

WELCOME

DAY 82/100

DIGITAL MASTERY CHALLENGE

DATE: OCTOBER 10, 2020, SATURDAY

TIME: 06:00 PM (AST)

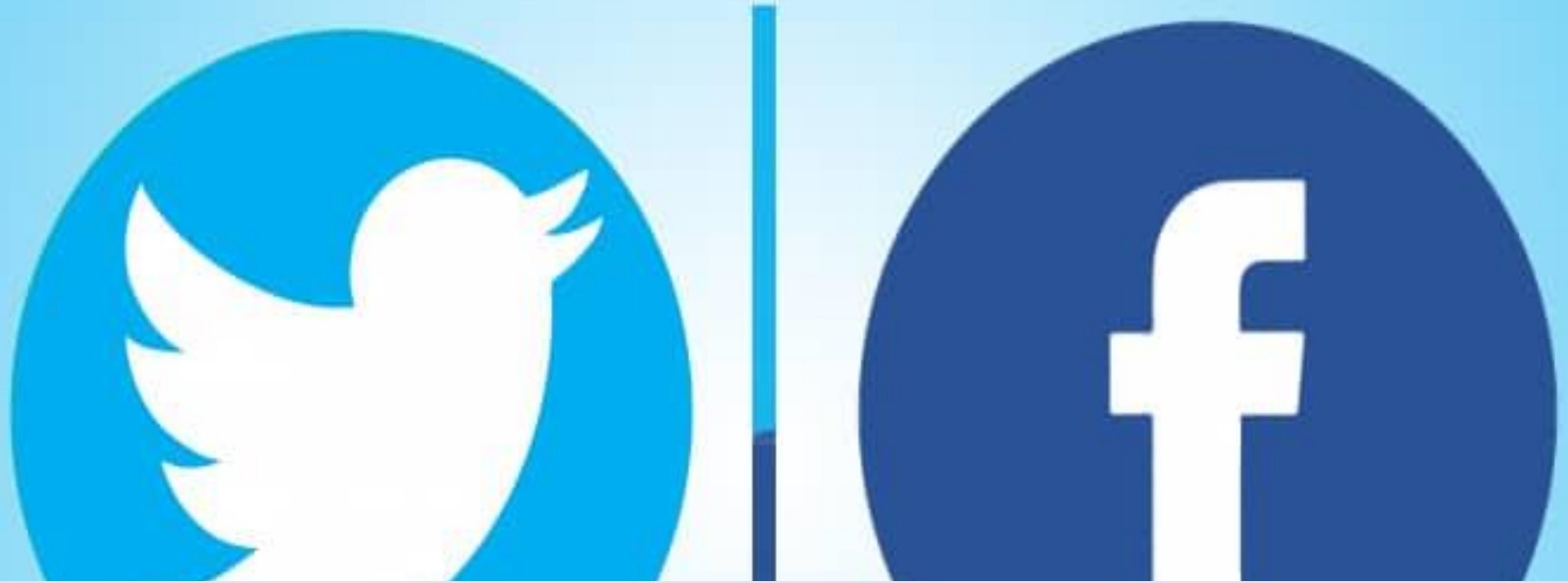
LIVE FROM DOHA, QATAR



EMAIL MARKETING

A person in a red shirt stands on a balcony, looking out at a futuristic city at night. The city is filled with glowing digital elements, including floating text and icons, creating a vibrant, cyberpunk atmosphere. The person's back is to the camera, and they are looking towards the city. The text is overlaid on a semi-transparent white box in the center of the image.

***In a constantly evolving digital landscape,
tools and platforms come and go.***



That's three times more than the number of Facebook and Twitter accounts combined

if optimized correctly, an email marketing campaign can be all-powerful, driving better returns on investment and higher levels of engagement.



EMAIL MARKETING



What is email marketing?

It is A structured, systematic process that is one of the most successful channels for delivering highly relevant marketing communications to targeted subscribers.

