

Introduction to email marketing

What we are going to cover:

- **The definition and importance of email marketing**
for today's businesses
- How brands **use email marketing to engage and sell**
to their audience
- **Key terms and players** in email marketing



Email marketing is a form of direct marketing and digital marketing, that uses email to promote your brand's services or products

Email marketing: important facts and figures

- In 2020, the number of global email users **amounted to four billion** and is set to grow to 4.6 billion users in 2025
- More than **306 billion emails** are sent and received each day (2021).

Source: [Statista](#)



Number of email users worldwide (in millions)

Email marketing: important facts and figures

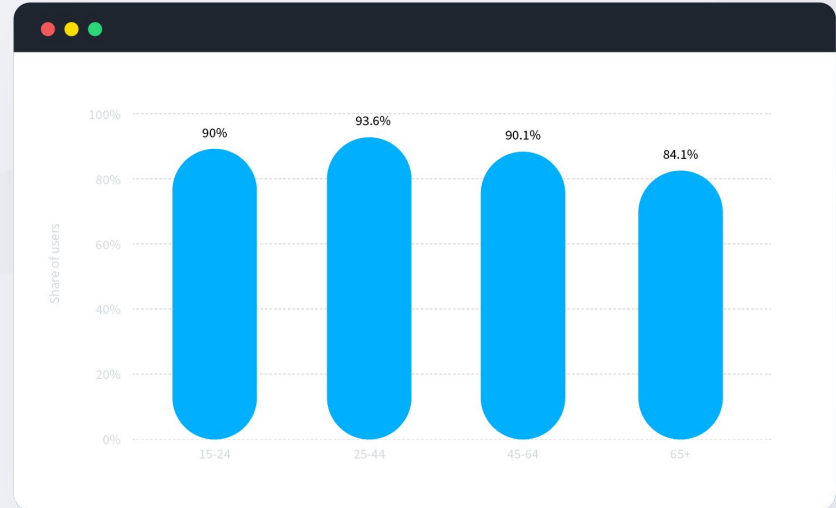
- Avg. email marketing **ROI is 38:1** ([DMA 2021](#))
- Avg. open rate is **(OR) 26.8%** and avg. click-through rate **(CTR) is 1.89%** ([GetResponse 2022](#))



Average results by message type

Email marketing: important facts and figures

- Used across all **age groups** ([Statista](#))
- Very **precise**
- Not owned by a **single company**
- **Owned** medium
- A lot of it **can be automated**



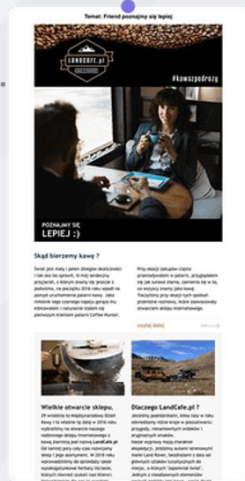
Percentage of internet users in the U.S. who use email as of November 2019, by age group

How brands use emails: Landcafe



How brands use emails: Landcafe

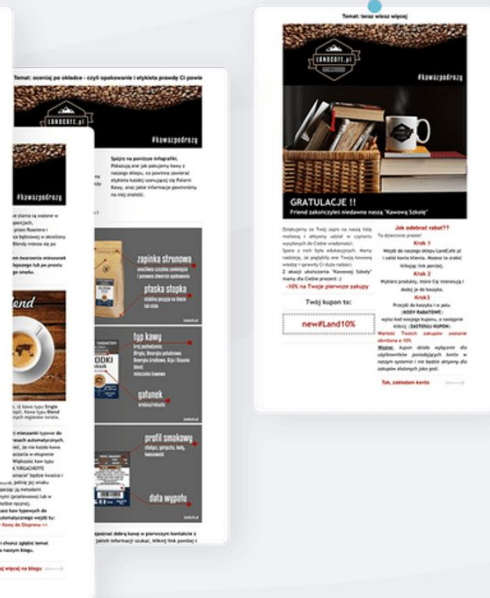
WELCOME EMAIL



EDUCATIONAL EMAILS



DISCOUNT COUPON EMAIL

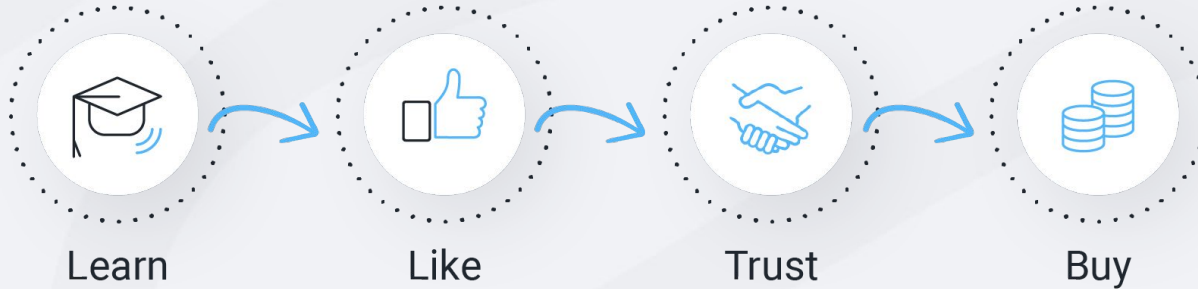


How brands use emails:

