

WELCOME

DAY 83 / 100

DIGITAL MASTERY CHALLENGE

DATE: OCTOBER 11, 2020, SUNDAY

TIME: 06:00 PM (AST)

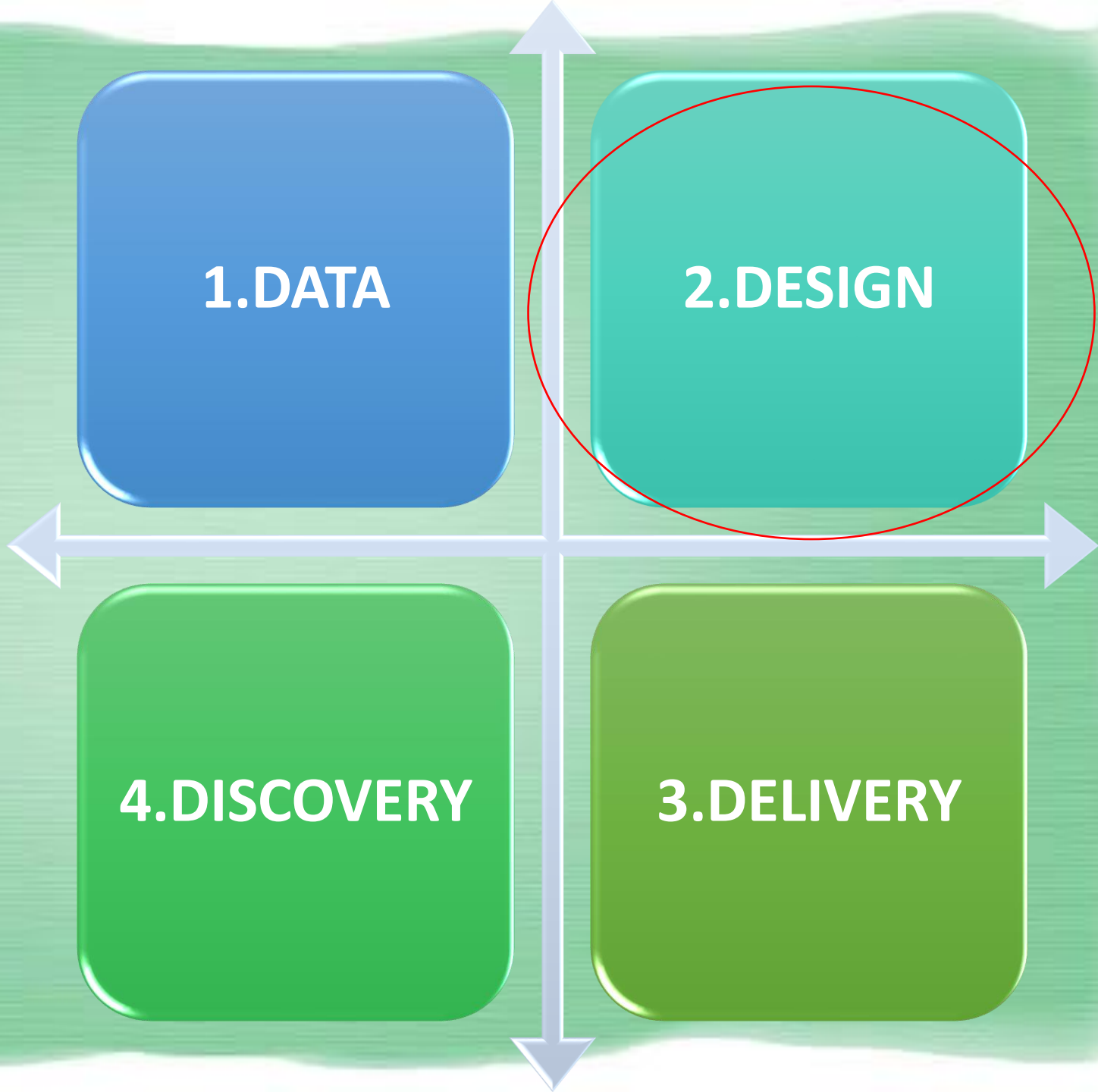
LIVE FROM DOHA, QATAR




STEP 2:

**Design and
Content**

**WILL
DISCUSS
STEP 2**





Once you know whom you're going to target your email marketing campaign to, the next fundamental stage of the iterative process is **DESIGN**



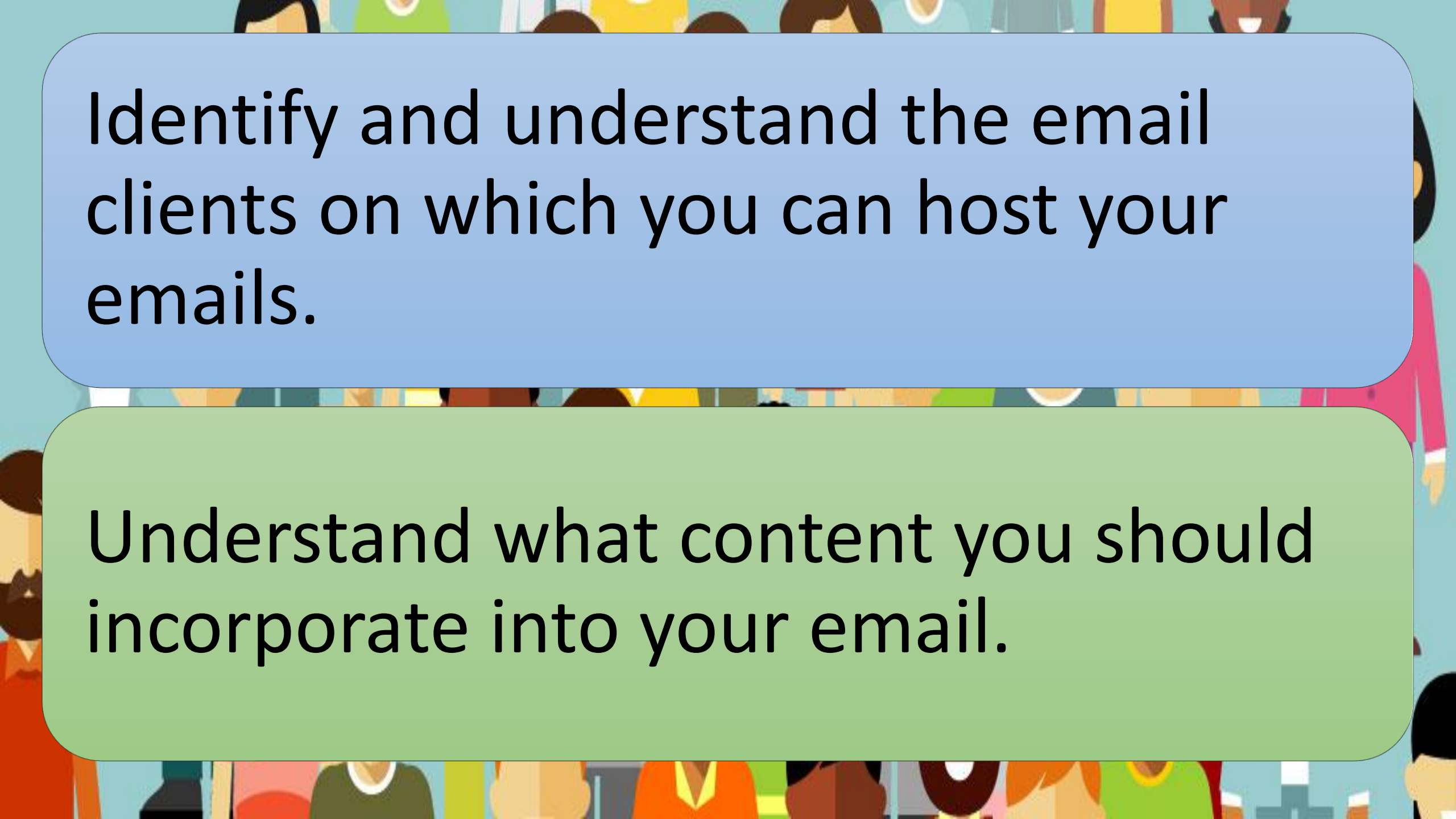
Ultimately, your main goal at this stage is to encourage interaction:

You can achieve this through a combination of optimized content and appealing design



**In order to master
the design phase of
your email
marketing process
you will need to:**





Identify and understand the email clients on which you can host your emails.

Understand what content you should incorporate into your email.



Know when it is appropriate to incorporate images and attachments.

Appreciate the potential risks that accompany any email marketing campaign.

Email Interaction Process



Depending on the consumption channel, be it a website, a social media platform, or an email.



**A WEBSITE IS A
PUBLIC ZONE**

Anyone can access it and so there's a lack of personalization, which creates distance between the website and the user, making it more difficult to target individuals.



**A SOCIAL NETWORK
IS A SOCIAL ZONE**

Users are part of a community, which facilitates communication between the marketer and the target audience; there's a closer connection to users but not all of them subscribe to receiving marketing messages.

**An email is
a personal
zone**



An email account is a user's personal asset and the closest link that a marketer can have to its target audience.

However, because it's a private space marketers have to remember to be tactful in their approach and not present themselves and their message in an invasive or disruptive way

**The closer you move to users,
the more you need to
accommodate their
preferences.**

**When a
receiver
open
mailbox**

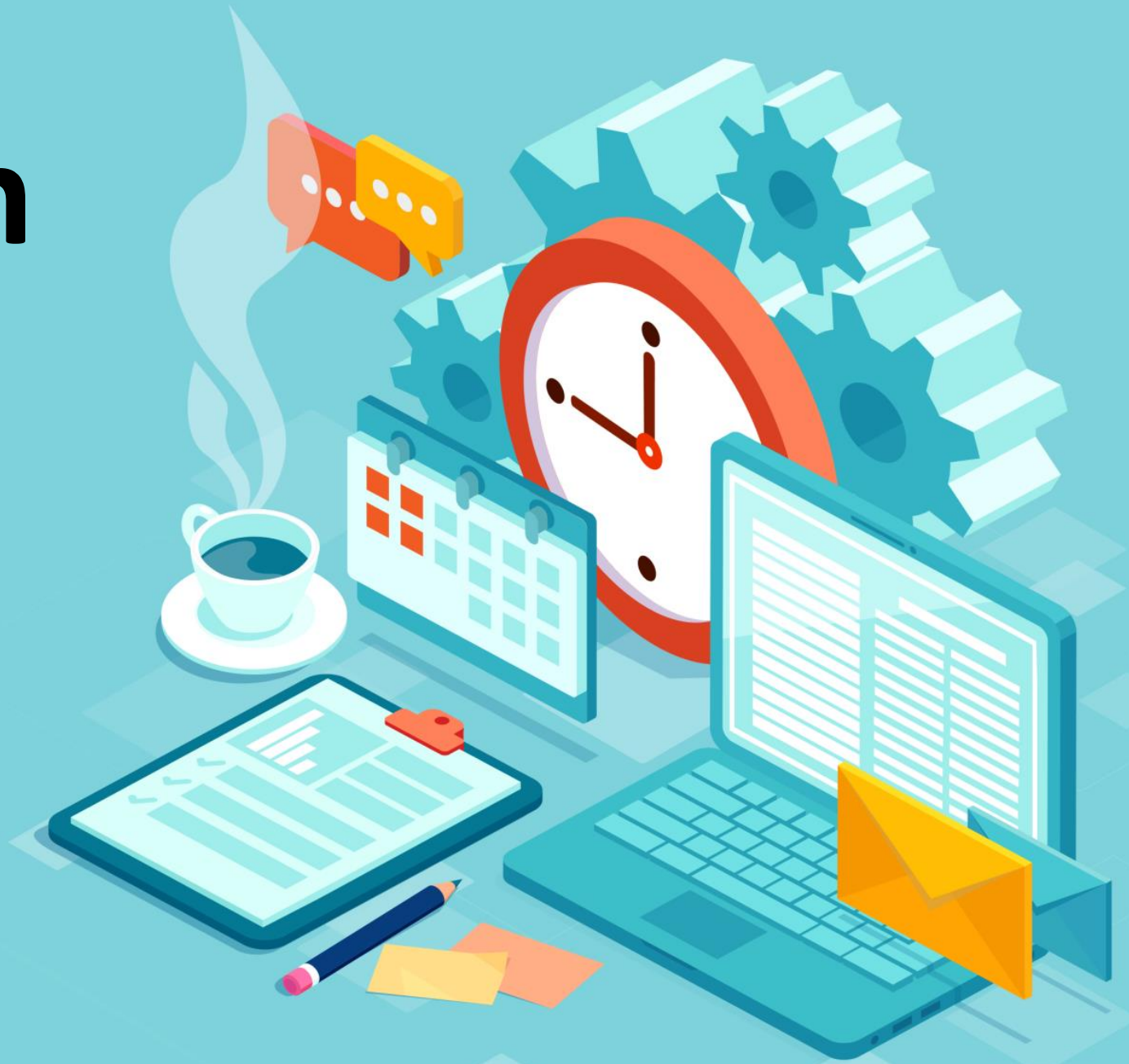


When scanning a full inbox, most users will start by looking to see who sent a message, so familiarity with the sender is always an incredibly important factor

**Then they might look at the
subject line to gain an
understanding of what the
email is about.**

Finally, they would look at the message preview to acquire slightly more insight into the message before choosing whether or not to commit to opening the email.

Email Open Rates: A Risky Business?



Even if subscribers have opted in to receiving your marketing messages, there are still risks that accompany marketing directly to their personal communication zones—their inboxes

OPEN RATE IS BASED ON





RELEVANCE OF THE MESSAGE

You have to ensure that your email is meaningful to the recipients.



FREQUENCY OF SENDING

**Be sure not to saturate subscriber
inboxes**



INTERRUPTION FACTOR

**Do not not interrupting them with
an email that has no relevance to
them**

COMPELLING E-MAIL COPY



There is no more important method for increasing open rates than email copy that really interests and engages its reader.

**Here the subject line is key;
it's your email's value
statement, its pickup line.**

**You have a small handful
of words with which to
seal the deal**

**Make sure that your
subject line is relevant to
the recipient, rather than
you, the sender**

If you are targeting a segment that is engaging strongly with you and your brand, perhaps you could go for a slightly harder sell and incorporate keywords such as **10 percent off or buy one get one free.**

Subject lines are industry-dependent too, so what you might use in the travel industry (pricing discounts, for example) might not work as well if you are targeting the education sector.

If you use an ESP such as MailChimp, you can split test your subject lines with a small subset of recipients to see which keywords work best before sending out your emails to the rest of your recipients.

What are the key features of email copy that affect engagement?





Relevance

As with the subject line, you must make sure that your email is composed of relevant messaging that is targeted at a specific audience.



**CALL TO
ACTION**

Include clear and specific calls to action that take advantage of relevant messaging and generate click-throughs that meet your overall objectives, be they social sharing or a visit to a product page.

