

**DEPARTMENT OF COMMERCE AND FINANCIAL
STUDIES
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MBA (Financial Management)**

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Course Name : DIGITAL MARKETING

Unit – V / Topic : Email Marketing

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Scheme of Presentation

- **Email Machine**
- **The Strategy- Email Frequency**
- **Sequence of Email Triggers**
- **Email Example**
- **Topic- Intro- Product**
- **Secondary Value**
- **Fear- Regret**
- **Ask for Sales**
- **Reinforcement**
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- **Integrating Landing Page Forms**
- **Campaign Reports and Insights**
- **Segmentation Strategy**
- **Auto Responder Actions**

Email Machine

Email (electronic mail) is the exchange of computer-stored messages from one user to one or more recipients via the internet. Emails are a fast, inexpensive and accessible way to communicate for business or personal use. Users can send emails from anywhere as long as they have an internet connection, which is typically provided by an internet service provider.

Cont...

Email messages are usually encoded in American Standard Code for Information Interchange (ASCII) format. However, users can also send non-text files -- such as graphic images and sound files -- as file attachments. Email was one of the first activities performed over the internet and is still the most popular use. A large percentage of the total traffic over the internet is email

Main Components of An Email Message

A mail message transfer agent is software that transfers emails between the computers of a sender and a recipient. No two email addresses can be identical, as each complete address must be unique.

Typically, an email message consists of two main components:

Header and Body.

Header

Each email message comes with a [header](#) that's structured into various fields. These fields contain important information regarding the sender and the recipient(s). However, the content of the email header varies, depending on the email system being used.

Email Header Contains

- **Subject.**
- **Sender.**
- **Date and time received (On).**
- **Reply-to.**
- **Recipient (To). .**
- **Recipient email address.**
- **Carbon copy (CC).**
- **Blind carbon copy (BCC).**
- **Reply All.**
- **Attachments.**

Cont...

Body:

This is the content of the email. It may contain anything the user wishes to send, including text, videos or file attachments. Depending on the email client used, the email body can be formatted in either plain text or [HTML](#). While plain text messages can't contain special formatting or multimedia elements, HTML emails enable special formatting and inclusion of multimedia options within the body of the message. The message body may also include signatures or automatically generated text that the sender's email system inserts.

Uses of email

- Individual or group communications
- Notifications, reminders and follow-ups.
- Conveying information to a large group of people.
- Turning leads into paying customers
- Reviews and surveys

Email Attacks

- **Spamming.** [Email spam](#), also known as *junk email*, is unsolicited bulk messages sent through email
- **Phishing.** This is a form of fraud in which an attacker masquerades as a reputable entity or person in email or other communication channels
- **Spoofing.** [Email spoofing](#) is the forgery of an email header so that the message appears to have originated from someone or somewhere other than the actual source.
- **Spear phishing.** [Spear-phishing](#) attacks target a specific organization or individual, seeking unauthorized access to sensitive information
- **Business email compromise (BEC).** A [BEC](#) is an exploit in which the attacker gains access to a corporate email account and spoofs the owner's identity to defraud the company or its employees
- **Ransomware.** [Ransomware](#) is a subset of malware in which the data on a victim's computer is locked, typically by [encryption](#), and payment is demanded before the ransomed data is decrypted and access is returned to the victim. The motive for ransomware attacks is nearly always monetary,

What is an email sequence?

- An email sequence is a series of emails automatically sent to specific segments of people on your email list. An email sequence can be *trigger-based* or *time-based*.
- When an email sequence is *trigger-based*, emails are sent based on actions such as:
 - Browsing behavior
 - Subscribing to your list
 - Shopping cart abandonment
 - Reading or downloading content
 - Buying a product

Most Important Types of Email Sequences Are

- **Welcome email sequence**
- **On boarding email sequence**
- **Abandon cart email sequence**
- **Repeat customer email sequence**
- **Re-engagement email sequence**

What are trigger emails

- Trigger emails are delivered to your customers' inboxes as a result of their behaviors. Most trigger based emails are divided into two categories: event and segment.
- In **event-based emails**, messages trigger by actions performed by customers inside or outside your application that occur at a specific time. For instance, every time customers make a purchase they receive a [confirmation email](#).
- **Segment-based emails** are sent when customers fit a defined set of conditions, like attributes or activities. If a customer enrolls in your "Enterprise Plan," you may choose to send the customer only email campaigns geared for enterprise brands.

Your email checklist before sending

Make sure your email address is appropriate.

Double-check the recipient's name and email

Check grammar and spelling

Stick to a professional font.

Don't forget to attach files.

Cross Sales

cross-sell is to sell related or complementary products to a customer. Cross-selling is one of the most effective methods of marketing. In the financial services industry, examples of cross-selling include selling different types of investments or products to investors or tax preparation services to retirement planning clients. For instance, if a bank client has a mortgage, its sales team may try to cross-sell that client a personal line of credit or a savings product.

Key Takeaways

- Cross-selling is the practice of marketing additional products to existing customers, often practiced in the financial services industry.
- Financial advisors can often earn additional revenue by cross-selling additional products and services to their existing client base.
- Care needs to be taken to do this correctly in order to stay clear of regulators and protect the client's best interests.
- Advisors who simply make referrals in order to receive additional incentives may find themselves on the receiving end of customer complaints and disciplinary action.
- Up selling is a sales tactic in which an upgrade or a high-end version of a product or service is promoted.

Cross-Selling vs. Up selling

- Cross-selling and upselling are sales tactics used to convince customers to purchase more. However, there are differences to consider.
- Upselling, also known as suggestive selling, is the practice of persuading customers to purchase an upgraded or more expensive version of a product or service. The goal is to maximize profits and create a better experience for the customer. That experience can translate into an increase in the customer's perceived value and an increased Customer Lifetime Value (CLV)—the total contribution a customer makes to a company.

