business-Professionals-July-2017-of-respondents/211776>



Product-Related Emails



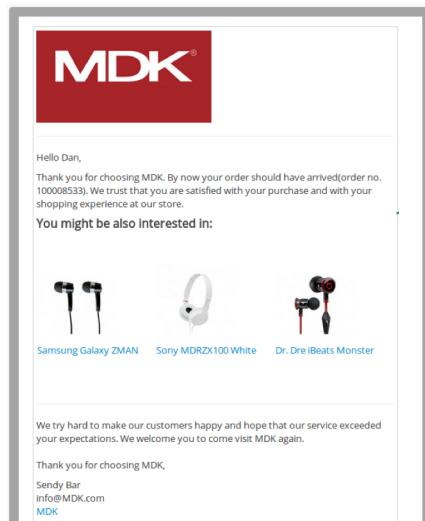
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Personalization

- Leverage customer name to address personally
- Use demographic data to customize messaging (e.g. age, gender, location)
- Draw on behavioral data to target customer interests (e.g. products purchased, products looked at)

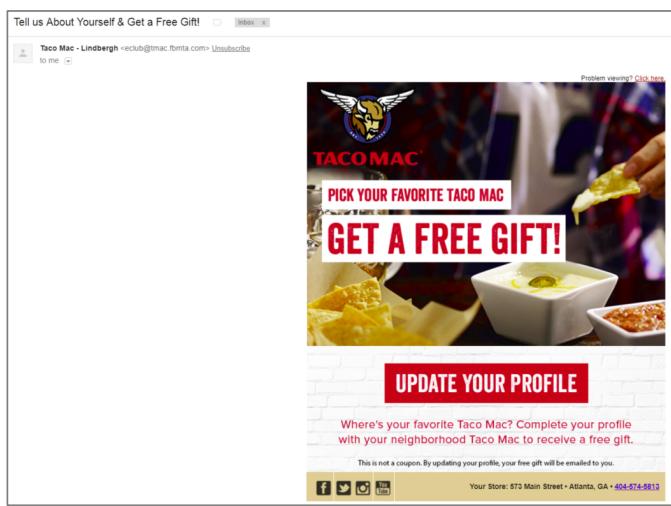
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Personalized Email



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Incentives



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Email Preference Center



Testing and Measurement

- Measure customer interactions (open rate, click-through rate, opt-out rate, forward rate, etc.)
- A/B testing to measure subject line, content, and call to action effectiveness
- Optimize based on analysis



Testing

TEST #A

By recipient contact firstname[0][0"], click [here](#) to view this message in your web browser.

HOBBS APPLE FARMS

MAYBURY - CROWTON - TINFIELD

Please Take Our Satisfaction Survey!

If you've visited any of our sites during the last 12 months we'd love to hear from you. [Please take our survey](#) to share your experience, and tell us what we can do to improve.

Many thanks in advance for your assistance, we look forward to hearing [from you!](#)

TELL US WHAT YOU THINK

Be Part of Our Orchard Experience

If you love apples but don't have the space in your garden for a tree why not try our [Orchard Experience](#) scheme?

It also makes a great gift or activity for schools or clubs.

Visit your tree as the apples develop in the summer, and then be part of the harvest in

Try our Award Apple Winning Juice

Being rather English, we don't like to shout too loudly, but our apple juice has [won the odd award](#).

Our pressed apple juice won two stars in the 2014 Taste Awards & has twice been named Oakshire Drinks Producer of the Year!

But really you need to taste it and Judge for

TEST #B

By recipient contact firstname[0][0"], click [here](#) to view this message in your web browser.

HOBBS APPLE FARMS

MAYBURY - CROWTON - TINFIELD

Discovery Apples - Now Picking!

Discovery is our first apple of the season and they're now available for picking at our Maybury and Tinfield farms.

It has a distinctive bright red colour which extends into the flesh of the apple itself making it pink (which follows through to the apple juice).

[Download our apple variety calendar](#)

Be Part of Our Orchard Experience

If you love apples but don't have the space in your garden for a tree why not try our [orchard Experience](#) scheme?

It also makes a great gift or activity for schools or clubs.

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But really you need to taste it and Judge for

Using Split A/B Tests & CRM to Increase Email Clicks & Open Rates. (2015, June 22). Retrieved August 27, 2018, from <https://www.preact.co.uk/blog/using-split-tests-and-crm-to-improve-email-clicks-and-open-rates>



Lesson Wrap-Up

Head Shot

