

Email marketing 101



THE DIGITAL GUIDE



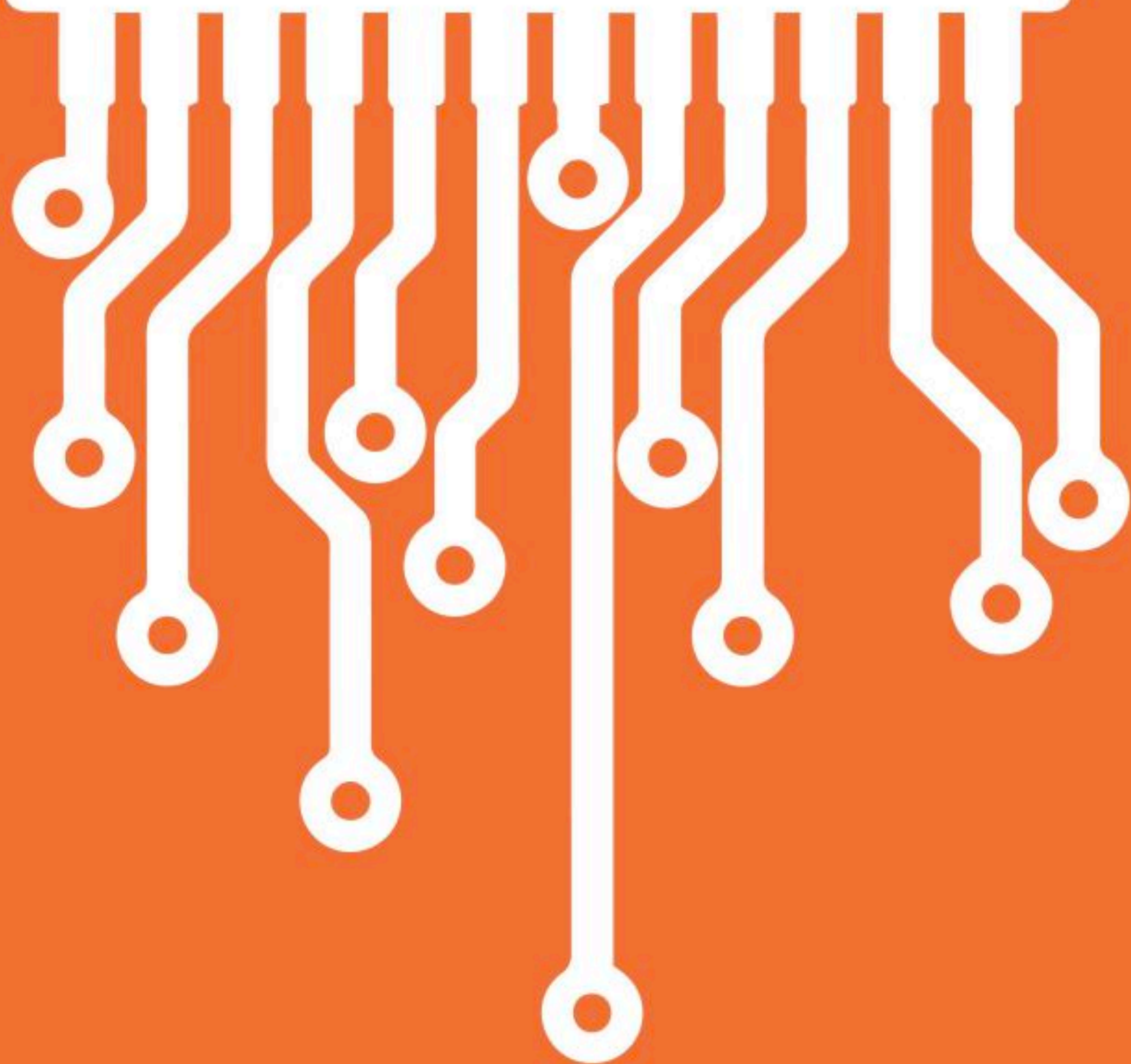
The background of the image is a sunburst pattern consisting of numerous thin, radiating lines in various shades of orange and red, creating a sense of energy and focus.

