# MGT 6311

# WEEK 10: EMAIL MARKETING

## Lesson 10.1: Email User Insights

>> Welcome to the module on Email Marketing. Within this module I wanna talk about relevant email user insights, key benefits associated with email marketing, discuss some of the structural components associated with email. And we'll wrap up with a lesson dedicated to email marketing best practices. Before we dive into the individual lessons within this module, let's establish a baseline with a quick definition for email marketing.

This definition from Webopedia reinforces the most significant components. Email marketing is defined as a type of direct digital marketing that uses electronic mail, also known as email, 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.

So as the definition begins, we take note that this is a direct marketing channel. In principle, it is also a permission based channel for communicating with prospects and customers. So in this first lesson I'm gonna to share some insights related to consumer engagement with email and how it's changing over time.

There is some misperceptions around email that I would like to address. For example, that email is not being used by younger generations and is no longer an effective channel for engagement. When used correctly, email is still a super high ROI and highly effective channel. So I want for us to become familiar with these key consumer-based email statistics as a foundation for understanding important trends and patterns associated with email usage.

The number of email users, globally, continues to increase as access to technology becomes more and more ubiquitous. Even in highly developed countries such as the United States, projections indicate continued growth in the overall number of email users. The vast majority of adults that are online are using email and doing so regularly.

Even more important for brand marketers is that consumers convert via email. Remember, a conversion doesn't always translate to purchasing a product. But if the consumer is taking a valuable action, such as registering for an event, downloading a white paper, completing a contact form, etc, via email engagement, then it's a successful marketing effort.

Naturally, when we talk about email from a marketing perspective it's important to understand how consumers are using email to engage with brands. Although slightly older data here we can see that US email users open marketing related emails about 50% of the time based upon a minimum response rate of at least some times.

Depending upon the age demographic, the response for frequently and always combined is between 20% to 30%. Thus, the opportunity for marketers to reach and engage their target audience via email is still very significant. As shown in this more current report from eMarketer, we can see some additional metrics related to consumer interactions with email.

In particular, I'm going to point out the click to open rate of 8.9%. This means that roughly one in ten unique people that open an email take the action of clicking on a link in the email to further engage on the landing page. Keep in mind this is across a large sample of emails sends.

One in ten taking the action of engaging might not sound significant as isolated statistic. But when you consider that most marketers are emailing their target audience numerous times in a year, or several times in a month, this adds up to significant level of engagement over time. This concludes the module on email user insights.

As I referenced at the beginning, we can clearly see that email still remains both relevant to consumers and in engaging digital channel. In the next lesson, we'll dive in deeper and I'll talk about the core benefits associated with email and the various components associated with an email marketing program.

## Lesson 10.2: Email Marketing Benefits and Overview

>> Email marketing provides a potentials for marketers to realize a brand range of benefit, which are not only limited to driving e-commerce sales. I'll be talking further about these benefits within this module as well as providing a more general overview of the various components associated with an email marketing program.

Let's step through some of the key benefits associated with email marketing. From a cost standpoint, email is very efficient in terms of cost per reach. The cost to send a single email message is often less than $.01 per send. It is also a highly targeted channel. Since email is permission based, marketers should be emailing people that have expressed interest in their communications, and it should be going to the inbox of a specific individual.

Another highly useful benefit of email for marketers is the ability to customize and personalize emails. Over time, the marketing team can learn more and more about consumer interest and preferences, and apply this knowledge to subsequent email sends. Which could be a function of links clicked in previous emails, products or services looked at on the website, and even offline behaviors such as purchase habits in a brick and mortar store location.

Therefore, marketers can segment customers to provide more targeted content and offers. As we learn slightly more personal information such as the customer's first name, marketers can also address the customer by name in their email sends. As we know, digital marketing lends itself to being highly measurable and email is certainly the case as well.

When marketers send emails to customers, they can obtain metrics such as the open rate, click rate, meaning whether or not the customer clicked on a link within the email including the specific link that was clicked. The forward rate of the email, and the opt-out rate as examples of data that we can collect.