PERSONALIZATION



***After you have gotten to know
your email list and have
accumulated a little more data,
you can start using
personalization to generate more
email engagement.***



STRUCTURE

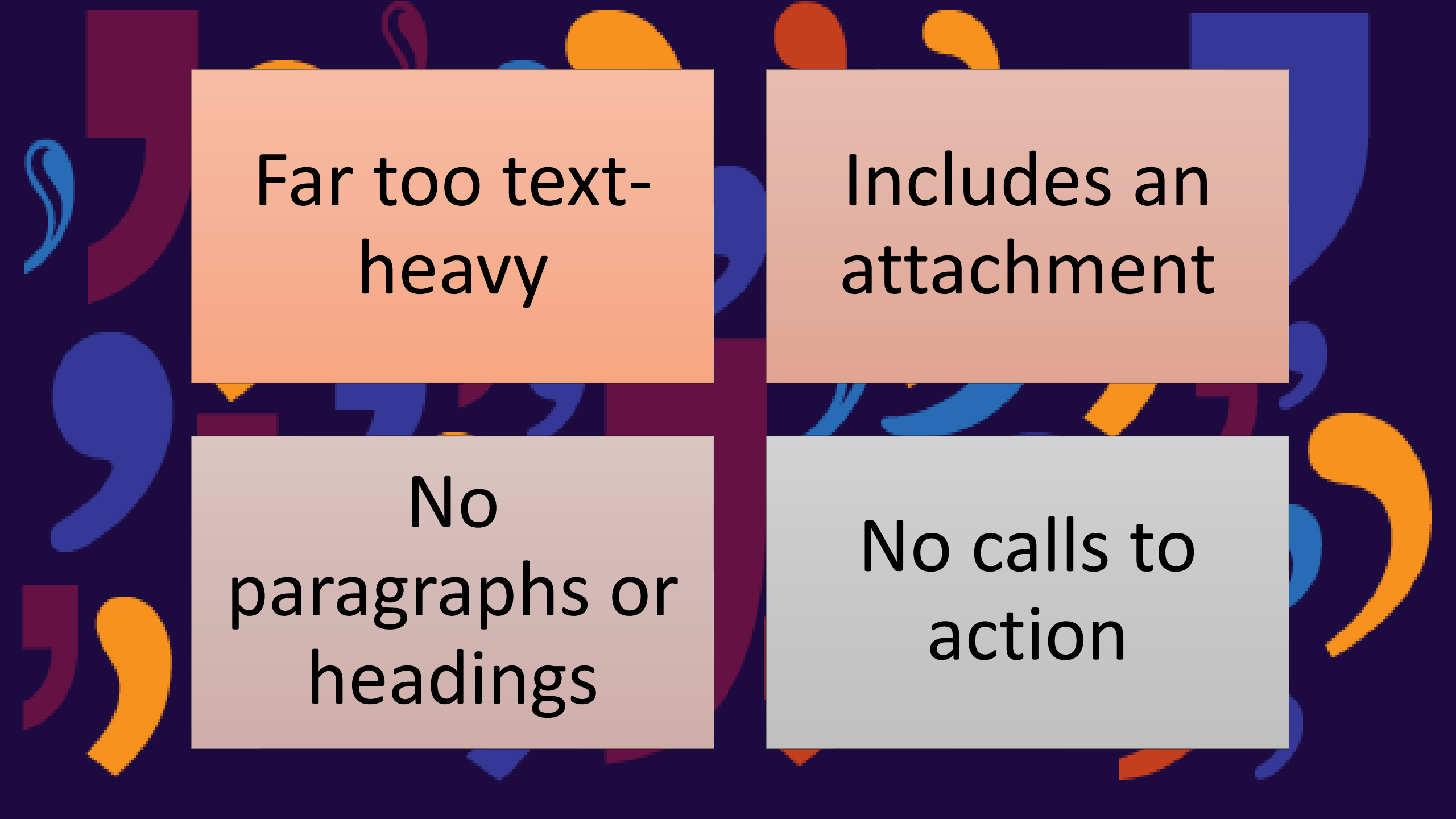
A well-structured email is essential for ease of consumption. Use clear headings to introduce new paragraphs and bullet points to break up information, and make the message easily digestible.

Try bold text to highlight key points where appropriate, and include a balance of text and appropriate imagery.

***You can also include hyperlinks
that link to additional
information rather than
generating a text-heavy email or
using attachments.***



The Anatomy of a Poorly Designed Email



Far too text-heavy

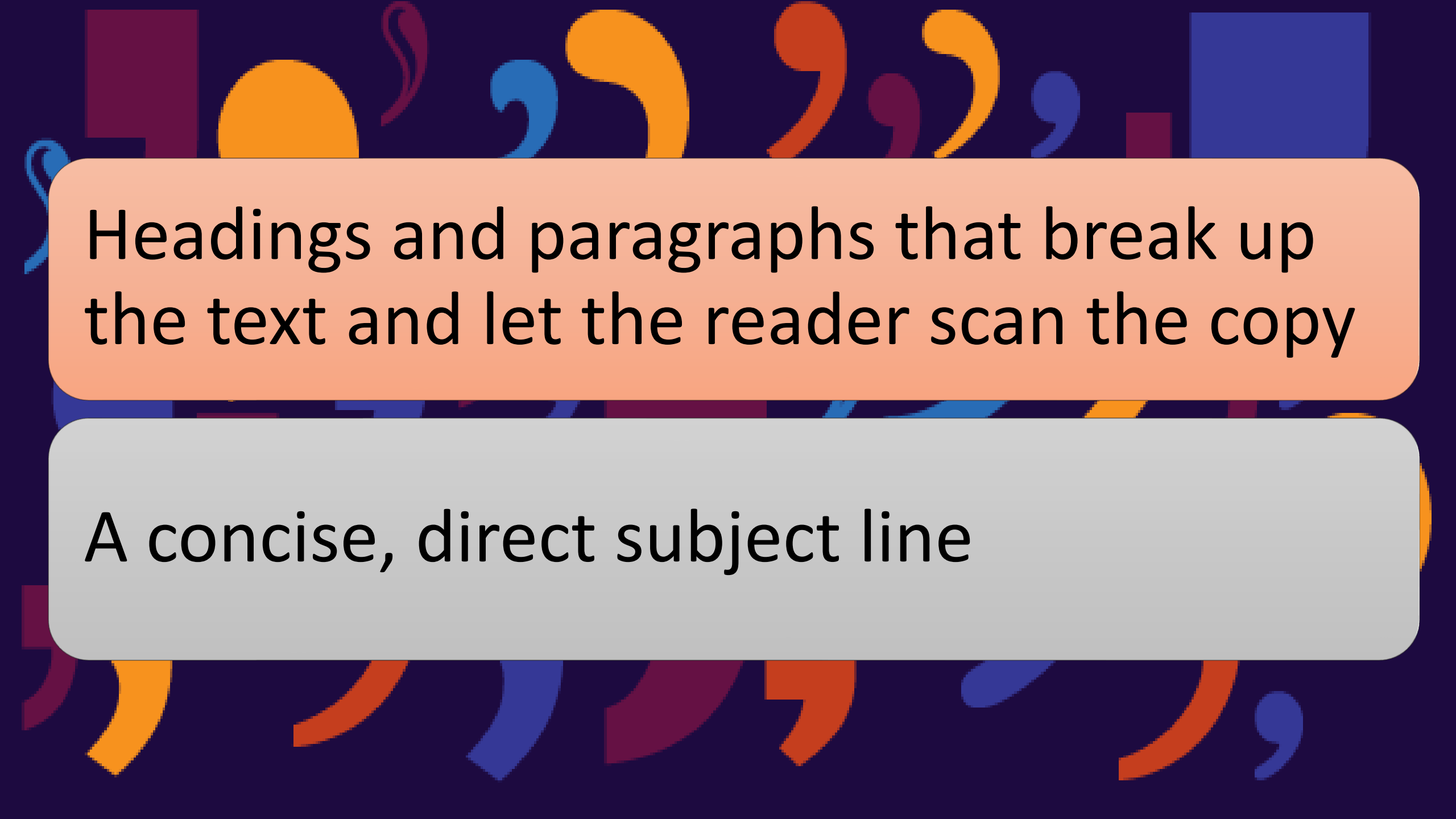
Includes an attachment

No paragraphs or headings

No calls to action

The background is a colorful, abstract composition of various geometric shapes and patterns. It features a yellow base with scattered elements: a black circle with pink polka dots in the top left, a white square, a blue square with a black border, a pink and white striped circle, a blue and pink striped circle, a blue circle with white vertical bars, a pink teardrop shape, a blue rectangle with a black border, a black circle, and a white square with a black border. The overall style is reminiscent of mid-century modern or pop art.

The Anatomy of a Well-Designed Email

The background is a dark blue field filled with various colorful, abstract shapes and symbols. These include solid-colored squares and rectangles in shades of purple, blue, and orange. There are also several large, stylized, curved shapes resembling commas or quotation marks in colors like yellow, orange, and blue. The overall aesthetic is modern and graphic.

Headings and paragraphs that break up the text and let the reader scan the copy

A concise, direct subject line

A succinct call to action and social-sharing buttons

A balance of text and imagery

A scenic view of a coastline. In the foreground, there's a rocky cliffside with green and yellowish vegetation. The middle ground shows a sandy beach curving along the shore, with a small waterfall cascading into the ocean. The ocean is a vibrant turquoise color, with white foam from waves crashing against dark rocks. The background features a dense forest of trees under a clear sky. A white banner with the text "IMAGERY IS EVERYTHING" is overlaid across the top of the image.

IMAGERY IS EVERYTHING

Although there is nothing more engaging than a beautiful image, maintaining a balance of text and imagery in your email copy is paramount to that email's success.



Images should support, rather than contain, your email's message.

Always make sure that the key points and calls to action you want to convey to a recipient are in the text.

A lot of email clients don't automatically display images, so users have to right click to download the pictures;

if the main CTA in your email is included in an image there is no guarantee that that they will have bothered to download that image.

BECOME A DIGIMENTOR MAKE AN IMPACT

& EARN ASSURED MONTHLY INCOME

Attend our FREE LIVE WEBINAR to know how to use your skills and various mainstream marketing tools and techniques to earn an ASSURED MONTHLY INCOME from home.



REGISTER NOW

www.adm.qa

Dear Delegate,

Our Mentors' Recruitment session is going to start in a few hours. Hope you have registered and are ready!

OCTOBER 08, 2020 (THURSDAY)

3:30 PM AST (QATAR TIME)

Zoom Link: <https://zoom.us/j/98651517630?pwd=NXU1Mnh0KyszUDhadUdmWlYzdEVWdz09>

You can Become a Mentor with us holding the position as a:

- Consultant



EMAIL MARKETING



MARKETING BEFORE THE INTERNET WAS BORN!!!



MADE IN THE U.S.A. BY THE POSTAL SERVICE, WASHINGTON, D.C.

POST-
Bo
CARD



2 PM
FRI
JUN 1

Are you married
or not? If so, accept
my best. If not
drop me a card
Please
H.B.

Miss Leo Clark
Lynch
Wyo.









THE
OLD

NEWSPAPER

1\$

EST. 1920

SATURDAY, AUGUST, 1950

PRICE ONE CENT

WEATHER FORECAST



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi blandit lorem nec maximus porttitor. Aliquam in venenatis odio. Vivamus dictum diam vitae magna luctus vulputate. Quisque porttitor sapien at vehicula venenatis. Duis nec volutpat ante. Nam fermentum magna vel mauris eleifend porttitor.

DOGS *various sizes!*

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

All you need is love & a dog!



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi blandit lorem nec maximus porttitor. Aliquam in venenatis odio.

SERVICE REPAIR

We can fix anything!

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi blandit lorem nec maximus porttitor. Aliquam in venenatis.



COUPON CODE: NEWS

50%
OFF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi blandit lorem nec maximus porttitor. Aliquam in venenatis odio. Vivamus dictum diam vitae magna luctus vulputate. Quisque porttitor sapien at vehicula venenatis. Duis nec volutpat ante. Nam fermentum magna vel mauris eleifend porttitor.

WOMEN.



all you need is new shoes!!

Handmade shoe designer since 1900. For women. Shoe avenue 2000, NY city.

GOLDSTONE

VINTAGE ENGAGEMENT RINGS



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi blandit lorem nec maximus porttitor. Aliquam in venenatis odio. Vivamus dictum diam vitae magna luctus vulputate.

AVENUE CONCORDIA 1020 - NEW YORK CITY

Designed by **Vecteezy**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi blandit lorem nec maximus porttitor. Aliquam in venenatis odio. Vivamus dictum diam vitae magna luctus vulputate. Quisque porttitor sapien at vehicula venenatis. Duis nec volutpat ante. Nam fermentum magna vel mauris eleifend porttitor.

Selected CALIFORNIA - ARIZONA VEGETABLES

IN SEASON
GROWN AND SHIPPED BY
EL CENTRO, CALIF. • YUMA, ARIZ.
MAIN OFFICE - EL CENTRO CALIF



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi blandit lorem nec maximus porttitor. Aliquam in venenatis odio. Vivamus dictum diam vitae magna luctus vulputate. Quisque porttitor sapien at vehicula venenatis.

Studio One
America's Finest
Radio

AUTHORIZED SERVICE

The Incredible
Blueberry
DELIGHT

SUPERB QUALITY AND RICHNESS OF UNFORGETTABLE FLAVORS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi blandit lorem nec maximus porttitor. Aliquam in venenatis odio venenatis.





WHERE?

WHAT?

HOW?

WHO?

WHY?

WHEN?

WHY TO BUILD YOUR EMAIL LIST?



Communicate with your prospects regularly to build relationships ,provide valuable info

Marketers noted that email marketing is one of the most effective marketing technique

Make special offers to get them return to your site.

The majority of visitors won't buy from you on their first visit to your site.

BENEFITS OF EMAIL MARKETING





Simple

Email Marketing has a
wide reach

Excels in ROI

Improves Brand Awareness and
Customer Relations

Measurable

Gives people a reason to respond
quickly

Personal Messages



More Frequent
Communication

Information Spreading

Reduce Overhead costs

EMAIL IS GLOBAL



**More than 3.2 billion
Email accounts exist today**

Mobile email usage is
growing

Investments in email marketing campaigns are forecasted to grow over \$2B by 2021

Best and the most Effective tool to generate revenue



**NO MATTER WHAT
EMAIL MARKETING STRATEGY
YOU ARE TAKING**

**The first step to ensure a
Successful Email Campaign...
...is to choose a **Reliable Bulk
Email Marketing
Software Solution!!!****

FEW THINGS TO CONSIDER





Customized messages

Complete tracking

Mailing list import


Mailing list filtering

**Build large number of database
of your clients**

Importance of Email Marketing in 2020



**Community of Email users will expand from
2.4 billion to nearly 2.8 Globally!!**



**EMAIL MARKETING WILL BE BOTH IMPACTFUL AND
ESSENTIAL FOR THE FORESEEABLE FUTURE...**

TYPES OF LISTS



Verified opt-in list

Subscribe / Opt in

Double opt-in

Unsubscribe / Opt out

Double opt-out

SPAM

HOW TO BUILD AN OPT-IN LIST



***Do everything you can to entice the visitors
to give you their emails and names***



Eg: Free Offers with a value like give away free reports, eBooks of value.



Increasing the Response Rate!

Have well thought out
introduction of you and
your business

Make it personal and
illustrate that you know the
person

Relevancy

Increasing the Response Rate!

**Keep bonus tips in
your email**

**Keep the email
short and simple**

**Give them email
updates**

EMAIL INTEGRATION WITH OTHER MEDIA!!!



Social Interaction dramatically
broadens the scope of email
marketing campaign!!!

+
MEDIA
= SUCCESS



**THOUGH 'OLD- FASHIONABLE' EMAIL MARKETING
REMAINS THE SAFEST MARKETING CHANNEL!!!**

EMAIL MARKETING ANALYTICS...