Landcafe

The campaign was carried out according to the

Learn > Like > Trust > Buy



How brands use emails:

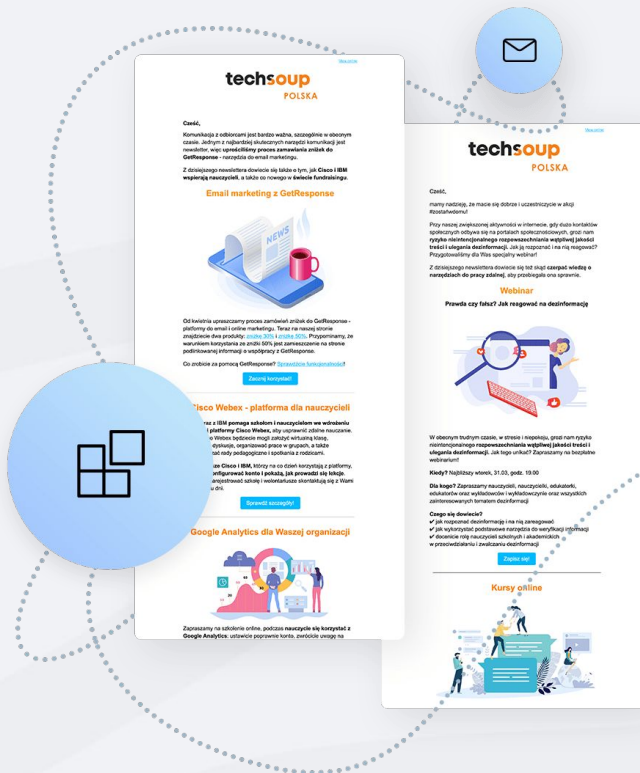
Techsoup



How brands use emails: Techsoup

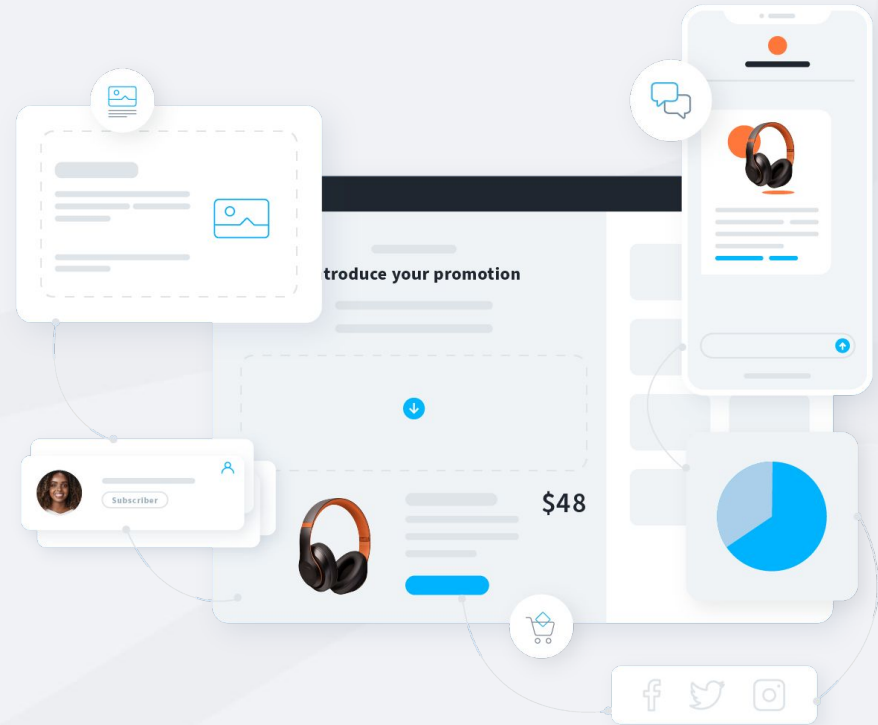
Every email:

- Has a **clear structure**
- Is **easy** to consume
- Uses the **same color scheme** and **similar graphic elements**
- Targets a **specific audience**



Key parties involved

- **ISP:** Internet Service Provider, e.g. Gmail
- **ESP:** Email Service Provider, e.g. GetResponse
- **Sender:** You, the email marketer
- **Subscriber:** Your recipient
- **+ Other organizations:** Organizations setting up standards, offering certifications, fighting against spam and phishing, creating and managing blocklists





Deliverability rate



Permission-based email marketing

Lesson recap

Here's what we've covered:

- **The definition and importance of email marketing** for today's businesses
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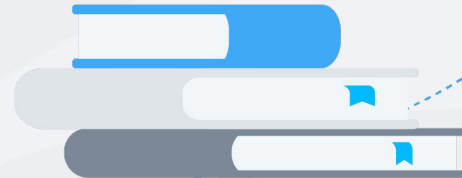


Homework

Step 1. Go to your own mailbox and review the emails you receive

Step 2. Identify which brands do email marketing in a way that makes you want to read and engage with their content

Step 3. Write down the reasons why you think their email marketing is effective and reflect on your findings



Bonus materials

- [> Email Deliverability Cheatsheet](#)
- [> Guide: Email Marketing for Beginners](#)