Presuming a marketer is being wise about creating hypotheses for testing their emails, they can also determine the impact of content layout, content types, subject line verbiage, etc., by split testing and or multivariate testing their emails. As a function in the first bullet point, email can provide a highly attractive ROI for marketers.

59% of business to business 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. I wanna expand upon this point for a moment.

Intuitively, when a consumer signs up for an organization's emails, they're expressly indicating interest. Smart marketers leverage this moment to provide content and offers that will quickly engage their customer knowing the brand is top of mind. And also, consumers who purchase products through email spend 138% more than those that don't receive email offers.

When we think back to the customer marketing model from the perspective of how email can be leveraged, we probably focus in on retention or interest and engagement. Which are certainly two of the more common uses for email by marketers. But email can definitely be leveraged at each point within this model.

So when we think about how to best leverage email marketing, we can consider various goals that align with consumer interests. For example, we can certainly use email for acquisition. This is fairly common for consumer goods companies that leverage email to provide incentives such as sales promotions to drive immediate and near term purchase.

Sometimes companies will email consumers reminding them of products they've looked at, and or put in their shopping cart, but not yet purchased. When talking about awareness, I want to distinguish between net new brand awareness versus product and service level awareness. When talking about awareness at a higher brand level, that begs the question of how does the marketer have the consumer's email address, they're not currently aware of the brand.

So either the marketer is sending emails that the customer is not intentionally subscribed to, or the consumer does not have at least some familiarity with the brand. Depending upon the scenario, this brand familiarity may be close to zero. For example, maybe someone is on LinkedIn and sees a promotive post about a whitepaper that contains some content they're interested in.

So the consumer fills out a form, which requires them to provide their email address and then subsequently receives the whitepaper. To be clear, the consumer did request this piece of content. But when the marketer that provided this whitepaper sends a subsequent email promoting their offerings, the consumer might not have a solid familiarity with the brand.

In this type of scenario, the email marketer wants to be very thoughtful about where the customer is within the brand familiarity journey, and be sure to earn their trust and confidence with the next email that is sent. Of course the marketer should be doing this at every stage in a moment of customer interaction.

But I'm simply pointing out how critical this early stage moment is. Now presuming the customer already has brand familiarity, email may be used to create awareness of new products and services that the company is offering. We see clothing manufacturers and retailers do this quite a lot as they let their customers know about new products each season.

Email is also great for customer retention. Sometimes a brand or organization just needs to remind the customer how much they enjoy their products and services. So they'll put them back into the consideration set and/or will make a purchase the next time there's an opportunity to do so. This is common with quick service brands such as Chick-fil-A or service oriented brands like a car wash company.

I grouped in loyalty with this bullet point, but it's really its own goal. When using email to engage customers, marketers should also consider ways to encourage them to share the email with friends and colleagues. Let's not overlook the power of asking customers to take this action. There's considerable social and organizational behavior research that indicates the vast majority of people do not like saying no, and are influenced to take reasonable actions when merely asked to do so.

Thus, don't just leave it to the customer and hope for the best. Actually, write it in the email, and provide reasons for doing so. For example, remind them that a promotional offer is expiring, and point out that a piece of content can be very useful for others in the organization.

Some companies leverage their loyalty program to do this and provide incentives for consumers to recommend others in exchange for receiving some form of benefit when the referred party takes an action. You may have seen something like this from a ride share company such as Lyft where they provide a free ride or heavily discounted fare when someone makes a referral.

As you can image, the types of content within an email should be correlated to the purpose of the email. And there are several different types of emails that should guide email marketing efforts. I'll discuss some of the more popular ones here. Transactional emails are used to provide confirmation information to consumers once a transaction has occurred.

The most straightforward version of this is when a consumer makes a purchase. Notice I didn't say makes an online purchase. The reason being is that we are seeing more and more brands also leveraging email in their brick and mortar locations. In both instances, emails are typically used to verify the products purchased, the amount in total, shipping and tracking information if relevant, and one or more methods for contacting the company.

