



Digital Marketing

Lecture 6

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Email Marketing Channels and Process

Email in perspective

- ? skip any introductory copy on an email.
- The first ? words of a headline are read on average.
- Average time spent reading an email is ? seconds.
- Around ? of visitors will read your email in full.

BEST PRACTICE?

amazon.co.uk More to Explore

As someone who has shown a recent interest in projectors, we thought you might like to see what the bestselling projectors have been on Amazon.co.uk this week:

			
<u>Acer X110 Projector SVGA DLP 3D, ECO, CBII+, Zoom, 2.2Kg, 4000:1, 2500Lm</u>	<u>Acer X1230PK XGA Projector, DLP 3D, 2000:1, 2300Lm, ECO, CBII, Zoom, Bag, Auto Keystone, 2.3Kg</u>	<u>Epson EB-S72 LCD Projector</u>	<u>Sanyo PLC-XR201 ANSI LCD Projector (XGA 2200)</u>
			
<u>Optoma HD600X 720P HD Ready Home Cinema Projector</u>	<u>Epson EH-DM3 Home LCD Projector with Integrated DVD and Speakers</u>	<u>Portable Overhead Projector (Twin Lamp, Triplet Lens, 250 Watt)</u>	

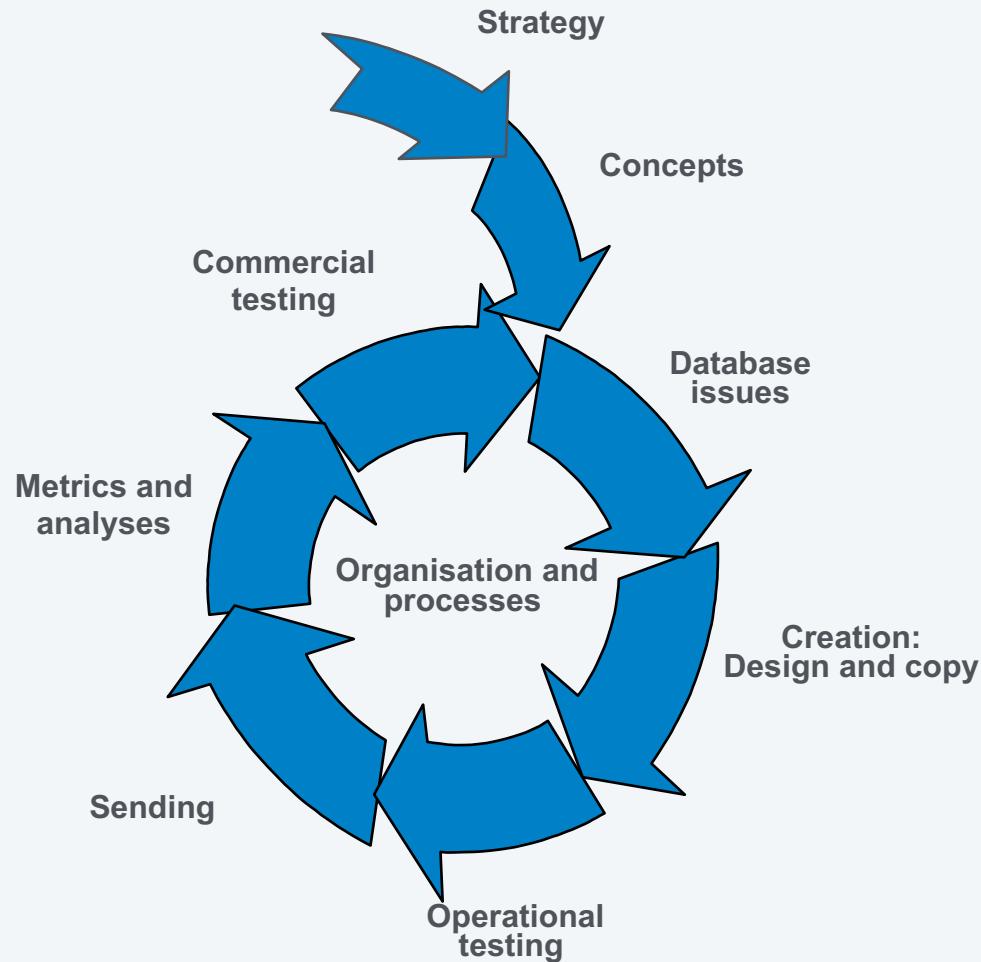
► [See all projectors on Amazon.co.uk](#)

PROVIDING VALUE

LinkedIn 7	
Congratulate Bina Ghose, and more happening with your network	View
New comment on "So we've been a bit quiet lately but we've been busy! I..."	View
New comment on "digital marketing for local business "	View
View all 7 emails	
Facebook 2	
Felice Ayling tagged you in a post on Facebook	View
Your weekly Page update	View
Google+ 6	
[Google Partners - UK/IE] #PartnersAdventure cc. +Elizabeth Knights...	View
*How To Get Your Content Linked To From ...	View
[Google Partners - UK/IE] *Shiny, appy AdWords!* People are living...	View

unroll.me

ITERATION OPPORTUNITY



SPAM

- 7.5 trillion spam messages sent 2014.
- Spam accounts for 85% of e-mail worldwide.

KEY

* Wikipedia Jan 2015

Global spam volumes

Number of spam messages per day, billions



SETTING EXPECTATIONS

- A good offer, with an appropriate call to action, at the right time to a good list should yield.

5 – 50% clickthrough

- Best Practice yielding 37% open 14% Click (MailChimp 2015).
- If you are not getting this level of response:
 - Adjust one or more components.
 - Test and try again.

