

**MASTER EMAIL MARKETING TO START,  
GROW & SCALE A PROFITABLE ONLINE  
BUSINESS**

# **EMAIL MASTERCLASS**

STRATEGY • IMPLEMENTATION • MASTERY



## **THE EVERYTHING GUIDE**

"Email is not dead. It's one of the few marketing channels you truly own."



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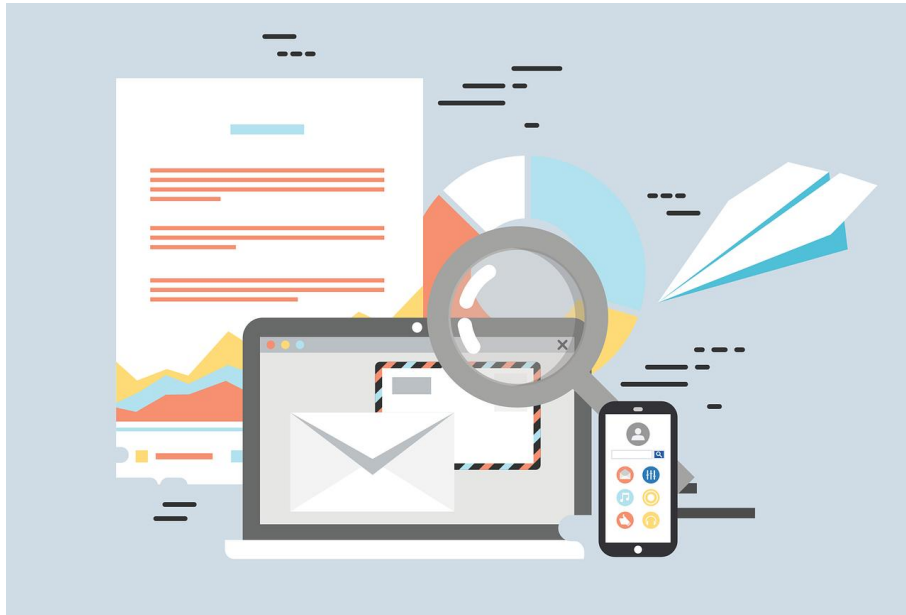
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# Chapter 1: Introduction



## The Power of Email Marketing



Email marketing is essentially the act of sending an email for the purpose of making people aware of your brand and promoting your services or products and either redirecting them to your online store/website or simply to build an initial relationship.

Using this kind of marketing strategy can be a great way to get some conversions and to increase the trust and loyalty of potential or existing customers in your brand or business.

Many businesses, big or small, rely on such email marketing to put their messages across to their customers and target audiences. This can either be ways to spread the word about new services, events, products and blog posts or share company/individual newsletters or even make frequent yet timely updates.

How effective is this kind of email marketing in the first place? Do people even get conversions through email when other social media marketing is thriving?

Interestingly, email marketing actually continues to remain quite popular, useful and reliable when it comes to companies and businesses trying to promote and build their brand. In many cases, it is even more popular as compared to social media, although both often work in complementary instead of opposing ways.

Let's take a look at some reasons why email marketing is so widespread and powerful.



### **Everyone Uses Email**

Even if some people prefer to stay away from social media, there aren't many people who can escape using their email due to professional and personal reasons.

In fact, a majority ([99%](#)) of customers/consumers tend to go through their emails at least once a day, thereby increasing the chances of them coming across your email.

### **It Works on Consent**

Technically speaking, email marketing relies more on the consent of the audiences and potential customers. This is because people often opt-in for such emails and also have the option of unsubscribing from them, which is why a perceived sense of control gets established.

This can then also help build trust in a certain brand, especially since the ads on social media are often perceived as too frequent, invasive and unsolicited.

### **It's More Personal**

Emails are meant for individual consumers, even though you might be sending out the same email to everyone. Emails can often speak to the customer's tastes, interests, buying patterns, as well as your previous associated (if any) with them. You can also draft out what you wish to say.





## **It Gives Returns**

Email marketing is believed to give more returns to the brand or business when compared to the investment that they made in the marketing strategy. For instance, with every \$1 invested or spent, businesses can expect a return of nearly [\\$42](#).

## **It Leads to More Conversions**

Email marketing can lead to more conversions as compared to social media, with the rate being around 2.3% in comparison to 1% for social media. This strategy is also nearly [40 times](#) more effective when it comes to conversions as compared to social media.

Those were some helpful statistics to help explain the power of email marketing. If you have been waiting to get on the email marketing train but don't quite know where and how to jump in or if you want to get better at this strategy, then hop on here!

We will take you through everything you need to know about email marketing and how to get better at it. Some topics we will cover include:

- What does email marketing mean and include?
- How do you start with email marketing and building a list?
- How do you use email marketing for taking your business forward?
- What are some of the benefits of using email marketing?
- What should you keep in mind while creating a strategy?
- How do you use automation?

- What are some rules, regulations and laws involved?
- How do you go about measuring, tracking and understanding your analytics and metrics?

Let's begin!

# Chapter 2: What Is Email Marketing?



## Chapter 2: What Is Email Marketing?



Email marketing is one form of digital marketing that relies on emails to get a brand's or company's message across. It can be a good way for businesses to sell their products and services or even to let their customers know about new releases and options for them to try out.

Simply, brands can also use these kinds of emails to promote their brand's blog and newsletter by sharing information on associated topics. This can then interest the consumer and direct them to use their services.

Broadly, such emails, alongside updates and policies, can help build awareness and make the consumers trust the brand more.

Engaging with existing customers, forming new transactional relationships with new consumers and maintaining interest and loyalty are some ways in which email marketing can help.

There are several kinds of emails that you can send out through your email marketing strategy, with most brands choosing to opt for a combination of such kinds of emails (this is usually the most effective option).

You can go through these types of emails as well as how email marketing works below. First, however, let's briefly delve into how email marketing developed in the first place and how it has evolved through the years to take the form it is currently used in.