These emails are also a great opportunity to provide additional product offerings, content to further engage the customer. And even an opportunity to gather marketing insights related to a specific customer that can then be used for segmentation purposes. For example, the company might provide a coupon in exchange for the customer answering a couple of questions that would help the marketer more accurately deliver content and offers that align with the customer's specific interest, based upon the information they provided.

Newsletter emails are common in the business area for B2B brands. I suspect many of you are currently receiving emails from companies that are in some way related to the industry that you are in. These newsletters are a way to provide insights that help the customer become more knowledgeable and help build a positive brand perception.

You've possibly heard someone in marketing talk about a strategy to be considered as a thought leader. Email newsletters are a great way to do this presuming the marketing team can dedicate consistent, customer value oriented effort. These emails should also contain one or more calls to action that entice the customer to visit the company's website, share the content, follow them on social sites, etc.

Promotional emails are also very common, and I'm sure you receive many of these each week, if not everyday. These emails are used to provide an incentive for customers to take more immediate action. Offers such as coupons, buy-one-get-one-free deals, special financing terms, and things of that sort, are used in promotional emails commonly.

The final example I'm gonna talk about, relates to using email to inform customers about new products and services. As I mentioned previously, we see clothing manufacturers and retailers use email for this purpose to let them know about the latest seasonal versions of their products. Of course, these types of emails can be used whenever a company has newer offerings that they want to convey to customers.

It's important to define the core metrics for success around email campaigns, and fortunately, there's a lot of data that can be collected. Keep in mind that the metrics that are most important for any given email campaign may not be as relevant for all other email campaigns. The most important thing to consider are the goals for the email.

Let's look at a couple of examples based upon the type of email being sent. As we've discussed, promotional emails are typically used to highlight certain products and services, encourage the user to begin shopping, and possibly provide a sales promotion such as a discount or a coupon to the consumer.

As such, the click-through rate of the email is a natural metric to monitor as it indicates the percentage of consumers that are shifting their behavior from the email to the organization's website. There may be several calls-to-action links within the email, so it can be important to discern between them to figure out what is most enticing to consumers.

The purchase rate associated with the promotional email is a very reasonable metric to track as well. Unless the consumer is being driven to an email only landing page for product purchase, confusion can arise in terms of purchase attribution since there are typically many ways that a consumer can end up on a product page.

For example, they could have originated from organic search, page search, a social link, direct traffic, etc. There are ways however to track the attribution through web analytics, as well as via email platform technology, which I'll reference in the next slide. In some situations, the marketer may not be trying to drive a consumer to a product or service page where they can transact in an e-commerce manner.

For example, consider a residential HVAC company that is attempting to get the customer to call their office or fill out a contact us form to discuss an annual service contract. It may make sense for the sales efforts and transaction to occur offline. We can also consider metrics for informational emails.

One of the most common versions of this is an email newsletter, which is typically used to share relevant insights with the target audience. One of the more basic metrics to analyze is the open rate. This metric's also highly relevant with promotional emails. Open rate behaviors can provide information that helps the marketer better segment their email database, refine email send frequency, and make adjustments to subject line copy among other things.

In a B2B environment, it's fairly common to encourage customers to deepen their engagement via marketing assets such as whitepapers. Thus, there may be a call to action enticing the customer to download a whitepaper. Also not mutually exclusive from promotional emails is the forward rate. Ideally, marketers want to realize customer advocacy and their help spreading the marketing message.

Forward rate is a good way to assess this activity for emails. As a follow up to the forward rate, marketers also wanna consider the overall email database growth rate. Presuming the opportunity for growth exists, which it typically does, email marketers wanna keep a close eye on this metric as well.

You may be wondering what technologies marketers are using to manage their email campaigns. Typically, organizations are utilizing an email service provider, also known by its acronym, ESP. By definition, an email service provider is a company which offers email marketing or bulk email services. A commercial ESP may provide tracking information showing the status of emails 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. Some marketing automation platforms such as HubSpot, include email marketing capabilities. As noted on the previous slide, an ESP provides many potential benefits to the marketer.

It serves as a platform to create, store, and manage email templates and email campaigns. The ESP also allows the marketer to split or multivariate test emails. The marketer can create more than one version of an email, send the multiple versions to a small portion of the recipient database.

