

EMAIL MARKETING

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Email Marketing Fundamentals

- What is Email marketing?
- Tools and Strategy
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- Email Design

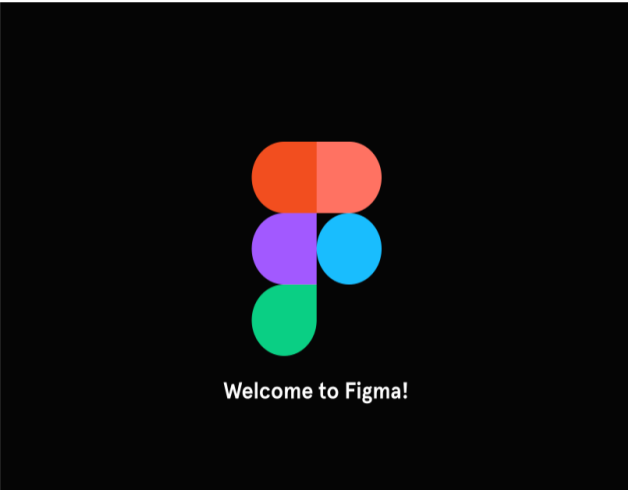
WHAT IS EMAIL MARKETING?

Email marketing is a digital marketing strategy that involves sending targeted and personalized emails to a group of recipients with the aim of promoting products, services, or building relationships. It is a direct and effective way to reach and engage with your audience, allowing you to deliver relevant content, offers, and information directly to their inbox.

Why is it important

Direct Communication – Cost-Effective – Targeted Messaging
Automation and Personalization – Measurable Results

EXAMPLES



Welcome to Figma!

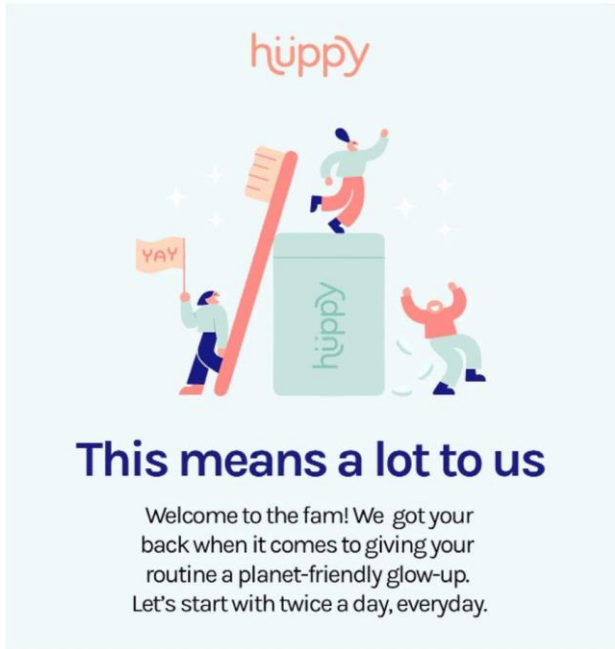
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That's all for now. We're here if you get stuck or have questions. :)

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This means a lot to us

Welcome to the fam! We got your back when it comes to giving your routine a planet-friendly glow-up. Let's start with twice a day, everyday.

Enjoy **10% OFF** your first order with code **WELCOME10**

[SHOP NOW](#)

[Unsubscribe](#)
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LEGISLATION AND REGULATION

When it comes to email marketing, it's essential to comply with relevant legislation and regulations to ensure data protection, privacy, and respect for recipients' preferences.

General Data Protection Regulation (GDPR) and Nigeria Data Protection Regulation (NDPR): They both apply to businesses operating in the European Union (EU) and Nigeria respectively to regulate the collection, storage, and processing of personal data. They require obtaining explicit consent from individuals to send them marketing emails and provides rights to opt-out and access their data.

KNOWLEDGE CHECK

Email marketing is important because of all of the following except:

- A. Saves cost of marketing
- B. Automation
- C. Personalization
- D. Better than social media ads (Ans)

BEST PRACTICES

- Define Clear Goals
- Build a Quality Email List
- Personalization and Segmentation
- Compelling Subject Lines
- High-Quality Content
- Mobile Optimization
- Clear Call-to-Action (CTA)
- Analyze and Optimize

Email Design Best Practices

-  1. Sender Name
-  2. Subject Line
-  3. Header
-  4. Pre-Header
-  5. Copy
-  6. Images
-  7. Colors
-  8. Call-to-action
-  9. Footer
-  10. Personalize
-  11. Layout
-  12. Responsive
-  13. A/B Testing

Sources for email list (recipients)

- **Website Opt-in Forms:** Place opt-in forms on your website to capture email addresses from interested visitors.
- **Social Media:** Leverage social media platforms to promote your email newsletter and encourage sign-ups.
- **Offline Events:** Collect email addresses from attendees at events, conferences, or trade shows.
- **Customer Interactions:** Capture email addresses during customer interactions, such as purchases or customer service interactions.