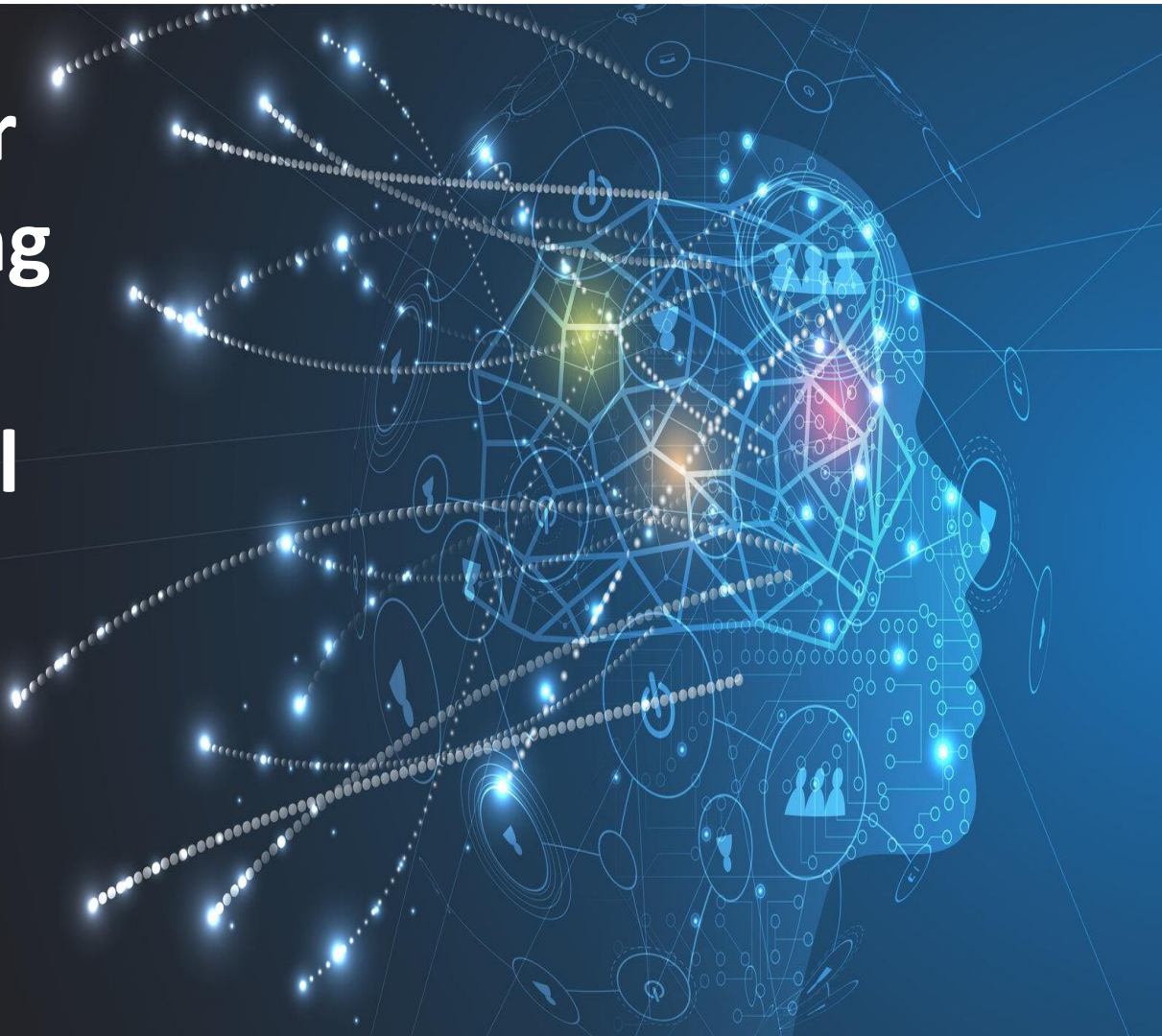


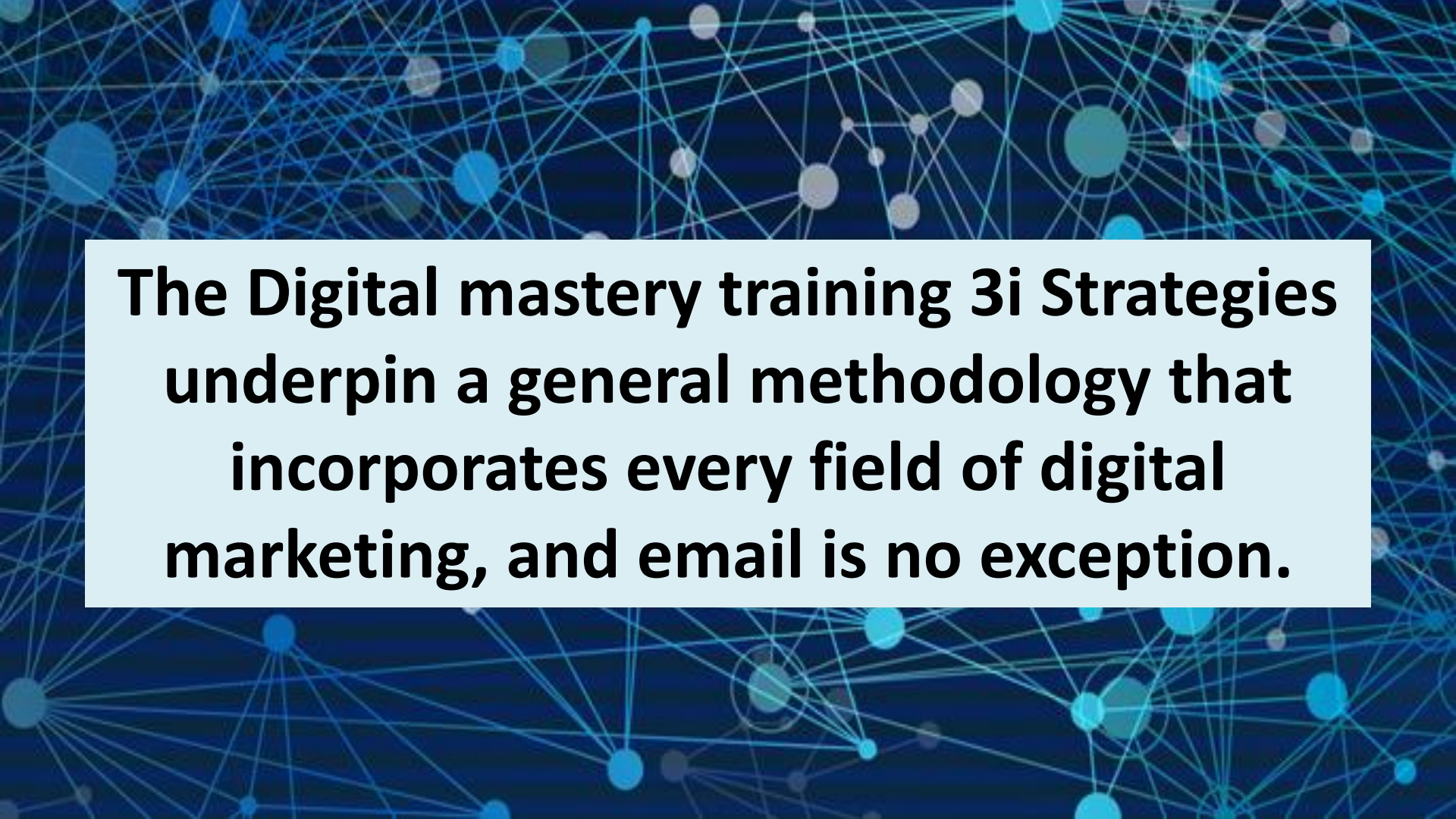
EMAIL MARKETING



So what makes email marketing so valuable, besides its ability to establish brand visibility in the eyes that matter most?

Like every other digital marketing specialty, the success of email is based upon a rigorous, consistent process.





The Digital mastery training 3i Strategies underpin a general methodology that incorporates every field of digital marketing, and email is no exception.



INITIATE

INITIATE

Start with the customer and work towards a fully optimized email marketing campaign.

***Who are your
target subscribers?
What kind of email
content will best
suit their
preferences and
needs?***



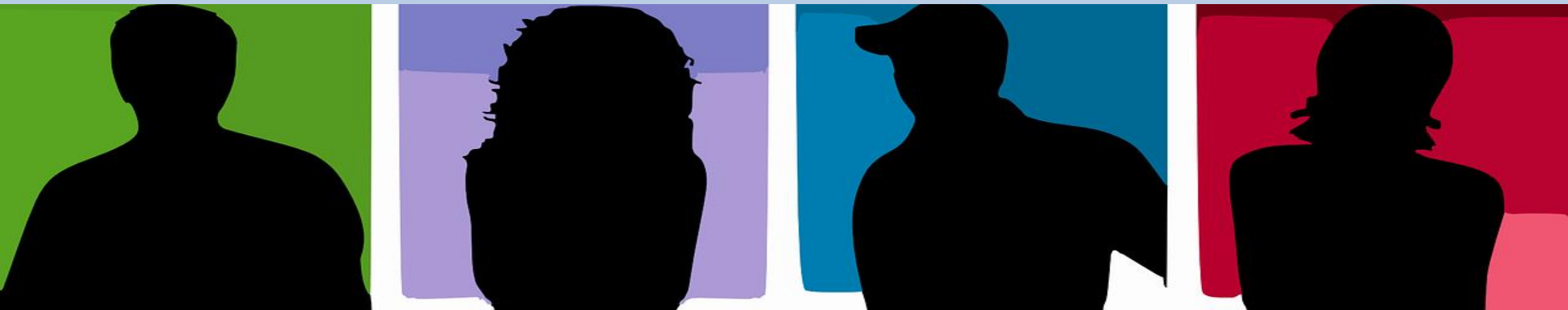
ITERATE

Measure and analyze the performance of your email marketing campaign.