Monitor key metrics such as open rate and click-through rate, and then send the best performing email to the remainder of the recipient database. User segments can also be set up in the ESP for more effective campaign management. ESPs often have dynamic personalization capabilities that can insert information such as a customer's name and the products they've looked at but not yet purchased.

An ESP can also help ensure deliverability. These businesses work with the Internet service providers to ensure their email address is on an approved list, so they don't get flagged as spam and are more likely to make it to a user's inbox. With so many different email clients available, an ESP can help ensure compatibility across platforms.

For example, Outlook, Gmail, and Apple Mail may render images and styles differently. Some ESP platforms will show the marketer what the email will look like in these various client formats so that changes can be made if needed. The last point is more general in nature when I say that an ESP provides analytics to the marketer.

This is where a marketer can see metrics such as open rates, click-through rates, opt-out rates, forward rates, etc., all providing great insights and valuable information to the marketer. There are numerous email service providers in the marketplace that offer similar capabilities. Oftentimes marketing departments select the provider based upon variables, such as ease of implementation, integration with other systems and platforms, and certainly the cost associated with the platform.

The final topic I'd like to discuss in this lesson relates to spam emails. According to a recent study, over half of all emails sent are considered spam. The implications of this are that consumers are inherently cautious about opening emails from an organization they don't recognize, and also concerned about clicking on links to sites that are unfamiliar.

Therefore marketers must think about how to build a permission based email distribution list and provide relevant, timely content to the target audience. So this concludes the lesson on email marketing benefits and overview. In the next lesson, I'll focus on the topic of email structure.

## Lesson 10.3: Email Structure

>> When thinking about email marketing, it's important to consider the actual structure of emails to ensure a comprehensive thought process when planning and activating email campaigns. Within this lesson, I wanna discuss the various elements associated with email structure to better understand how emails can be designed effectively to realize the best customer results possible.

One of the first touch points a consumer has with an email is observing the sender info in the from field. This may be an obvious comment, but it's super important consumers are able to clearly identify emails as coming from the brand they recognize. If an organization wants to leverage alternate brand and sub-brand sender information, it's critical the consumer understands this when signing up for the emails.

Also, one of the first touch points a consumer has in the email is the subject line. Therefore, it's important that the consumer is able to discern something meaningful from the subject line that encourages them to open it. Research indicates the link of the subject line affects email open rate.

As we can see here, a subject line length of 15 characters or less had the highest open rate of the 1.2 billion marketing emails sent that were analyzed in this study. For the most part, there's a direct correlation between subject line length and open rate, clearly giving benefit to being shorter as a better option.

Naturally, take this research as a general guideline, and know that it represents averages. The bottom line is that email subject line length should be concise. But also convey a compelling message that encourages consumer engagement. The next component of an email is the content that resides within the email itself.

Keep in mind that depending upon the email client being used, device being used, and email view settings, a customer may see some of this content before fully opening the email. Structurally, the top of the email is generally referred to as the header. In many instances, you can see consistent information and layout in the header to include the brand name, and ability to view it in a browser.

Oftentimes, an image of some sort, and sometimes contact information and social icons are included in the header. Depending upon the type of email and its purpose, a greeting may also be included just before the header section. When possible, this is personalized to include the customer's name. The body of the email is where most of the content resides.

The length, images used, copy, calls to action, etc, are all attributes left to the discretion of the marketing team. Its overarching advice, it's recommended the body be designed to align with customer needs and marketing goals. The footer is the bottom part of the email. Typically, this section includes the brand name once again.

Also possibly social icons, once again, contact information, an opt out link, and any necessary legal language required to support the email. I mentioned in the previous slide the notion of using imagery within an email. When used thoughtfully, imagery can be very helpful to convey information and entice consumers to further engage with the brand.

I recommend that the use of imagery be very intentional to help support the overall messaging, and/or the products and services being promoted in the email. Remember, imagery is another way to activate the senses. To do so with purpose means the marketer should be attempting to convey emotional appeal that resonates with a consumer, and entices positive action.

