MARKETING
FUNDAMENTALS

act-On EBOOK SERIES

What Is Email Marketing

And Why Should You Care?

act-On

Email Marketing

/ **ee**-meyl • **mahr**-ki-ting /

noun

The use of email to market products, services, and content to potential buyers and retain and upsell current and past clients.

59%

OF B2B MARKETERS

say email is their most effective channel
for generating revenue.

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PR Newswire

Email Marketing Key Performance Indicators:

Like most digital marketing channels, strategies, and tactics, there are several different ways to measure email marketing efficacy, but focusing on key metrics will help you understand what's working and what's not — and also empower you to optimize your campaigns for ultimate success.

Open Rate:
The number of emails opened divided by the number of emails sent

Click-Through Rate:
The number of email clicks divided by the number of link clicks within the email

Conversions:
The number of form fills that result from an email link click

Conversion Rate:
The number of conversions divided by the number of email link clicks

Unsubscribe Rate:
The rate of recipients who opt-out of future emails from your organization

Spam Rate:
The rate of recipients who send your messages to the Spam folder

Bounce Rate:
The rate of mail that is sent vs. the amount of mail that is delivered

There are many different ways to use email to market to your target prospects and existing customers, but to ensure that your messages reach the inbox in the first place, you need to optimize your "email deliverability".

Email Deliverability

/ **ee**-meyl • dih-**liv**-er-uh-**bil**-i-tee /

noun

The overall health of a sender's email as influenced by delivery, inbox, and click rate, as well as email channel health and ROI.

Getting your emails to the inbox is just part of the equation. Over the next few pages, we'll cover best practices to ensure your messages inspire your audience to open, read, and click-through your valuable content and promotions.

15%

of all emails are sent to spam
folders or blocked entirely

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Return Path, 2018

10 Email Deliverability Best Practices:

Email deliverability is a massive topic that deserves its own series, which we actually wrote earlier this year. (<u>Download the first chapter here!</u>)

Rather than getting too far into the weeds, we've provided a list of the 10 best practices to review before sending your emails to keep your deliverability high and email reputation in good shape.

01 The recipient has opted-in specifically requesting emails from your organization

02 The email is part of a larger strategy

03 You've segmented your audience to narrow your focus

04 The messaging is purposefully designed for the recipient

05 The subject line is clear, concise, and direct

06 The email has a specific call-to-action

07 All links work and direct to secure sites

08 All images have alt-text

09 The email renders on all devices and email applications

10 There is a prominent "Unsubscribe" button

One more for the road: NEVER purchase an email marketing list. These recipients have not opted-in to receive messaging from you, which means they do not actually want to hear from you. If you send to non-opted-in email addresses, your emails will be marked as spam and your email reputation and deliverability will decline sharply. You might even have your account shut down entirely, which is very difficult to come back from.

Trigger Email

/ **trig**-er • **ee**-meyl /

noun

An email that is sent in response to a user performing a specific action. Sending triggered emails based on user behavior is one of the best ways to personalize your digital marketing campaigns.

Benefits of triggered email campaigns include:

- Increased user engagement
- Higher click-through rates and conversions
- Better customer retention and upselling
- Improved user experience and satisfaction

Trigger emails receive

70%

more opens than traditional
marketing emails.

WebFx

Here are a few examples of highly effective trigger emails:

WELCOME EMAIL

These emails are sent immediately after a purchase or newsletter subscription and usually have very high open rates, so be sure to remind the recipient of who you are, what prompted this email, and what to expect moving forward.

ONBOARDING EMAIL

Usually sent as a follow-up to a Welcome Email, your Onboarding Emails should instruct your new prospects or customers on how to utilize your products and/or services (set up an account, platform fundamentals, etc.).

RETENTION EMAIL

When customers have not engaged with your brand online or via email within the last 30-90 days, you should reach out with personalized messaging that appeals to their previous purchases and behaviors to ensure loyalty and encourage advocacy.

ABANDONMENT EMAIL

Businesses with online shopping carts need to be able to send follow-up emails for website visitors who bounce from the website without making a purchase. These messages should include a reminder of the abandoned items and a direct and prominent call-to-action (CTA) reminding them why they should complete the transaction.

THANK YOU EMAIL

Thank You emails should be sent after any conversion to acknowledge the user's action. Thank You emails also present a golden opportunity to serve up additional content or product recommendations with a powerful CTA that keeps the new customer or prospect engaged.