**99% of consumers check emails
everyday**

The background of the image is a sunburst pattern with numerous thin, light orange rays radiating from a central point, creating a dynamic and energetic feel. The rays are set against a slightly darker orange background.

**83% B2B companies use newsletters as
part of their marketing strategy**

A little about me



**What my
friends &
family think I
do**





What I actually do





9 keys to email marketing

9 keys to email marketing



1. Segment your lists



1. Segment your lists



Segmenting your lists

Segmenting can increase revenue by up to 50%

- Location
- Demographics
- Lifestyle stages
- Behaviour
- Buying frequency

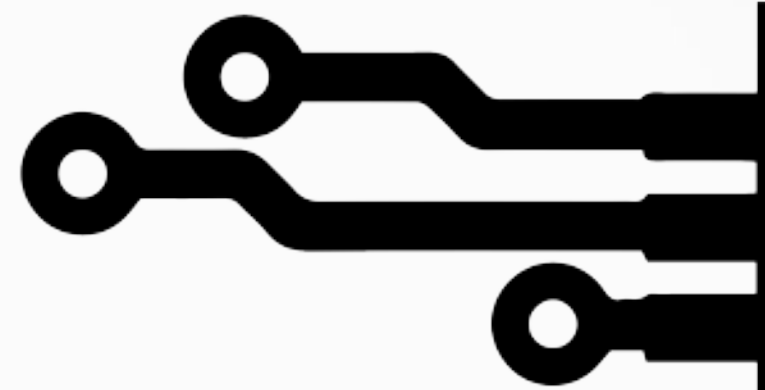
9 keys to email marketing



1. Segment your lists



2. The types of emails



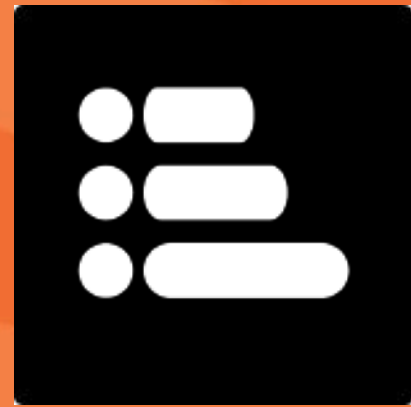
2. The types of emails



The types of emails

- **Newsletters**
- **Lead nurture**
- **Information**
- **Trasactional**

9 keys to email marketing



1. Segment your lists



2. The types of emails



3. What to automate



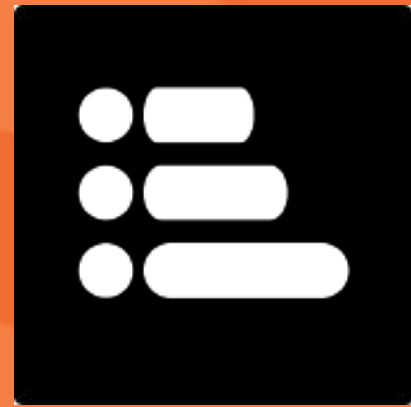
3. What to automate



What to automate

- **Thank you notes**
- **Welcome emails**
- **Abandoned cart**
- **Follow up**

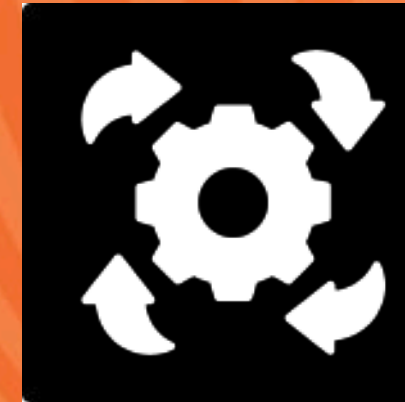
9 keys to email marketing



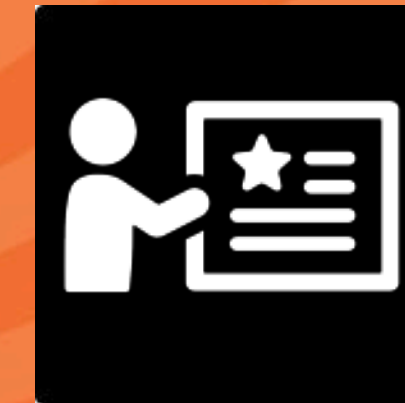
1. Segment your lists



2. The types of emails



3. What to automate



4. Check your headline



4. Check your headline



Check your headline

- **47% emails are open based on the subject line**
- **On average you have 60 characters before your subject is cut off**
- **46% emails are opened on mobile devices**
- **Short subject lines have higher open rates (less than 20 characters)**