Impacts on Open Rates

Click-Through Rates and Click-to-Open

Emails Sent vs. Delivered

EMAIL NEWSLETTERS

ShopClues <welcome@offers.shopcluesmail.com>
to me

Feb 11 (1 day ago)

If You are Unable to view Click Here for [Web Version](#)
Please add welcome@offers.shopcluesmail.com to your address book



Mobile & Tablets Computers Home Appliances Cameras Electronics Auto Accessories Fashion More 

Use ShopClues Mobile App to Get
HEALTHY SPROUT MAKER

For Just **₹63**

HURRY! DOWNLOAD NOW



NEW LAUNCH
SPRINKLE



Happy Promise Day!
Say it Loud "I'll be there for You"

MUGS **RINGS** **CARDS**

Limited Period Offer
Special Deal

37%



OFF 20%

Daily CRACKER DEAL

₹149
MRP ₹2,199


Customer Support
0124-4414888

MERCHANT PROMOTIONS
OFFERS



Get **2%**
CluesBucks on every purchase

refer & win
Know more

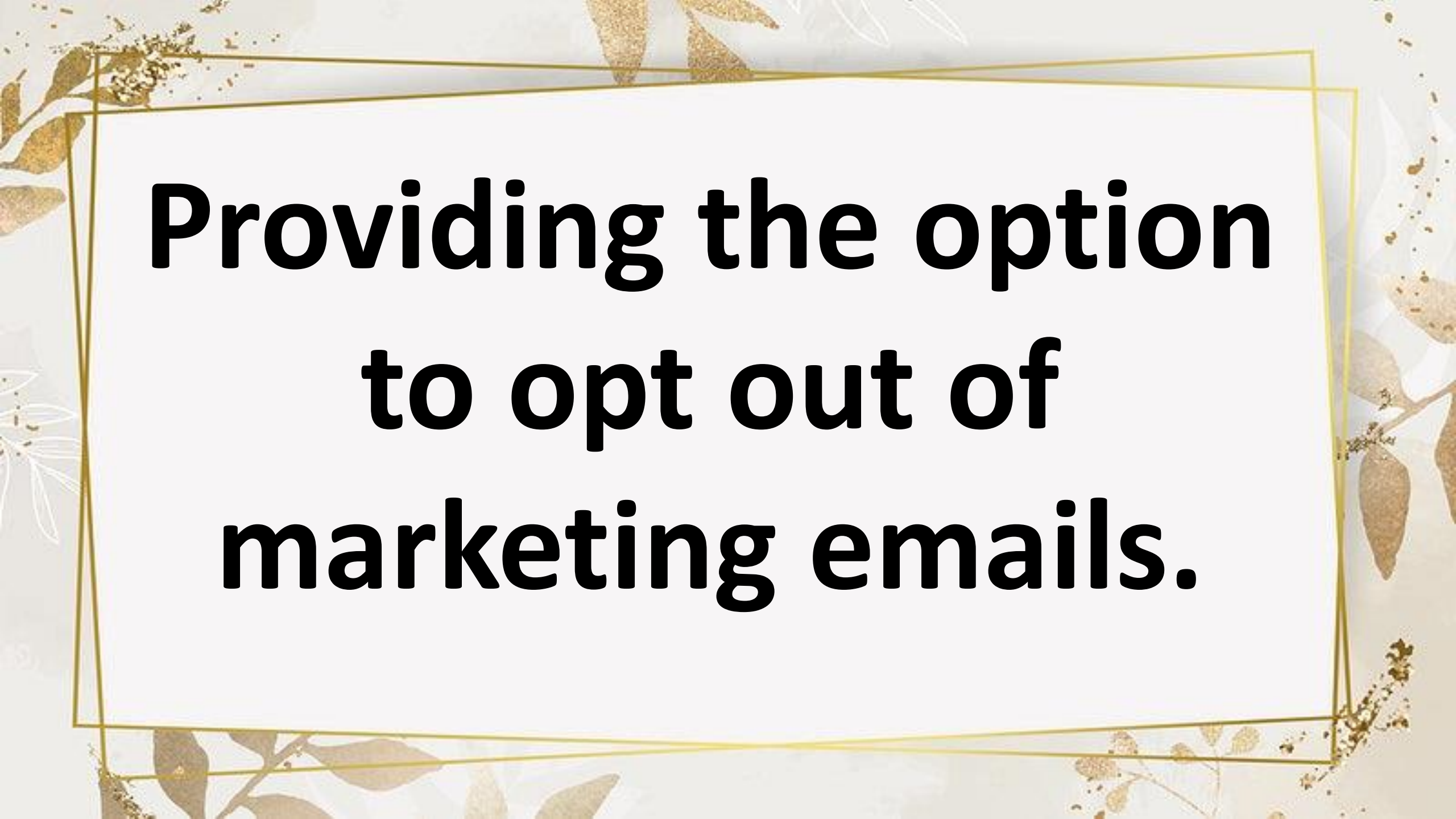
RED HERRING 100 WINNER ASIA

EMI Payment



LAWS AND GUIDELINES


It's important to be aware of local privacy regulations too; common characteristics of electronic privacy regulations include:



**Providing the option
to opt out of
marketing emails.**



**Telling subscribers why
their information has
been collected.**



Ensuring that marketing emails are only about relevant products and services and using email addresses only for the purpose for which they were originally collected.

**Remembering that
opt-ins are only
valid for
12 months.**



EMAIL MARKETING LAW AND ETHICS

CAN-SPAM

Legislation (controlling the assault of non-solicited pornography and marketing)

Email Privacy



Indian laws

COPPA and Email (Children's online privacy protection act)

EMAIL OPTIMIZATION AND TESTING

Optimizing for Deliverability

Optimizing for Open Rates

Optimizing for Conversion(CRO)

DO'S AND DON'TS

Limit the
subject line to
50 char

Include a call
to action

Stick to 3
fonts and 4
colors

Put your logo
in the upper
left corner

EMAIL MARKETING ESSENTIALS

Conducting a
competitive
analysis

Matching yourself
against industry
benchmarks

Legal essentials
and regulations
when broadcasting

EMAIL MARKETING ESSENTIALS

Choosing between
Email Service
Providers (ESPs)

Planning and
delivering email
campaigns

CREATING EFFECTIVE E-MAIL CAMPAIGNS

**Building trust
with subscribers**

**Developing
engaging content**

**Improving the
value offering of
your emails**

**Planning for Viral
and Social Media
Marketing**



CONVERSION & PERFORMANCE METRICS



A blurred background image of a laptop on a desk. The laptop screen shows an email interface with a blue envelope icon and a red exclamation mark notification badge. The text is overlaid on a semi-transparent white box in the center of the image.

WHEN TO SEND A CORRECTION EMAIL?

Email Marketing Tips For The Modern Internet Entrepreneur!!!

**#1 Discover
the parts of
an Email**

**#2 Let the
subject line
do its part**

Email Marketing Tips For The Modern Internet Entrepreneur!!!

**#3 Let the Body
Do its part**

**#4 Have A Clear
And Strong Call
To Action.**



**AUTO-RESPONDERS : When
Hello Isn't Enough!**

Ensure the customer keeps the door open for your business to serve them in Future

Make it easy for people to unsubscribe.

Create a friendly unsubscribe note

Learn from comments left by unsubscribers!!!

FUTURE OF EMAIL MARKETING

Multi-Device
world

Email + Social
Media

Engagement-
based
delivery

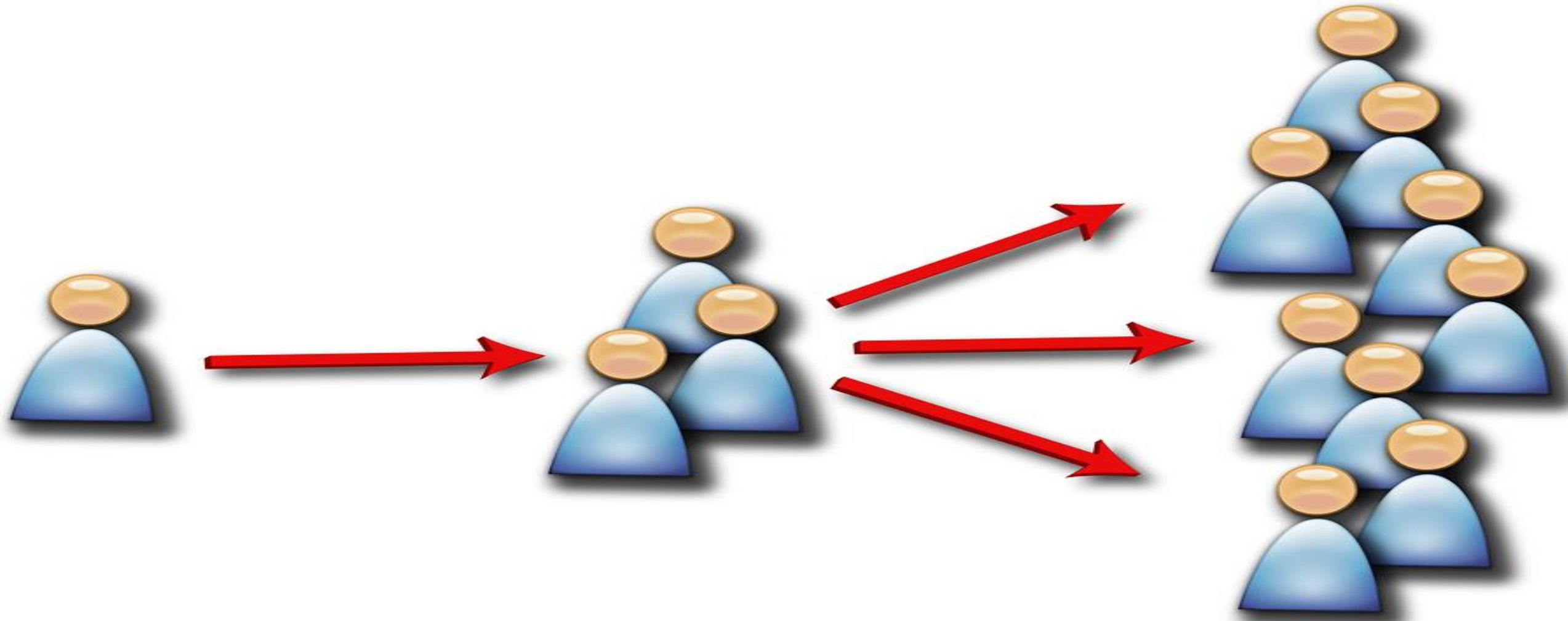
FUTURE OF EMAIL MARKETING

Location-
based
marketing

Channel of
one

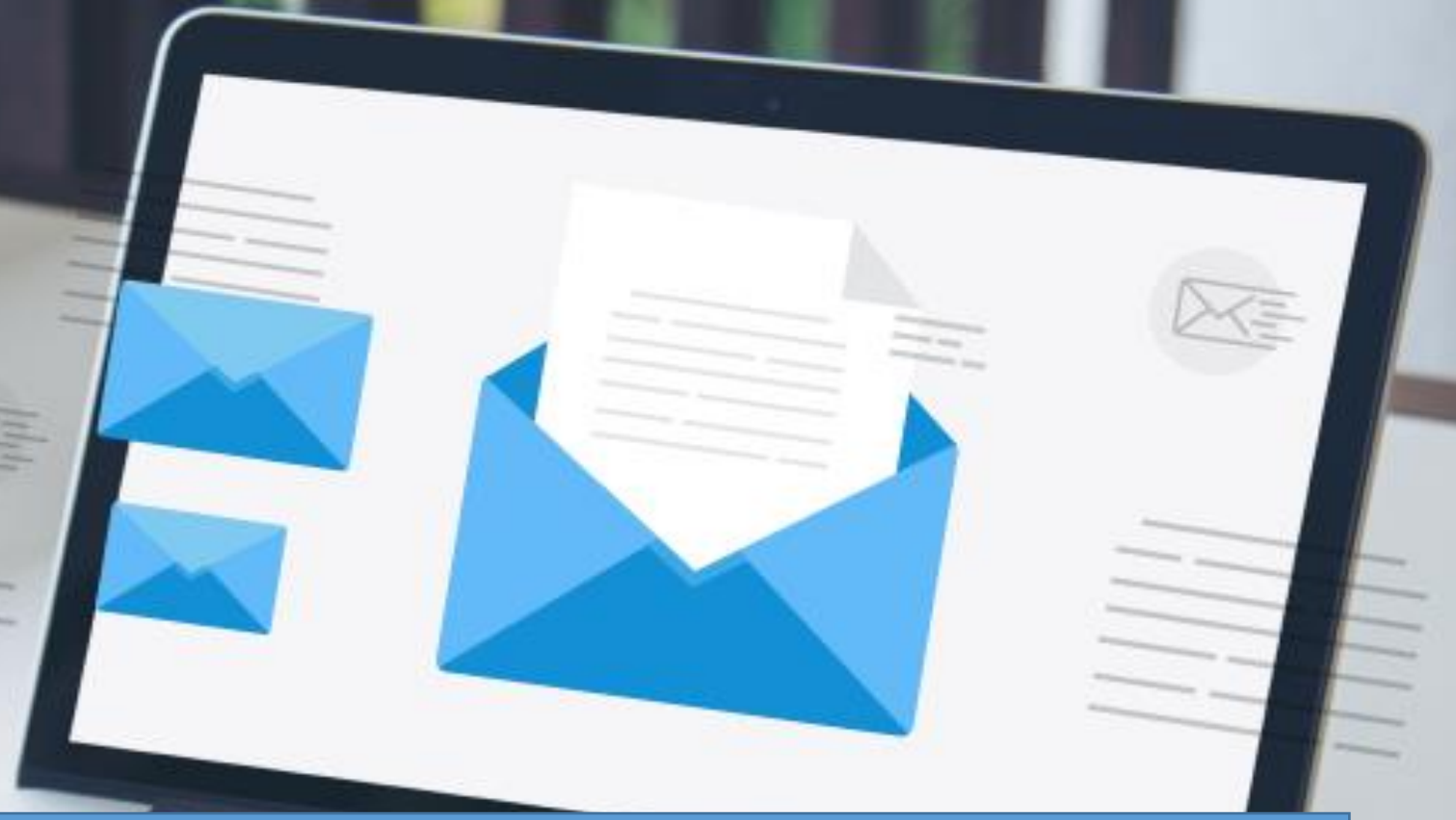
Smart content

EXPLODE YOUR SALE WITH THE VIRAL MARKETING



Marketing messages which replicate and perpetuate like a virus, via word of mouth or email





EMAIL MARKETING SOFTWARE- ESP



EMAIL MARKETING TOOL

MailChimp



WHAT IS



mailchimp



Mailchimp is a software which gives you the ability to create and manage mailing lists, newsletters, automated campaigns and more.



The image shows the top portion of the Mailchimp website. At the top left is the MailChimp logo in a white script font. To its right is a dark grey button with the text "Sign Up Free". Further right is a navigation menu with links for "Pricing", "Features", "Resources", "Support", and "Blog". On the far right of the navigation is a search bar with the placeholder text "Search" and a magnifying glass icon. In the top right corner, there is a "Log In" link. Below the navigation is a large illustration of a brown monkey wearing a blue cap with a yellow "M" and a blue messenger bag with yellow buckles. To the right of the monkey, the text "Easy Email Newsletters" is written in a large, bold, white sans-serif font. Below this headline is a smaller line of text: "MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform." At the bottom of this section is a red button with the text "Sign Up Free".

MailChimp

Sign Up Free

Pricing Features Resources Support Blog

Search

Log In

Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Sign Up Free

Mailchimp is simple and easy to use software, gives you access to an array of email marketing tools



mailchimp

[Why Mailchimp?](#)

[Marketing Platform](#) ^

[Pricing](#)

[Resources](#) v



[Log In](#)

[Sign Up Free](#)



Overview

All the tools you need to market smarter and grow faster.