OPPORTUNITIES



Create
relevancy
for customer

Manage
Frequency

Ratio
commercial and
non-commercial
content

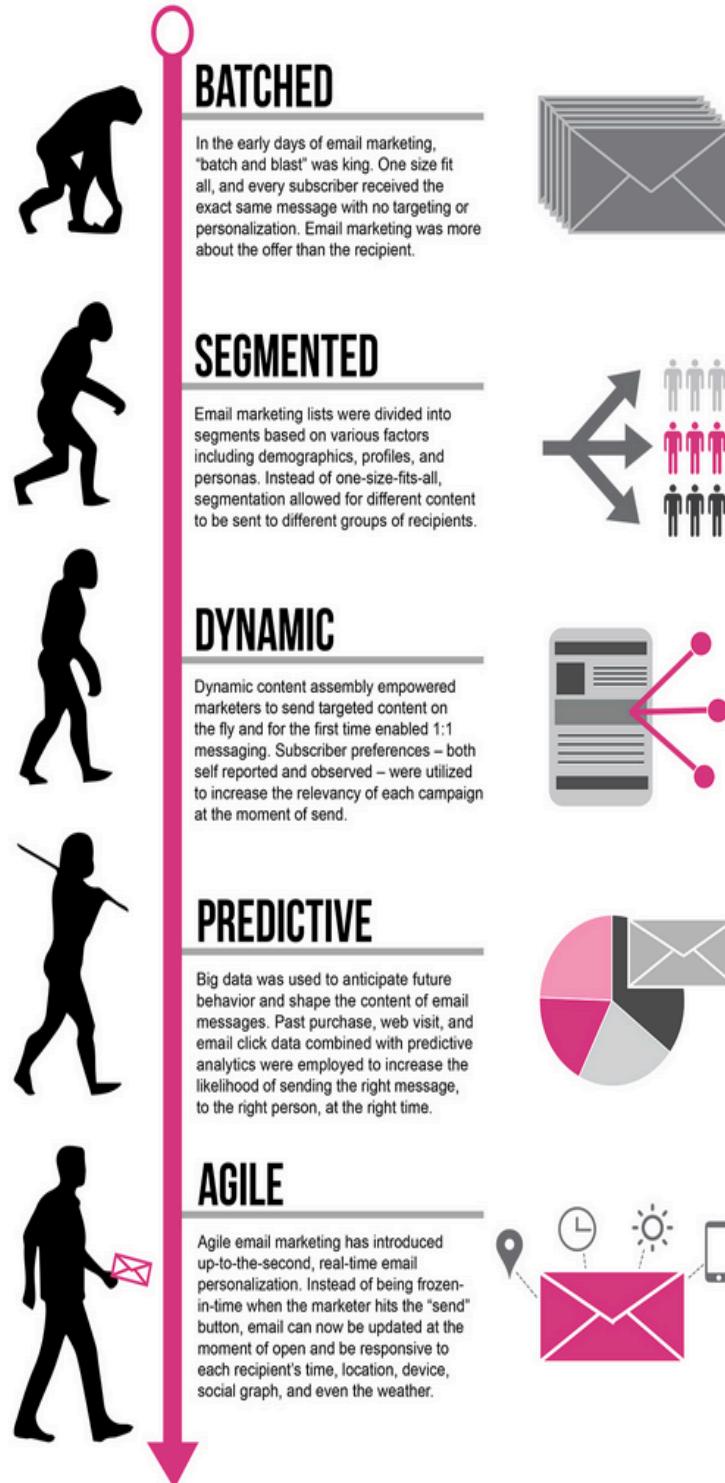
Customer Value Enhancement

Welcome

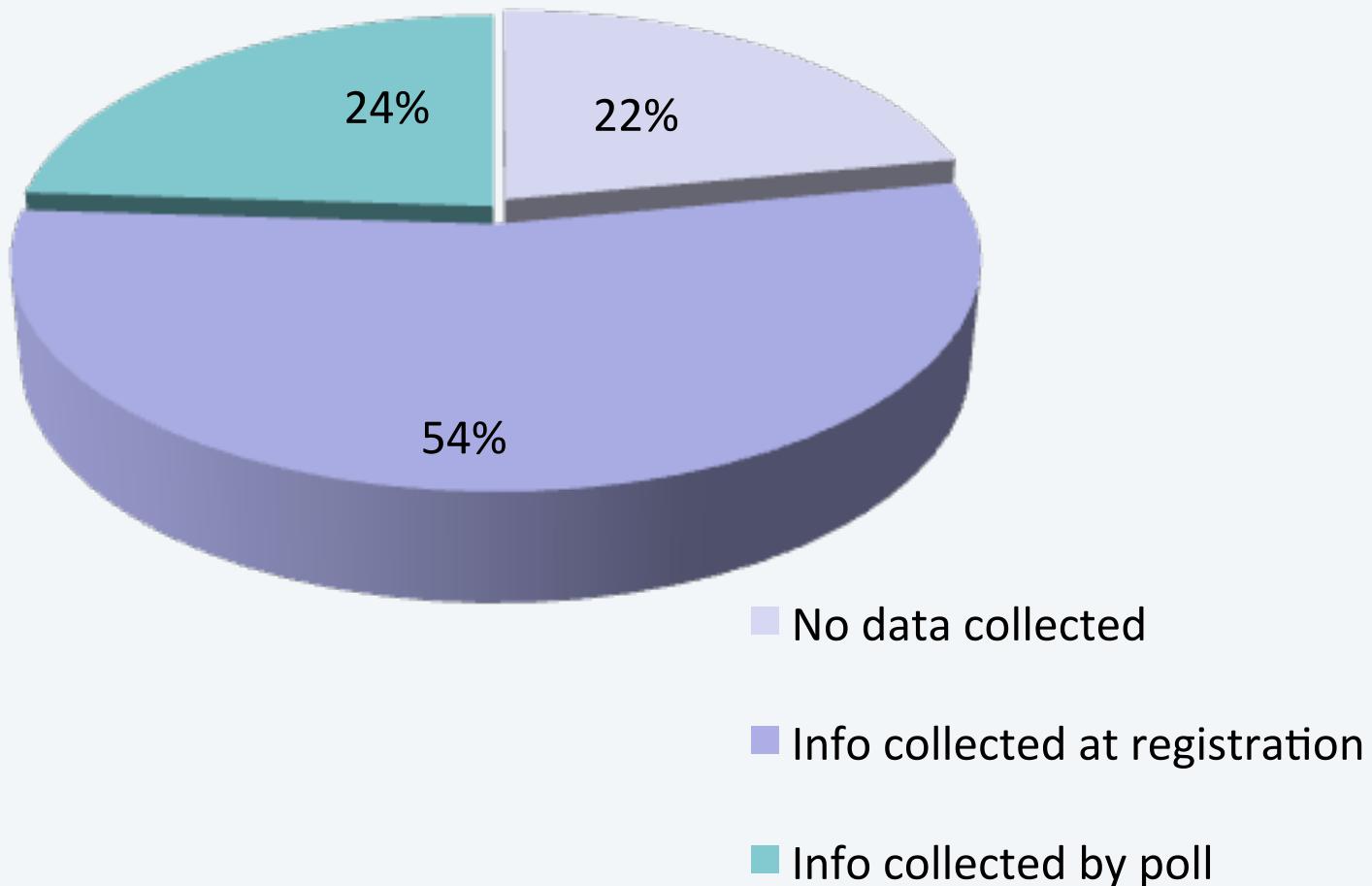
Development

Retention

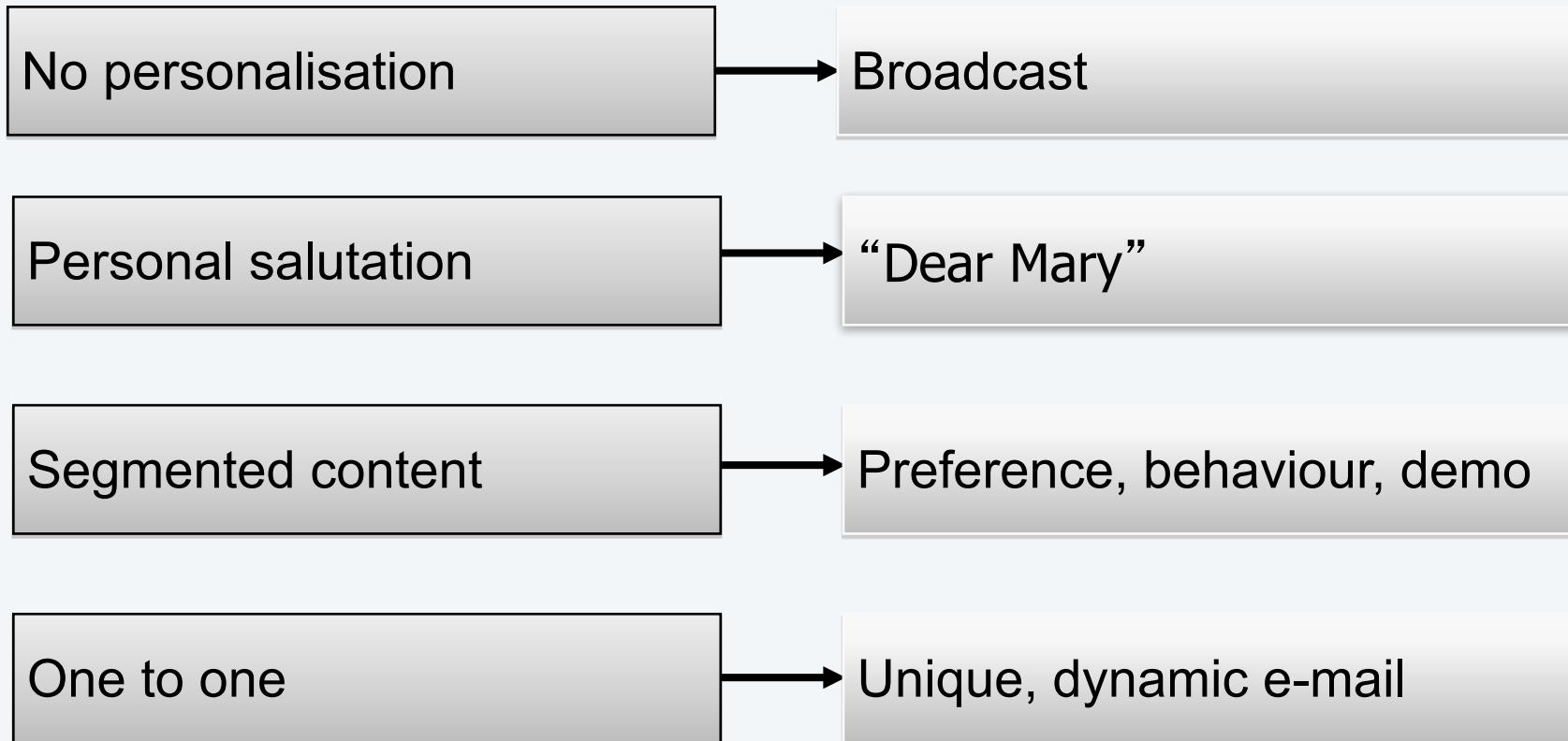
<http://blog.movableink.com/infographic-the-evolution-of-email-marketing/>



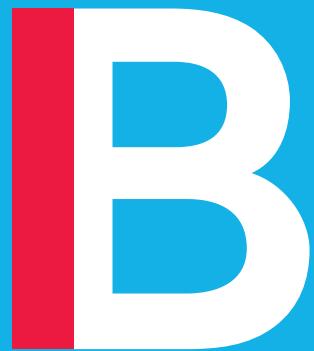
COLLECTION OF DATA



PERSONALISATION



Dear RICH B*STARD



SIGN-UP EXERCISE



Join Diesel Club - Microsoft Internet Explorer

Become A Diesel Member

Becoming a member of Diesel has never been easier - Receive invites to exclusive special previews, online fashion shows, competitions, vital life enhancing information and regular updates about Diesel. Simply fill in the form below to become a member of the Diesel Club - IT'S FREE!