9 keys to email marketing



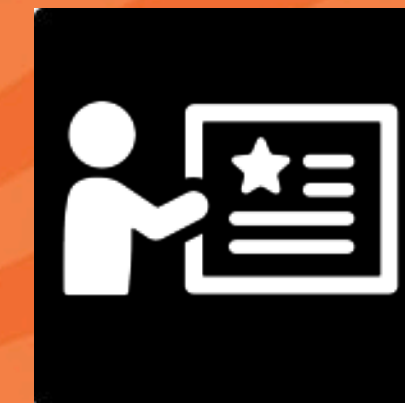
1. Segment your lists



2. The types of emails



3. What to automate



4. Check your headline



5. Watch your length



5. Watch your length



Watch your length

- The length of your email should be linked to 'why' you're sending it
- 400 words takes around 3 minutes to read

9 keys to email marketing



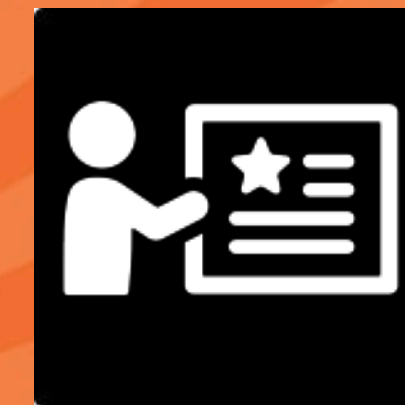
1. Segment your lists



2. The types of emails



3. What to automate



4. Check your subject



5. Watch your length



6. A little personality



6. A little personality



A little personality

- **Remember, people buy from people**
- **We want to work with those we 'know, like and trust'**
- **Clients are looking for our personality to shine through**

9 keys to email marketing



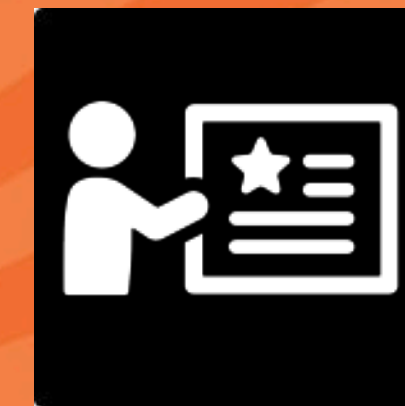
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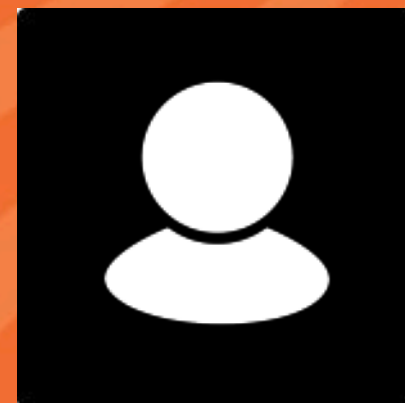
4. Check your subject



5. Watch your length



6. A little personality



7. It's not about you



7. It's not about you



It's not about you

- **What's the return on attention**
- **How will it help your client**
- **What action do you want your client to take**

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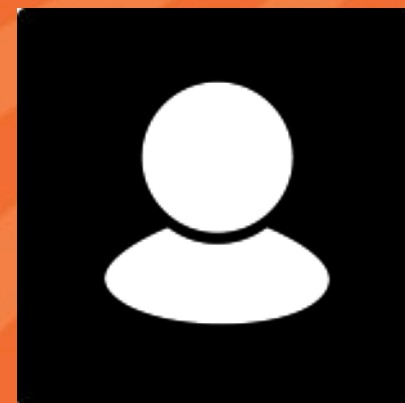
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6. A little personality