Are your target subscribers opening your emails and engaging with them?





Are they ignoring them?



You can use this information to learn from your mistakes, repeat your successes, and continually improve the execution of your campaign.



INTEGRATE

Incorporate your email marketing campaign into your overall digital marketing and offline marketing efforts.

***Email marketing
should follow the
four vital steps
that comprise an
effective email
marketing
process:***



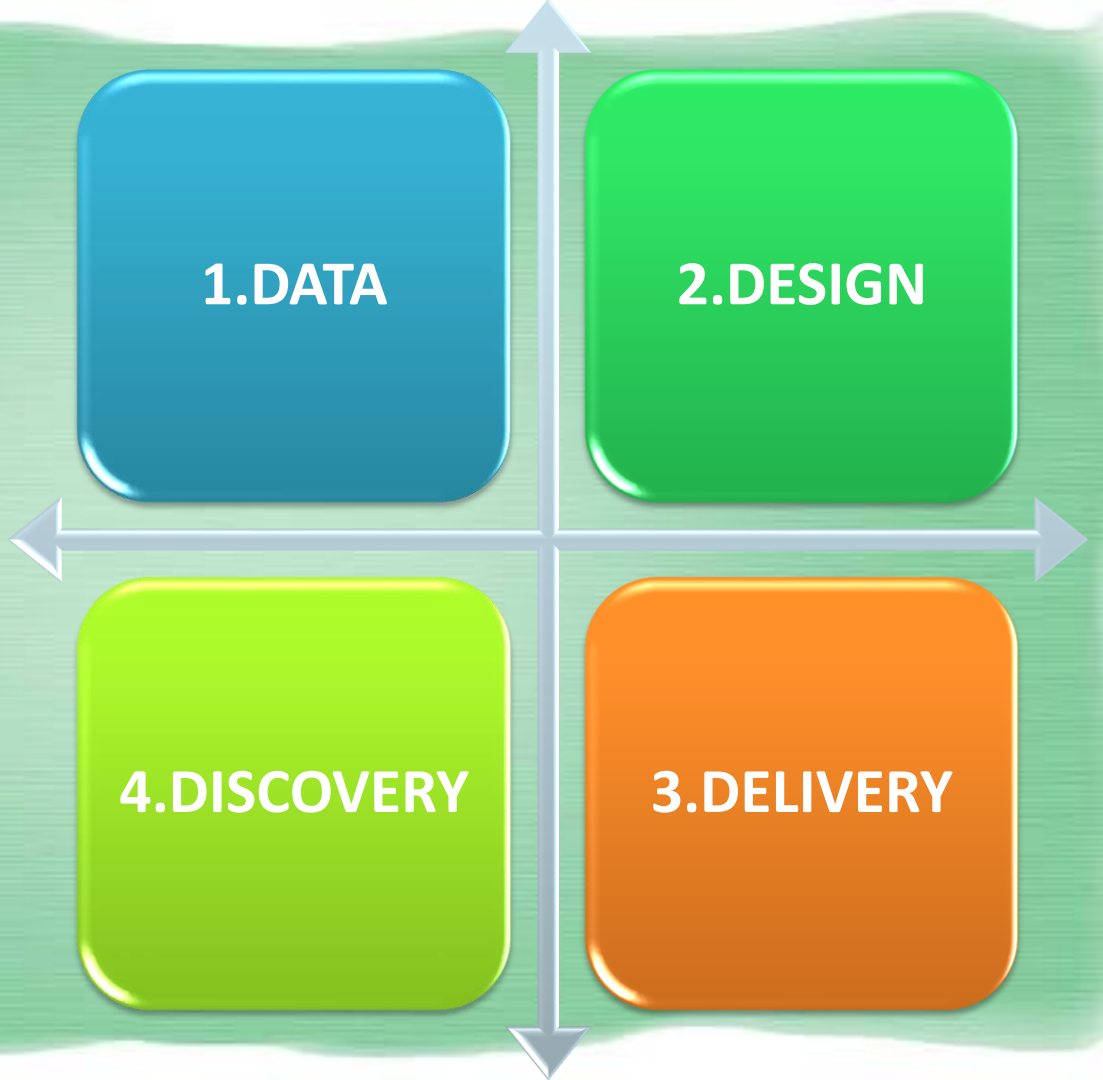
**WE
WILL
COVER
THESE
4 STEPS**

1.DATA

2.DESIGN

4.DISCOVERY

3.DELIVERY



DATA

The first step in any email marketing campaign should always be the creation of a subscriber list.



***This is a
compilation of
email contacts who
have consented to
receive your
communications
(they've opted in).***



DESIGN

This step involves deciding which content you should include in your email and the design principles you must follow.



DELIVERY

This step is all about the delivery of your marketing emails.

You will learn how they are managed through an email service provider (ESP), which facilitates everything from email style and layout to scheduling.





DISCOVERY

Analysis and reporting are fundamental when revising and refining your digital practices.

Leveraging analytics tools will allow you to track every cent spent on your email marketing and let you track open rates, total opens, and unique opens.



Even if you haven't carried out any email marketing activities (yet!), it's very likely that you will feel quite comfortable with the concept of email.



Most users will have more than one email account, be it business or personal, and are familiar with a variety of email clients—from Gmail to Yahoo! Mail!



**It has already
been mentioned
that email
marketing is
highly
structured and
process-driven.**



**which means
everything you
need to know
will be easy to
learn and
simple to
implement.**





HELP.


*It's just about following
the process!*

***Understand and harness the direct influence
of email marketing on a global basis***




***Collect and
collate
subscriber data
so you can
maximize your
audience
targeting.***





Craft a compelling and contagious (in a good way) marketing email, from subject line to imagery and text formatting.

The background of the image is a dense, chaotic arrangement of light blue, 3D-rendered letters and symbols. These characters, including letters like 'O', 'N', 'Z', 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z' and symbols like '@', '#', '\$', '%', '&', '*', '+', '=', are scattered across the entire frame. They have a slight shadow and a metallic or plastic-like texture, giving them a three-dimensional appearance. The overall color palette is a monochromatic light blue with some darker shadows and highlights.

Optimize the delivery of your emails by avoiding spam filters, embracing split testing, and scheduling efficiently.

Describe and replicate the anatomy of an effective email marketing campaign.

ANATOMY OF AN EMAIL

A quick look inside content that drives opens and clicks

GET TO THE SUBJECT:

Second subject lines (4 - 10 words) have 20% higher open rates on average



20% higher open rates

From: Your company
To: Your Audience

You Can Write a GREAT Subject Line!

PERSONALIZE YOUR GREETING:

Use a name for 129% higher click-throughs



129% higher CTR

Brittany, it's time to update your software!

BE BOLD:

Slightly emotional, humanized language beats corporate speak - in some cases for 24% more clicks



24% more clicks

IT STINKS TO STINK.