Forename

Name

Email

Confirm Email

Male **Female**

Date Of Birth
 DD MM 19 Y YY

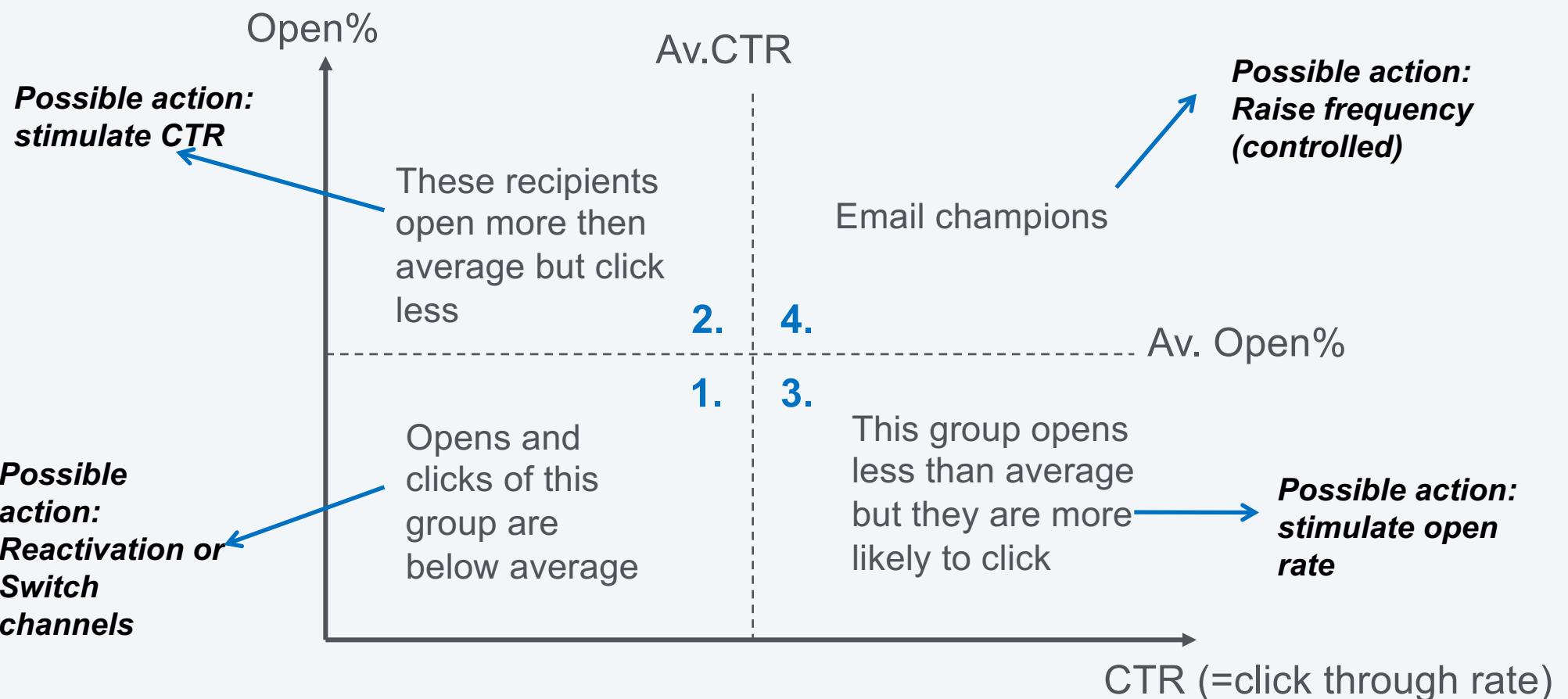
Country
 Select Country

**Join**

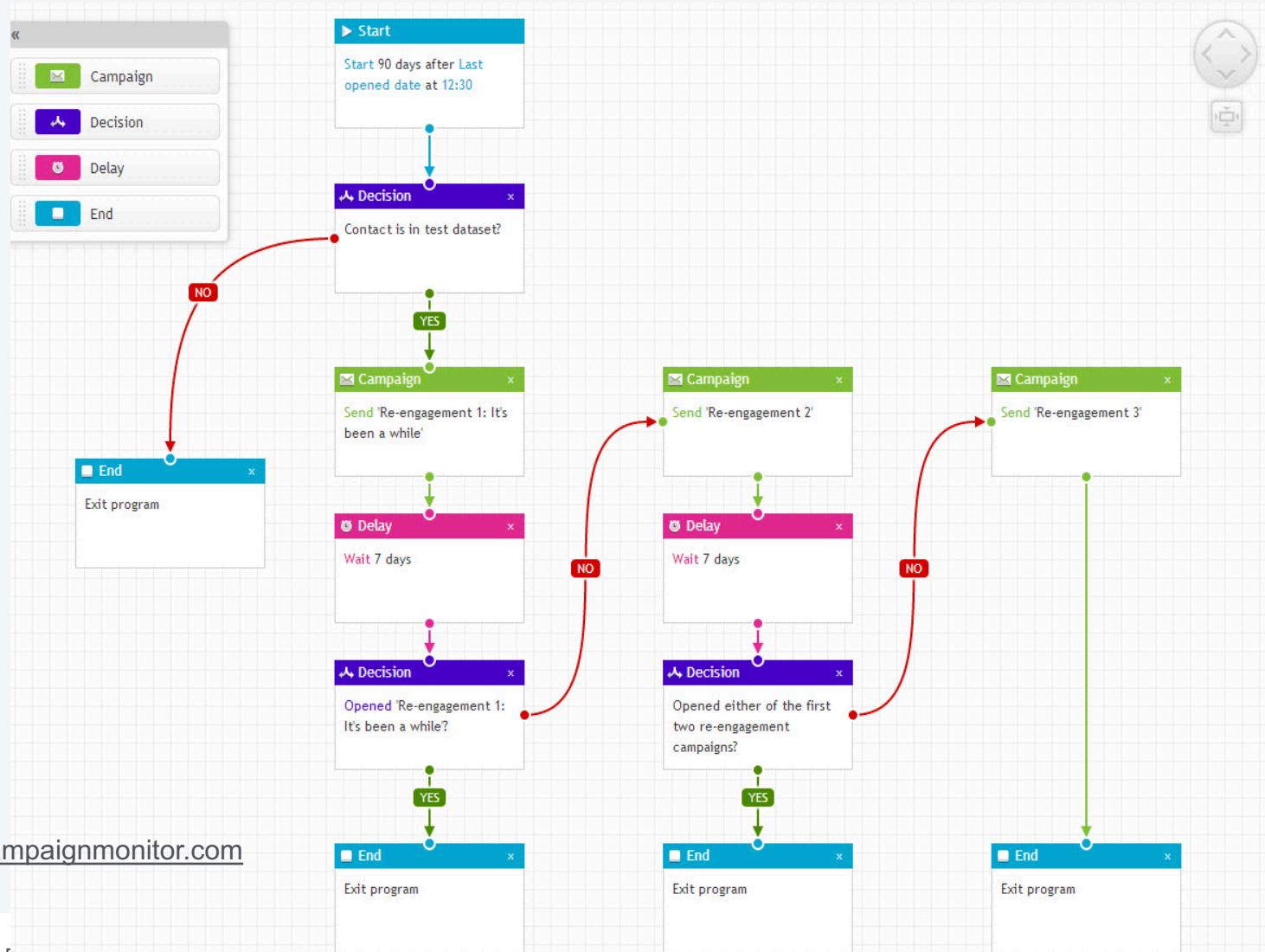
LEARNING POINTS

- Justify any data you do ask for
- Think about input fields logically.
- International considerations (date formats)
- Don't forget usability
- Branding is important
- Unsubscribe info, next steps, frequency
- Privacy policy
- Examples
- Clear opt in
- No jargon

