

EMAIL MARKETING

BOOSTING YOUR BUSINESS WITH EFFECTIVE EMAIL CAMPAIGNS

Community
Futures 
Wild Rose

Digital
Economy
Program

 BUSINESS LINK

DIGITAL
MAIN ST.

Agenda

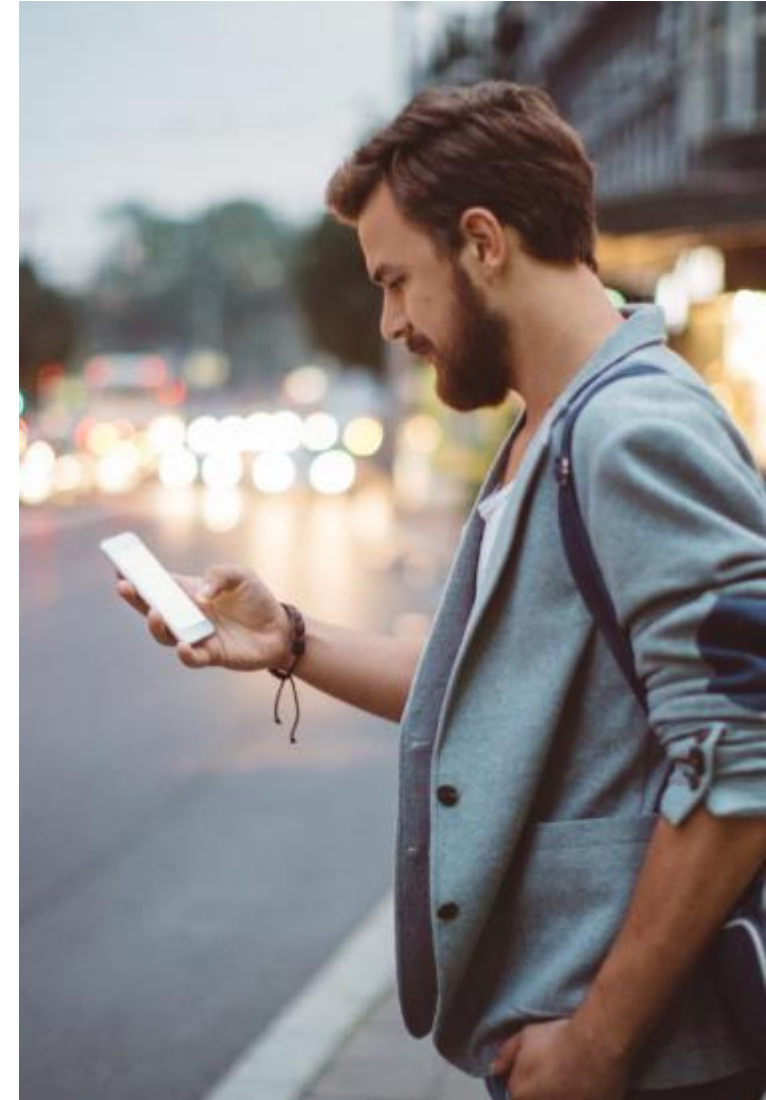
Introduction to Email Marketing

Email Marketing Platforms

Creating Engaging Content

Email Marketing Frequency

Conclusion and Q&A





What is Email Marketing?



Email marketing is basically direct targeted communication with customers via email.

Some of the more popular ways to use email marketing include promotions, newsletters, updates, and more.

Businesses typically see a very high return on investment (ROI).

Benefits of Email Marketing



- Perfect tool to increase sales
- Low-cost marketing with a high ROI
- Direct and personalized communication
- Builds customer loyalty and engagement
- Measurable results and easy tracking
- Great way to get repeat traffic and get more leads
- Awesome way to create community and build relationship



Email Marketing Platforms

MailerLite

MailChimp

Constant Contact





Key Features and Benefits of the 3 Platforms

MailerLite

- Easy-to-use drag-and-drop editor – one of the more user-friendly platforms for beginners
- Automation tools for targeted campaigns
- Advanced analytics and A/B testing

Mailchimp

- More robust set of tools – a bit steeper learning curve than MailerLite
- Includes more advanced reporting with behavioral targeting
- Extensive e-commerce integrations

Constant Contact

- Known for CRM and lead generation
- Very user friendly, over 350 integrations
- Integrated marketing approach with SMS and push notifications

Cost Comparison



MailerLite: Send up to 12,000 emails for free every month (1,000 subscribers). Next level is around \$9/mth and includes unlimited emails.