Audience

[Marketing CRM](#)

[Audience Dashboard](#)

[Tags](#)

[Segmentation](#)

[Behavioral Targeting](#)

[Lookalike Audiences](#)



Brand

[Content Studio](#)

[Templates](#)

[Domains](#)

[Websites](#) New



Campaigns

[Email](#)

[Automations](#)

[Social Media](#)

[Landing Pages](#)

[Shoppable Landing Pages](#)

[Digital Ads](#)

[Postcards](#)

[Transactional Email](#)



Insights

[Reports & Analytics](#)

[Smart Recommendations](#)

[Integrations](#)



MailChimp[®]
FUNCTIONS

Helps to Design & Launching Email Campaigns

Use this area to offer a short preview of your email's content.

[View this email in your browser](#)



It's time to design your email.

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

When you're ready to change the look of your email, take a look through the "design" tab to set background colors, borders, and other styles.

If you need a bit of inspiration, you can [see what other MailChimp users are doing](#), or [learn about email design](#) and blaze your own trail.



Content Design Comments

- Text
- Boxed Text
- Divider
- Image
- Image Group
- Image Card
- Image + Caption
- Social Share
- Social Follow
- Button
- Footer
- Code
- Video

Need a refresher? [Take a quick tour.](#)

Activate
Go to Settings

Helps to Automate Email Campaigns

The screenshot displays a user interface for selecting email campaign templates. On the left, a 'Filter By' sidebar lists various categories, each with a checked checkbox and a corresponding icon. The main area shows a grid of six campaign cards, each with a category label, a title, a description, and a small icon in the top right corner.

Filter By

- E-Commerce / Retail
- Nonprofit
- Education
- Music
- Software
- List Activity
- Date Based
- Custom
- Transactional
- Integration

Nonprofit Top Supporters Send an email or series of emails to acknowledge your most generous donors. This workflow requires a Merge field for Donor Level.	Nonprofit Supporter Onboarding Send an email or series of emails to welcome new volunteers or donors, and present other ways they can support your organization.
Education New Student Orientation Send an email or series of emails to welcome new students and share helpful resources	Education Course Series Send an email or series of emails to educate students. Examples may include: lessons, classes, assignments, and other course-related information.
Education Student Re-Engagement Send an email or series of emails that re-engage students. Examples may include: new course offerings, study tips, and enrollment discounts.	Music Download Follow-up Send an email or series of emails when a listener purchases and downloads your music.

Active
Go to S

Inbox Preview & Testing

Desktop Mobile **Inbox**

1,061 Tokens ↻ Update 9 ⊕ Add Client

Desktop

- Apple Mail 7
Updated on Feb 9, 2016, 2:26 PM
[Update](#) - [View history](#)
- Apple Mail 8
Updated on Feb 9, 2016, 2:32 PM
[Update](#) - [View history](#)
- Outlook 2007
Updated on Feb 9, 2016, 2:26 PM
[Update](#) - [View history](#)
- Outlook 2015
Updated on Feb 9, 2016, 2:26 PM
[Update](#) - [View history](#)


Mobile

- iPhone 6
Updated on Feb 9, 2016, 2:26 PM
[Update](#) - [View history](#)
- Android Gmail
Updated on Feb 9, 2016, 2:26 PM
[Update](#) - [View history](#)

Take advantage of our Monkey Paw specials

For about our Monkey Paw specials

View Specials and Events



Spend your weekend at Freddie's!
For a limited time only, enjoy 20% off of our all-inclusive weekend getaway packages.
Freddie's Monkey Paw Emporium wants you to eat good and eat healthy. Ask about our Vegan plates!
Remember, there's no business like monkey business!

[Share](#) [Tweet](#) [Forward to Friend](#)

[+](#) [-](#)

Copyright © 2016 Email Pro Testing. All rights reserved.
Your email
Our mailing address is:
Email Pro Testing
100 Brand St. Apt. 114
Atlanta, GA 30309
Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

Geo targeting Your Campaigns

- Send to entire list
- Send to a saved segment
- Send to a group or new segment

Subscribers match any of the following conditions:

Location is within 25 miles of

Irvine, CA, USA

Validate Location

[About Geo-Data Accuracy](#)

[+](#) Add

[944 recipients](#) in this segment. [Refresh count](#)

You can set automatic campaign by setting date and time

RSS feed URL

When should we send?

We'll only send if there's new content.

Every day ▾

04:00AM ▾

Pacific Time

Send only on these days



Sun



Mon



Tues



Wed



Thurs



Fri



Sat



Resize RSS feed images to fit template

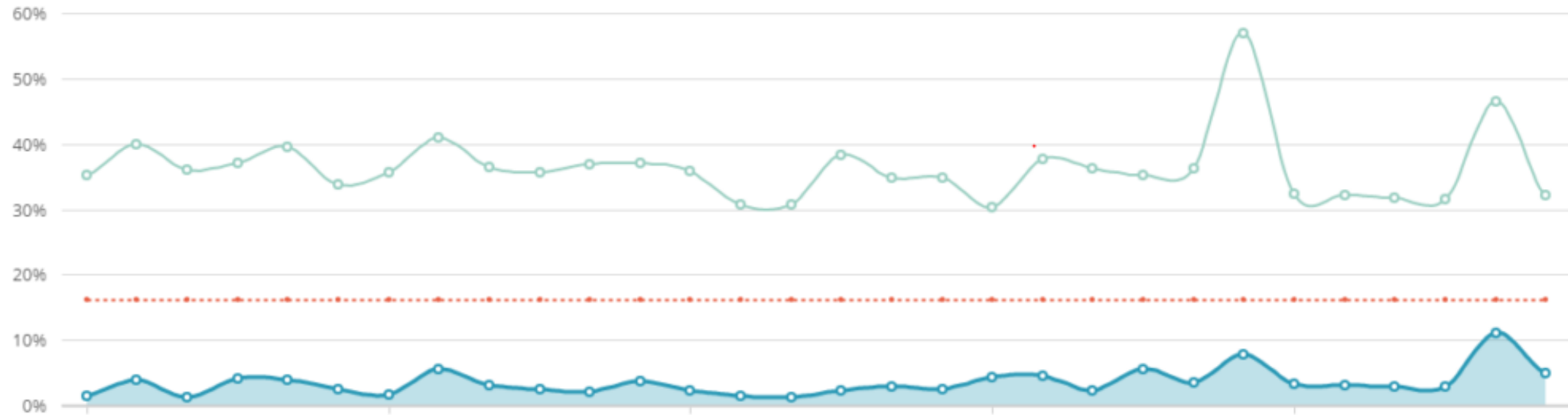
We'll automatically resize the images in your RSS feed to fit the width of your template.

Provide Top Notch Analytics

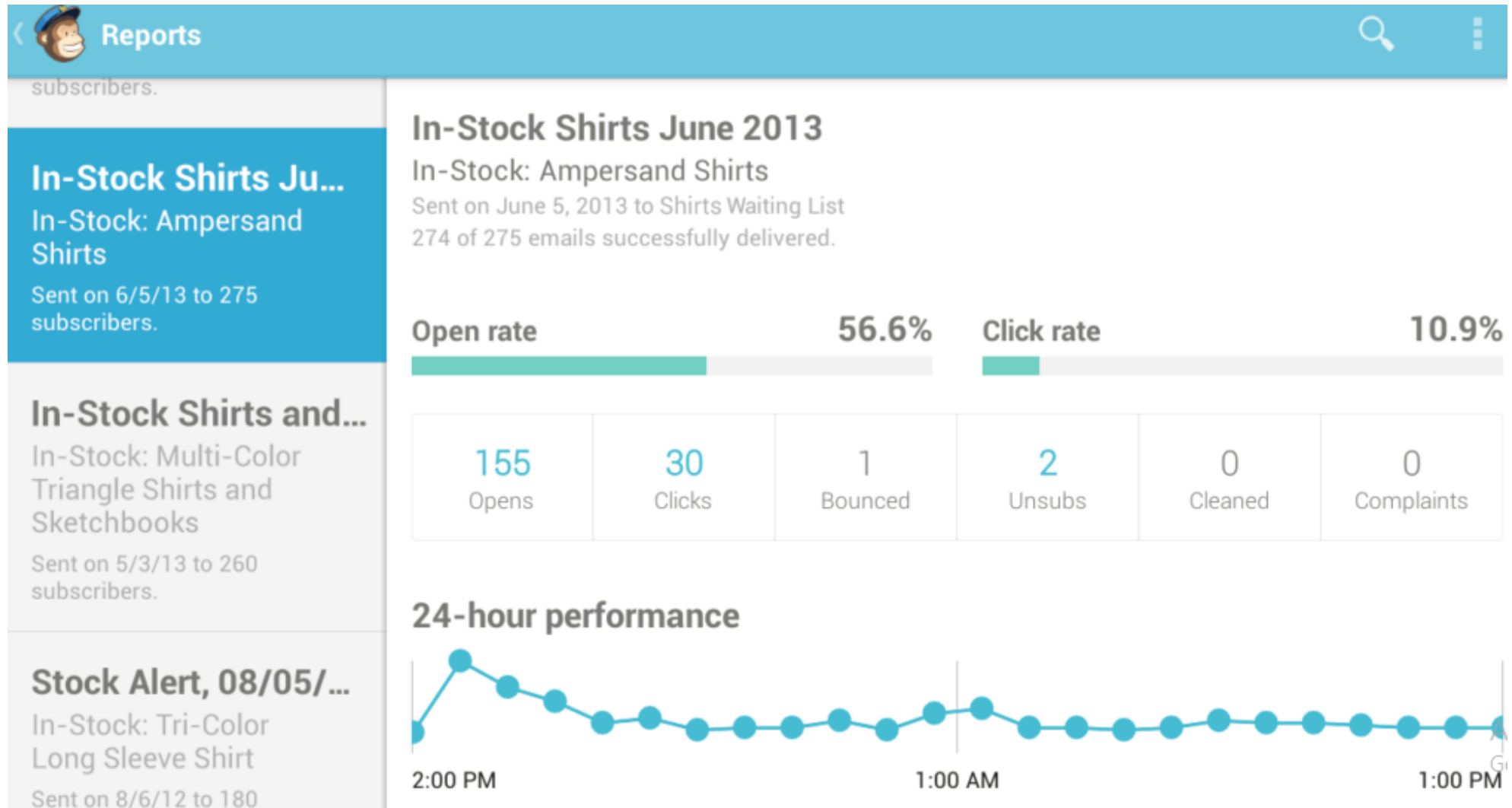
Overview Revenue

All Lists ▾

Open rate Click rate Industry avg. open rate



Accessing Your Campaigns reports



IT IS HAVING 4 PLANS

\$ USD

Mailchimp Recommends

Premium

Advanced features for pros who need more customization.

Starting at
\$ 299
/month

Select

Calculate your cost

Standard

Data-driven automation and optimization tools for businesses that want to grow faster.

Starting at
\$ 14^{.99}
/month

Select

Calculate your cost

Essentials

Great for email-only senders who want around-the-clock support.

Starting at
\$ 9^{.99}
/month

Select

Calculate your cost

Free

All the multi-channel tools you need to build your business and grow your audience.

\$ 0
/month

Get Started

FREE PLAN INCLUDES



Email can send Up to 2,000 contacts



mailchimp

- **Marketing CRM**
- **1-Step Automations**
- **Website Builder New**
- **Mailchimp Domain**
- **Forms & Landing Pages**

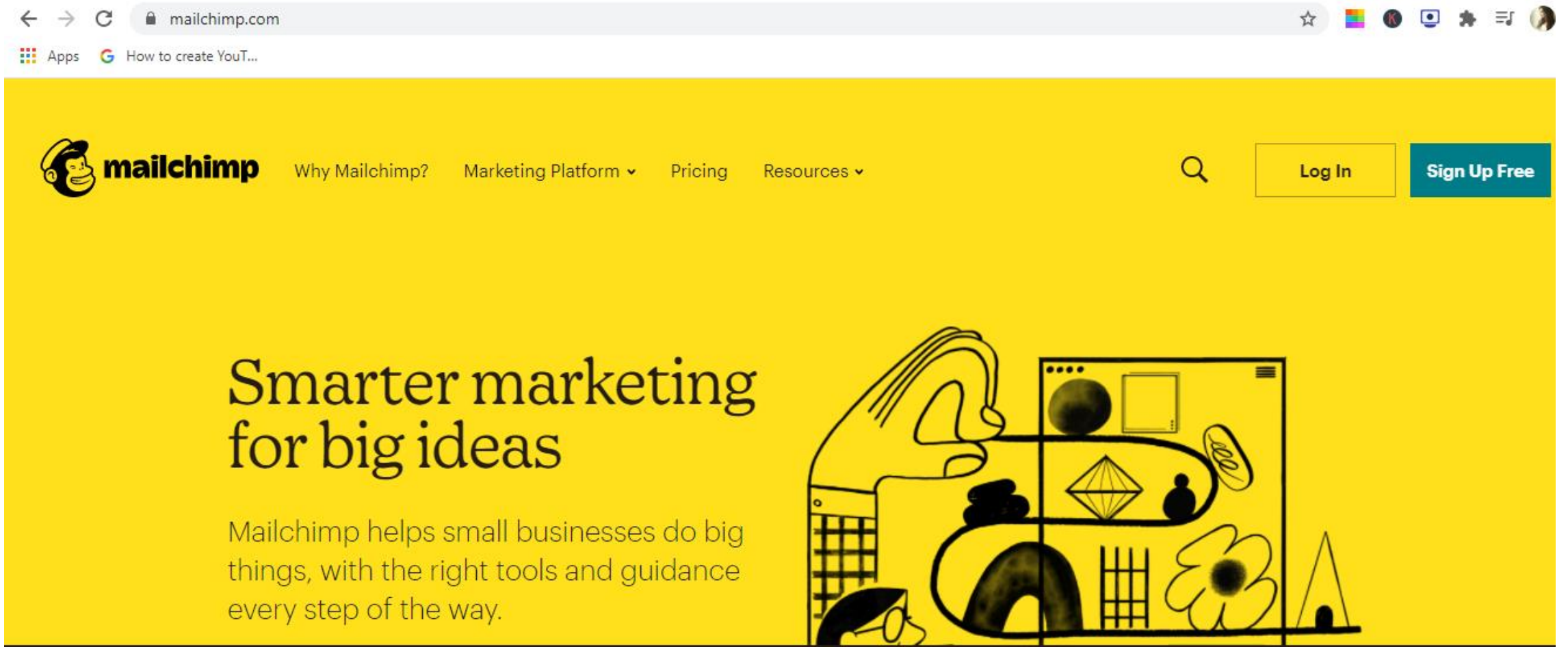




mailchimp

HOW TO START AN EMAIL CAMPAIGN IN MAILCHIMP

STEP 1: GO TO WWW.MAILCHIMP.COM



The image shows a browser window with the URL mailchimp.com. The page has a yellow background. At the top left is the Mailchimp logo (a monkey head) and the text "mailchimp". To the right of the logo are navigation links: "Why Mailchimp?", "Marketing Platform" (with a dropdown arrow), "Pricing", and "Resources" (with a dropdown arrow). Further right is a search icon, a "Log In" button, and a "Sign Up Free" button. Below the navigation is a large heading "Smarter marketing for big ideas" and a subheading "Mailchimp helps small businesses do big things, with the right tools and guidance every step of the way." To the right of the text is a stylized line-art illustration of a hand holding a pen, with various icons like a lightbulb, a diamond, a person, a flower, and a triangle.

mailchimp Why Mailchimp? Marketing Platform ▾ Pricing Resources ▾

Log In Sign Up Free

Smarter marketing for big ideas

Mailchimp helps small businesses do big things, with the right tools and guidance every step of the way.