Essentially, don't overlook the opportunity to affect the consumer psychology in a positive way through use of imagery. Naturally, emails should have a distinct purpose. And the high level purpose should be to add value to the consumer. As we discussed, the value can be via information and offers. When done correctly, the consumer should feel compelled to take action.

The marketer should make it both enticing and easy for the consumer to take action when they're ready to do so. Therefore, it makes sense to include one or more call to action within the email. In the South by Southwest EDU example shown, the CTA is to register now.

We see some supporting language indicating there's a discounted registration rate, it expires on a certain day. In the birch box example, we see a subscribe now CTA button at the bottom, which is below some information and product examples that reinforce how the program works. Prominent CTAs typically appear as button, like we see in these examples.

But anything that has copy enticing the customer to take action, and links to the website can be considered a CTA. One final point on CTAs in emails, you want for them to stand out and be very clear to the consumer. So the size, color, copy, placement, etc of CTAs is something the email marketing team should experiment with to determine the best results.

It's also important to think about where content is physically placed within an email. Theoretically, the marketer wants the consumer to read and engage with each piece of content. But the reality is that oftentimes, the consumer is initially skimming the email to discern interest. As the authors in the textbook point out, there have been studies that use eye tracking technology to assess this skimming process, and consumers tend to scan emails in an F-shaped pattern, moving from the top to bottom and right to left.

Of course, this is based upon languages where written word follows this pattern, such as in English speaking countries. So it's natural for consumers to do this, to follow this process. The broader point, however, is to be cognizant of this behavior, and to align content and CTAs accordingly within the layout of the email.

As a last talking point for this lesson, I want to wrap up with a quick discussion on mobiles impact on email. About three in five consumers check their email on the go, meaning on a mobile device. And 75% say they use their smart phones most often to check email.

Thus to optimize the consumer experience, emails must render well on both mobile and laptop and desktop devices. This is another reason why email marketers use an ESP for their email marketing campaigns. It makes it easier to build emails via responsive design, and test how they look across devices.

Remember, there are many different mobile screen sizes and operating systems in the market. So it's important the email marketer appease a range of consumer devices. It's helpful to put yourself into the mindset of the consumer, and to realize that when consumers are checking email on their mobile phone, they're even more likely to simply be scanning the email, and possibly to scan it even more quickly than what they normally do.

Thus it makes sense to keep the written copy very short, and to make imagery and CTAs easily viewed and read. This concludes the lesson on email structure. In the next and final lesson for this module, I'll talk about email best practices that help marketers obtain the most effective consumer results possible.

## Lesson 10.4: Email Best Practices

>> Welcome to the lesson covering email best practices. Within this lesson, you'll become familiar with overarching email best practices and also understand ways to align with existing consumer email behaviors, to deliver high value emails. As I have mentioned, email should be a permission based marketing channel where the consumer has expressly indicated they want to receive emails from the sender.

Thus, whenever the marketer is asking for the consumer's email address, they should make it very clear the address is being solicited. Ideally, the marketer should send an email confirming the opt-in. The marketer should also make it easy for the consumer to unsubscribe from emails at any time. Research indicates, as many as one in five people report emails as SPAM, even though they know they are not SPAM.

The potential problem with this behavior for the email marketer, is that their email send address can get flagged and what is known as black listed. Thus prohibiting the bulk send of emails in the future. Consumers deserve to have the choice to receive or not receive an organization's emails, which means it's the marketer's responsibility to also provide the option to opt out.

Also, be sure to make it clear why the consumer's going to want to receive the emails. Thus provide the benefits of the emails. When done tactfully, reminding the consumer of the value proposition of the emails can help entice more frequent and longer term engagement with the email marketing program.

It makes sense for an email marketer to consider various ways to build their permission-based email data base, with consumers who want to receive future email messages. So let's look at some of the more common ways of doing so. When a consumer makes a purchase online, they generally expect to receive a confirmation email.

If the consumer is not already in the marketer's database, this is an ideal moment to entice a consumer to sign up for future emails. Also, the marketer can capture the consumer's email address in a retail brick and mortar location at the register. The consumer may like the green benefits of receiving an electronic receipt, as well as believing they will receive valuable offers from future emails, presuming the marketer has done their job by providing enticement to do so.