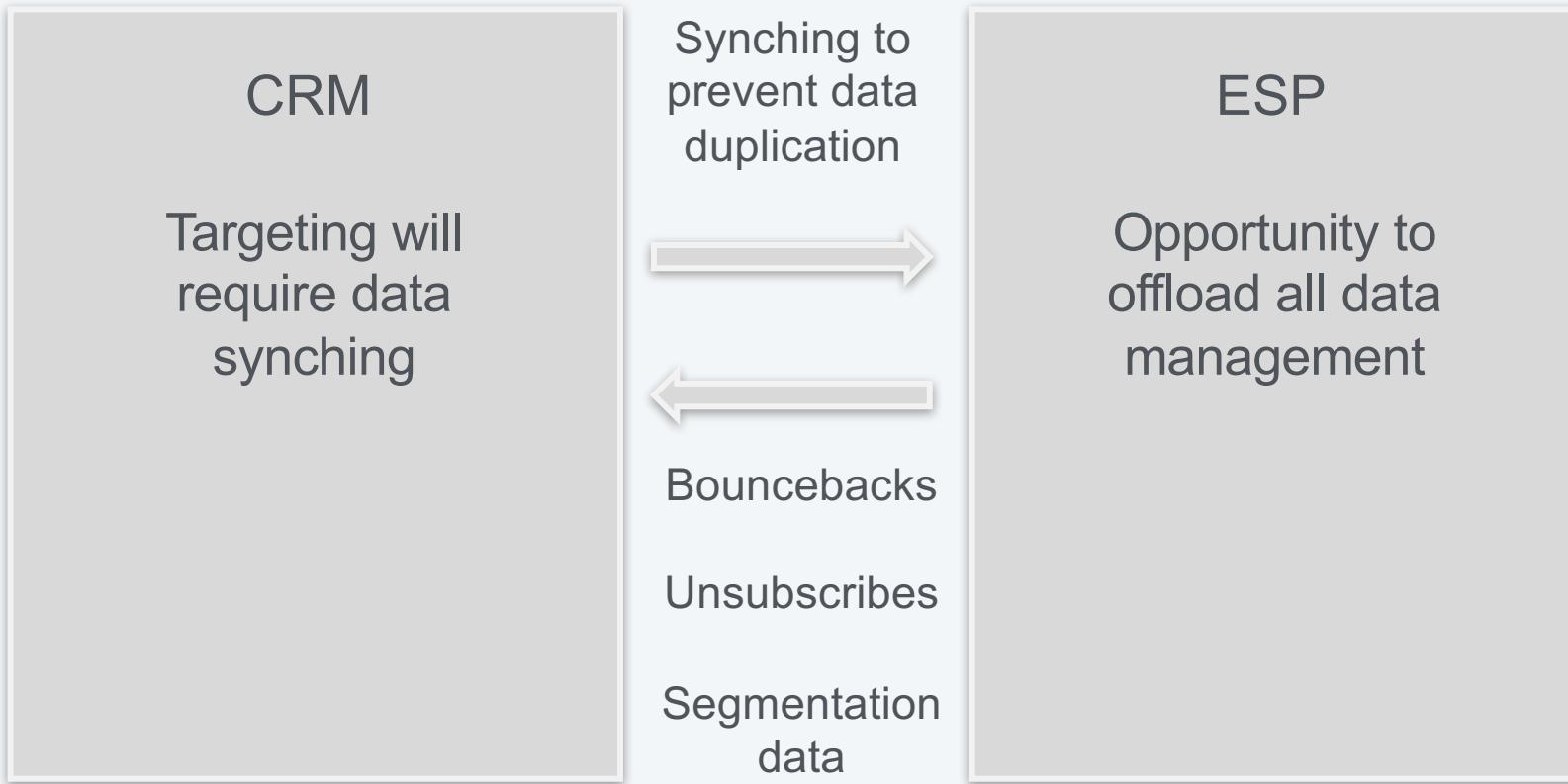
DATA CLEANSING



RE-ENGAGEMENT



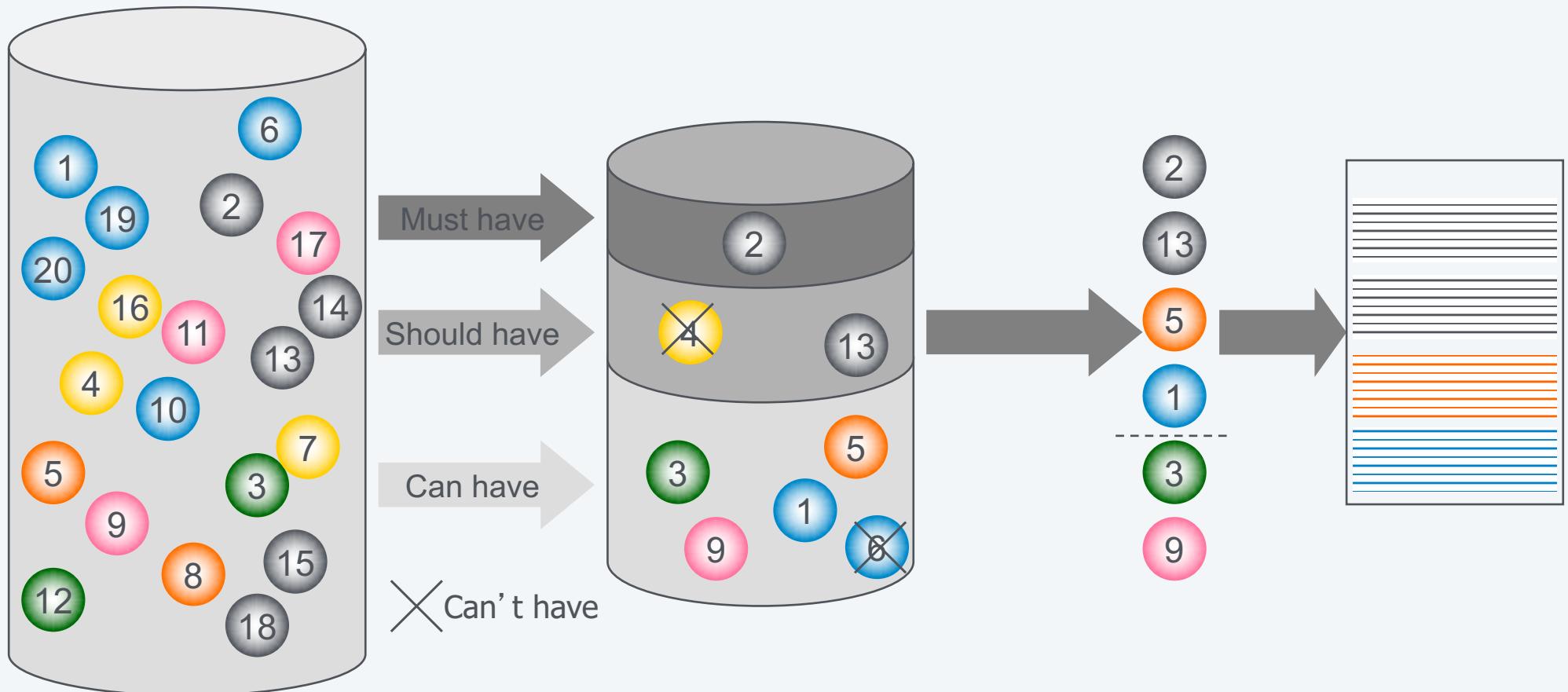
DATA CHALLEnGES



Potential ISP blocking issues

Whitelisted sending

DYNAMIC GENERATION



LEAD NURTURING

Stage	Content
Browsing	Viral video, infographic, ebooks and guides
Vague notion	Articles, curated lists
Interested	Quizzes, newsletters, reports
Researching vendors	Webinars, events, press releases
Evaluating solutions	Demo videos, interactive demos
Narrowing field	Whitepapers, feature guides, case studies
Social vetting	Analyst reports, testimonials, checklists
Negotiation	Data sheets, pricing
Purchase	Pricing guides, ROI calculators

Explicit - Behaviour

- Website activity
 - Pages
 - Duration
 - Registrations
 - Downloads
- Email activity
 - Opens
 - Clicks
 - Content clicks
- Webinar activity
 - Registrations
 - Attendance
 - Questions
- Search activity
 - Search terms
 - Frequency
- Event activity
 - Attendance
 - Visit stand