STEP 2: SIGN UP FOR FREE



Welcome to Mailchimp

Find your people. Engage your customers. Build your brand. Do it all with Mailchimp's Marketing Platform. Already have an account? [Log in](#)

Email

Username

Password

 Show

● One lowercase character

● One special character



Step 3: Set up profile

Profile photo



Upload your photo ...

Photo should be at least 300px × 300px • [Remove current photo](#)

Upload Photo

Take A Photo!

Basic information

Username

events@adm.qa

First name

ADM

Last name

QATAR

Email address

Change password

Verify current password

New password

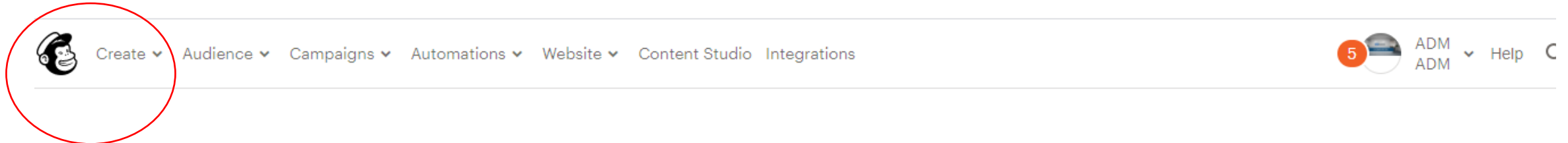
[Generate strong password](#)

- One lowercase character
- One uppercase character
- One number
- One special character
- 8 characters minimum
- 50 characters maximum

Confirm new password

Activate Windows
Go to Settings to activate

Step 4: Create campaign – Click the Create menu



Good Evening, ADM!

Here are some custom recommendations and account stats to help you get things done tonight.

Drafts ▾ **Create Campaign**

Explore Mailchimp



Audience

Grow your audience

Get more signups with a landing page that makes it easy to collect new contacts.

[Create A Landing Page](#)

Campaigns

Build your social following

Share a Facebook or Instagram post and track its performance alongside all your other marketing.

[Create A Social Post](#)

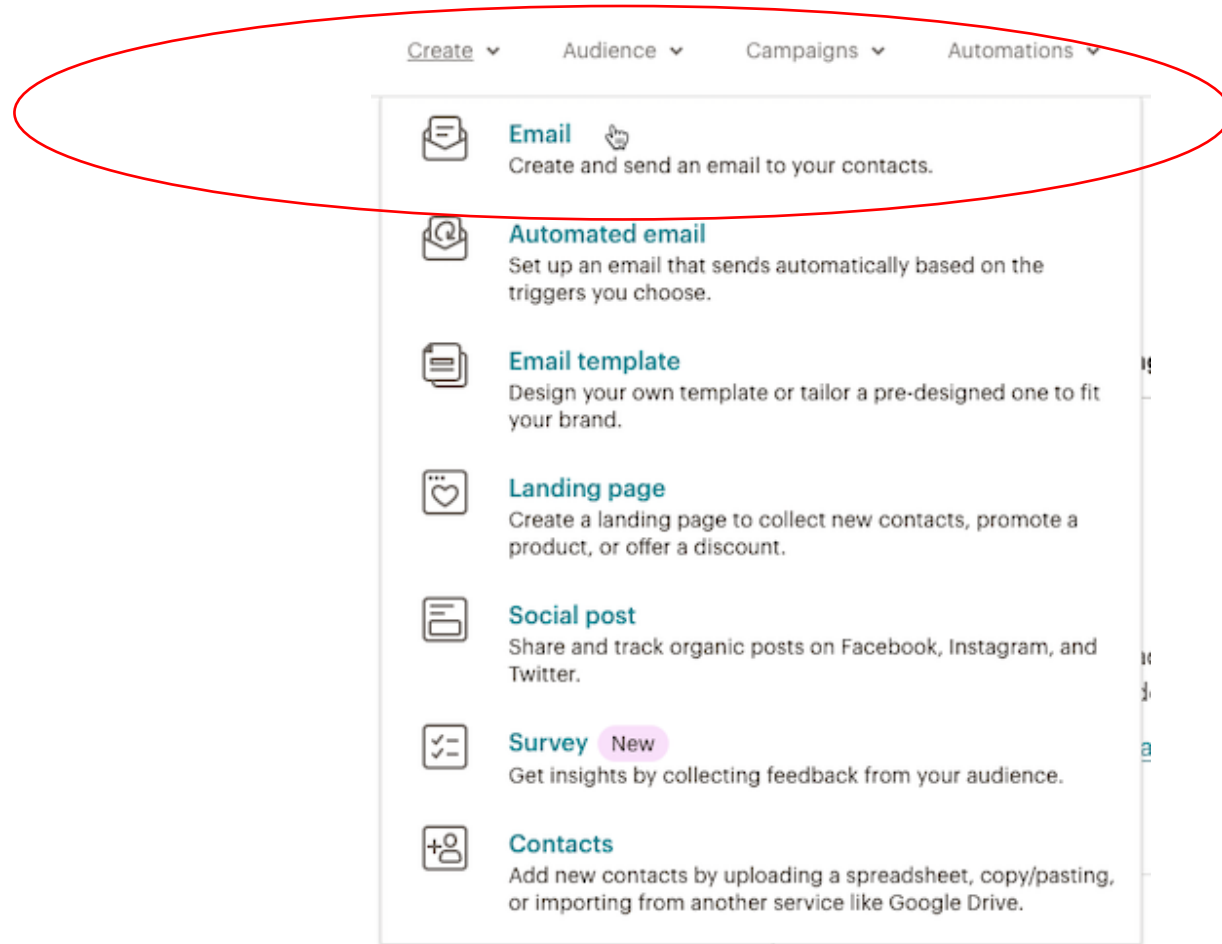
Campaigns

Bring people back

Reconnect with people on Facebook and Instagram after they visit your website or landing page.

[Try A Retargeting Ad](#)

Step 4: Click the email sub menu



Step 5: Name your campaign



Regular

Automated

Plain-text

A/B Test



Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

100 characters

Begin

Cancel

Mention :- To, from and subject

<input checked="" type="checkbox"/> To All subscribed contacts in the audience ADM. 10,533 recipients Your 'To' field is not personalized with merge tags . If you'd like to segment your audience, you can edit your recipients .	Edit Recipients
<input checked="" type="checkbox"/> From <i>Who is sending this campaign?</i>	Add From
<input checked="" type="checkbox"/> Subject <i>What's the subject line for this campaign?</i>	Add Subject
<input checked="" type="checkbox"/> Content <i>Design the content for your email.</i>	Design Email

Activate Windows
Go to Settings to activate Windows.

Step 6: Design email

✔ Content

Design the content for your email.



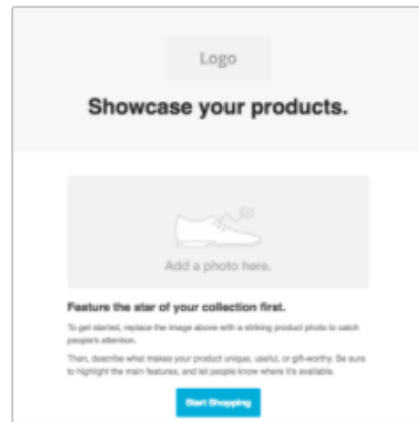
Design Email

Activate Windows
Go to Settings to activate Windows.

Step 7: Choose layout and templates

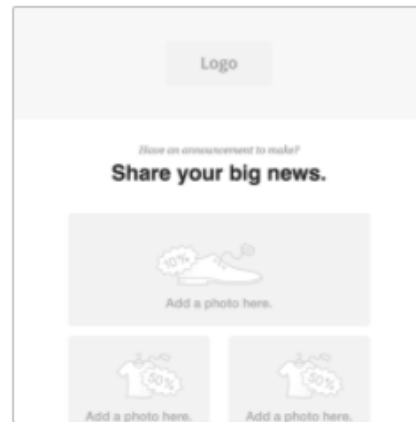
[Layouts](#) Themes Saved templates Campaigns Code your own

Featured



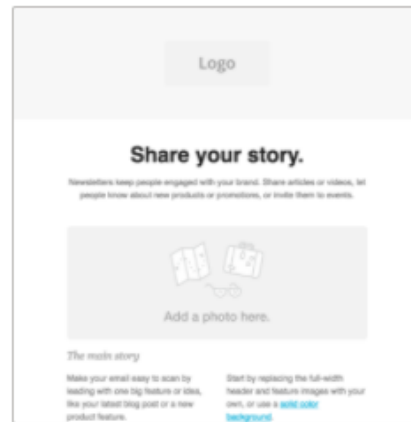
Sell Products

Market a line of products or promote seasonal items.



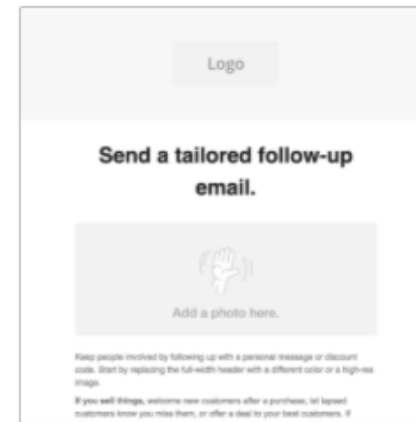
Make an Announcement

Share details about a sale, event, or other big news.



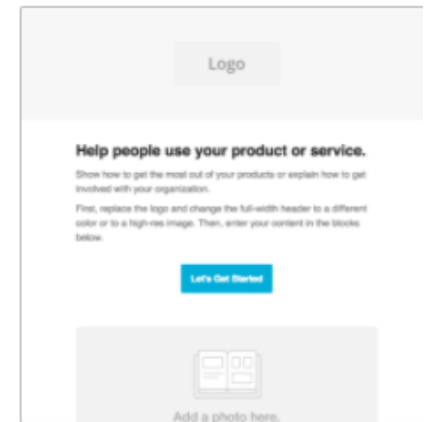
Tell A Story

Send a newsletter to let people know what you've been up to.



Follow Up

Send a tailored email to people who have engaged with you.



Educate

Explain your products or share knowledge about a topic.

Basic

Activate Windows

Step 8: Add content and images

Welcome to the ADM 100 Days Digital Mastery Challenge!!!!



Hi,

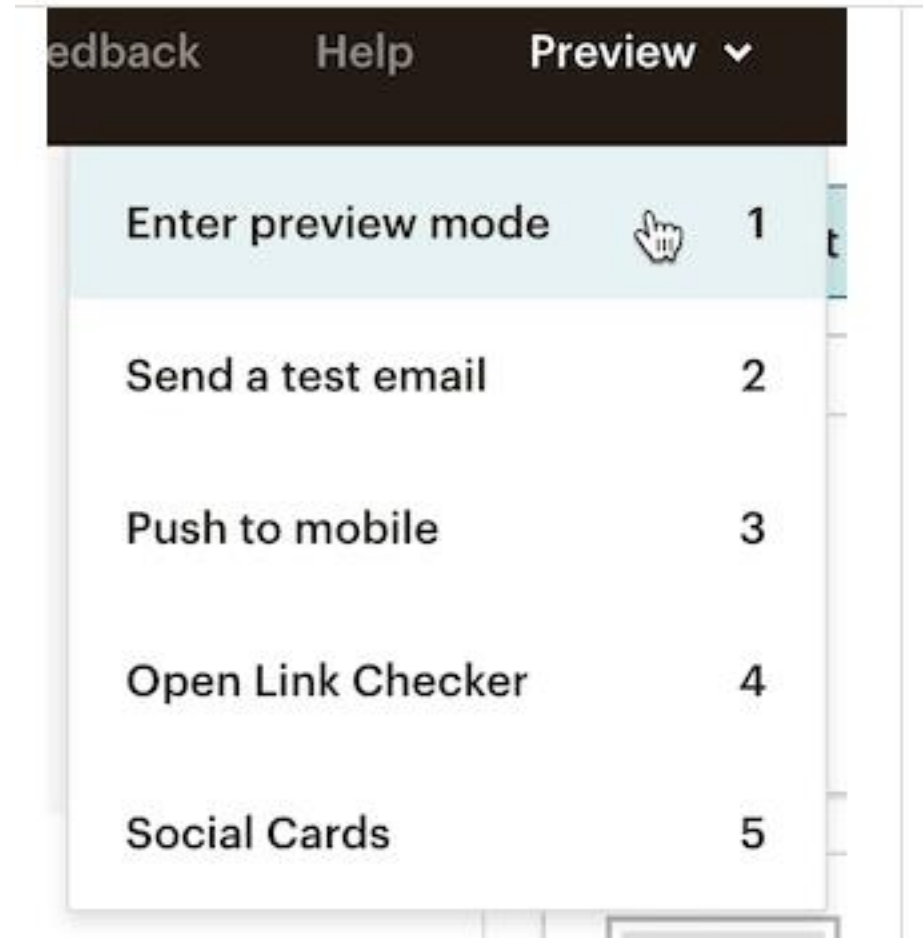
Thank you for completing the registration for our 100 Days Digital Mastery Challenge!

You're officially part of our Mentor-Mentee Program and will be provided a Daily 30-Minute Mentoring session, and access to a 100-Minute Live Virtual Workshop by our Chief Mentor, Mr. Shan.

We hope you will take full advantage of this 100-Day Program that is aimed to help you start on online business and have a successful, profitable digital venture.

Activate Windows
Go to Settings to activate Windows

Step 8: Send a test email



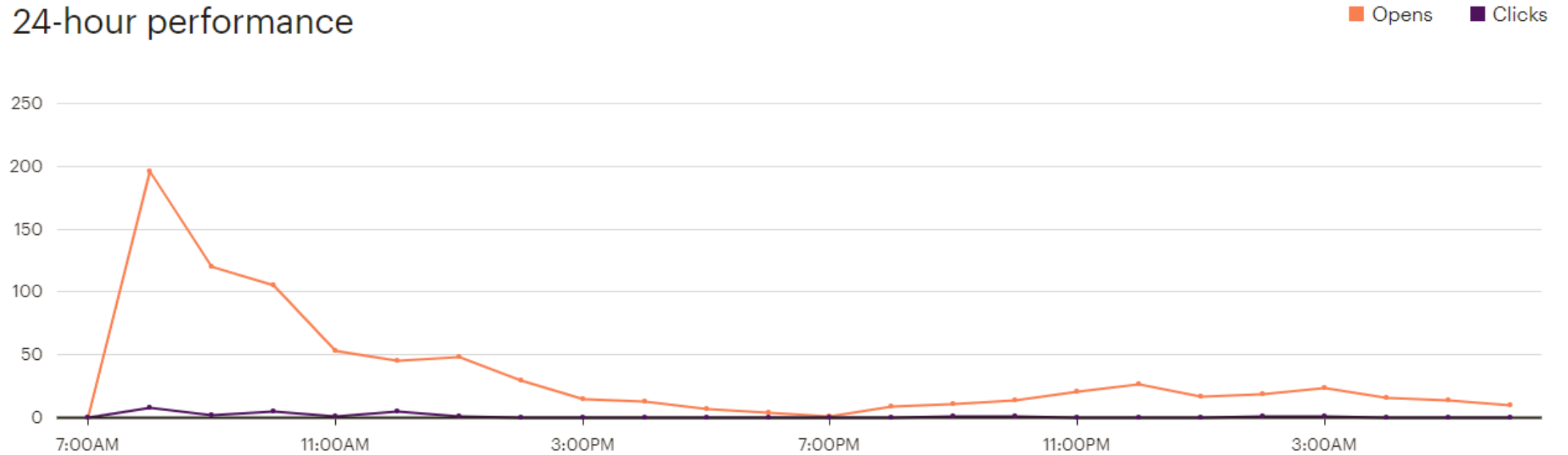
Step 9: you can schedule it or send now,
choose any

Schedule

Send

Step 10: Check your campaign analytics

24-hour performance





**REFER TO THE DAY 62 (SEPTEMBER
16, 2020) DIGITAL MASTERY NOTES
AND RECORDINGS**

***When
Mobile
and Email
Combine***





Unique **mobile** users
are
currently **growing** at
a rate of 2.4 percent
per year. ...