7. It's not about you



8. Consider emojis



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Consider emojis

- **Less than 7% of emails contain emojis**
- **Remember your audience before including/excluding**
- **Think about the operating systems**

9 keys to email marketing



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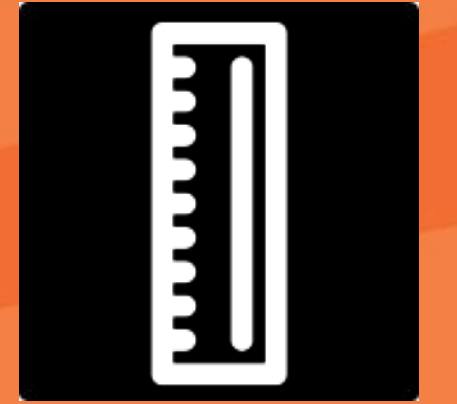
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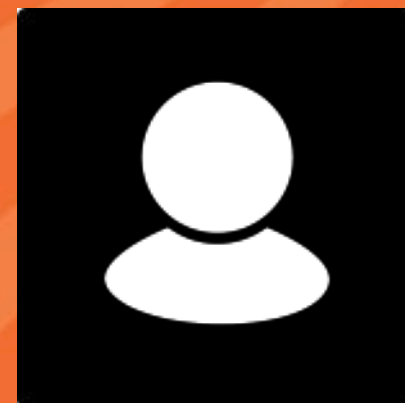
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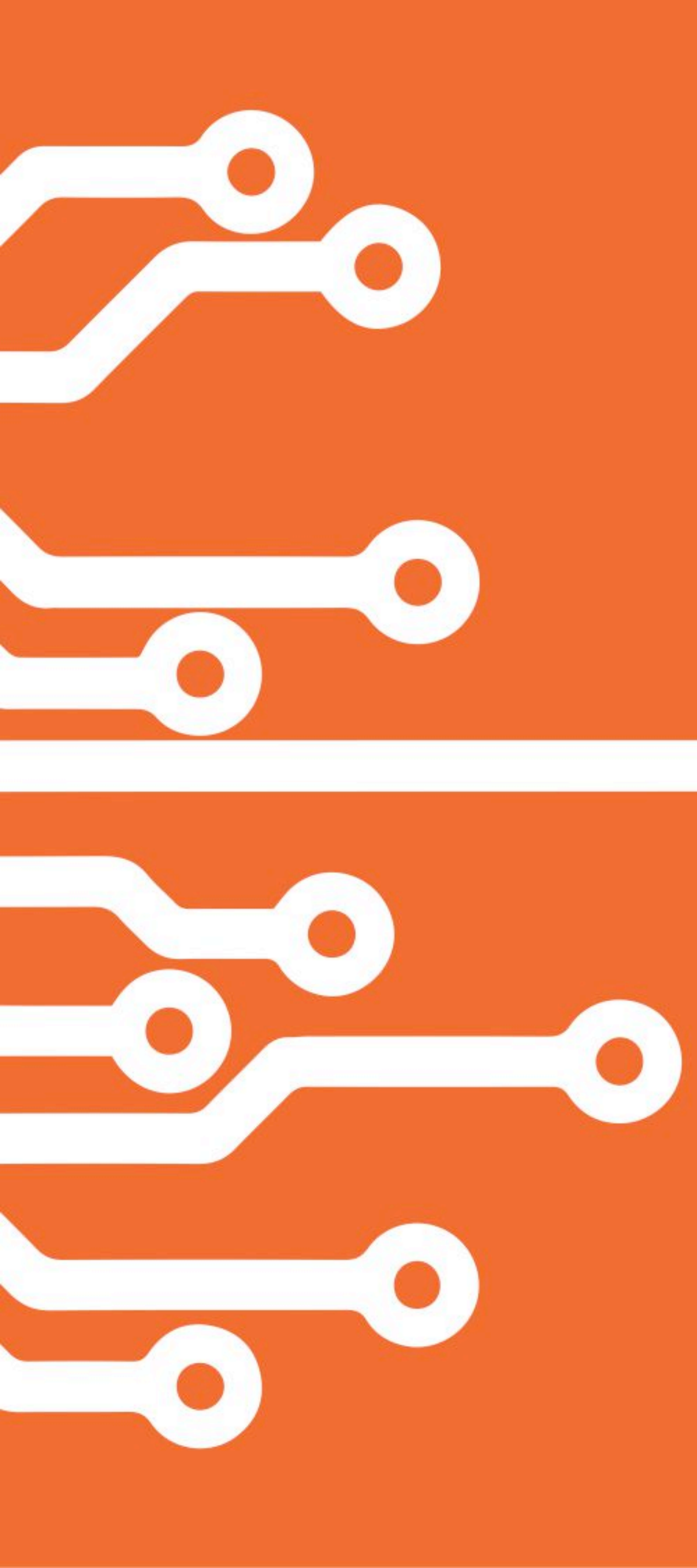
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9. Check your data