Mailchimp: Free plan up to 500 subscribers, starts at \$13/month. The Standard plan adds advanced automations, starting at \$20/month, and Premium gives you all-areas access from \$299/month.

Constant Contact: No free plan, starts at \$12/month for up to 500 subscribers. Email Plus at \$45.00 per month. Constant Contact also offers a custom plan based on the customer's request.

Types of Campaigns

Regular campaign – single email to a specific group. Best for general announcements, promotions or updates.

A/B split campaign – testing out 2 variations of an email to see which performs better.

Auto resend – an automatic second email sent to subscribers who didn't open the first one.

RSS campaign – automatic email sent out whenever you have published new content.

Multivariate testing – a more advanced version of A/B with up to 8 variants.



Content Ideas for Emails



Newsletters with updates and offers



Product launches and announcements



Customer testimonials and success stories



Educational content (how-to's, tips)



Seasonal promotions and holiday offers

Content Ideas for Newsletters

- Industry News & Trends
- How-To Guides or Tutorials
- Customer Success Stories
- Welcome Series
- Behind-the-Scenes Content
- Upcoming Events or Webinars
- Guest or Influencer Highlights
- Curated Resources
- Seasonal Tips and Offers
- Surveys and Feedback Requests





Frequency of Sending Emails

- **80/20 rule** – 80% should provide value – 20% promotion
 - Weekly for newsletters and updates
 - Monthly for promotions or product launches
 - Seasonal/quarterly for special offers
- Avoid over-emailing to reduce unsubscribe rates

CATEGOR

Show all

Animated

Art

Authors

Blog

Companies

Custom e

Design

E-comm

Events

Fashion

Food

Holiday (C

Year)

Music

CATEGORIES

Show all

Animated

Art

Authors

Blog

Companies & Businesses

Custom email templates

Design

E-commerce

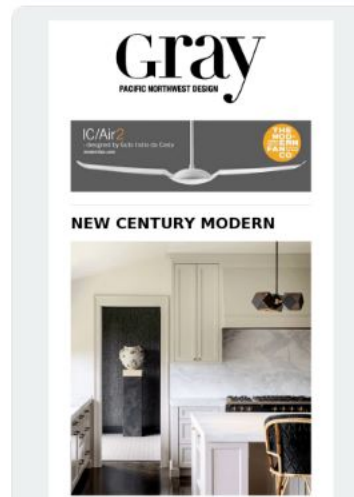
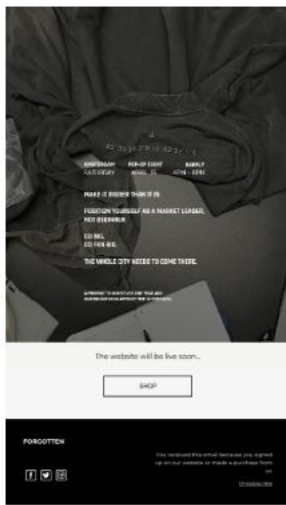
Events

Fashion

Food

Holiday (Christmas & New Year)

Music



Tag subscribers when they sign up

Increase subscriber satisfaction by letting them choose the types of content they want to see with interest groups (tags) in the signup forms. You can also use the hidden fields feature to automatically segment subscriber lists.

Newsletter

Sign up for what you're interested in.

Email address

Romantic Literature

Our romantic literature newsletter focuses on all the latest news from the RL world.

Adventure Novels

Interested in far-away worlds and stories of discovery and deceit? Adventure novels are for you!

Detectives

Hard-boiled cases and grizzled investigators. If you enjoy the grit of true crime, you'll love this newsletter.