Smartphone use is currently growing at an annual rate of **8 percent**, with an average of more than **1 million new smartphones** coming into use every day.



By the time 80 percent of email users are expected to access their email accounts via mobile devices

But what does this mean for you?





Essentially, you need to achieve mobile integration for your email marketing campaign and design emails that are optimized equally for viewing on tablets and desktops



If you use an ESP such as MailChimp, you can use a mobile template to simulate how your email will be rendered on this device.



**At every stage of
the email design
process, think
about how the
email will look on
all devices.**



Through testing, it's possible to ensure deliverability across a broad range of email clients and devices.

**So use email
templates
optimized for
mobile**



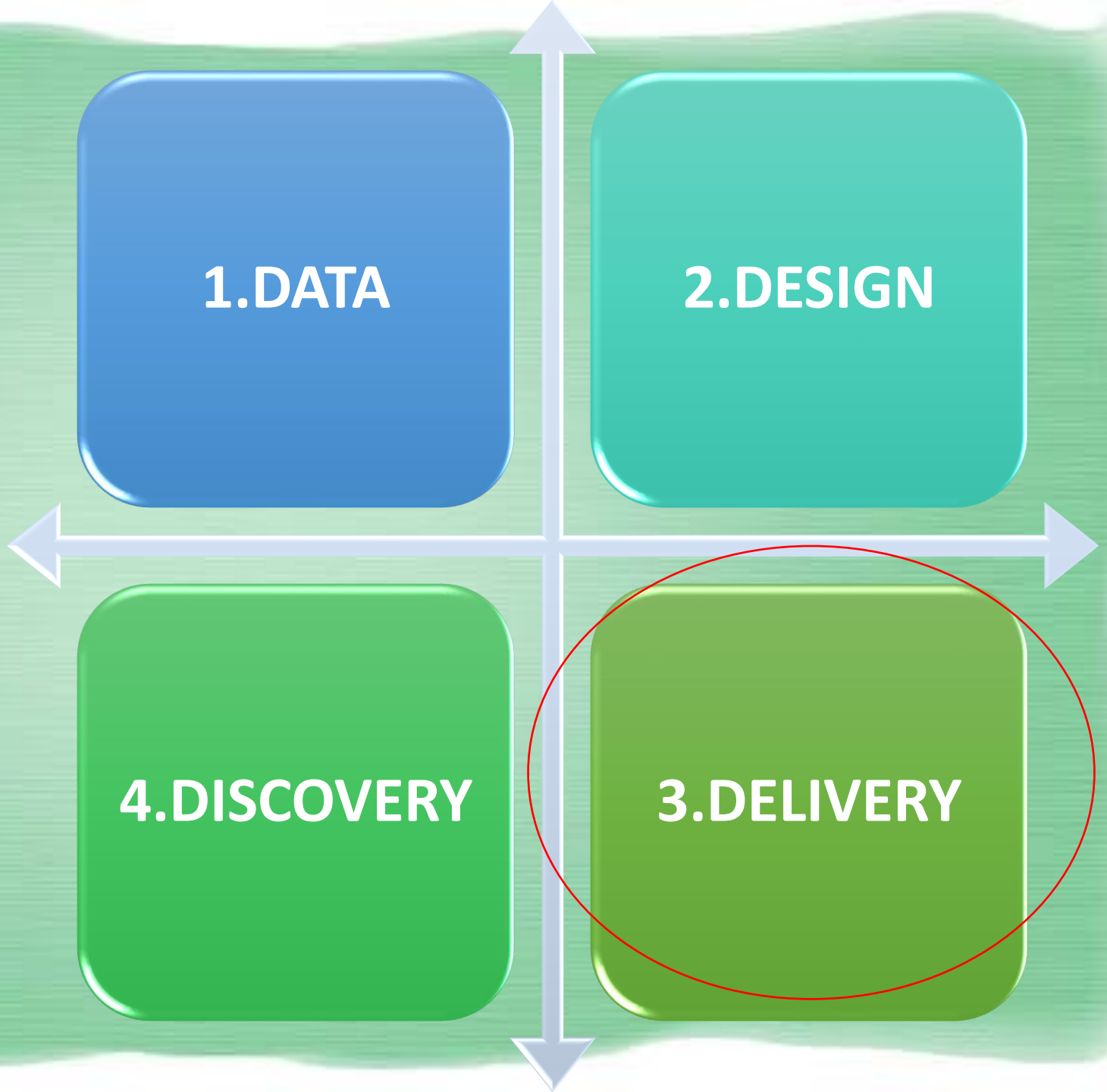
STEP 3:

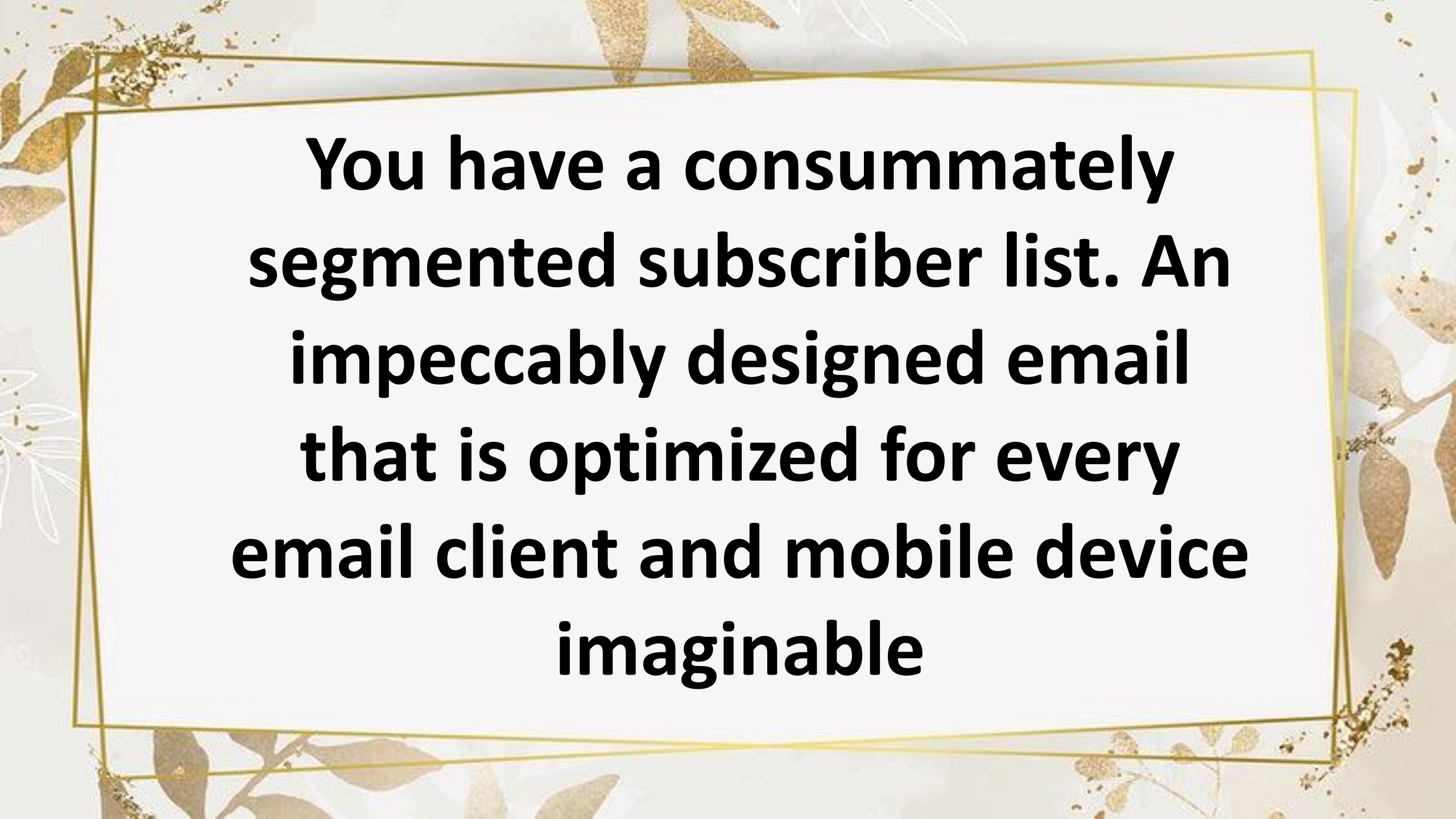
DELIVERY

**We are moving
into the next
step in our
process**



**WILL
DISCUSS
STEP 3**

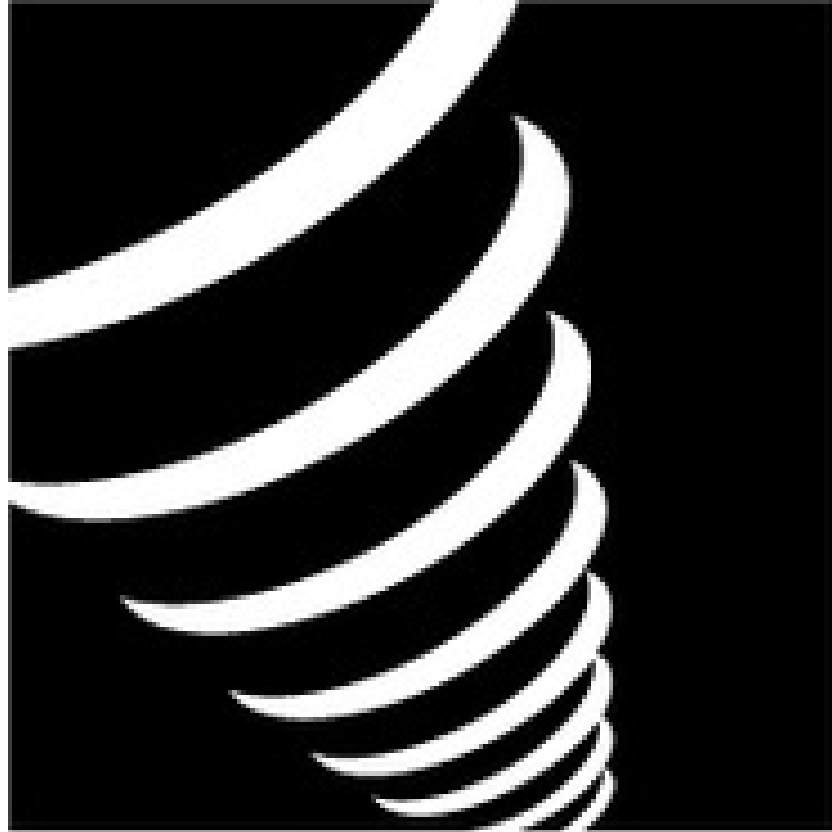




**You have a consummately
segmented subscriber list. An
impeccably designed email
that is optimized for every
email client and mobile device
imaginable**

Now all you
need is to
guarantee is
its **safe**
delivery

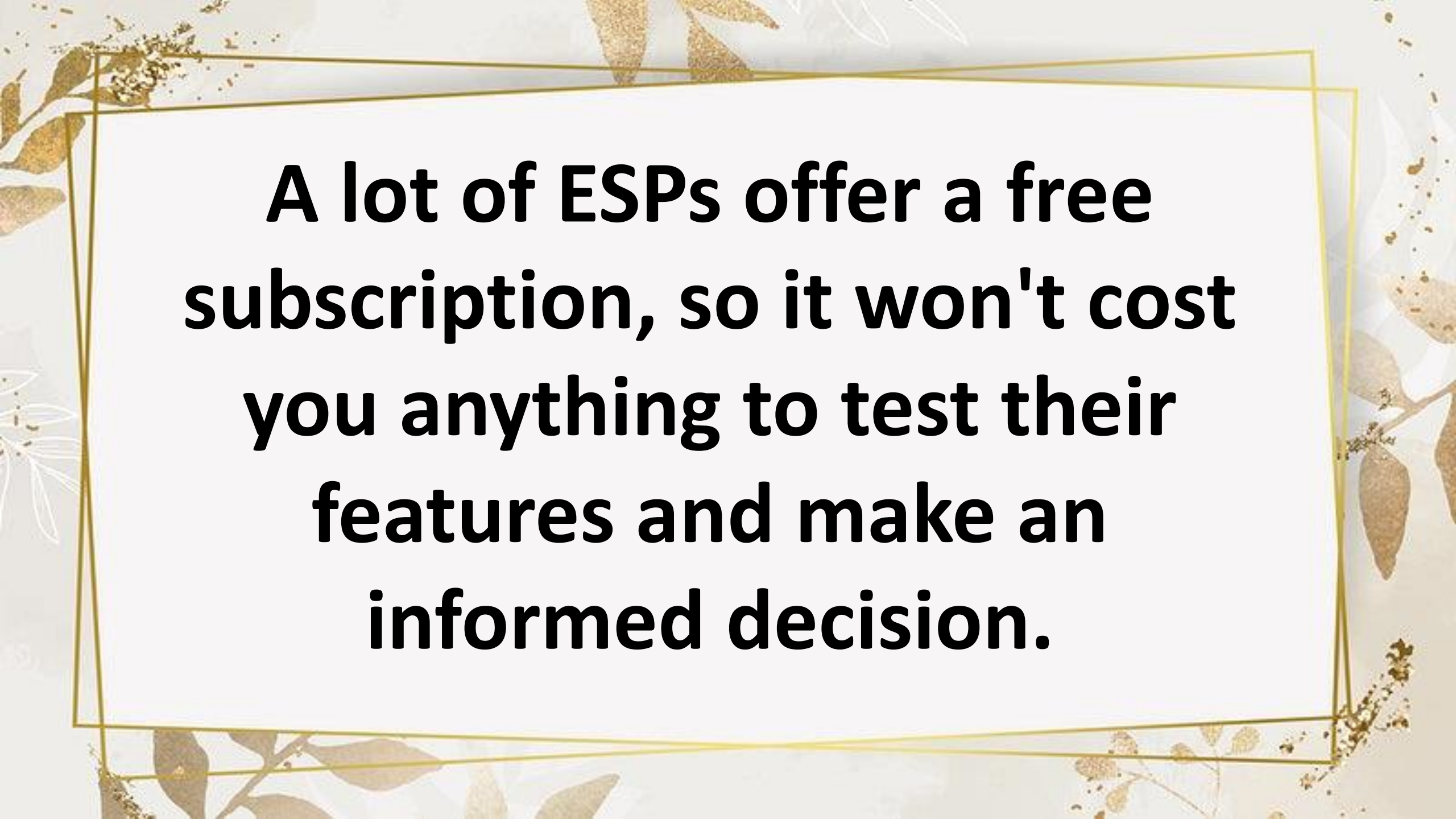




ESPS



ESPs have been a constant touchpoint throughout the email marketing process.