Get with the times download a **FREE TRIAL**

ADD AN IMAGE:

82% of people pay more attention to emails with pictures



82% pay more attention

WRITE FOR YOUR AUDIENCE SEGMENTS:

Segmented emails with targeted offers, insights, etc. get 50% more clicks



50% more clicks

As a marketer, and we know the latest data in the new

...like you can earn **50% OFF** download before the holiday.

...now, just because we like you :-)



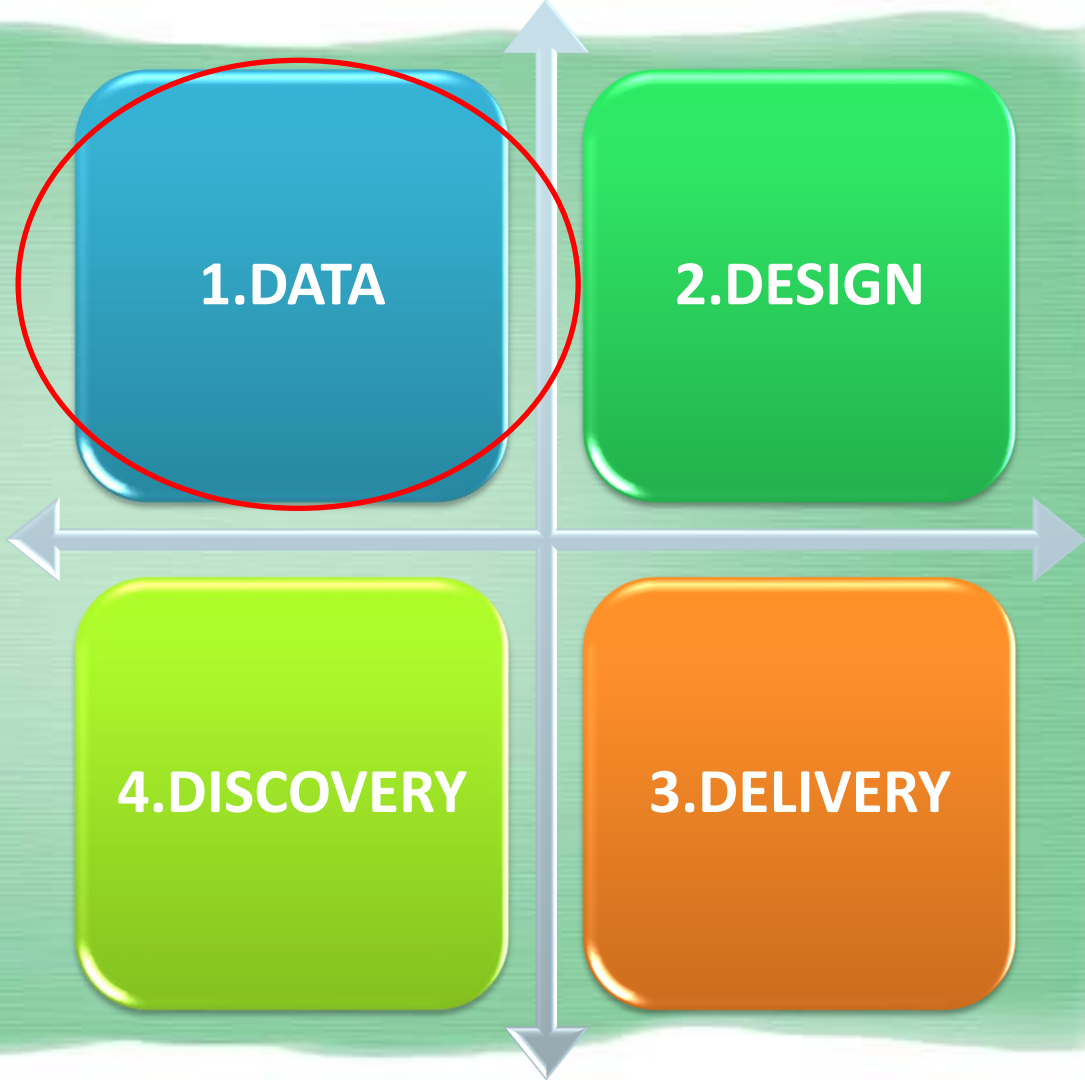
**Identify the email marketing metrics
that matter and incorporate them into
your reporting.**



STEP 1:

**Data—Email
Marketing Process**

**WILL
DISCUSS
STEP 1**



Before you learn more about the details of acquiring data and subscriber management, you first need to know about spam and its intrinsic relationship to the data you use as part of an email marketing campaign.



THE FORMAL DEFINITION OF SPAM:

What it is and what it entails for you as a marketer.



Examples of what email subscribers perceive as spam and the criteria on which they base their decisions.

**Methods to
avoid triggering
spam filters and
escaping the
damning
judgment: spam!**



Spam, Spammity Spam

S P A M

**Just like the
questionably colored,
unidentifiable
precooked meat in a
can, the receipt of
unsolicited email
communications can
be gross!**



**Unsolicited
email means
that a user didn't
ask, or opt in, to
receive the
email.**



Spam can also apply to bulk email, a term that applies to the same unsolicited email being sent out to hundreds of thousands of users who have not opted in to receive it.





BLACKLISTED

This is a practice that can result in blacklisting, which means that the sender is added to a list of naughty email senders that email clients can block and keep away from their users' inboxes.

Blacklisting, in essence, means the death of an email marketing campaign and can be incredibly damaging to a brand as well.



A row of eight light-colored wooden blocks, each with a black letter, spelling out the word 'EXAMPLES'. The blocks are arranged in a line on a wooden surface. In the background, there are many more wooden blocks, some of which are slightly out of focus, creating a sense of depth. The lighting is soft, highlighting the texture of the wood.