Email Newsletter

/ **ee**-meyl • **nooz**-let-er /

noun

Subscription-based communications sent at regular intervals to educate prospects and customers about the latest trends in your industry, helpful tips to improve performance, and new updates to your products and services.

40%

OF B2B MARKETERS

say that email newsletters are most critical
to content marketing success.

Content Marketing Institute, 2017

Most companies separate their newsletters into two distinct audience segments to keep the messaging as specific and relevant as possible. The goal is to keep subscribers engaged, so the topics included in each newsletter should be purposeful and strategic.

PROSPECT NEWSLETTER

These are meant to nurture leads who have already expressed some degree of interest by subscribing to your newsletter. Rather than trying to sell these prospects overtly by focusing on your offerings, aim to educate your audience with compelling thought leadership and subtle promotion.

CUSTOMER NEWSLETTER

These are meant to appeal to existing clients and keep them engaged with potential upsell opportunities.Including thought leadership content is critical, but you'll also want to focus on promoting awareness of additional products and services they can benefit from.

5 Email Newsletter Best Practices:

01 **Send at regular intervals:** If the content of your newsletters is appealing and helpful, your audience will begin looking forward to each new edition, so be sure to deliver your newsletter at a predetermined cadence.

02 **Create subject themes:** You should build each newsletter around specific themes that you know will appeal to your target audience. Keep the theme fairly loose and high-level to avoid alienating otherwise engaged audience segments.

03 **Attract and engage:** Feel free to get creative with your customer newsletter. Always maintain brand consistency, but keep things interesting — especially above the fold. Further down the page, consider using videos, memes, and gifs to make your content more enticing.

04 **Include different content types:** Different newsletter recipients are going to be at different stages of the sales funnel, so you need to deliver a mix of content that everyone will find useful — blogs, webinars, success stories, etc.

05 **Make it about them, not you:** Tailor your content to speak to your customers by including things like customer spotlights and stats that speak to the best use of your offerings.

Automated Email Nurture Campaign

/ **aw**-t*uh*-meyt-ed • **ee**-meyl • **nur**-cher • kam-**peyn** /

noun

A sequence of emails sent over a predefined cadence that all speak to a customer's interest in a specific topic, product, service, or feature.