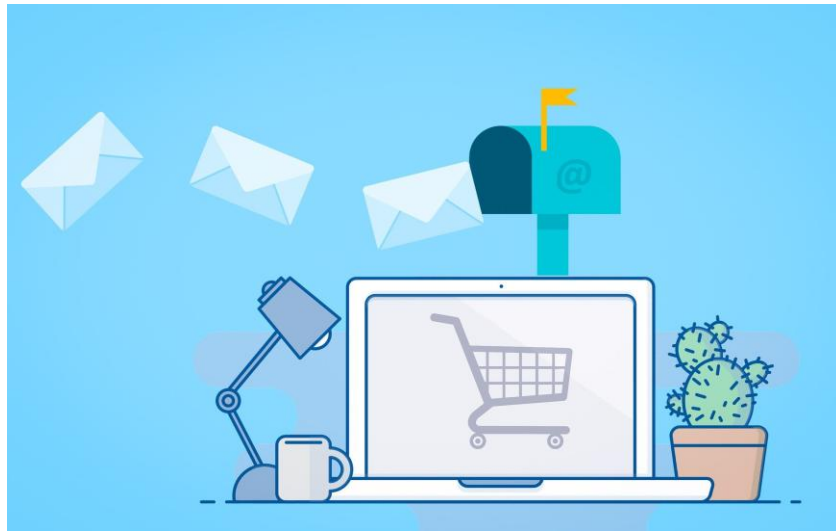
### **Short History**

You can go through the short history of email and email marketing through the following points.

- In [1971](#), a computer engineer named Ray Tomlinson sent out the first network email as a test from one computer to another (the other was right next to it). He also went on to develop the '@' sign to locate and build email addresses.
- In [1978](#), Gary Thuerk of a digital equipment company was the first one to send a mass email to 400 email addresses and target audiences. This led to \$13 million worth of sales but also led to several complaints, marking him as the first one to also spam people.
- This kind of strategy caught on, although people increasingly began to refer to such emails as spam, leading marketing professionals and brands to develop ways in which to get their message across while still building trust. With this, measures to opt in and out of emails also developed.



## Types of Emails



There are various kinds of emails that marketers and brands can send out to their existing, new and potential customers and audiences. Let's go through each of them below.

### Transactional

Transactional emails are generally those that are sent following a certain kind of trigger that an existing or new customer has carried out.

For instance, you can send out confirmation emails about a customer's order, a thank you message for their consideration and transaction, facilitation of their request or order or simply timely updates on the order or transaction.

Such transactional messages can either be personalized or general and can also include other kinds of messages in their content, such as promotional and informational details.

Such other promotional messages are often included in such transactional emails mainly because it can be one of the best ways to get the customer to return or explore other options since it is quite likely that the customer will open and go through such emails.

### **Direct/Promotional**

Direct or promotional emails are those that are specifically meant to promote the brand as a whole or, more commonly, a new product, product line or service of the particular brand or business involved.

This can also be a good way to inform your existing and new audiences about offers, sales, discounts and more.

Usually, such promotional emails are sent out to the entire list of your customers or even prospective customers. Such emails generally have a clear purpose—to get the customer to go to your website and make a transaction.

### **Informational**

Informational emails can, as the name suggests, convey important details about your brand or business, how you work, what you are working on, what your customers can expect or simply what you would like them to know about a certain associated topic.

Informational emails can further be announcements about your company such as new policies, changes you have introduced, how the customers can use them and what these can mean for their relationship with the brand.

You can also send out informational emails in the form of newsletters. The charm and effectiveness of such newsletters lie in the regularity and personality that they can convey, giving a human touch to your brand.

It can help you share news about your brand as well some other details, articles, tips, statistics and more. You can treat these as letters to your subscribers and customers. Add some humor, popular references and insight for their success.

### **Reconnect/Re-engagement**

Re-engagement or reconnecting emails are meant to re-establish your relationship with a subscriber or customer who has not been as interactive or responsive to your brand. They may not have used or bought your product or service in a long time, which is why you can send out these emails to get them involved once again.

These do not need to be direct “hey, we haven’t seen you around” emails, but you can use this as a chance to give them discounts, wish them on their birthday, ask them to fill out a survey or simply to see if they want to continue receiving such emails or not.



## How Does It Work?



You can figure out how the process of email marketing works here so that you can get a general overview of the steps you will need to follow.

### **Build a List**

You will, first and foremost, require a list of subscribers or email addresses that you can send out your emails to in the first place.

This can be your loyal customers, some new customers who have signed up for your emails after buying your products or visiting your store or website or simply interested audiences that you met at an event or through some kind of social media.

The key here is to have their consent and to ensure that they have opted in or signed up for this kind of service. Do not buy lists or send emails to random people.

## **Use an Email Service Provider (ESP)**

You should use email service providers (ESPs) or email marketing tools/software to help you build, plan, create and send out your emails. Such software can help you manage your tasks and schedules better while also allowing you to stay on top of your email marketing campaign.

Such ESPs also have resources in place that can help you send your emails in bulk while also reducing the risk of landing right into the spam folder.

## **Establish Your Goals**

Everything in your campaign needs to be relevant to your brand and to your subscribers. Figure out who your audience is, what their behavior is usually like when it comes to your brand and what you think can build and maintain their loyalty.

You should also set your goals in a realistic manner after doing some research so that you can direct and plan out your emails accordingly.

# Chapter 3: How to Build and Grow a List of Email Subscribers



## Chapter 3: How to Build and Grow a List of Email Subscribers



The best way to harness the power of email marketing is to initiate the process by building your list of subscribers and continuing to grow them. Figuring this step out first and foremost is essential since you will need people to send your marketing emails to in the first place so that you can glean other benefits for your business.

It is also important to smartly and organically build your list instead of relying on methods like buying since you want to give your subscribers an option when it comes to receiving your emails.

There are several ways in which you can build and grow your list of subscribers, with one of the best ways to do so is by giving them an incentive. You can go through this and some other options below.

### **Use Sign-Up Forms Wisely**

Opt-in or sign-up forms can be simple ways in which you can get your website visitors to subscribe to your newsletter or promotional

emails. You will, however, need to make this kind of opt-in form reliable and tempting enough for potential subscribers to sign up for.

For this, you will need to take care of the following factors or requirements when it comes to this opt-in form.

### **Attractive**

Your opt-in form should be attractive with a clever, thoughtful, relevant and even funny headline. It should contain the right visuals, colors, patterns and graphics. Mainly, the form should clearly convey the benefit of opting into your emails or newsletter.

### **Simple**

Do not complicate your opt-in form too much. Adding too many fields in your opt-in form can make it difficult for your audiences to fill up the form or even become willing to subscribe. Simply asking them to fill up their name and email address should be enough in this case while also making the process time efficient for them.

### **Clear**

You will need to provide a brief description of what kind of emails your potential subscribers can expect if they choose to opt-in. Make sure that this description is clear and concise and immediately provides understanding and comprehension to the reader. Do not beat around the bush or use long paragraphs.