Implicit - Demographic

Individual

- Role
- Seniority
- Specialties
- Type of Email
- Social influence

- Existing relationship
 - Customer
 - Partner
 - Competitor

Company

- Revenue
- Location
- Industry
- No of Employees

Negative

Email unsubscribe

Non-product web visit

- Career page
- Press room
- Investor page
- Leadership page

No website activity for a long period of time No progression in buying cycle

Added to “Do Not Call” list

Negative social media comment

Scoring

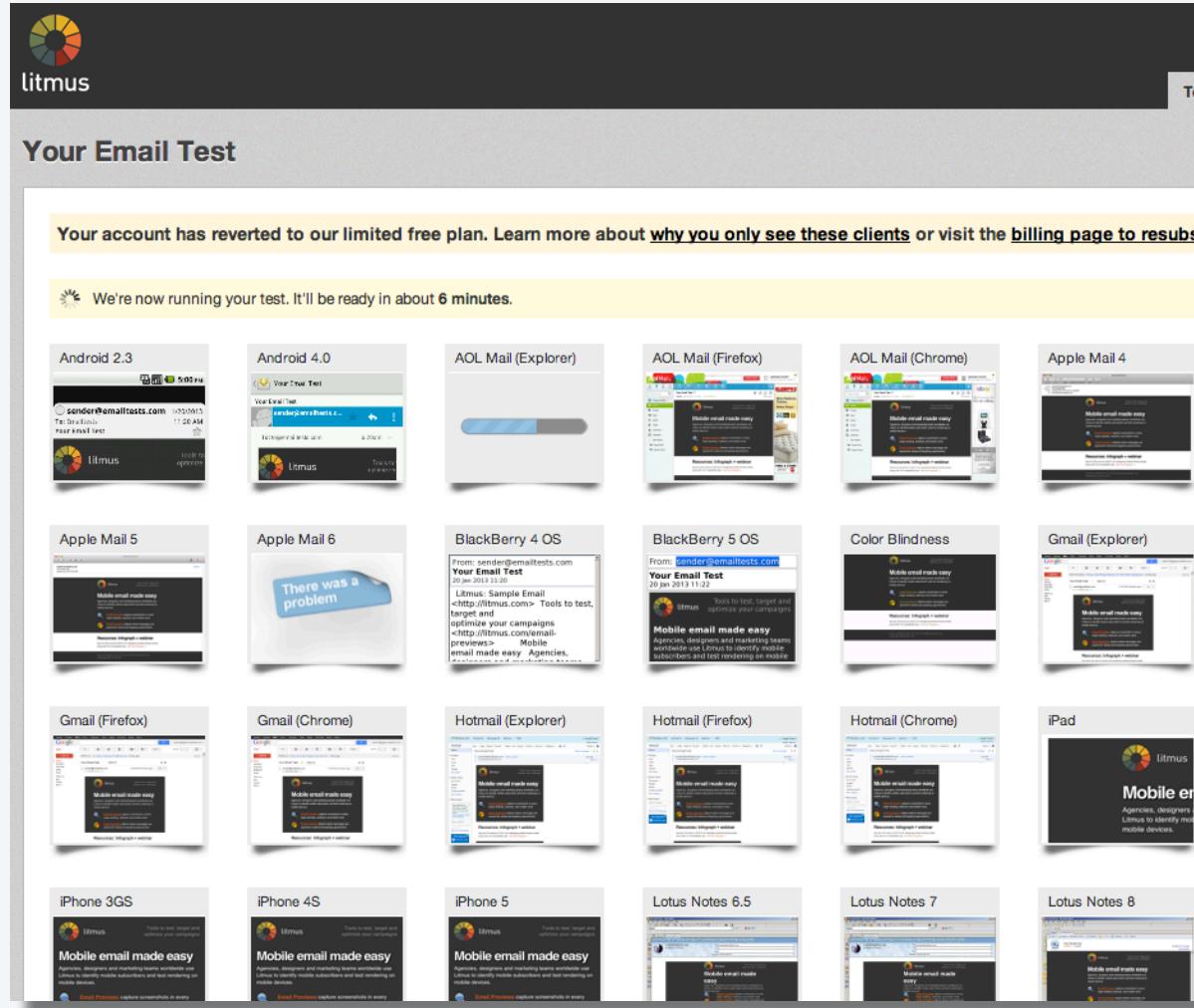
Scoring Demographics – Our Example

Attribute	Value	Scores
Critical: (10-15 points)		
Title	Director or VP	+12
Industry	Healthcare, Financial, or High Tech Industry	+10
Purchase Authority	Decision Maker	+15
Company Revenue	Greater than 500 Million	+10
Product	Using competitive solution	+15
Timeline	Identified, less than 3 months	+12
Important: (5-9 points)		
Location	US	+8
Company Revenue	100 Million to 499 Million	+8
Title	Manager	+7
Timeline	Identified, more than 3 months, less than 8 months	+5
Influencing: (1-4 points)		
Location	English Speaking, Non US	+4
Timeline	Identified, more than 8 months	+3
Title	Analyst, Coordinator, or Specialist	+4
Company Revenue	Less than 100 million	+1
Negative:		
Title	Student	-15
Title	Consultant	-5
Industry	Services	-6
Industry	ecommerce	-10
Location	Non English Speaking Country	-10

Active and Latent

Active and Latent		
	Activity	Behavioral Points Earned
Lead 1: Crissy – Active		
Today	Download a sample RFP	10
Yesterday	Watched a demo	12
5 days ago	Visited a pricing page	10
10 days ago	Visited trade show booth	4
		36
Lead 2: Jen – Latent		
Last week	Downloaded a white paper	3
Last month	Downloaded a white paper	3
2 months ago	Checked link in email	2
3 months ago	Checked link in email	2
3 months ago	Checked link in email	2
3 months ago	Viewed 5 web pages	5
4 months ago	Downloaded a white paper	3
4 months ago	Registered for a webinar	2
4 months ago	Viewed 4 web pages	4
5 months ago	Attended a webinar	8
6 months ago	Registered for a webinar	2
		36

INBOX PREVIEW



litmus.com

SCANNING BEHAVIOUR

Triangle of attention:



[http://www.useit.com/alertbox/ reading_pattern.html](http://www.useit.com/alertbox/reading_pattern.html)

FREE mobile broadband from Vodafone with the HTC Touch Pro 2. iPhone 4 White is now in stock, share live video from your phone and see our award winning mobile broadband. If this email does not display correctly [view an online version here](#).



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Our network is dependable, stay connected to everything that matters - from your favourite social networks to the calls you make to loved ones.

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Award winning network for mobile broadband




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Our best offers on accessories

Vodafone sure signal  ★★★★★  Great mobile phone signal £39.00 Was 49.00 View details	ZHP-005 Headphones  ★★★★★  Great quality sound £13.99 Was 18.99 View details	PPQ Netbook bag  ★★★★★  Exclusive netbook bag £29.95 Was 35.00 View details
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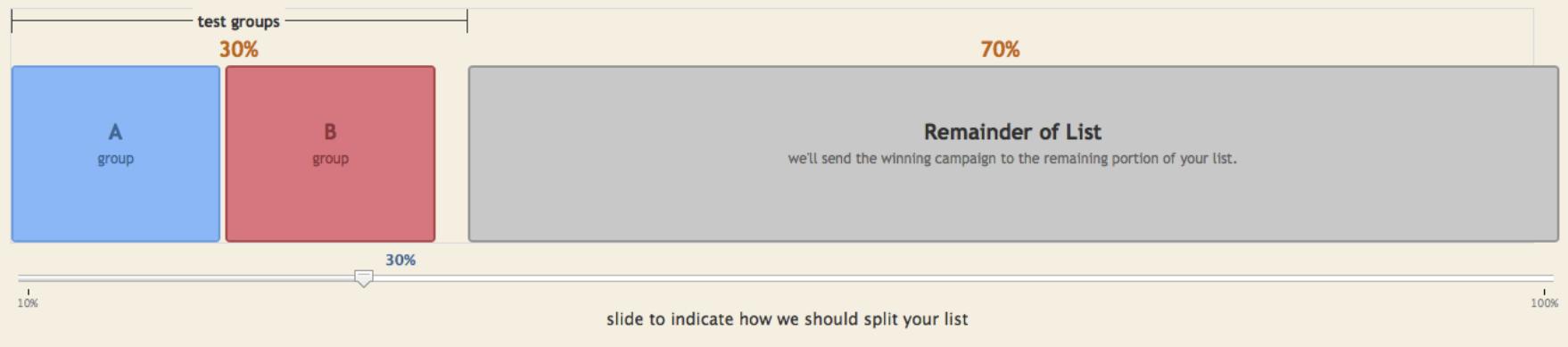
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A/B TESTING

Size of each group (A/B)

We'll run your test on a segment of the list. When the winner is determined, we'll send it to the remaining portion of the list.

[? info](#)



how do we pick which group wins?