Subscribe now

CATEGORIES

Show all

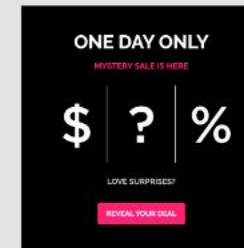
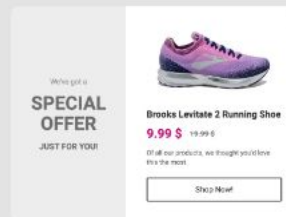
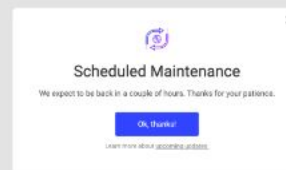
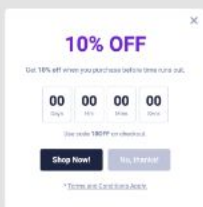
Fullscreen

Half-screen

Modal


Promotion

Slidebox



transform your campaigns!

Abandoned Cart from ML Shop



The diagram shows a workflow starting with a trigger 'Abandoned Cart from ML Shop'. This leads to an email template with the subject 'Your Order Awaits!' and the body text 'You forgot things in your cart!'. A timer icon indicates a delay of 'Wait 3 day(s)' before the next step.

Abandoned cart automation

E-commerce integrations

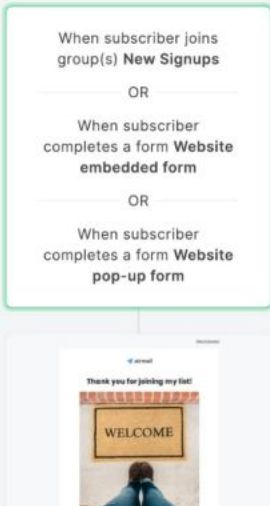
When subscriber joins group(s) **New Signups**

OR

When subscriber completes a form **Website embedded form**

OR

When subscriber completes a form **Website pop-up form**

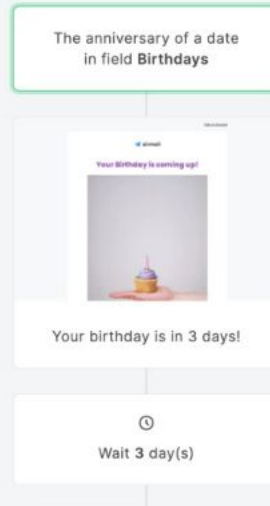


The diagram shows a workflow starting with three trigger options: 'When subscriber joins group(s) New Signups', 'When subscriber completes a form Website embedded form', or 'When subscriber completes a form Website pop-up form'. This leads to an email template with the subject 'Thank you for joining my list!' and the body text 'WELCOME'.