Contests and sales promotion offers, such as coupons, can also be used to entice consumers to provide their email address. That's a give to get scenario, where the consumer gives their email and address, in exchange for the coupon or an entry to the contest to win a price. Something to consider with the contest scenario is to realize that many consumers are okay with providing their email address, simply for the chance to win whatever the prize is.

But may not really be interested in future emails. So don't be too surprised to see a higher opt out rate in these contest types of situations, unless you're able to effectively convince and convert the consumer to stay on board. Trade shows can also be used to capture email addresses.

This is fairly common in B2B environments where initial contact with a prospect or consumer takes place offline. In many instances, an organization we have a business card bowl at a booth to collect information, or a tablet to do the same thing. In my experience, these moments often come with a contest related offer to win something as well.

Print and electronic satisfaction surveys can also be used to entice consumers to register for future emails. This additional marketing touch point can help build the brand as well. Marketers should believe in their organizations offerings and be bold about seeking customer input. When doing so, it can also send a powerful message to also ask the customer for the opportunity to continue to add value via their email marketing program.

Networking can also be an effective way to build the email database. Keep in mind, not every company is in the B2C space and has millions of potential customers. Many companies are far more niche in nature and they may have a lot of their connections via networking events. This can be a great way to connect, build rapport and ask the contact for their permission to send future emails, such as their organization's monthly newsletter.

Finally, for this slide, I want to address the fact that there are email list providers that will sell email contacts to marketers. Some of these email list firms are fairly adept at gathering demographic and behavioral data, such that the purchaser can filter and segment the list to obtain contacts that align with their interest.

For the many reasons already discussed however, I'm personally not a supporter of this approach in terms of building an email marketing database. So let's talk about what can and should happen when a customer signs up for an organization's emails. The first email they receive should be a welcome email.

Just like when you meet someone for the first time, you introduce yourself. And possibly even provides some additional information, like for example, who you work for and what you do for a living. A key point to keep in mind here is that the consumer has expressly indicated they want to receive emails from the organization, thus permission has been granted.

Smart marketers leverage this moment in an attempt to immediately engage the customer. As we see in this example from ULTA, the brand has sent a welcome message that does several important things. First, they make it clear it's a welcome message and express gratitude through a thank you statement that acknowledges the customer has signed up to receive their emails.

They also reinforce the benefits and value that will come with future emails. ULTA also provides an offer to encourage the consumer to begin shopping with a CTA label start shopping. Below the offer is an opportunity for the consumer to provide more information that will help ULTA provide more relevant offers in the future.

Anyone familiar with the cosmetics industry knows there are many many options within each category. But most consumers have specific preferences that guide their product interest. As in aside to this point, let me say, I think this is one of the most overlooked opportunities for marketers. Meaning, the opportunity to ask consumers for a little information that will help them better segment, position, align, etc., their future marketing promotions.

And at the bottom of the email, we see an opt out link to honor the customer's choice to do so if desired. I also wanna point out that ESPs make it easy for a marketer to set up trigger-based welcome emails to be sent as soon as the customer signs up for the email program.

It may make sense to think about different welcome email offers. And possibly even ways to segment new customers, based upon data that you have available. But the actual send of the email can be done automatically through the platform. Hopefully, everything I just said about welcome emails seems very logical and intuitive.

To reinforce the importance however, is to consider some consumer behavior-based data. Roughly three and four consumers expect the welcome email when they subscribe. Lest they not do so, means the organization is not meeting consumer expectations. Reading the welcome message also results in a greater likelihood of reading subsequent email messages during the following six month period.

And finally, the open rate for welcome emails is, on average, substantially higher as compared to other emails sent by the organization. Therefore, be sure to make the most of this initial moment in your email marketing program. To take about email marketing requires confronting the topic of frequency. Most consumers are indented with emails, thus an organization faces the challenge of trying to make their emails stand out from the rest.