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Check your data

- **Clickthrough**
 - Tells you how engaging your content is
- **Conversion**
 - Tells you what your 'hit' rate is
- **Bounce**
 - Hard = closed or inactive address
 - Soft = full inbox or server down
- **List Growth**
 - How well is your base naturally growing

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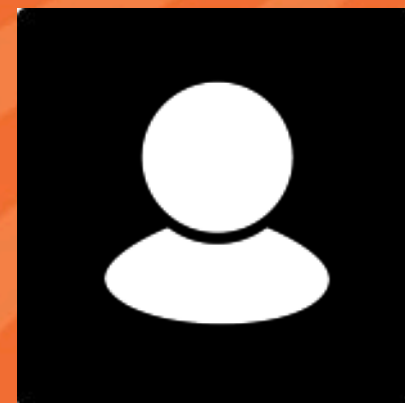
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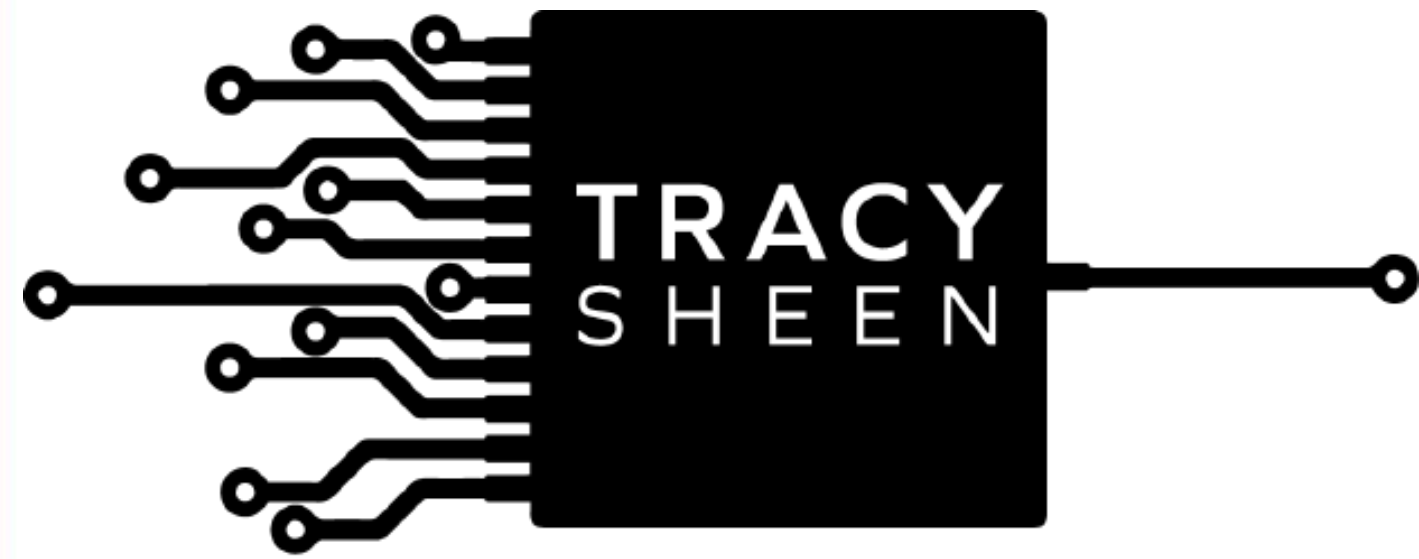
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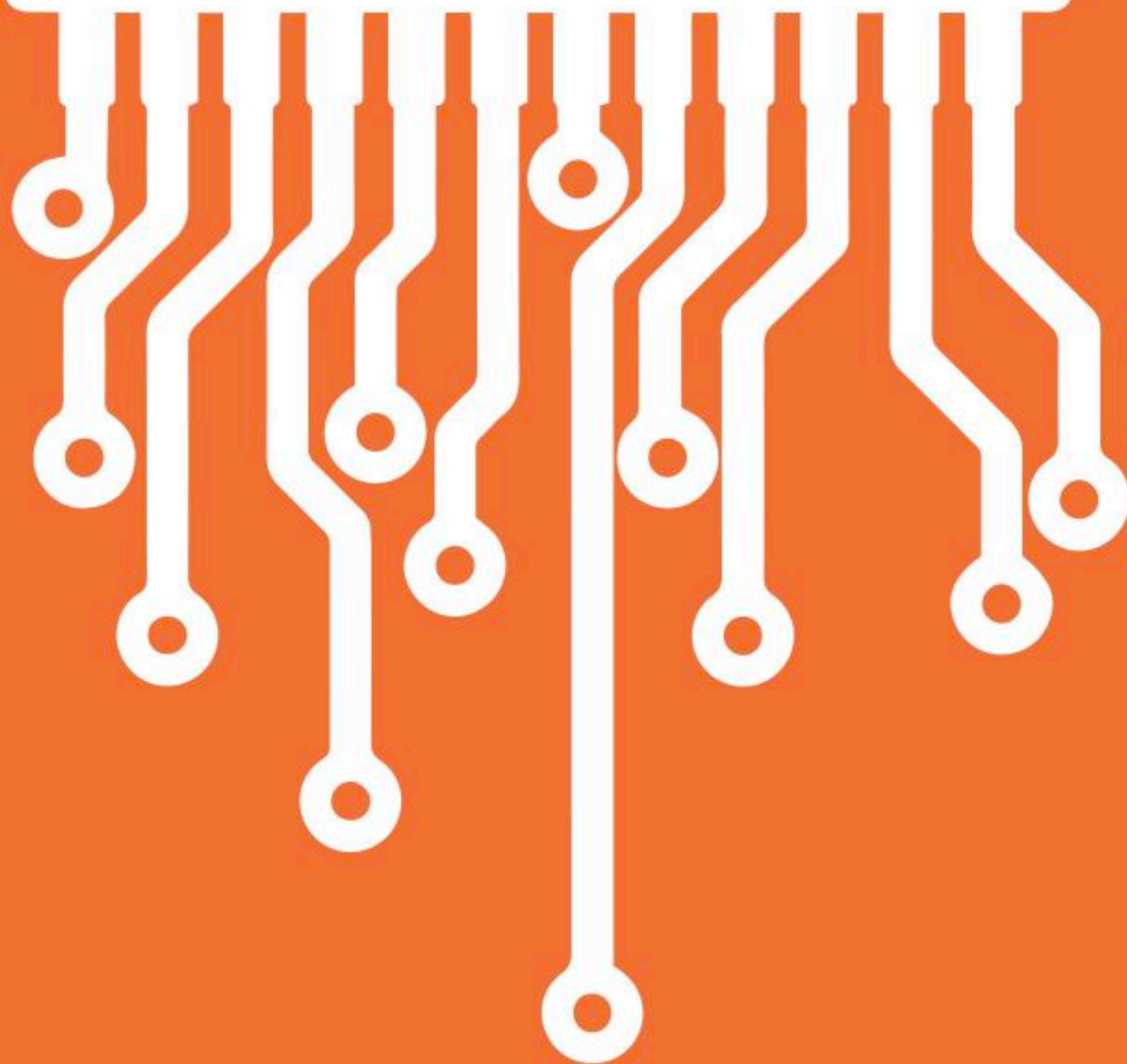
9. Check your data



Challenge



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