EXAMPLES

OF SPAM

SPAM IS INSIDIOUS

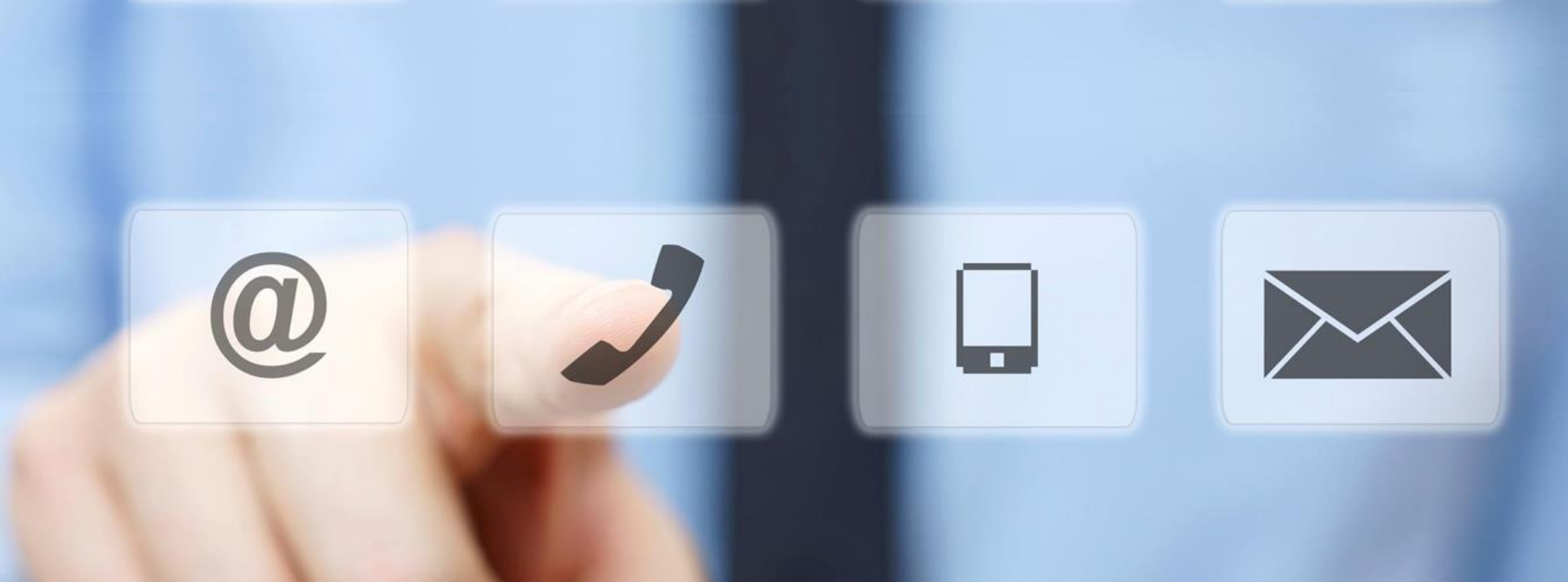


At first a spam email can look entirely inoffensive; say, a simple inquiry about whether or not you are interested in eye drops manufactured in China.



**The difference lies
in whether or not
you have
expressed a
previous interest
in buying eye
drops.**





Did you fill in a contact form on a website?



***Did
you
opt in?***




A bulk email example of spam could include a newsletter on the topic of fly fishing that you have never subscribed to, which is only a good thing if you happen to like fly fishing.

Spam Really
is in the
Eye of the
Beholder




What email subscribers consider to be spam really boils down to personal preference.





Recipients can audit the contents of their inbox, which include your marketing email, and can choose to send your message to their junk mail folders based on a range of criteria.





One of the main reasons your email could be marked as spam is because a subscriber is unfamiliar with you, your business, or your brand





***Sometimes users forget
that they have opted in to
receive marketing
messages***





Another key reason has to do with relevancy:





***They could have opted in initially,
but if they view the content of
follow-up emails as irrelevant or
unrelated to the reason they opted
in, they're more likely to regard
them as spam.***





**FIVE WAYS TO AVOID
THE DAMNING
JUDGMENT: Spam!**

AVOID SPAM FILTERS





Email clients are designed with an incredible focus on protecting their users from disruptive, annoying spam

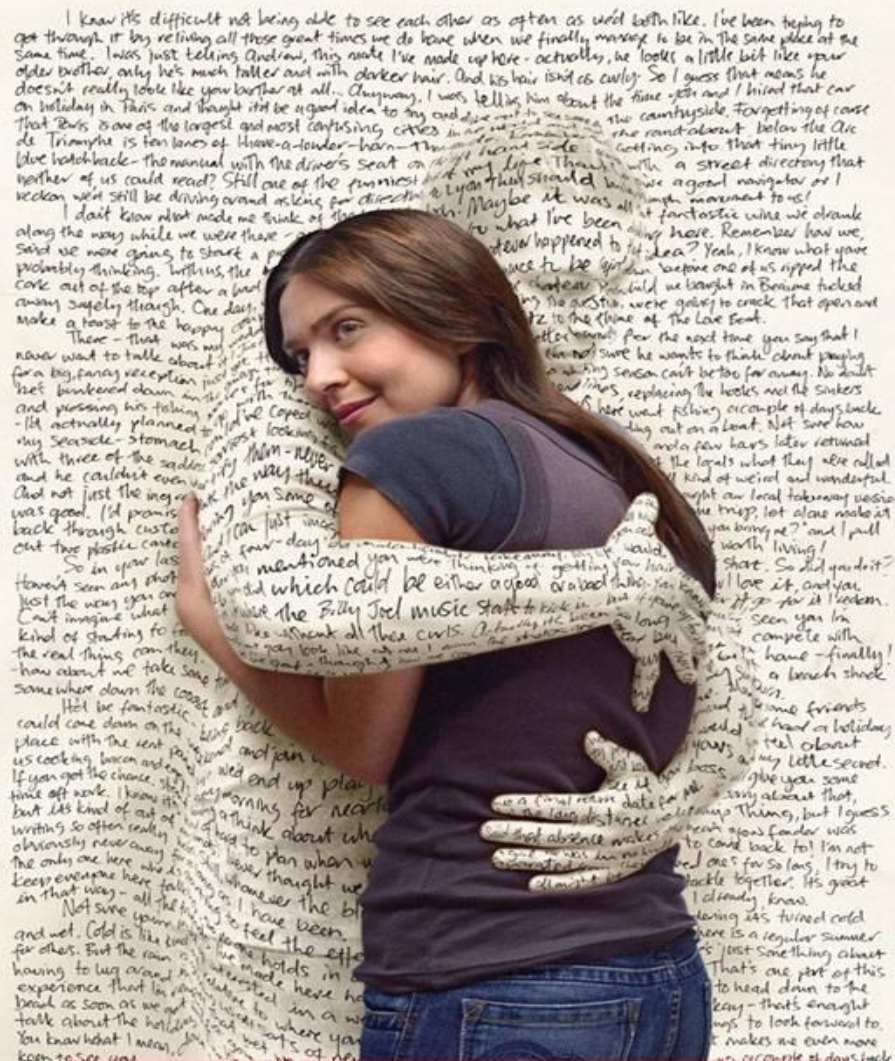




One of the methods used is built-in spam filters, which audit email messages based on a number of factors



IMAGE AND TEXT IMBALANCE.





***Using too many images
can cause an imbalance
that can trigger spam
filters.***





Avoid creating or using designs that simply have text overlaid on an image, as a spam filter will only detect the image and not the text built into it.



TOO MUCH FORMATTING

This includes the use of excessive capitals and capitalization, bold text, and irregular font sizes.

ATTACHMENTS

Try not to use attachments; include all necessary information within the body of the email, as attachments can trigger spam filters.

***You should also use your email
to direct traffic to your
website, or social media, or
somewhere where you can
generate a higher ROI***

as this method serves as a much more valuable call to action than asking the recipient to download and read an attachment.