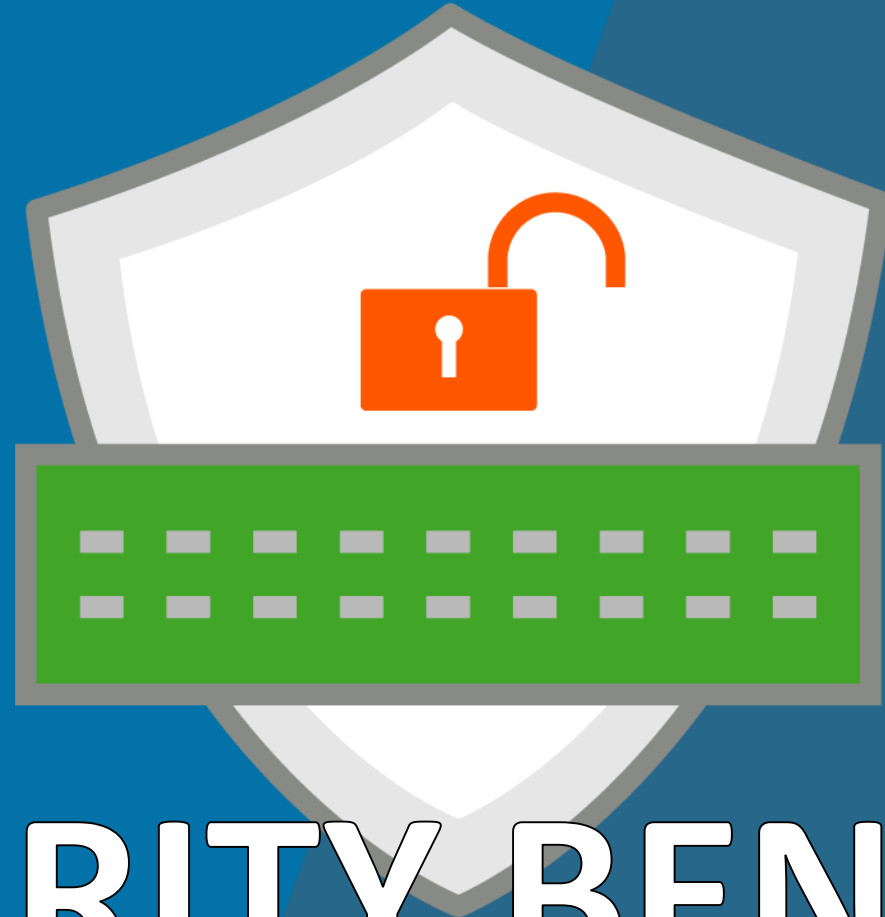


A lot of ESPs offer a free subscription, so it won't cost you anything to test their features and make an informed decision.



BENEFITS!

Other notable
benefits to using
an ESP include:



SECURITY BENEFITS

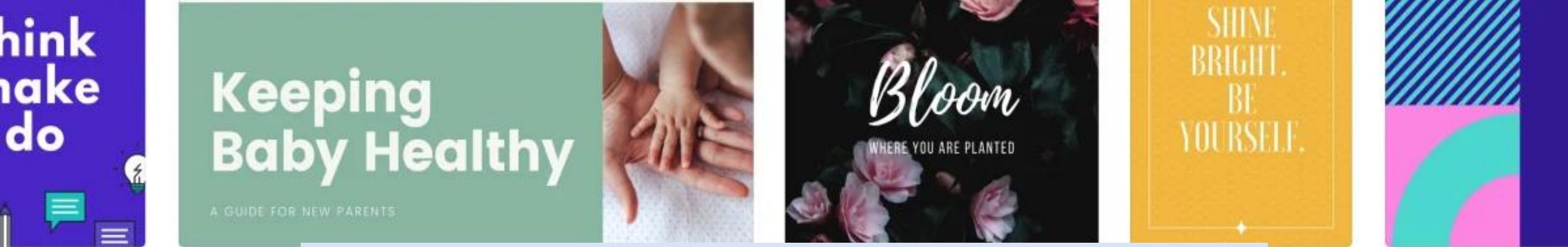
With an ESP, the provider will take a proactive and reactive approach to updating its own software, which will dramatically reduce the risk of a security breach.

EASY TO ACCESS

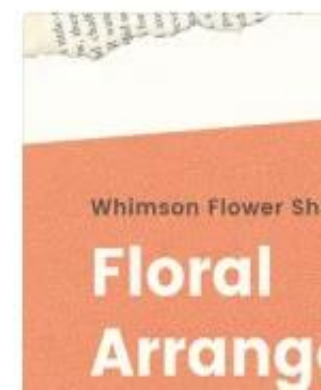





**Most ESPs can be
accessed anytime,
anywhere.**



ATTRACTIVE TEMPLATES

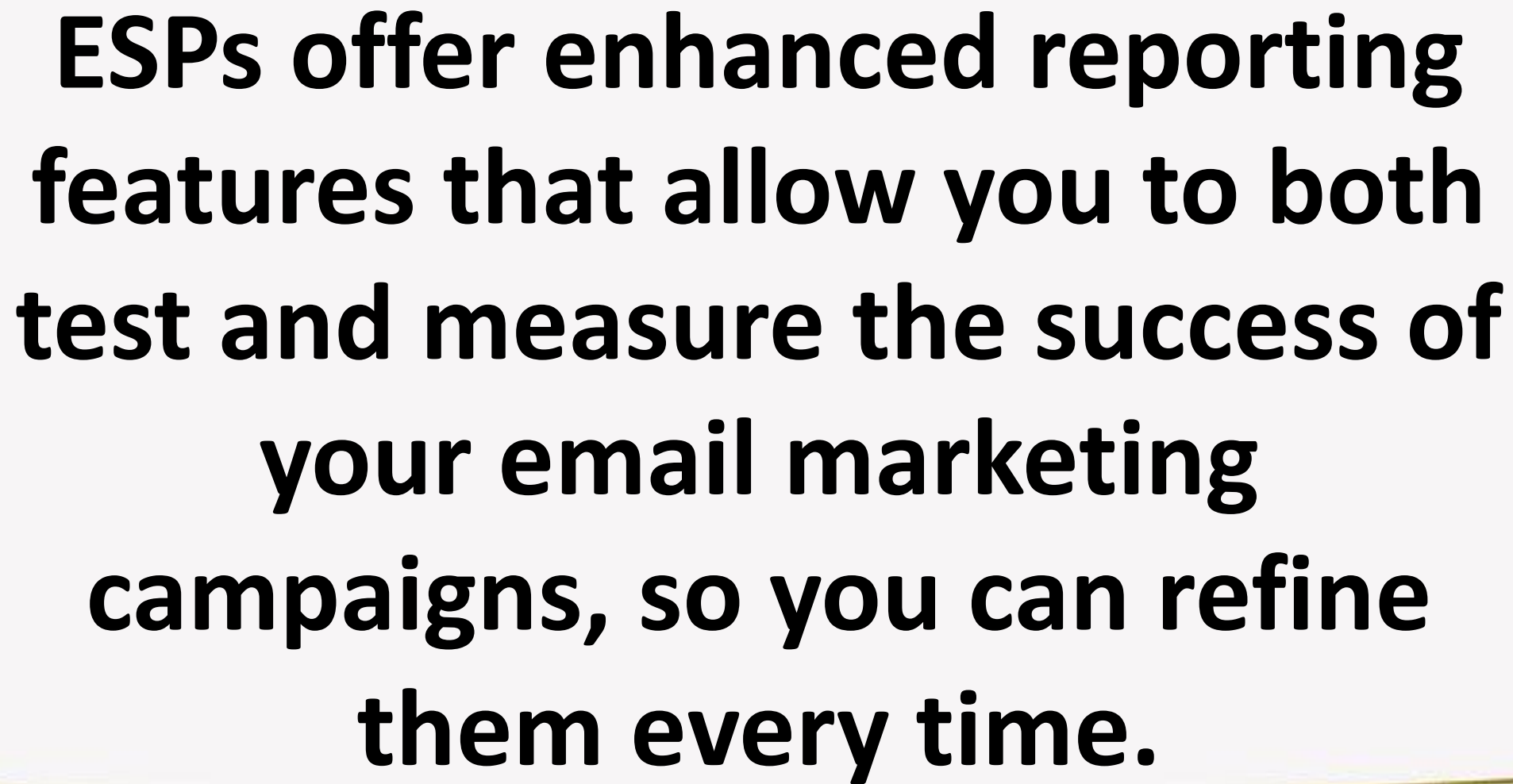




ESPs provide you with a variety of professionally predesigned templates that you can customize to suit your aesthetic preferences.

INSIGHTS





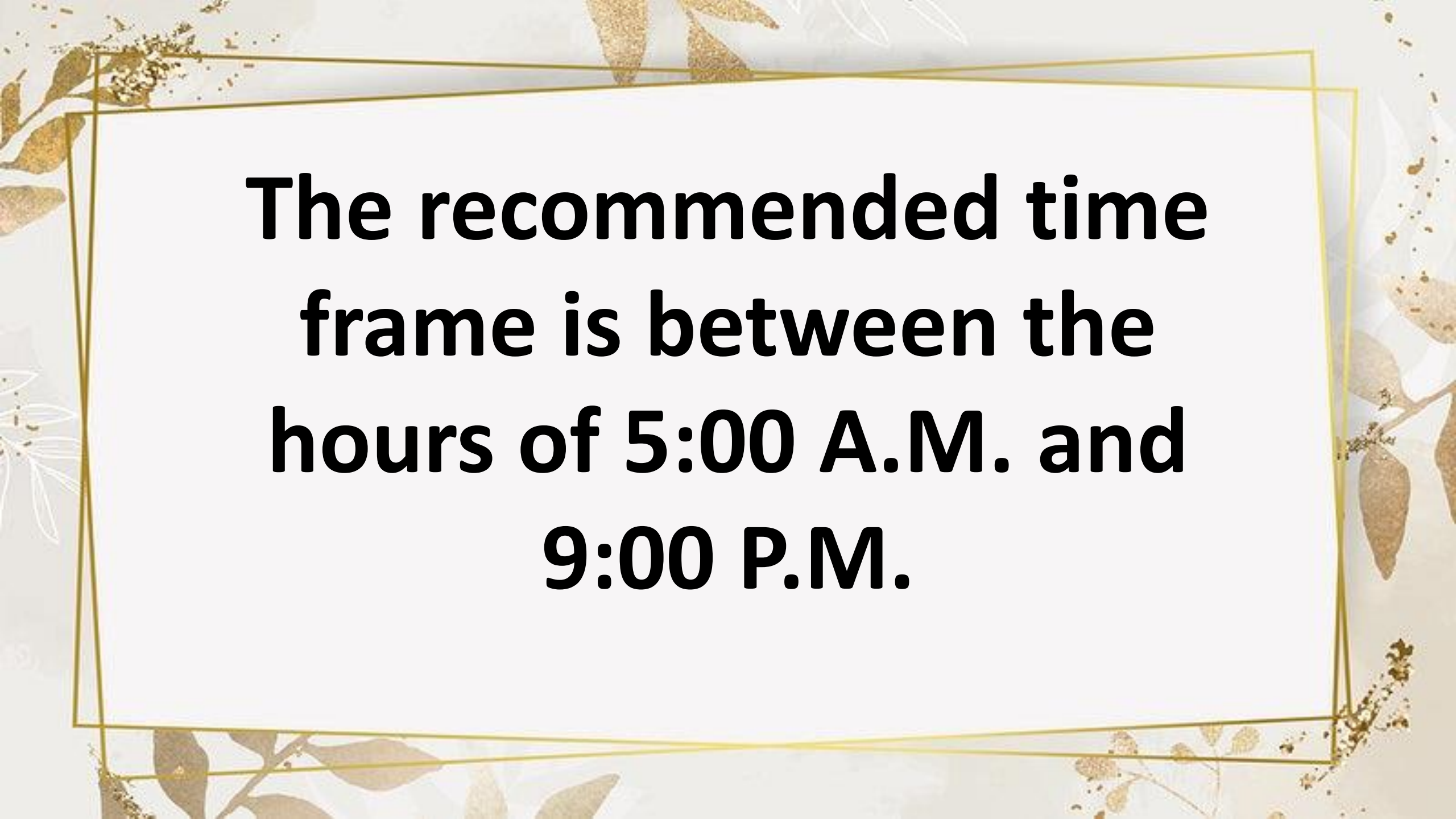
ESPs offer enhanced reporting features that allow you to both test and measure the success of your email marketing campaigns, so you can refine them every time.

LET ME CHECK MY SCHEDULE

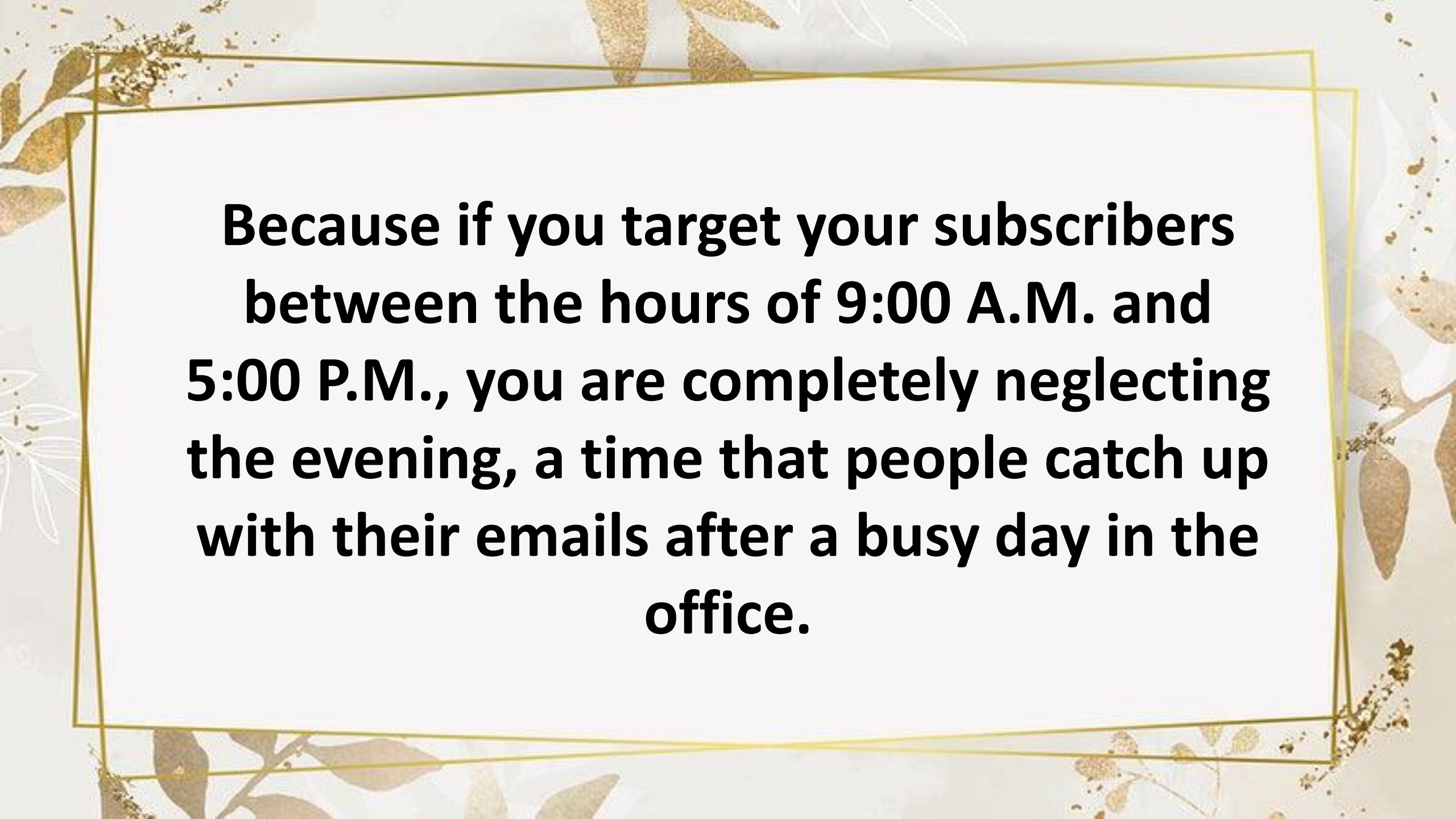


*When are people
most likely to open
my email?*





**The recommended time
frame is between the
hours of 5:00 A.M. and
9:00 P.M.**



Because if you target your subscribers between the hours of 9:00 A.M. and 5:00 P.M., you are completely neglecting the evening, a time that people catch up with their emails after a busy day in the office.