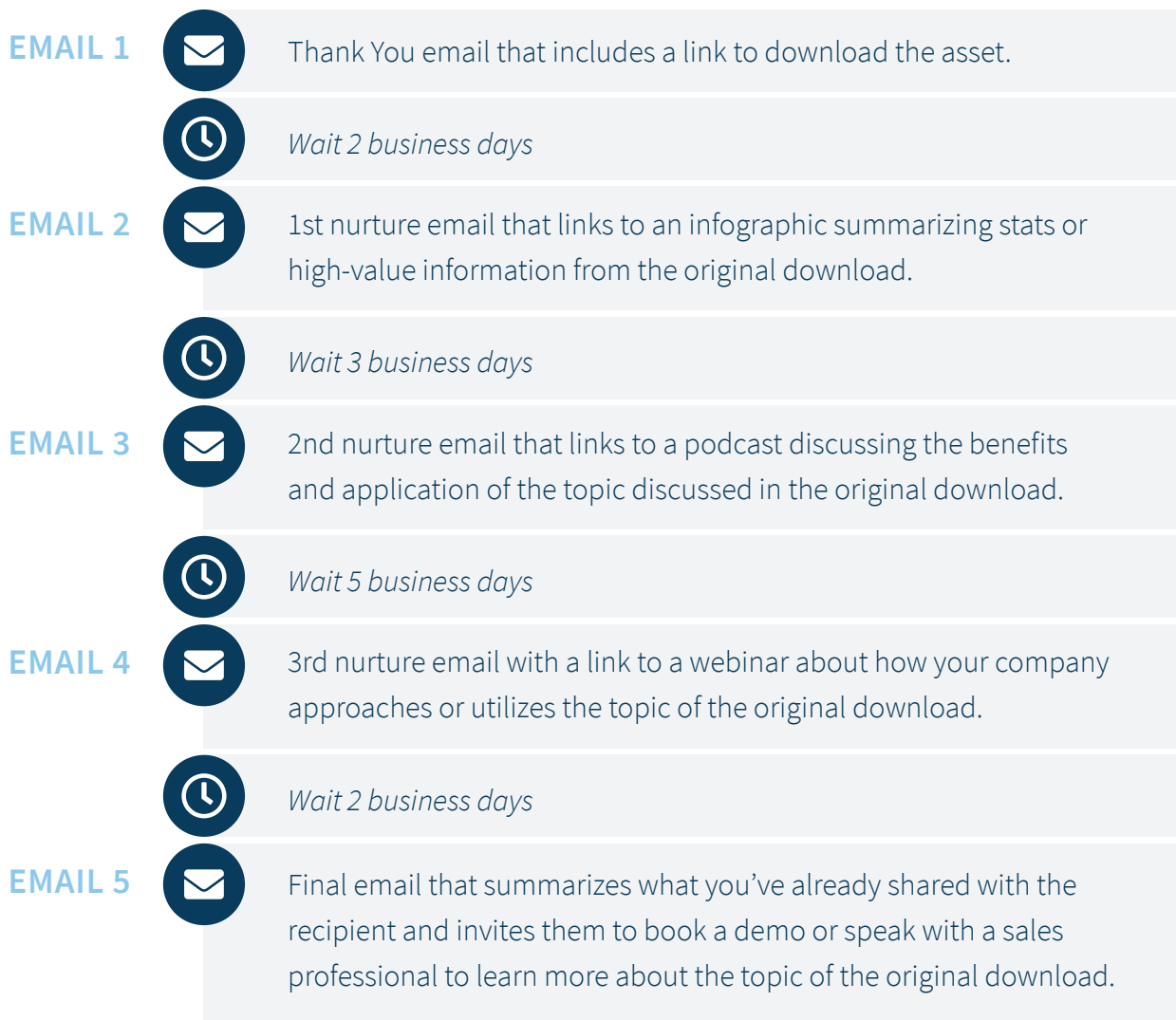# 93%

OF B2B MARKETERS

use email to distribute content.

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Content Marketing Institute, 2017

The purpose of automated email nurture campaigns is to guide your prospects through the various stages of the sales funnel with engaging educational content that gradually narrows from thought leadership to more sales-oriented materials. You want to stay top-of-mind based on the prospects' interests, behavior, and demographics, so these campaigns should include non-promotional messaging that focuses on the value of the CTA you're promoting in each email.

Here's an example of a logical nurture sequence following an eBook download:

EMAIL 1 ✉ Thank You email that includes a link to download the asset.

🕐 *Wait 2 business days*

EMAIL 2 ✉ 1st nurture email that links to an infographic summarizing stats or high-value information from the original download.

🕐 *Wait 3 business days*

EMAIL 3 ✉ 2nd nurture email that links to a podcast discussing the benefits and application of the topic discussed in the original download.

🕐 *Wait 5 business days*

EMAIL 4 ✉ 3rd nurture email with a link to a webinar about how your company approaches or utilizes the topic of the original download.

🕐 *Wait 2 business days*

EMAIL 5 ✉ Final email that summarizes what you've already shared with the recipient and invites them to book a demo or speak with a sales professional to learn more about the topic of the original download.

When creating the automation behind these nurture campaigns, your marketing automation platform should be able to deploy conditional "if-then" logic that helps you shape the user journey based on their actions. For example, you can set intuitive rules that automatically trigger emails, sync lists, and update data fields — allowing you to deliver timely messaging, content, and offers to leads based on where they are in the funnel, their attributes, and their behaviors.

Not only are automated lead nurture campaigns extremely effective; they're also extremely efficient. While there is a heavy content lift at the outset of each campaign, you've likely already written many of the assets you'd like to use as your CTAs in each email. Once those are in place, mechanizing the process from start to finish empowers your team to focus on creative approaches rather than repetitive labor.

Why Is Email Marketing Important?

As marketing automation platforms continue to innovate and leverage machine learning, email marketing is more powerful than ever before. As a result, more marketers are using email to reach their target audiences, and more consumers are becoming educated and making purchasing decisions based on email.

Some marketers shy away from email marketing because they're under the impression that it's not as effective as it used to be — when, in reality, the exact opposite is true. If you want to meet your prospects and customers where they're at and keep up with your competitors, you must have a distinct and calculated email marketing strategy in place that encompasses all of the above (and more).

If you're interested in building an email marketing strategy or improving your existing efforts, you might also be considering a marketing automation platform that is easy to use and known for delivering fast time to value. If so, <u>please complete this brief form to schedule a demo</u> with one of our marketing automation experts!

About Act-On Software

Act-On Software is the leader in Adaptive Marketing solutions that empower marketers to achieve the purposeful and personalized engagement that their business needs to thrive. Act-On makes customer data actionable, enabling marketers to strategize better business outcomes, drive more relevant multi-channel marketing, and generate higher customer lifetime value--all with the fastest time-to-value.

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