## **Relevant**

Of course, your opt-in form must be relevant. It should imply only what you are offering to them and not some fake or dishonest information about your brand and your incentives since this might get someone to subscribe, but it won't get them to stay loyal. This kind of deception could then also affect your list.

## **Good Flow**

The flow should be natural on your website. Take some time to review when the opt-in form pops up, whether or not it works, if there is anything you can improve and if the form works in terms of actually providing the incentive.

## **Subscribe Button**

Lastly, the subscribe button that you add to your form should also be attractive in terms of font, color and size without being overbearing. Make sure it is concise yet interesting instead of being standard, plain and boring.

When exactly should this opt-in form appear on your website? Ideally, right when the potential customer is about to exit your website, the form should pop up and ask them if they want to subscribe. This can help ensure that the form does not cause any kind of disturbance or interference to them while they are browsing your site.



## **Use Lead Magnets**

Relying on an opt-in form will not be enough. You will also need to use lead magnets in the opt-in form that can entice the user enough to subscribe to your list.

This kind of lead magnet is essentially a free offer from you and can include options like an audio file, ebook, infographic, access to a webinar, reports, studies, templates, tools, free trials or anything else of the sort.

Of course, this kind of lead magnet should be relevant in the first place, so make sure you keep the following considerations in mind to make an actually useful lead magnet.

## **Easy and Consumable Format**

Your lead magnets should ideally be available in a digital format so that your potential subscribers can actually use them effectively. It is only then that they will be able to understand its value and feel the need to subscribe.

## **Applicable**

The lead magnet that you provide should help the subscribers. You will need to define a problem through the lead magnet and also offer a practical and viable solution to the problem so that they can then trust you with their relevant issues.

## **Relevant**

Make sure you know what your target audience is like and what they usually require and look for. This can ensure the relevance of the lead magnet while also being in line and in tune with your own brand and your future goals and offerings.

## **Immediate**

You will need to provide your lead magnet immediately to your potential subscriber instead of making them wait. As soon as they enter their details and subscribe, they should receive the lead magnet either in their email or as a downloadable file. This is a good way to establish trust.

## **Valuable**

Essentially, your lead magnet should provide value in the sense that it should effectively convey the kind of products and services that you can go on to provide to your customers.



Once the subscriber has made good use of the lead magnet, you can direct them to a paid service or product that is an extension of the free glimpse that you provided through the lead magnet.



### **Build Relationships**

Once you have built your email list of subscribers through your lead magnets and opt-in forms, it is also important to maintain their trust and loyalty through the subsequent emails that you send.

Personalize your emails, answer your subscribers' queries in time, complete your transactions with as few hiccups as possible and do not do anything to break their trust. Keep them updated and maintain transparency as well.

## **Offer Variety**

Variety is important when it comes to growing your subscriber list. For instance, each potential buyer or customer might be in their own stage of their [buyer's journey](#). This could either be awareness, consideration or decision, so make sure you understand this through their browsing behavior and provide them an offer accordingly.

## **Do Not Spam**

It is extremely important to not spam your new or existing subscribers since this will immediately put them off and cause them to unsubscribe. Send out a welcome email and keep it consistent and relevant from there.

# **Chapter 4: How to Use the Power of Email Marketing Strategies in Your Business**



## Chapter 4: How to Use the Power of Email Marketing Strategies in Your Business



It is now clear that you will need a few important tools at your disposal to get started when it comes to email marketing and building a list of subscribers.

If you have a business of your own, whether small, medium or big, then making use of the right email marketing strategies can be a great way to grow your business even more or to get the gears of your new business oiled up and moving.

It is through these strategies and practices that email marketing will be able to fuel your engine. Through this chapter, you can go through some ways to use these strategies and apply them effectively in your business.

## **Choose the Best ESP**

An ESP, or an email service provider, will help you plan, create, gather, design, organize and send out your emails in an effective and efficient manner. You will also be able to use segmentation and tracking tools to understand the potential improvements that you can make.

It is extremely important to ensure that you choose the best possible provider to help you meet all your requirements. Take into account the kinds of features that they offer and how they compare to other ESPs. The prices of these features and membership plans might be able to give you a good idea about this.

Make sure that the ESP you choose offers integrations with other tools so that you can make your marketing campaign cohesive and well aligned. It should also be easy for you to use and understand.

## **Know Your Audience**

Make sure you know who your audience is. Understand their requirements and behavior patterns based on their browsing history on your website as well as their buying history (if any). You should also be aware of their profile along with your own target audience so that you are aware of what to expect.

Knowing your audience can help you get started on your emails and ensure that you are writing the best possible emails to them. Of course, all your subscribers will not have the same profile, which is why using segmentation in your emails can help you divide your email copy based on each group of subscribers.

This is a good way to add a personal touch to your emails and to respond to their specific needs.



### **Write an Introductory Email**

Your introductory email or your welcome email to your new subscribers can go a long way in helping you capture and maintain their interest for a longer time. One of the best ways to do this is to write and then automate your introductory email so that you can send it out to your new subscribers immediately after they subscribe.

This quick rate is important. The open rate for such welcome emails is a whopping [98.39%](#), although this rate might decrease if too much time has passed.

This welcome email should also help provide an overview to your new subscribers about your business or brand, what you can offer, what your values are and what they can expect in the future.

Provide some concrete and actionable information in this email that your subscribers can make use of, such as a discount or offer, statistics, links to some relevant posts or others.

### **Perfect Your Subject Line and Copy**

It is important for you to take some time to perfect your subject line and copy when it comes to the various kinds of emails that you will be sending out to your subscribers and customers.

This starts with the subject of your email, so make it as clear, concise, benefit focused, keyword driven, active and personal as possible. Your copy should carry this forward and offer consistency in terms of the voice of your business as well as your goals and offers.

Use images and calls to action to make things more attractive. Use easy language that is also personal, friendly and reliable.

### **Build Credibility**

Using email marketing can be a great way for you to build credibility and loyalty in your business. Establish your expertise in your field through your emails to make your readers understand why your brand is the best. Make sure you use credible data and concrete examples with testimonials to make this even more effective.

State what your goal is through your emails and keep updating your audiences whenever you have a new product or service to offer.

You can also use your emails to complete your transactions on time and communicate with your customers.





## **Use Templates**

The ESP that you use for your marketing campaign should have plenty of email templates that you can make use of to ensure good design, multiple colors, established fonts and attractiveness when it comes to your emails.

You can then go ahead and personalize the template for each use or simply use the same template for all your emails to ensure consistency.