FOR B2B (BUSINESS-TO-BUSINESS)
marketing, the optimum times to send are
Tuesday through Thursday between
10:00 A.M. and 12:00 P.M. &
2:00 P.M. and 4:00 P.M.

FOR B2C (BUSINESS-TO- CONSUMER) MARKETING

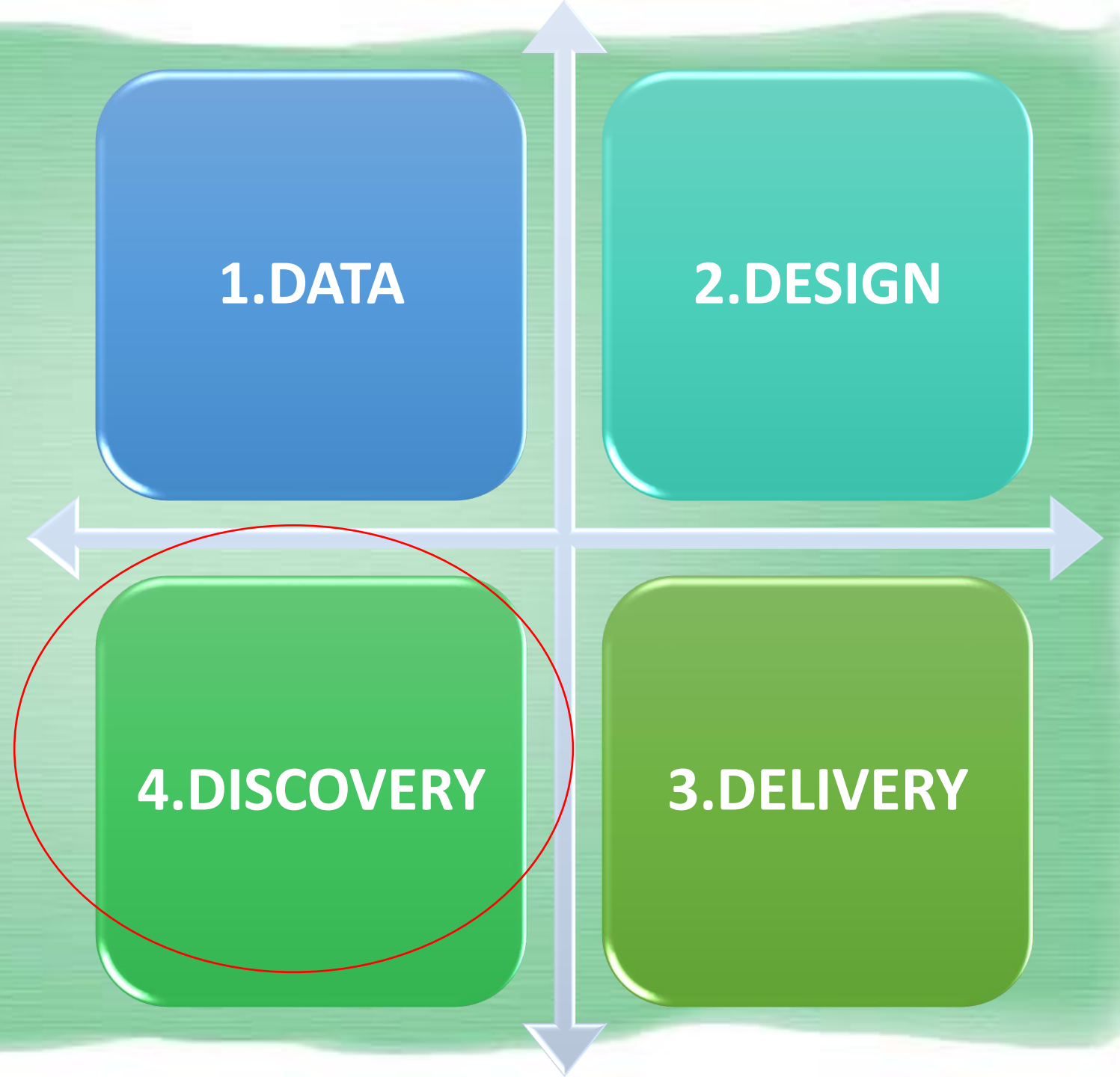
**optimal send times vary dramatically across
industries but will be more in line with
evening open rates**




STEP 4:

DISCOVERY

**WILL
DISCUSS
STEP 4**

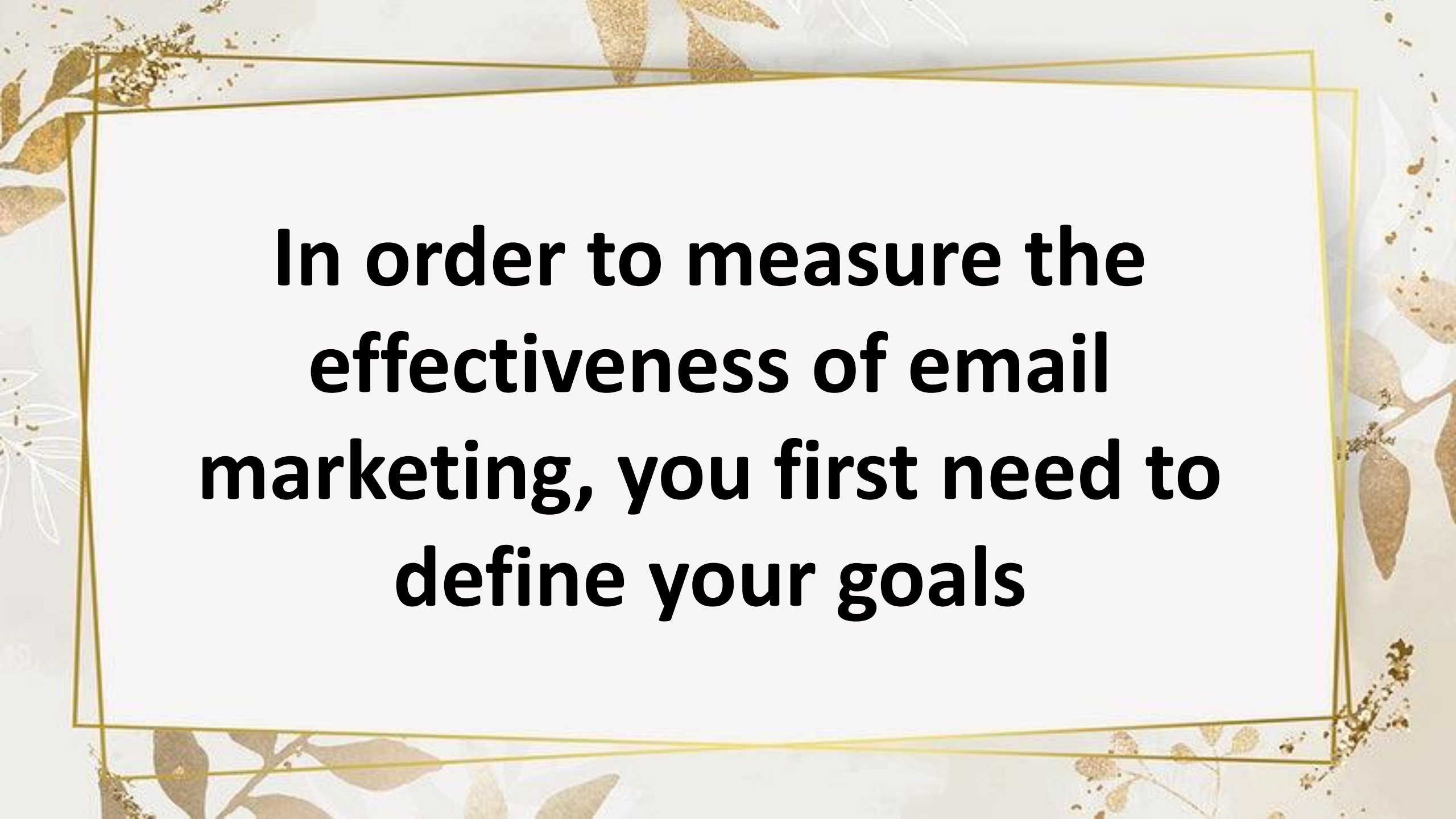




**You can use reporting to
identify and address both
issues and opportunities in
your email marketing process**

REPORTING AND ANALYSIS





In order to measure the effectiveness of email marketing, you first need to define your goals

A desk setup featuring a laptop on the left, a pair of glasses and a pen resting on a blue folder in the center, and a report with various charts and a table on the right. The report includes a pie chart, a line graph, and a table with columns for DATE, TIME (MINUTES), and DISTANCE (MILES).

**Why are you creating
this marketing email?**

DATE	TIME (MINUTES)	DISTANCE (MILES)
4/1	20:00	2.10
4/2	20:00	2.10
4/3	20:00	2.10
4/4	20:00	2.10
4/5	20:00	2.10
4/6	20:00	2.10
4/7	20:00	2.10
4/8	20:00	2.10
4/9	20:00	2.10
4/10	20:00	2.10
4/11	20:00	2.10
4/12	20:00	2.10
4/13	20:00	2.10
4/14	20:00	2.10
4/15	20:00	2.10
4/16	20:00	2.10
4/17	20:00	2.10
4/18	20:00	2.10
4/19	20:00	2.10
4/20	20:00	2.10
4/21	20:00	2.10
4/22	20:00	2.10
4/23	20:00	2.10
4/24	20:00	2.10
4/25	20:00	2.10
4/26	20:00	2.10
4/27	20:00	2.10
4/28	20:00	2.10
4/29	20:00	2.10
4/30	20:00	2.10

***What are you
trying to achieve?***



A hand is holding a yellow envelope icon cutout with a black outline. The background shows a white laptop keyboard on a blue desk, with a white coffee cup, a pencil, and a spiral notebook also visible.

**COMMON EMAIL MARKETING
METRICS INCLUDE:**

OPEN RATE.

The percentage of recipients who have opened or viewed your email.

TOTAL OPENS.

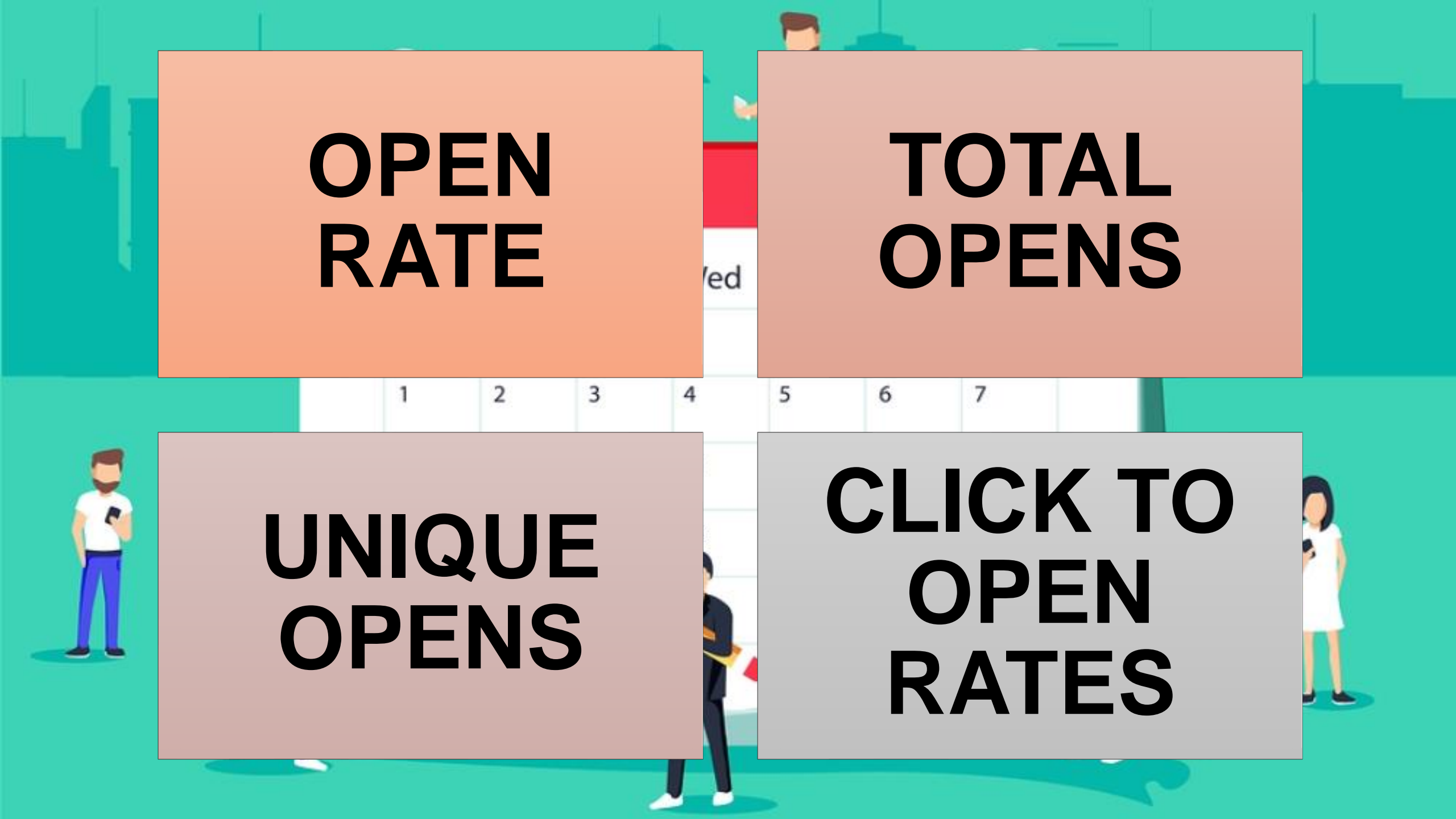
**The total number of
times recipients have
opened your email**

UNIQUE OPENS.

**The total number of
opens from original, or
unique, subscribers**


CLICK TO OPEN RATE

**The number of unique clicks
divided by the number of
unique opens expressed as a
percentage**




**OPEN
RATE**

**TOTAL
OPENS**



**UNIQUE
OPENS**



**CLICK TO
OPEN
RATES**

*it's the quality of interactions rather than
the quantity that matters when you are
measuring your email **marketing success***



Thank
you