After sending the test groups, the remaining **70%** of your list will be sent the version that performed the best. [How shall we pick the winner?](#)

open rate

the campaign that is opened the most is the winner

click rate

the campaign that receives the most clicks is the winner

manually

you choose the winner in the [campaign report](#), then we'll send the winning campaign

[? info](#)

after the first

1

days

www.mailchimp.com

WHAT TO TEST

1. Subject lines.
2. From address.
3. Headings.
4. Image/placement.
5. Copy length.
6. Call to action.
7. Links.

8. Time of day.
9. Day of week.

ISP LEVEL SPAM FILTERING

The screenshot shows the MX Toolbox SuperTool interface. At the top, there's a navigation bar with links for Mx Lookup, Blacklists, Diagnostics, Analyze Headers, SPF Records, and Free. Below the navigation bar, the title "SuperTool ^{Beta}" is displayed. A command input field contains "smtp:8.6.19.68" and a "Lookup" button. Another input field contains "mx:www.artreview.com". To the right of the second input field are icons for "mx" and a refresh symbol.

Auth **Pref** **Hostname** **IP Address** **TTL** **SMTP Test** **Blacklist Check**

N	10	amx.ning.com	8.6.19.68	6 hrs	SMTP Test	Blacklist Check
---	----	--------------	-----------	-------	-----------	-----------------

Auth **Type** **Domain Name** **Canonical Name** **TTL**

N	CNAME	www.artreview.com	artreview.ning.com	24 hrs
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reverse lookup **smtp diag** **port scan** **blacklist**

Reported by **localhost** on Wednesday, February 24, 2010 at **1:44:55 AM**

BLACK LISTS

SuperTool Beta

Command:
blacklist:8.6.19.68

Lookup

blacklist:8.6.19.68 **blacklist**

We notice you are on a blacklist. [Click here for some suggestions](#)

Checking 8.6.19.68 against 104 known blacklists...
Listed 2 times with 5 timeouts.

Blacklist	Status	Reason	TTL	ResponseTime
SORBS-SPAM	LISTED	Escalated Listing (Spam or Spam Support) See: Detail Return codes were: 127.0.0.6	3600	421
SPAMCANNIBAL	LISTED	blocked, See: Detail Return codes were: 127.0.0.2	43200	421
AHBL	OK			47
ANT	OK			187
Backscatter.org	OK			156
BARRACUDA	OK			62
BURNT-TECH	OK			16
CASA-CBL	OK			265
CASA-CBL+	OK			218
CASA-CDL	OK			250
CBL	OK			31
CYBERLOGIC	OK			62
CYMRU-BOGONS	OK			125
DAN-TOR	OK			125
DAN-TOREXIT	OK			125

ESP SPAM FILTERS

Gateway Filters	
Filter	
	Barracuda 4 reasons <ul style="list-style-type: none"><i>RAW: Quoted-printable Line Longer Than 76 Chars (0.8 Pts)</i><i>Custom Rule SA085 (0.1 Pts)</i><i>Empty Envelope From Address (0.0 Pts)</i><i>BODY: HTML Included In Message (0.0 Pts)</i>
	IronPort
Desktop Client Filters	
Filter	
	Outlook Junk E-mail 1 reason <ul style="list-style-type: none"><i>Imagined (Weight: 0.9)</i>
	Outlook 2007 5 reasons <ul style="list-style-type: none"><i>Contributors (Weight: 0.9)</i><i>Ranging (Weight: 0.9)</i><i>Imagined (Weight: 0.8)</i><i>Dozens (Weight: 0.8)</i><i>Sender (Weight: 0.8)</i>

www.mailchimp.com

TIMING



- After 10am.
- Late morning ideal.
- Tuesday to Thursday recommended.
- Friday afternoon effect.
- Consider activity spikes immediately following delivery.
- International considerations.

COMMERCIAL INSIGHTS

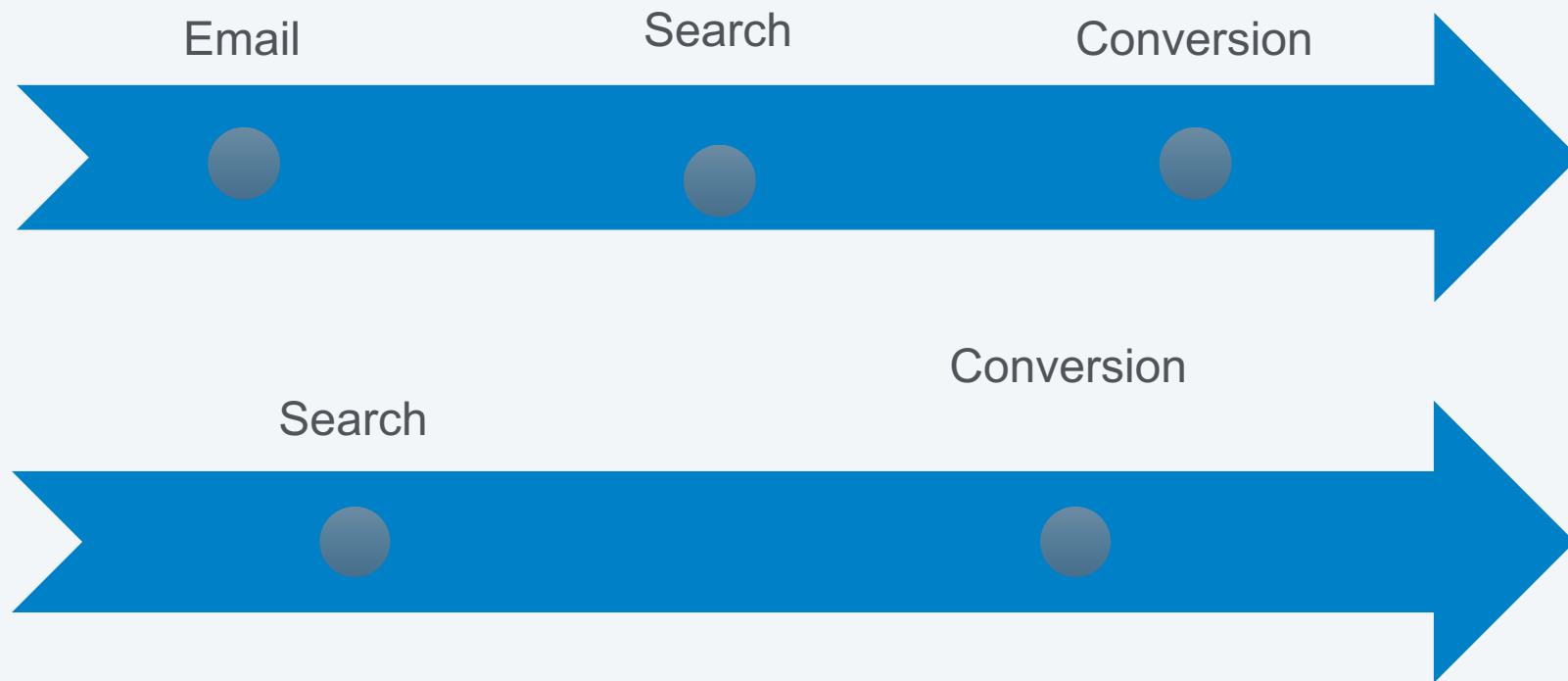


TRACKING CODE

- If you don't add tracking code, email traffic looks like direct traffic.
- Email System has reporting but no end to end.