OBSCENE TERMS

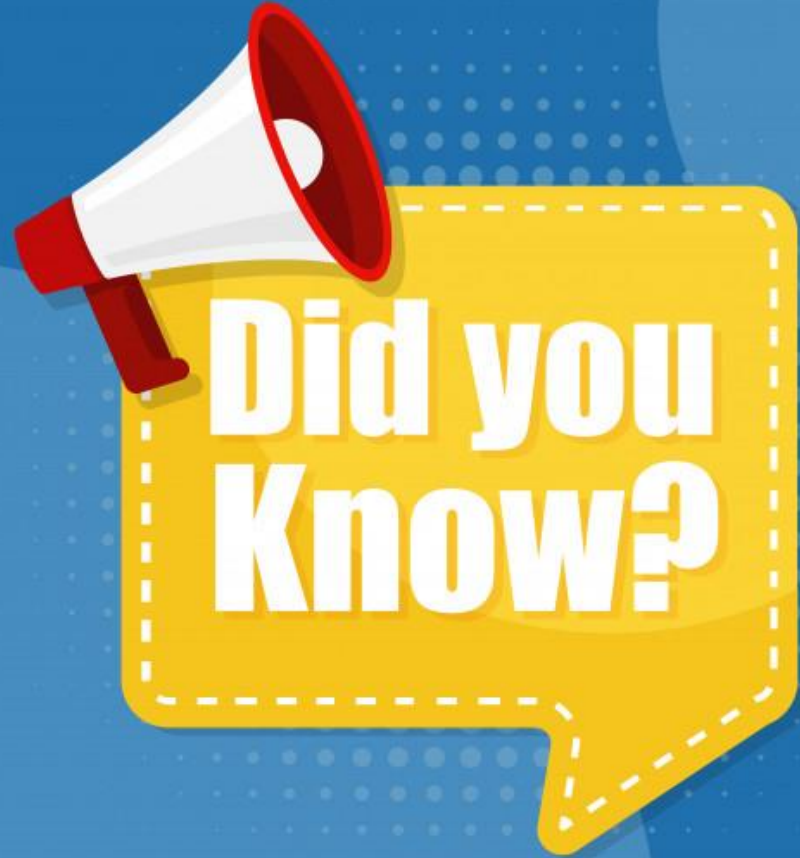
Use of incentivizing terms like sales offers, crazy deals, free money, or anything else that might sound suspicious to a spam filter.

SAVE SUBSCRIBER



LISTS FROM SPAM


***Did you know that
you are only
allowed to send a
marketing email to
individuals who
have been active
subscribers in the
12 months prior to
that email?***



if an individual has opened, clicked, or engaged with an email in any way within this 12-month window they can be counted as valid subscriptions



Did you Know?

An illustration of a person with dark hair, wearing a yellow shirt, sitting at a desk and working on a computer. The background features a large, stylized window with horizontal lines and orange accents. A prominent orange text box is overlaid on the right side of the image, containing the text:

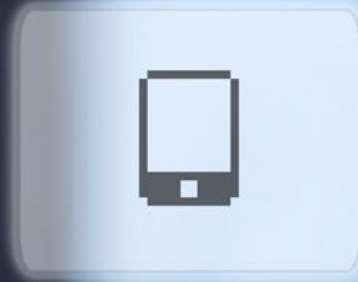
Marketers may also send an email if they have obtained an individual's contact details

But what does that mean?



A good example would be if you
visited Amazon.com





that email newsletter would have been automatically checked as part of the contact form.

***Stay
Relevant
to Stop
Spam***



As a marketer, you can only send an email if its message relates to similar products and services that the recipient has previously shown an interest in

This is very important because if you are part of a company that sells kitchenware, such as plates and cups, it means you can target your subscribers with emails for textiles that they can use in a kitchen



***However, you can't start trying to
sell them cars all of a sudden***



Don't Conceal Your Identity

Marketers cannot send an email if the identity of the sender has been disguised or obscured.

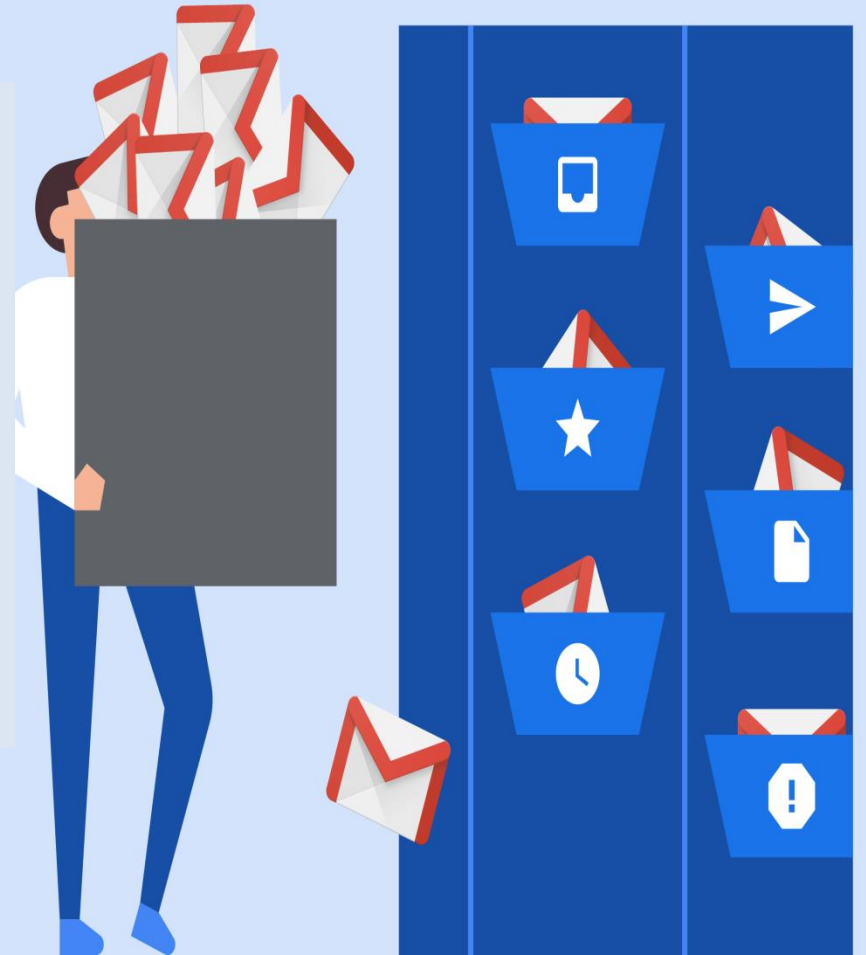
**This means when you are
carrying out an email
marketing campaign,
recipients need to be able to
identify the email sender**

**so even if you are just emailing
to thank them for signing up to
your newsletter, you need to
remind recipients who is
emailing them and why**