These templates can be a good way to help you structure everything out so that you plan out the sections in your emails and figure out where you should place a certain kind of content.



## **Use Responsive Emails**

Responsive emails are those that can alter and modify their formatting on their own so that it can be easier for your subscribers and customers to read your emails on any kind of device.

Using these kinds of responsive emails, you can use the right kind of formats that are in line with your own business and brand and convey what you need in the best possible way.

If you want to make your format even more unique and interactive, then you can also hire a separate designer provided that you have the resources to do so. However, your ESP should provide sufficient professionalism and cleanliness here as well.

## **Build a Campaign**

When it comes to your business, it is quite necessary for you to build your campaign and establish your goals. Align your email marketing campaign with your other marketing strategies and platforms so that you maintain a consistent message across all your platforms.

This can help your subscribers, followers and audiences everywhere to stay loyal to your brand.

A good way to do this is to use similar designs and colors across your campaign to help your target audiences recognize your brand whenever they come across a marketing ad on the platform that they are using.

At the same time, make sure each platform (and even each email) stands out in its own way.

## **Widen Your Reach**

Email marketing can be a great way for you to widen the reach, improve conversions and get good returns when it comes to your business. Make it a point to rely on this power responsibly and cleverly so that you can harness it properly and to your advantage.

Use your emails to promote your products in a more descriptive and personal way as compared to other forms of marketing. Take advantage of the fact that more people are likely to read your emails if you provide value to them. Give importance to drafting your emails and treating your readers well.

# Chapter 5: 10 Advantages of Email Marketing



## Chapter 5: 10 Advantages of Email Marketing



Email marketing can be highly advantageous and beneficial. While you might have a vague idea about this already based on the information you have read in the previous chapters, you can go through these benefits in a clear and detailed manner through this chapter.

### **Trust and Loyalty**

Email marketing can be an excellent way for you to build trust and loyalty when it comes to your brand and business.

In fact, you will need to rely on the trust and loyalty of your subscribers at every stage of your email marketing campaign, considering the fact that this strategy relies on the consent and permission of your readers.

By sending out the right kinds of emails on a regular basis without spamming your subscribers, you can get your subscribers to trust your brand for all their relevant purchases and requirements. Make

sure you provide accurate information and retain the quality of your emails (as well as your products and services).

## **Brand Awareness**

Email marketing is a great tactic to use when it comes to building and spreading brand awareness since emails allow you to contact your subscribers and customers directly. This can help you impart information about your brand on a one-on-one basis.

In addition, since your email is likely to directly land in your subscribers' inbox, they will also be more likely and willing to open it in the first place, since this is something that they have chosen to do.

Through this kind of brand awareness, you can grow your business and brand successfully. You can also rely on your loyal customers to help spread the word to their friends and families, especially if you provide gift cards or certificates to them.

## **Better Conversions and Returns**

You are bound to get better conversions and returns when it comes to email marketing. This is because the ultimate goal of email marketing is to convert your subscribers into buyers and customers and to ensure that they continue to buy from you on a regular basis.

In fact, with an average open rate of [29.55%](#) across all industries, you are likely to get potential customers to read through the contents of your email and proceed to buy something or engage with your content, giving you better conversions.

In terms of returns as well, you can expect \$42 for every \$1 that you spend due to the kind of accuracy and targeting you can achieve.

There's a lot that you can do to improve conversions and returns as well, such as sending follow-up emails, reminders, coupons, offers, birthday discounts and more.



## More Control

Email marketing can afford you much more control as compared to other forms of marketing. This is because email is a more open platform when it comes to communication, especially when you compare it with social media like Instagram, Twitter and Facebook that rely on [algorithms](#) and paid policies.

This can make it difficult for people to come across your brand while email can simply allow you to go with one-on-one communication with your established list of subscribers.

This also means that the subscriber lists that you create on your email accounts will remain with you and under your ownership, allowing you to continue your professional conversations with your customers.

You can also expect a lot more control in terms of space, content and what you send across through your emails.

### **Easy to Measure**

When it comes to any kind of marketing, tracking and measurement are essential to see how your marketing campaign is doing and how effective it is when it comes to your target audiences. With email marketing, you can expect plenty of ease when it comes to measuring your metrics.

These kinds of marketing insights can then help you improve the quality of your emails and your campaign so that you can get more conversions.

You can easily view such insights through the ESP that you use.

### **Easy to Scale**

Emails are also much more convenient to scale. If, for example, you want to keep growing your business and boost your marketing efforts, then you will need to keep building your list of subscribers



while also making concentrated efforts when it comes to your email templates, offers, copy and quality.

However, due to the ease that the ESPs can provide you with along with the possibilities of automation, you can easily scale your campaign without incurring significant costs.

For other forms of marketing and advertising, however, you might need to rake in a lot more money to increase the size of your campaign.



### **Cost Effective**

If you are looking for marketing strategies that can help you carry out your campaign without spending too much money, then email marketing is the way to go. In particular, if you are a small business, you might benefit best from email marketing to help you give a boost to your business at small business expenses.



Since there are numerous tools out there that can assist you in your email marketing goals, you can expect numerous options when it comes to the pricing packages, with prices usually starting out cheap and affordable, with many platforms also offering free initial trials.

### **More Personalization**

You can personalize your emails and use plenty of creative freedom in them as long as they are consistent with your brand and image. Based on the consumer data that you have, you can make highly personalized and targeted marketing emails that can speak to what your subscribers are looking for.

With [20%](#) of companies and brands relying on such kind of personalization and targeting for their emails (as compared to 11% in 2019), it is clear that this is a reliable strategy for you to use.

This can also help you make it clear that you give personal attention to your subscribers and are willing to offer them what they need.

### **Accessible**

Emails are way more accessible as compared to social media, especially since email has been around for much longer and continues to be the preferred tool for various kinds of professional communication.

For older age groups as well, email continues to remain accessible and easier to use. [74%](#) of Baby Boomers, 72% of Generation X, 64% of Millennials and 60% of Generation Z prefer emails when it comes to brand-related communication.

Since emails are now used virtually everywhere to sign up for services, people are more likely to use and access emails even if they don't access their social media. There are currently around [4 billion](#) daily email users and this number is likely to keep increasing.

Accessibility can also matter to you as a marketer/business owner since it is easier to use and more affordable.

### **Automation and Segmentation**

Email marketing through ESPs and tools can help you automate your emails and segment your subscribers into lists. This can then make it easier for you to use existing emails or email templates to send out similar emails to those belonging to the same demographic or category.