Advanced welcome email workflow

Advanced plan

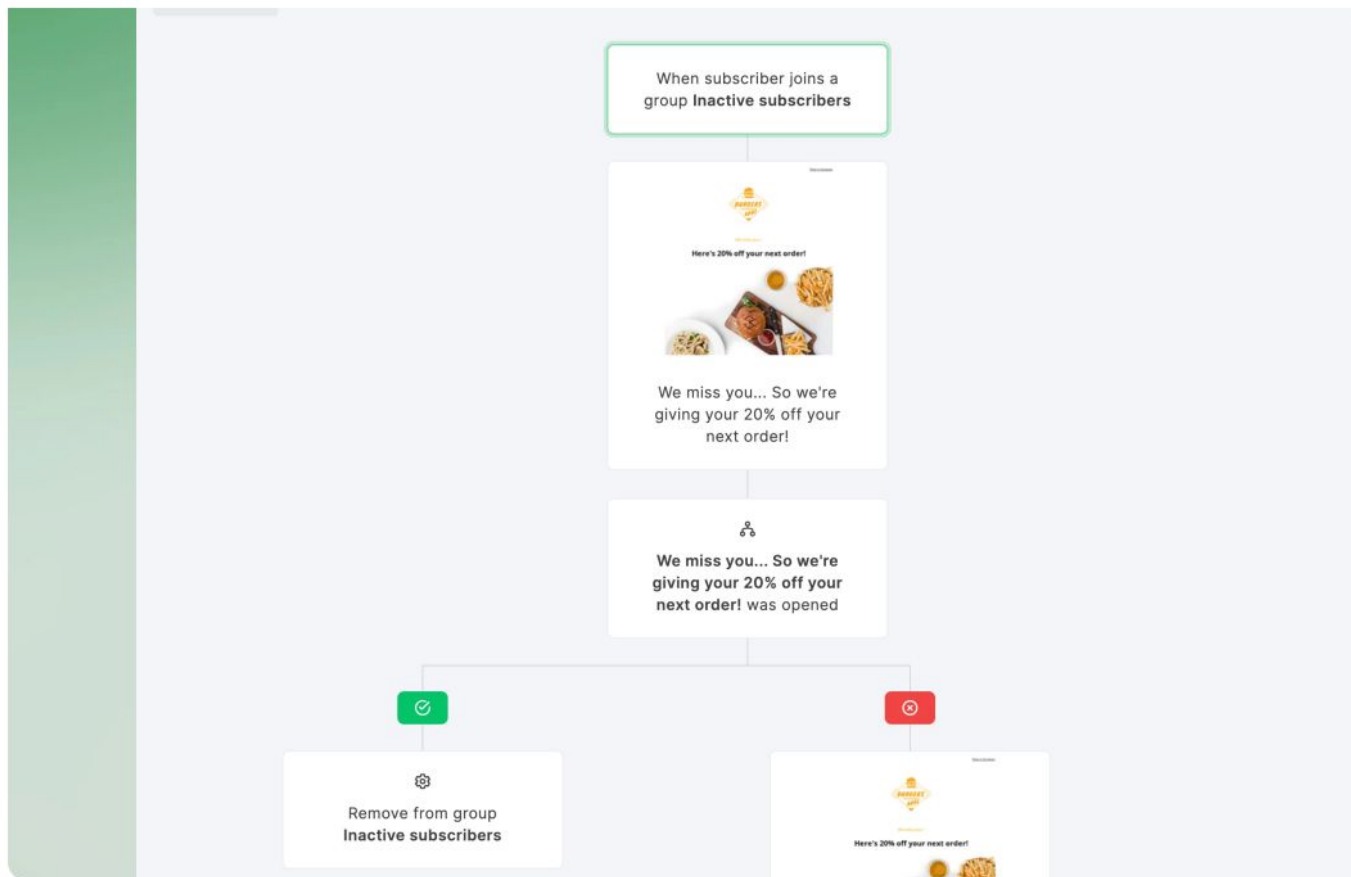
The anniversary of a date in field **Birthdays**



The diagram shows a workflow starting with a trigger 'The anniversary of a date in field Birthdays'. This leads to an email template with the subject 'Your Birthday is coming up!' and an image of a birthday cake. A timer icon indicates a delay of 'Wait 3 day(s)' before the next step.

Birthday email workflow

Free



Workflow name

Re-engagement automation

Trigger details

Workflow trigger: When subscriber joins a group

Subscriber group: inactive subscribers

Workflow details

ⓘ Workflow activates only the first time a subscriber joins the group.

Cancel

Save



Learn from our email marketing experts

Take your next email marketing project to another level with our practical, hands-on courses that you can complete in your own time. Earn a certificate for each course and continue your learning journey with future courses!



MailerLite Fundamentals



Send Emails



Collect Leads

PRE-ENROLL



Email Marketing Master Class

PRE-ENROLL



Email Automation Master Class

Enroll for free

Best Practices For Sending Emails

Use attention-grabbing subject lines – “You Won’t Believe What’s New This Season” or “Need a Break? Here’s How We Can Help”

Segment your email list - targeted campaigns allow for more relevant content

Maintain a clean list – regularly remove inactive subscribers

Personalize your emails – write to the other person as if they were your friend

Test and analyze - track and measure open rates, click-throughs, and conversions



More Best Practice s

Send at optimal times – figure out what works best for your audience

Comply with relevant regulations – include an easy way for people to unsubscribe

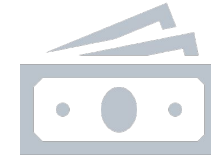
Optimize for mobile – make sure they look great on a cell phone

Include clear calls to action – be direct and action oriented to get results

Use an email marketing platform – best way to stay consistent and track metrics



Conclusion & Key Takeaways



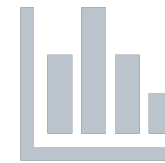
Choose the right platform based on your budget and needs



Focus on delivering valuable content to your audience



Keep your emails consistent but avoid spamming



Use analytics to improve your campaigns over time

Q and A



THANK YOU FOR YOUR PARTICIPATION!



Digital Economy Program



DIGITAL MAIN ST.