And to send the right number of emails based upon consumer interests and keep in mind, this can change from person to person. Naturally, the email marketer wants to avoid sending too many emails. Which can result in a pattern of emails being ignored, marked as spam, or opted out of.

It's important to know that email frequency interest may also change over time. And be thoughtful as a marketer and check in with your consumers, to ensure their interests are aligned with your timing. Essentially, the email marketer wants to find the sweet spot between sending too many emails and not sending enough.

Part of the process for doing so requires the email marketer to assess consumer data. Metrics such as open rate and click-through rate can be helpful when assessing this. The obvious scenario is that consumers whom almost never open the organization's emails are expressing some degree of email fatigue from the brand.

While consumers that opens every email and click-through regularly, appear to be very engage and possibly open to more communication. The challenge, of course, is creating segments that fall between these outlier scenarios and then making sure that you appeal to consumers across the various segments. Research data supports the fact that the most significant annoying feature of email marketing programs for consumers, relates to the frequency of emails sends.

If you take a moment to look at this chart, you can also see that customers have reasonable expectations that the marketer is professional. Thoughtful about their design and also at least somewhat cognizant of the customer's purchase history. One highly relevant and timely way to send product related emails, is to leverage the product purchase history for a customer and send them an email remainder that it's time to restock, based upon typical usage behaviors.

This is what we see in this example from Sephora. If your organization provides products and services that have a reasonably predictable usage rate, or rate for being re-performed, such as changing the air filters in a house. You could use these type of emails to re-engage your existing customers.

Just like in interpersonal relationships, personalization is very variable. When possible, email marketers attempt to capture some personalized information, such as consumer's first name. Addressing them accordingly can help establish a slightly deeper connection. If available, leveraging demographic data such as the customer's location, age and gender, can help the marketer provide more relevant content within their emails.

It also makes sense to capture and leverage purchase related data, as well as assess products and services the customer has looked at, as indicators of potential interest. I'm sure many of you have looked that certain product on a website and maybe even put it in the shopping cart, but not made the actual purchase.

You may have also seen an email from the organization, reminding you of the item being your cart, or simply showing you a picture of the product you looked at, in an effort to entice you to continue the buyer a journey towards purchase. This is an example of a personalized email, addressed by name, that also contains product suggestions based upon a previous purchase.

This a great example of providing a post purchase email to ensure the customer is happy, while also providing some related products that they might want to browse and hopefully, purchase. In this example, we see TACOMAC providing an incentive for their customers to update their profile information. This gift to get scenario helps TACOMAC better understand their consumers' preferences, while simultaneously providing the consumer customized offers and content that they actually want.

Although not uncommon for many organizations to have what is known as an email preference center, many times a consumer does not see this information until they've decided to opt out of the emails and the marketers are tempting to change their behavior do not do so. I'm a big believer in being proactive about the customer's preferences.

Check in with them every now and then. For example, maybe twice a year, to ensure they're receiving the emails that they wanted, at the right frequency and base upon their specific interest. Finally, it's critical to reinforce the topic of testing and measurement. As marketers, we tried to leverage as much information as possible, to make them as efficient and effective decisions as we can.

But it's not a pure math equation and there's considerable variance in consumer behaviors. Thus we wanna continuously be testing our marketing related hypotheses, to insure the best current results possible. Assessing the core KPIs that have been established on an ongoing basis is a must. Marketers cannot make better decisions without assessing this data regularly.

As I reference, marketers should have various hypotheses that are being used to test consumer behaviors. Therefore, these tests must be put into practice to determine the results. I'll show an example of this in just a moment. Certainly, the marketer wants to optimize email marketing results based upon the testing and analysis.

Keep in mind, the marketer may not have enough information to hyper segment audiences early on. Over time however, the marketer should become more and more adept at doing so, presuming they're successful in learning more about the customers' needs and interests. So this is an example of testing different emails.

As you can see, the use of imagery is different between them, the CTAs are different and the marketer can also change the subject line, to see which one has the best open rate, click-through rate, etc. This concludes the module on email marketing. In the next module, I'll be addressing social media marketing and the various ways it can be used within the digital marketing ecosystem.

See you soon.