This tactic can help you save plenty of time, effort, money and resources when it comes to sending out your emails. You can also personalize your email campaign more in this manner.

This kind of segmentation can lead to as much as a [760%](#) increase in revenue.

# Chapter 6: Creating an Email Marketing Strategy



## Chapter 6: Creating an Email Marketing Strategy



The most important thing that you will need to carry out to make your email marketing efforts successful is to create and develop an email marketing strategy.

For this, there are several steps that you will need to follow and considerations that you will need to account for. You can go through these below.

### **Don't Buy a List**

It might seem wise, quick and efficient for you to simply buy an email list and send out your emails to all the contacts and addresses in your list. However, this method is unreliable and not a useful strategy for you to employ since it can breach the trust of potential customers and the people whose emails you are using.

Since such people have not consented to receive emails from you, it is quite likely that they will end up marking your email as spam, making your entire marketing campaign ineffective.

Make sure you always give an option when it comes to opting in or subscribing while also providing an option to unsubscribe. This will help ensure flexibility and trust.

### **Optimize for Multiple Devices**

Not everyone checks their emails solely on their computers or laptops anymore. In fact, with younger age groups ([59% of Millennials and 67% of Gen Z](#)) smartphones are a lot more convenient and popular when it comes to checking their email.

It is for this reason that you must plan, create and design your email marketing strategy in a way that all your emails can be viewed accurately and in the right format on all kinds of devices. This can lead to better open rates and clicks, while not optimizing it can lead to your emails being discarded.

### **Create a Schedule**

Do not underestimate the ease, convenience and efficacy of creating a schedule and timeline for sending out your emails, especially if there are various kinds of emails in your marketing campaign that you will need to send out.

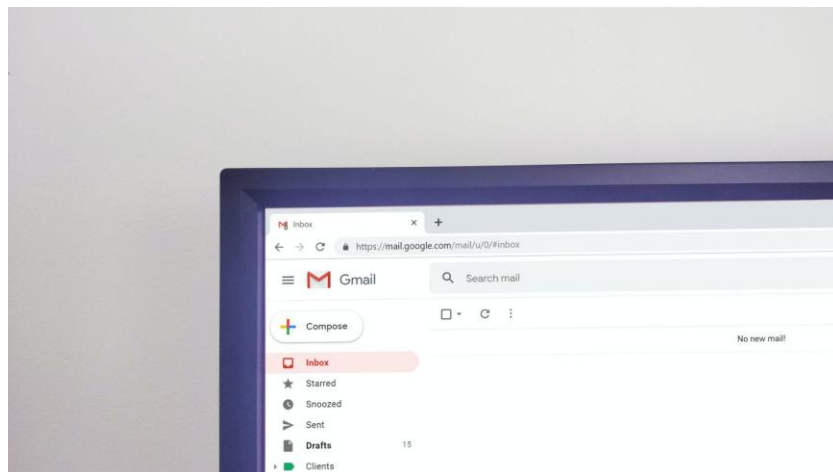
Creating a schedule and selecting a strategic day and time for sending out your emails can prove to be much more useful and can

allow your subscribers to build expectations and routines when it comes to their communication patterns with you.

For instance, figure out the right time to send out your newsletter and stick to it for each week and let your readers know in advance if you cannot make it for that week.

Avoid sending out your emails on the weekends and stick to [weekdays](#) (especially the first half of the week) for better open rates. Mornings and afternoons are the best times to send emails as compared to evenings.

How often you send emails can matter as well.



## Use Double Opt-in

Double sign-up or opt-in techniques can go a long way in ensuring that your emails land in the right inbox of your subscribers instead of simply going to spam or not getting sent properly.

The first opt-in, in this case, will be the sign-up form that your subscribers will usually fill in if they want to receive your emails. This way, a new subscriber will become part of your email list.

The second opt-in or double opt-in relies on a confirmation email being sent to the registered email address so that your recipient can click on a link to confirm their subscription.

### **Use Segmentation**

Segmentation is a great way for you to divide up your email list of subscribers into separate categories. These categories can be on the basis of their race, nationality, gender, age group, location, jobs, language and several others.

Through this kind of segmentation, you can create and plan out targeted emails that will get sent to each of these groups whenever you want to communicate with them. This can allow you to focus on certain special features, products, services, articles and statistics that you think will be more relevant to one group as compared to the other.

This can also let you take your subscribers' preferences and interests into account without the need to bother them with unnecessary content.

### **Personalize Your Emails**

Personalizing your emails is similar to the process of segmentation since it can allow you to see more open rates and clicks while also formatting and designing your emails differently for different people.



This might sound tough, but personalizing emails is actually much easier now due to the tools and technology at your disposal, such as personalization tokens.

Some ways in which you can add a personal aspect to your emails include adding the names of your subscribers to your greetings, sending out emails according to the time zones they live in, talking about holidays or birthdays, focusing on their past behavior and providing some unique offers or links at the end.



## **Optimize Your Emails**

You will need to optimize your emails to generate more leads and ensure better and more effective deliverability. Optimizing emails well can work better for clicks and conversions as well.

Some optimization techniques that you can use include:



- Using a clear, short, attractive and relevant subject line to allow your readers to feel curious and open your email
- Writing your copy in a friendly manner, as if you are simply writing about your brand to someone close to you
- Using designs and templates that stand out without being overbearing
- Using images at the right places that are also optimized for different devices
- Including a link to unsubscribe
- Including a call to action at the end

### **Maintain Your List**

You must regularly clean and maintain your list so that you can ensure more clicks, opens, engagements and loyalty when it comes to your brand. Of course, you must provide an unsubscribe link in your email, but for several subscribers, they might simply ignore your emails for months on end.

For such subscribers, you can try sending out re-engagement emails to see if there is anything that you can offer to them to pique their interest once again or simply to ask if they want to continue receiving your emails or not.

As a general rule, if a subscriber has not engaged with your emails for six months and has not even responded to your re-engagement email, then you can remove them from your list of subscribers.

## **Always Test and Scale**

Testing your emails before you send them out can allow you to figure out which strategies and content receive more engagement as compared to others. [A/B testing](#) can be a great way to do this since this can allow you to test out two versions of an email that you are confused between.

You can also simply test emails through automation tools or by sending your friends and families different email versions.

Once you establish your email marketing campaign, you can also keep scaling it with various kinds of formulae to make automation more effective.