Define Contact Databases/Segmentation

- Maintain a well-organized and updated contact database to manage your email subscribers effectively.
- Segment your contact database based on relevant criteria like demographics, location, purchase history, or engagement level.

AUTOMATION IN EMAIL MARKETING

Automation in email marketing refers to the use of technology and software to automate various aspects of the email marketing process. It involves setting up predefined workflows, triggers, and rules that automatically send emails or perform specific actions based on user behavior, predefined conditions, or a predetermined schedule. Automation allows marketers to streamline and optimize their email marketing efforts, saving time and effort while delivering timely and relevant messages to their audience.

Benefits of automation

- Time-saving - Improved Efficiency - Scalability - Analytics and Reporting
 - Customer Retention

Email Writing Design

- Use a clean and visually appealing layout.
- Incorporate white space.
- Use responsive design.
- Choose a readable font and size.
- Use visuals strategically.
- Maintain consistent branding elements.
- Optimize for quick loading times.

Kwik is launching soon in PH! Tell us how to serve you there! Inbox ☆



Ayo from Kwik May 26

to me ▾



Dear Lekan

We are excited to announce that we will soon be launching in Port Harcourt!

As we prepare for this launch we would appreciate if you would take a few moments to help us answer some questions by clicking [here](#).

We sincerely appreciate your continued support and hope to serve you better.

team kwik



Buyer journey

- **Awareness Stage:** At this stage, the buyer realizes they have a problem or need. Emails can focus on blog posts, guides, or resources that offer insights and solutions.
- **Consideration Stage:** In this stage, the buyer is actively considering different options and researching potential solutions. Email marketing can provide more in-depth content such as case studies, product comparisons, or demo videos that highlight the benefits and features of the solution being offered.
- **Decision Stage:** At this stage, the buyer is ready to make a purchase decision. Email marketing can provide targeted messages that include special offers, discounts, testimonials, or customer success stories to encourage the buyer to make a purchase.

SUBJECT LINES

- Exclusive offer: 50% discount
- Welcome to the family
- Don't miss out on this offer
- You missed this.

CALL TO ACTION (CTA)

Shop Now - Get Started - Learn More - Sign up - Contact Us

KNOWLEDGE CHECK

Which of the following is a key benefit of automation?

- A. Scalability
- B. Analytics and Reporting
- C. Customer Retention
- D. All of the above (Ans)

CREATING AN EFFECTIVE EMAIL MARKETING

- Email service providers
- Introduction to Mailchimp
- Exploring the interface
- Email Campaign Creation Steps
- Adding contacts
- Setting the subject line and preview text
- Writing the copy
- Including CTA
- Choosing the audience
- Automation

Top Email Marketing Service Providers

- Mailchimp
- SendinBlue
- ConvertKit
- HubSpot Email Marketing

INTRODUCTION



mailchimp

ANALYTICS

- Benefits of analytics
- A/B Test
- Key Campaign Measurement Metrics
- Open and Click Through Rates
- Bounce Rates and Unsubscribes

Benefits of Analytics

- Performance Tracking – Audience Segmentation – Content Optimization
 - Conversion Tracking – Continuous Improvement

Key Metrics

- Open Rate – Click-Through Rate (CTR) – Conversion Rate – Bounce Rate
 - Unsubscribe Rate – List Growth Rate – Spam Complaint Rate
 - Forwarding and Sharing Rate – Engagement Metrics

A/B Test

A/B testing in email marketing involves comparing two or more variations of an email to determine which version performs better in terms of open rates, click-through rates, conversions, or other desired metrics. It helps marketers understand what elements of an email (e.g., subject line, layout, CTA, images) have the greatest impact on engagement and conversion rates.

Key Components

- Identify the Element to Test – Create Variations – Split your Audience – Send the Emails
- Monitor and Analyze Results – Draw Conclusions – Implement the Winning Variation

Analytics dashboard

- Open and Click through rates
- Bounce rates and unsubscribes





THANK YOU