BEYOND LAST CLICK



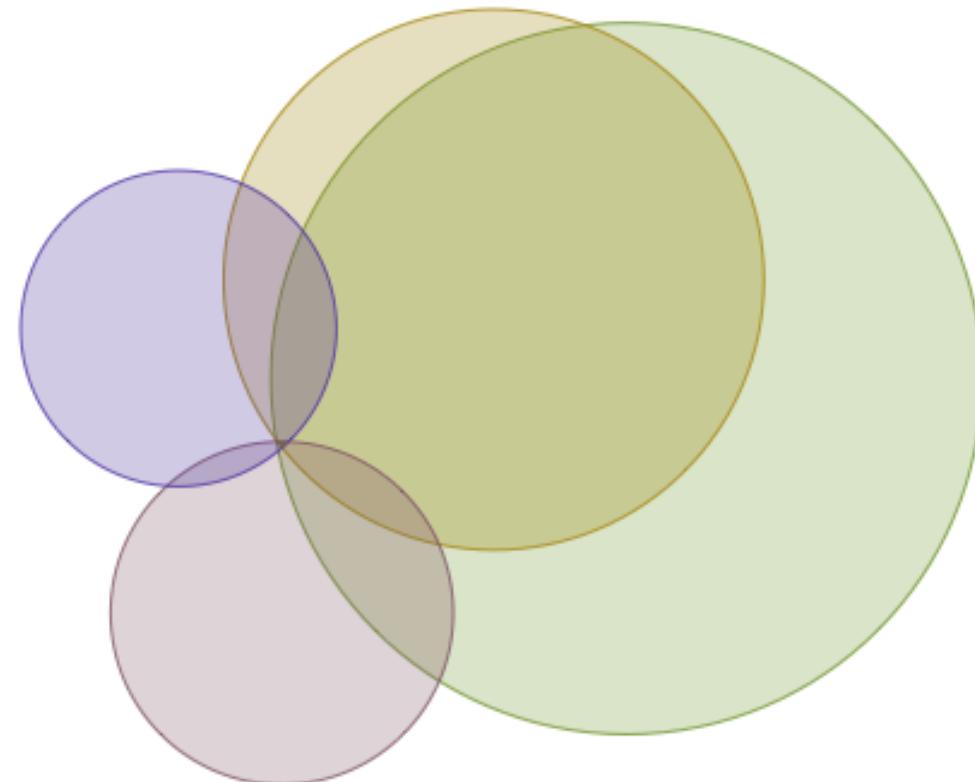
MULTI-CHANNEL FUNNELS

Multi-Channel Conversion Visualiser

See the percentage of conversion paths that included combinations of the channels below. Select up to 7 channels.

Channel	% of total conversions
Organic Search	62.56%
Direct	36.12%
Referral	14.54%
Social Network	12.33%

Organic Search & Direct & Referral & Social Network: 3.08% (7)



Exercise

Email Marketing

Set up a Mailchimp account

Create an email newsletter

Include one piece of content

- Short blog

- Video

- Audio

- Statistic

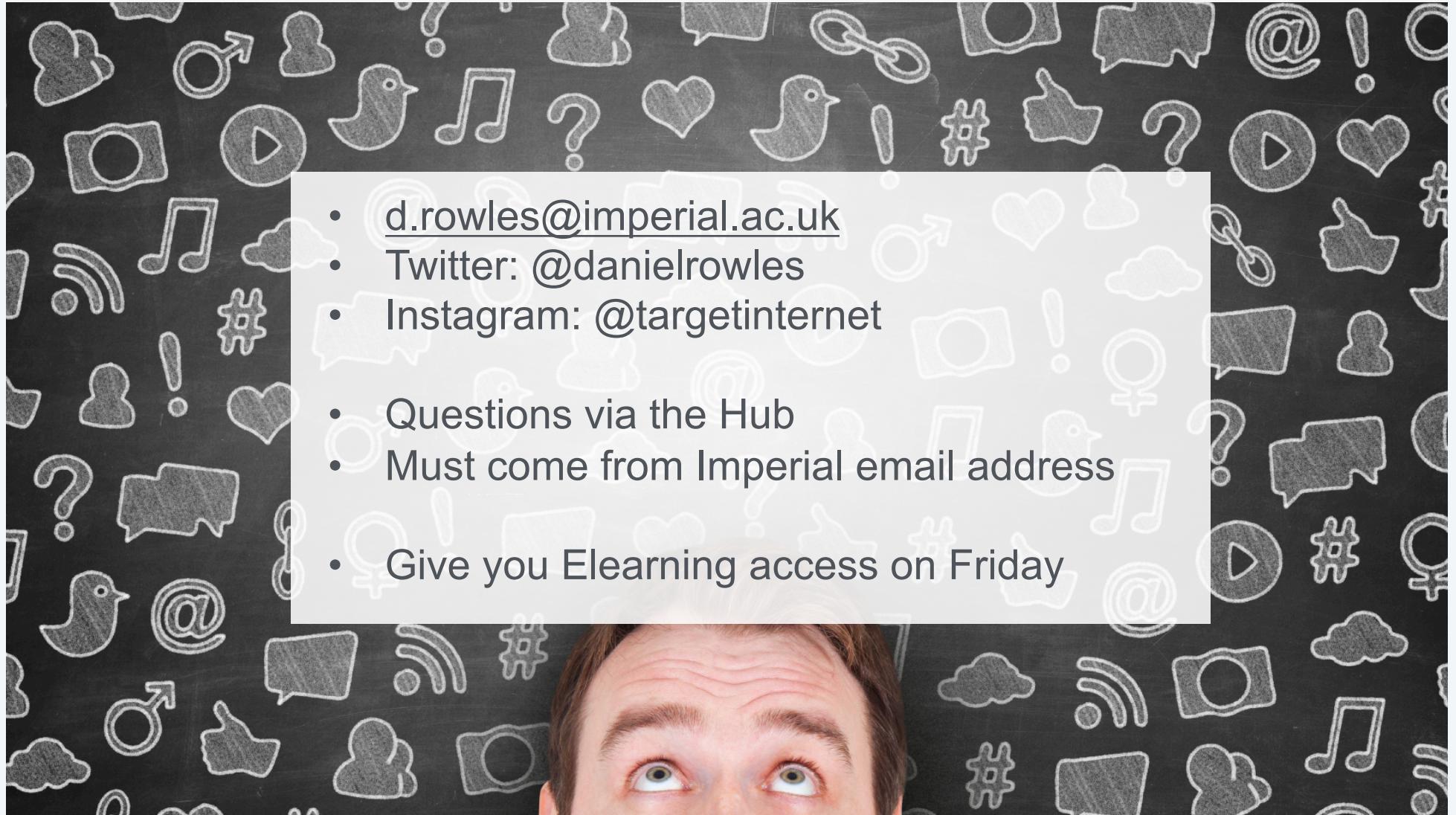
- Links to industry resources

Provide value on digital marketing via content

Email to: danielrowles@me.com

Prize for best in last lecture

Thank you



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- Questions via the Hub
 - Must come from Imperial email address
 - Give you Elearning access on Friday