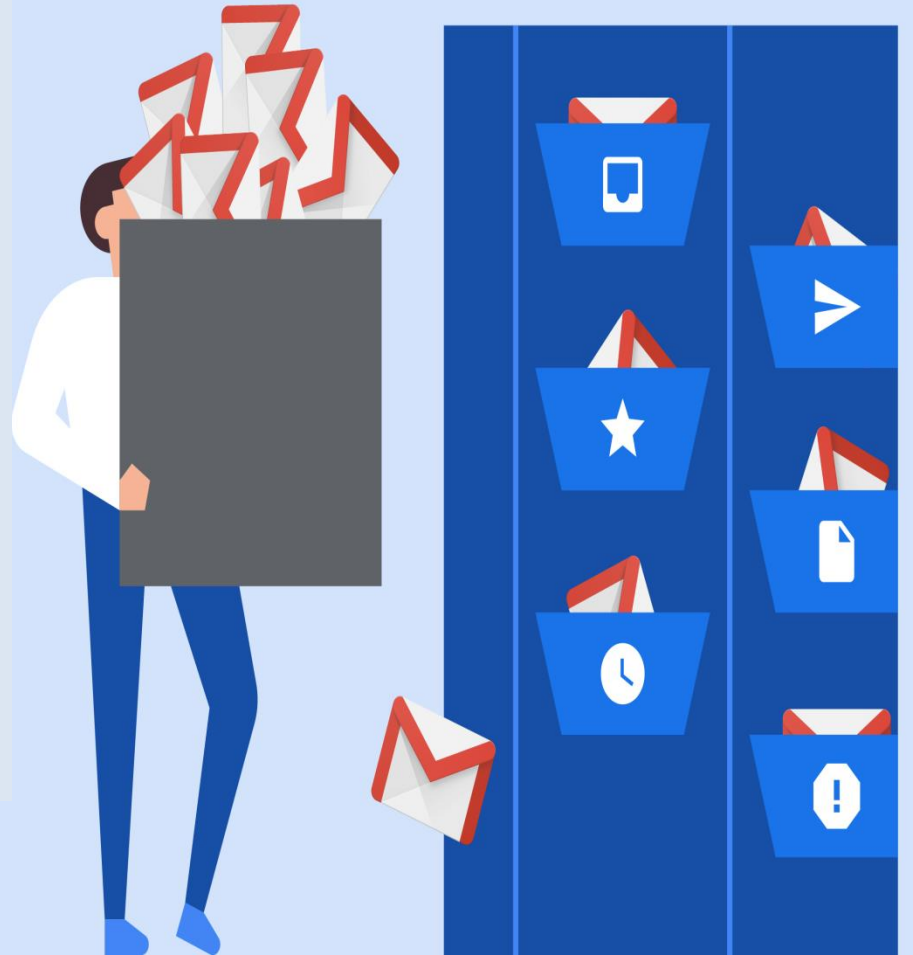
***Transparency is key,
and it also extends to
providing an email
address at which you,
the sender, may be
contacted.***



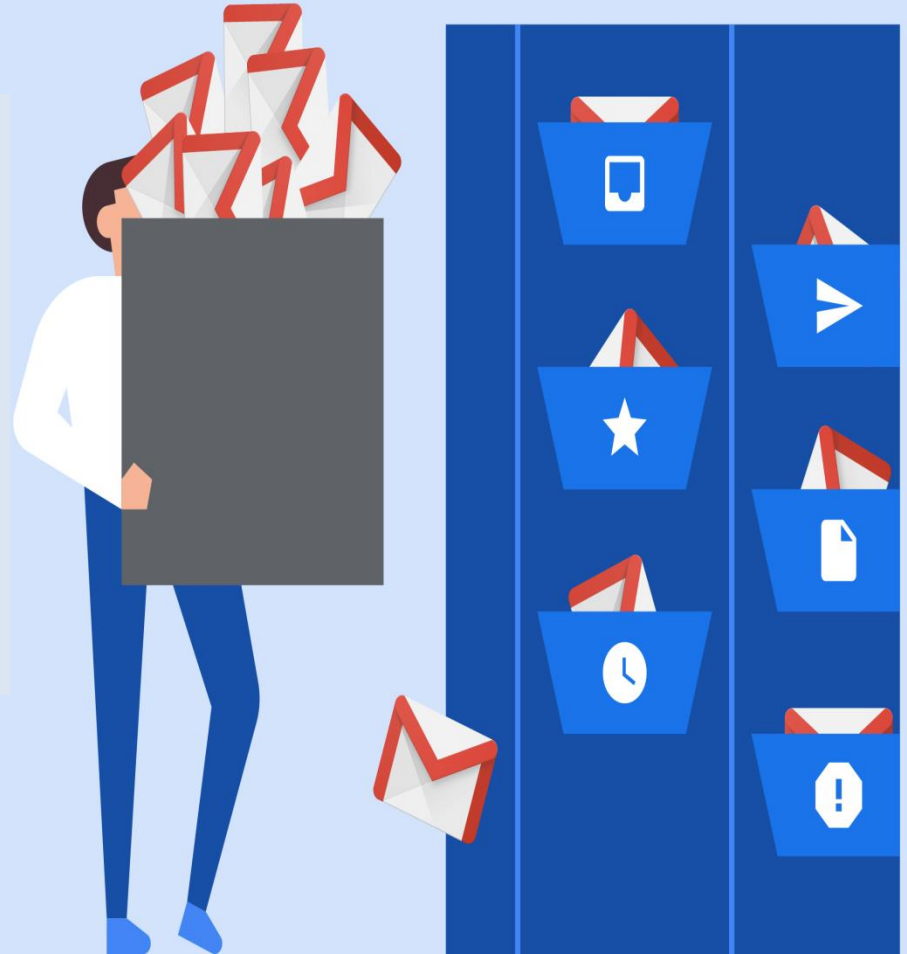
Using a valid email address rather than a so-called noreply is important for two reasons.



Firstly, it shows a subscriber that the sender is tangible and reputable, and not a robot that can't be contacted sending out spam.



Secondly, it provides a subscriber with an email address to which they can send an opt-out request



**Don't
Buy or
Share
Lists**






If you are a business that sells office supplies and you are targeted by an individual offering to sell you the email addresses of every law firm in the country,



**keep in mind that while that individual
may have the right to use those
subscriptions, you do not.**



**So regardless of how tempting it is,
never buy subscriber lists, because it
could land you in a lot of trouble.**

A hand holding a red pen is writing on a yellow sticky note. The background is a window with several other colorful sticky notes (pink, yellow, and light green) scattered across it. The text is overlaid on the left side of the image.

***Similarly, you
should not share
lists either.***

Why would you share a subscriber list with someone when you have invested a lot of time and effort into nurturing that database?




SUBSCRIBER MANAGEMENT

Before starting any email marketing campaign, the first area that you should focus on is subscriber management.

This is the first stage in the iterative process for email, and it is primarily concerned with data.

***Without email addresses
you cannot conduct an
email marketing
campaign!***

A close-up photograph of a person wearing a bright yellow t-shirt, sitting at a wooden desk. They are holding a silver fountain pen in their right hand, poised to write on a white sheet of paper. Their left hand is resting on the paper, holding it steady. The background is softly blurred, showing more of the person's torso and the desk surface. A semi-transparent yellow banner with black text is overlaid across the middle of the image.