# **Chapter 7: Using Automated Email Marketing**



## Chapter 7: Using Automated Email Marketing



Automation can make your life as an email marketing specialist or brand/business owner much easier since it can allow you to set, create and plan out your emails in advance and automatically send them to your subscribers whenever required.

In fact, as your email list continues to grow, automation is something you will need to do since it is not possible to manually type out emails to send out at a particular time.

For instance, if you gain a new subscriber, then you can set an automated welcome email that will arrive in their inbox as soon as they subscribe. Similarly, after a transaction, you can follow up with the customer using such automated emails.

Through this chapter, you can go through some steps and strategies involved in using automated email marketing.

## **Segmentation**

If you have made it to this point of this email marketing primer, then you know by now that segmentation is key to a successful email marketing campaign. This is because it can allow you to divide up your email list or subscribers into smaller lists and groups so that you can send out emails relevant to those groups in particular.

How does automation come in here? Well, automation itself can allow you to make the process of segmentation easier using tags. Once you have also divided up your subscribers into different categories, whether age, gender, location or preferences, you can use automation to ensure that only certain emails get sent to certain groups.

You can also track the behavior of certain groups or categories and see what you can improve or change when it comes to the emails you send.

## **Set Goals**

Setting goals, in this case, means that you should select one or more goals for your automated emails or autoresponder emails. These can send out a certain kind of email based on the behavior of your subscribers.

These are, then, essential triggers that can set off a certain kind of action. If your customer or subscriber, for instance, clicks to subscribe or chooses to download something from you, then you should have an automated email in place that you can send out to them as an appropriate response to their action.

Some examples of such goals include the following.

### **Welcome Emails**

In case you get a new subscriber through an opt-in form on your website, then you should set up a welcome email to introduce your brand or business to your new subscriber. First, however, you can also set up an autoresponder that asks your new subscriber to confirm their subscription and then sending them this welcome email.

There are several kinds of details you can include in such emails, such as personalized messages, links to articles, thanking your subscribers, explaining how you do things around here and more.

An entire sequence of such emails can work as well.

### **Sales Funnels**

There are various stages in a potential customer's journey that can include awareness, consideration and decision. Retention is also often an important stage to ensure that this customer continues to buy from you in the future.

You can make use of automated emails to see your subscribers through this sales funnel or to convert them to customers. If you have informational content as part of your brand, then you can send out multiple emails with some free informational content that can then lead your subscriber to buying paid content.

This can also work for stores and product or service-based businesses by offering free trials or benefits.



## **Lead Magnets**

A good way to get new subscribers or conversions is to offer lead magnets that can offer an incentive for potential audiences to subscribe to your emails. Thus, as soon as someone subscribes to your emails using your opt-in form, an autoresponder sequence can allow them to receive the lead magnet in their inbox.

Such lead magnets can include free ebooks, courses, trials, access to links, reports or others that would otherwise be paid.

This can also act as a kind of preview for your new subscriber to help them understand what they have signed up for.

## **Offers/Promotions**

Providing offers and promotions to your customers and subscribers can help you increase sales. For instance, if someone purchases a

certain product or service from you, then you can send them automated emails for related products or slightly more expensive products of a similar kind.

This will keep them interested in your brand and allow them to rely on you for buying associated accessories.

### **Map Out Your Workflow**

A workflow is an automated email sequence that can let you plan out certain kinds of emails that get sent based on different criteria and categories. This can let you figure out when to send emails, how often, how many as well as the interval between the emails. Through your workflow, you can also establish a general sequence or outline for your emails.

While this sounds similar to the autoresponders or goal emails described in the previous section, workflow emails are actually more intuitive and can adapt based on the behavior of your target audiences.

This can then make it easier for you to send out your emails at the right time while also offering relevance to your subscribers and customers, thus establishing trust, loyalty and a longer-lasting relationship.





## **Write Your Emails**

The next step here is to actually write your emails that you can then feed into the automated email sequences. You can, of course, make this process easier for yourself by using templates or even professional writing services, although the latter will cost you more.

Make sure you only choose templates that are reliable and of high quality and can help you meet your specific requirements. This can then save you lots of time and effort.

While writing or even customizing your templates, you will need to account for several factors such as who your readers are and what they expect from you instead of what you anticipate from them. Focus on writing good copy and personalizing it properly.

## **Track and Monitor**

In general, the essence of automated email marketing is to help you set a few responses, triggers, tags, workflows, autoresponders and

series that can simply send the emails for you depending on the criteria you have established.

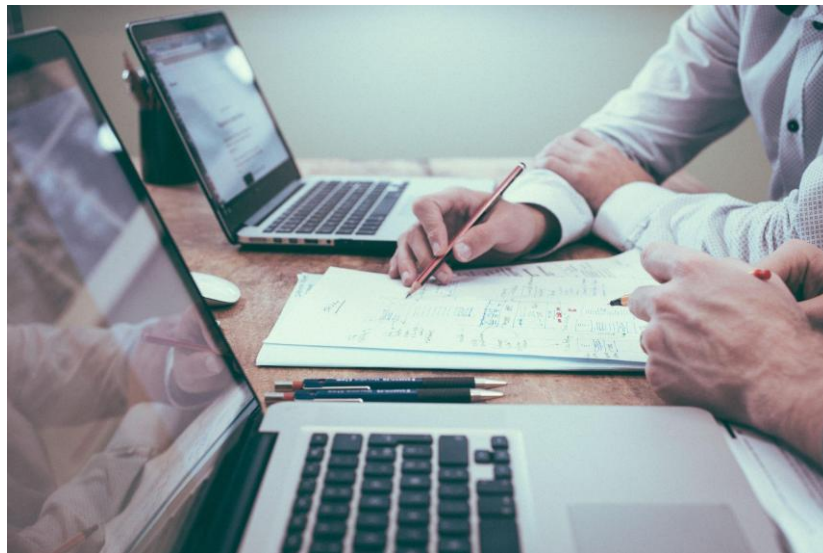
However, while this can simplify the process for you significantly, you will still need to keep track of these automated emails to ensure that they are having the desired effect instead of leading to a loss of subscribers without enough conversions.

You can also use A/B testing to figure out the best possible autoresponder series to use before you set them in stone. Make sure you also monitor the metrics regularly (more about this in a later chapter) to see if you can make any changes or improvements to your automations and strategies.

# Chapter 8: Email Rules and Regulations You Must Follow



## Chapter 8: Email Rules and Regulations You Must Follow



Despite the flexibility that email marketing can provide, it is still important for you as a marketing specialist or business owner to comply with certain digital and data protection regulations while also carrying out practices that seek to maximize the comfort of your subscribers and customers.