This means you need to know:

***How to acquire
subscribers and mine
for data to heighten
customer insight.***

***How to segment that
data to target subscribers
efficiently and maximize
open rates.***

***How to update and
maintain your subscriber
lists on a regular basis for
effective campaign
targeting.***

When you first engage with an ESP, it will ask you to import your subscriber list, which is a database of email addresses to which you can send your marketing emails

***This is also known as
gaining the opt-in of
your subscribers***

Obviously, the more subscribers you win, the better, but it is imperative that they are of a high quality

PRINTED MATERIALS

These can include business cards, leaflets, flyers, and packaging.

***You can also think of
innovative ways to
integrate offline with online
methods;***

for example, by using QR codes on printed materials that will take users to an online sign-up form on their smartphones.

EVENTS

You can collect email addresses at offline events such as trade shows, exhibitions, and conferences and import them into your subscriber list.

CUSTOMER TOUCHPOINTS

This is a perfect opportunity to ask for their email addresses so that you can send them email updates on your products.

Similarly, if you have a telesales or customer service department in your company you could create a KPI measuring those teams to reward the individuals who acquire the most email addresses.

A top-down view of a wooden desk with a computer monitor, keyboard, tablet, and smartphone. The monitor is at the top, the keyboard is in the center, the tablet is on the left, and the smartphone is on the right. A semi-transparent light green banner is overlaid on the bottom half of the image, containing the text.

ONLINE METHODS FOR DATA COLLECTION

WEBSITE SIGN-UP FORMS

*These are a simple,
nonintrusive way to collect
email addresses.*

SOCIAL MEDIA

You can use social media platforms such as Facebook, Twitter, and LinkedIn to promote offers

CUSTOMER TOUCHPOINTS

As with offline customer interactions, there are opportunities for you to acquire email addresses at various stages in the online customer journey



DATA SEGMENTATION

***After you have accumulated
your subscriber data, it is
essential that you know how
to optimize your use of that
data***



The **true value** lies not in the data itself, but in what you do with it.



***Marketers achieve
optimization through a
process known as
segmentation,***

which is the act of dividing your subscriber list into segments and defining those segments in accordance with your subscribers' attributes, likes, dislikes, and requirements.

Segmentation allows you to personalize your email communications based on these specific characteristics of your target audience.



It's important to remember that when you are segmenting your target audience you should create clearly identifiable segments





**THESE FEATURES
COULD INCLUDE:**



DEMOGRAPHICS

Demographics refers to the gender, education, culture, or age of your subscribers; in other words, the email content you target a teenage audience with might not be applicable to older recipients.

GEOGRAPHY



Equally important is the location of your subscribers.

If you are the owner of a brick and-mortar store in Newyork and your email marketing campaign is centered on an in-store promotion, you won't want to target users on your email list who are based in England.



The background is a sepia-toned vintage map. In the upper right, a steam locomotive is depicted. In the lower left, a three-masted sailing ship is shown. In the lower right, a vintage open-top automobile is visible. The map includes various geographical labels such as 'AMERICA', 'NORTH AMERICA', 'SOUTH SEA', and 'ETHIOPIA'.

HISTORY

Don't forget to harness the history you have built up among those subscribers who are also customers.

You are already familiar with their buying habits—you know when they buy, how they buy, and why they buy particular products

RELATIONSHIP

Your relationship with your subscribers matters. It is something incredibly valuable. Something profound

If nurtured and cared for properly, it can result in those three little words that make a marketer's insides flutter: return on investment

CUSTOMER LIFECYCLE

You will have a subscriber list of individuals who are all at very different stages in the customer life cycle

Whether they have yet to make a purchase or are dormant customers who haven't purchased in years, this information can provide you with an understanding of how you should be communicating with them.

DYNAMIC SEGMENTATION

Closely related to the idea of tailoring marketing emails based on buying history and the customer life cycle, is the concept of dynamic segmentation.

**This type of segmentation
is based on information
gathered throughout the
customer life cycle.**

AN AVERAGE CUSTOMER LIFE CYCLE



**A customer
subscribes to your
newsletter after
purchasing online.**

She has already purchased something, which is great, but what can you do to encourage her to purchase again

**A couple of months
later you target her with
an email, which she
clicks on**

She also clicks through the links within the email, which takes her back to your website, demonstrating a continued interest in the brand.

After that, she visits your website and demonstrates her current interests by browsing different product pages, indicating a probability that she will buy again.

A few months after that she highlights the quality of her engagement by sharing your product on Facebook,

**demonstrating her
customer advocacy and
growing your brand for
you.**

A little while after that, she likes and shares your updates on Facebook, positioning herself as a brand ambassador and boosting your reach into communities and networks that you might never have had access to before.

Insights can be drawn from every one of these interactions.





Unlike a traditional, or static, subscriber list, dynamic lists evolve as these different actions are taken.

A person in a dark suit is shown from the chest down, sitting at a desk and typing on a laptop. The scene is dimly lit with a strong blue color cast. Overlaid on the image is a network diagram consisting of white and blue nodes connected by thin lines. A dark grey horizontal bar is positioned across the middle of the image, containing the text 'DATA MANAGEMENT' in white, bold, uppercase letters. The background shows the laptop screen and keyboard, with some blurred data visualizations visible on the right side.

DATA MANAGEMENT

Even after you have accumulated and segmented your data, and used the results to the benefit of your email marketing campaigns, the story doesn't end there!

You should look to enrich and refine your data all the time, in keeping with the established email marketing principle of quality over quantity

The final part of step 1 of this iterative email process is assuring the quality of your subscriber database by maintaining it regularly.

**CLEAN
OLD DATA
REGULARLY**





So how do you know if your data is old?

If you send out an email to 1,000 subscribers and it has a bounce rate of 1 percent, you will know that your email wasn't delivered to 10 of your subscribers and that their email addresses need to be cleaned.

APPLY SEGMENTATION CONSISTENTLY



You should view segmentation as an ongoing activity, and an essential element of data management, as you can update and refine your subscriber lists based on your subscribers' behavior and clicks.

QUALITY
NOT
QUANTITY

A small number of high-quality interactions will always be more valuable than a large number of low-quality interactions, due to the enhanced insights you can gain from these interactions.

A large crowd of people walking in a busy public space, with a central text overlay. The background is a blurred, high-angle shot of a diverse group of people in various attire, including business suits, casual wear, and backpacks, moving through a crowded area. The text is centered in a white rectangular box with a light pink background.

**More than anything else, it's
important that you really know
your customers**

A set of stone steps illuminated with blue LED lights, creating a glowing path. The steps are made of dark, textured stone blocks. The blue light is recessed into the grooves between the steps, creating a continuous line of light that leads up the stairs. The background is dark, making the glowing steps stand out.

STEP 2:

**Design and
Content**

Thank
you