You can go through some email rules and regulations you should follow and be aware of below.

### **GDPR**

The [GDPR](#) stands for the General Data Protection Regulation. It applies to the members of the European Union (EU) and the European Economic Area (EEA). It was finalized in 2016 and brought into effect in 2018.

The GDPR mainly seeks to ensure data protection and privacy and is applicable to businesses and brands that work in the member

nations of the EU or even those that sell their services to people who live in such nations, especially when data transfer is involved.

The GDPR is in place so that you can provide your customers a choice and option when it comes to sharing their data and how you deal with that data.

If you happen to breach this law, then you will need to pay extremely high fees and charges, so if you happen to be a business that serves this region, then make sure you comply with the regulations of this law. Some of these regulations and principles include the following:

- Seeking explicit consent for keeping and storing data
- Using honest and easy-to-understand language to seek consent
- Gathering and storing data only if you need it
- Protecting the interests of the person whose data you have stored
- Documenting your usage of their data
- Getting rid of their personal data if they ask you to do so





## **CAN-SPAM**

The [CAN-SPAM](#) Act is the Controlling the Assault of Non-Solicited Pornography and Marketing Act. This act establishes certain standards and regulations that can apply to businesses that serve those who reside in the United States and tend to send out commercial emails on a regular basis.

This act has been in force since 2003 and is enforced by the Federal Trade Commission (FTC) and was brought about due to the increasing number of complaints about spam emails and their contents.

Thus, several guidelines were established to ensure that businesses acted in the interests of their consumers when it comes to the kind of content they include in their emails and how they treat the recipients' data. Not complying with this act can result in high fees and charges with arrests taking place as well.

Some regulations or requirements involved in this act are as follows.

- Make sure you only include authentic and honest information in your emails instead of misleading content of any sort. This also applies to the subject line, body and other attachments.
- Clearly state that your email is an ad or contains marketing content.
- Provide the name of your business and physical address in every commercial email that you send.
- Provide options for your subscribers to opt out of your emails or unsubscribe from them at any given time. Make sure you clearly outline the steps through which they can unsubscribe

and include the unsubscribe options in an accessible and noticeable manner in your email.

- If your subscribers want to unsubscribe, you should honor this request within 10 business days.
- If you are outsourcing other companies or individuals, track how they are dealing with your emails to maintain compliance with the act.



## ACMA

The ACMA is the Australian Communications and Media Authority. They are responsible for enforcing the [Spam Act](#) of 2003 which seeks to regulate commercial emails or other such messages and their content.

Through this act, businesses serving people living in this region cannot send commercial emails and messages to people without their explicit and clear consent. Even with consent, the content should have information about the business and must contain accurate and honest information.

Options to opt out of the emails should also be in place.

## **CASL**

The [CASL](#) is the Canadian Anti-Spam Law/Legislation that has been in place in the country since 2014. It seeks to protect consumers and businesses from any kind of misuse of their data and technology and includes regulations about spam.

This act states that a business should have explicit consent from their subscribers or email recipients to receive their messages and emails. To this extent, opt-in forms and agreements are essential, as are options to opt out of such emails.

It is also your responsibility to store their data securely and include only accurate information in your emails. Not complying with this act can result in fines.

## **Avoiding Spam Filters**

Even when you comply with all the legal rules and regulations, your email might still go into the spam folder due to certain filters that might be in place. This can then affect your leads, conversion rate, analytics and measurements.



To do this, therefore, you will need to follow some of the following practices and rules so that your emails land in the right folder.

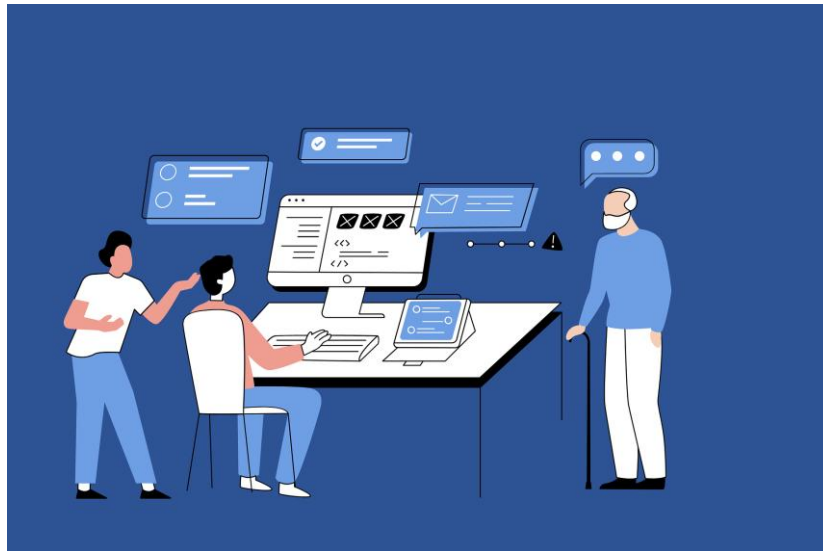
- Ask your subscribers to whitelist you, that is, add your address to their approved address list.
- Ensure that you provide accuracy in your subject lines and content.
- Use verified domains to send out your emails.
- Do not use detectable words or formatting such as excessively sales-related language, spam words and too many punctuation marks at once.
- Provide your details in the email.
- Provide options to unsubscribe.

**Chapter 9:  
Analyzing Your  
Email Marketing  
Results and What  
Metrics  
to Improve**

# EMAIL MARKETING



## Chapter 9: Analyzing Your Email Marketing Results and What Metrics to Improve



Simply sending out your emails and forgetting about them is not enough or a clever strategy. Just like all other marketing strategies, email marketing also needs constant tracking, monitoring and analysis to ensure that you are doing it right.

To figure out ways in which you can analyze your email marketing results as well as which metrics to focus on and improve, you can go through the following sections.

### **A/B Testing**

A/B testing is the method of comparing two results or features so that you can determine which one is better for your email marketing campaign. This can be significantly useful if you are confused about which feature to employ in your email.

This kind of testing is also referred to as split testing.

Testing two different versions of a single variable can give you your answer about which one to use in the future. It involves sending out one version of the email to one group of your subscribers and sending the other to another group.

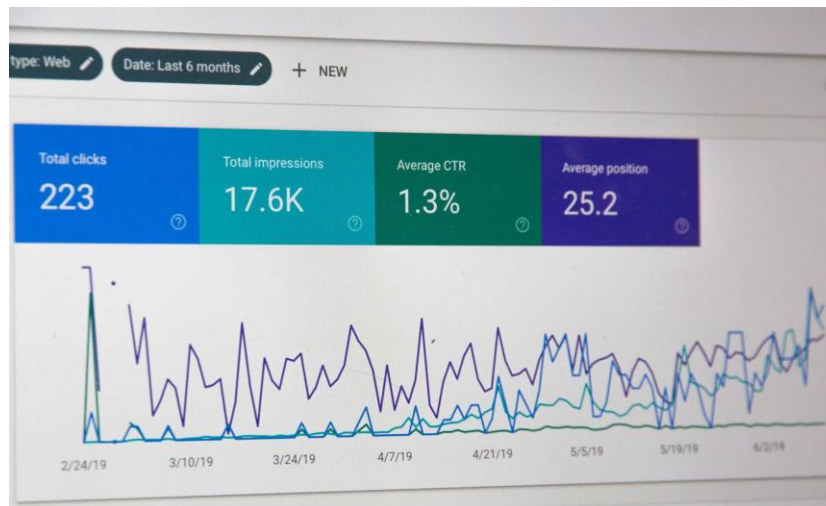
You can then go ahead and analyze the results of each email to figure out which one performed better.

You should note, however, that you can only carry out this kind of testing for a single feature at a time. For instance, if you want to test the subject line as well as the inclusion of pictures in your email, then you will first need to test the subject line by creating two different versions of it and sending it out.

It is only once this is done that you can then test how the emails with and without the images perform among your subscribers.

You might be thinking that this sounds like a lot of effort on your part, but the truth is that the ESP or tool you are using is likely to have its own resources that can help you carry out this kind of testing.

## **Focus on the Right Metrics**



It is important for you to focus on the right metrics to ensure that your email marketing strategies are doing well. Analyzing these metrics regularly can then help you either continue with certain strategies if they are successful or make changes to some of them if they are not working that well.

## Open Rate

The open rate determines and measures the number of your email subscribers and recipients who actually opened your email. If most of them did, then this can be a good sign about the efficacy of your subject line, preview and the timing or day of the week on which you sent your email.

If the open rate is low, then you should change these variables. For instance, change your sending day to a weekday (especially Monday) if it is on a weekend.

## Deliverability

Deliverability is whether or not your emails managed to land in your recipients' inboxes instead of going to spam or not reaching them at

all. If this rate is high, then you will not need to change much in your strategies.

However, if this rate is low, you should ensure that your emails are following the right regulations and have the right kind of copy. Make it a point to clean your subscribers' list a bit as well.

## **Unsubscribes**

Unsubscribes can refer to the number of people who unsubscribe from your emails and remove themselves from your email list after receiving a certain email. This is not always something you should worry about since it can mean that your list will remain fresh.

However, if you notice too many unsubscribes, then you might need to ensure that your messaging is accurate, consistent, reliable, valuable and in tune with your brand identity.

## **Click-Through Rate (CTR)**

The click-through rate refers to the number of people per hundred people that click on the link(s) included in your email. This can be part of your call to action or of any other part of your email.

If not enough people are clicking on the links, make sure that the offer you are providing is relevant and valuable enough. You can also change the placement of your link or the phrasing of the description.



## **Bounce Rate**

The bounce rate refers to the number of your intended subscribers/recipients who did not receive your email at all. This might simply suggest that the given email address is no longer functioning or that there might be some kind of error in the email address itself.

Make sure you get rid of such addresses from your email lists. You might also experience temporary bounces that can be due to a lack of space in your subscriber's inbox.

## **Conversion Rate**

The conversion rate suggests the number of your recipients that not only clicked on the link in your email but also went ahead and, for instance, registered for the given event or bought a given product or service from your online store.

If there are not enough conversions, reconsider the offer or the wording of your copy to see if that makes a difference.



It is not really possible for each and every metric mentioned here to be perfect at any given time. This means that you can keep making adjustments and improvements to your emails based on what these metrics tell you each time you measure and analyze them.

Make it a point to also let a bit of time to pass after sending your email so that you can ensure that your recipients have enough flexibility to deal with your email. This will make the results of your metrics more accurate and reliable.

### **Reporting Templates**

The reporting templates that you use to measure, sort through and document your metrics can make a difference here.

Make sure you sort everything out in a manner that can be easy for you to read and understand and make it a point to include all the given metrics along with details of your emails such as the subject line, segments, content, number of words and more.

# Chapter 10: Conclusion



Email  
Marketing

## Chapter 10: Conclusion



Email marketing, as it is now clear, is everywhere in this day and age. The world is digital and email is and has been at the forefront of this phenomenon for several decades now.

When it comes to marketing, people continue to prefer emails as a way of building their brand, getting customers, attracting audiences, building professional relationships, establishing trust, spreading the word and maintaining a solid connection. This can do wonders for brands and businesses in terms of growth.

Of course, reaching those wonders and leaping growth and actually seeing the results can require a bit of effort in the first place.



For instance, you will need to first figure out which kinds of emails you want to send, with the best choice being accumulating different options and sending them at different times.

Getting the right technology in place, making lists, mapping your schedule and goals out, taking the time to optimize your emails, establishing a solid strategy, being adaptable, being smart and careful, using automation, being responsive, following the law and constantly tracking and monitoring your analytics are only a few things that you will always need to stay on top of.

It might sound complex, but if you take some time and sort through all the details while also chalking out a plan, it can help your business out remarkably, especially if you are a small business seeking growth.

It is also essential to combine your email marketing strategies with other kinds of digital marketing, such as social media marketing, for a truly cohesive and solid marketing plan.



A good idea here can be to ask a marketing professional to help you out so that you can use expert strategies in your email marketing. This might be an investment of its own along with the other tools you will need to buy, but as we have already seen, the returns and conversions that you are bound to get are going to be worth it.

Make sure you put some feelers out and talk to experienced professionals to make the right choice. You can, also, go ahead and

try doing everything on your own if you are willing to spend the time and effort on it.

One of the most important things when it comes to email marketing is to always maintain the trust of your target customers and audiences as well as your existing customers. Only use the best practices to truly glean the benefits and the power of email marketing.

It is only when done well that you will be able to witness the growth of your brand. Breaking the trust of your customers will end up being interpreted as spam, leading to loss of existing and potential consumers.

This kind of marketing is perhaps the one that relies on trust and loyalty the most, so go ahead and harness it to your benefit and see its power unfold before your eyes.