Advantages of Cross-Selling

- May potential increase revenue by increase sales quantities, especially in less popular goods
- May increase brand loyalty as customers are further exposed to an assortment of one company's products
- May fulfill all of a customer's needs, stealing them from approaching a competitor for other requirements

Disadvantages of Cross-Selling

- May result in increased service-related costs as it may be more expensive to cross-sell compared to other strategies
- May negatively impact relationships if the cross-selling technique is found to be pushy
- May result in a negative public perception of requiring or demanding multiple products be paired together

Buyers vs Consumers

Buyers : A buyer is quite simply a customer. Someone who purchases a product or service from a seller or provider. It doesn't matter what the details are. If you exchange money to secure goods, you become a buyer. A financial decision-maker.

Consumers

Consumers : A consumer is the users of said products or services that a buyer purchases. Consumers are also known as end-users or simply, users. This person is the last owner of the goods. A buyer can be a consumer. I buy myself most of the videogames I play, therefore I am both the buyer and the consumer. If you give me a game as a gift, I am the consumer and you are the buyer. This is a really important part of the dynamics of buyers vs consumers. This is because most strategies are centered around buyers instead of the consumers.

Email Marketing Software

- Email marketing software is a tool that allows businesses to build and manage their email lists, segment those lists to target email sends, and monitor subscriber responses. These email marketing tools can be used to design and build customized emails, either using HTML and CSS or via easy-to-use WYSIWYG editors.

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- Email marketing software integrates with **CRM software**, making it possible to enhance the predictive capabilities of the platform. Email marketing is commonly a feature of marketing automation tools. This category includes products that are point solutions for email marketing and do not generally offer a full suite of additional automation features across multiple channels. For more information on the email marketing capabilities provided by marketing automation products, buyers can visit the **Marketing Automation** category page.

Key Benefits of Email Marketing Software

- Build professional-looking emails using email templates or HTML
- Manage multiple lists of subscribers and tailor messaging to specific audiences
- Increase efficiency in communicating with customers through automated emails
- Improve the effectiveness of email marketing campaigns through A/B testing and reporting tools
- Track engagement to see who has opened emails or engaged with content within the message
- Automatically add and remove subscribers from mailing lists based on user preferences

Why Use Email Marketing Software?

- Establishing brand identity
- Loyalty communication
- Customer segmentation
- Email automation

Import Email Addresses

- A benefit of using One Signal for email is the ability to control both a user's Push and Email subscriptions together in one place. Email records will have a separate device record (Player ID) than push notification subscribers. This is to manage cases of the user opting-out of one channel, you can still message them on the other.
- It is recommended to add emails through the OneSignal SDK setEmail method outlined in the [Email Quickstart](#).

Web forms

- Lead generation is a key step in any sales process. You can generate leads from third party data imports, website signups, cold emails or calls, social media pages, events etc.
- Like in most cases, quality and not the quantity of leads matter the most for high conversion rate. Website sign ups provide high quality leads as the leads voluntarily leave their details on your website.

New Feature Web Forms

- .
- Web forms generate qualified leads or contacts by capturing your website signups directly in Fresh sales. All this, without a single line of code.

Ways of Web Forms.

- Create a new form for your website sign ups using our **CLASSIC FORMS** Integrate your existing form with Fresh sales using **SMART FORMS**
- We had talked about [Smart forms](#) a while back. Lets deep dive into how you can create a new web form from scratch in no time.

Your Live Form In Real Time

- **Use in multiple channels**
- **Avoid duplicates, Enrich existing data**
- **Mark important fields as required**
- **Pass default information as hidden**
- **Do more**

Campaign Reports and Insights

- Email marketing is one of the most measurable marketing tactics on the planet. You can track everything from who opened and clicked your campaigns to where the subscriber lives and which links they clicked on.
- But, as marketers, we need and want more detailed insights, especially when it comes from a channel that's as [powerful as email marketing](#), delivering an incredible ROI of \$44 for every \$1 spent.
- Sophisticated marketers are looking beyond traditional vanity metrics and are digging into engagement trends that look at the health of their email lists, performance of their campaigns, and segments allowing them to gain valuable insights that shape their evolving email marketing strategies. But data and analytics can be overwhelming, especially if you don't know where to get the data and what to do with the results.

Using analytics to drive strategy

- To get the most from your email marketing, you need easy-to-understand yet powerful insights that are actionable. Most marketers don't have time to spend their days bogged down in spreadsheets pouring over email analytics.
- Develop an engagement-first mentality.
- Quality over quantity.
- A healthy audience is a more profitable audience.

Evaluate your campaign performance.

- **Campaign open rate**
- **Campaign click rate**
- **Click-to-open rate**
- **Unsubscribe rates**
- **Check your deliverability trends.**

Auto Responder Actions

An **email autoresponder** is a feature that automates email replies triggered when someone sends you an email. Usually, **autoresponders are triggered as responses to another email**. To do this, you must enable the autoresponder and draft a predefined email that will automatically get sent.

For example, you can set up an out-of-town email when you go out on vacation. So, if someone contacts you during that time, your email client will automatically send them an email indicating that you are away at the time.

Advantages of Using An Auto responder

- Prompt email reply
- Build brand credibility and loyalty
- Reduces your burden to reply to emails on time

Different Types of Email Auto responders

Customer service auto responder

Out-of-office auto responder

.Mailer daemon

Auto responders on employees who have moved out or switched jobs

Best Email Auto responder Tools

- Constant contact
- Hub spot
- Mailerlite
- Mailmodo
- Mail chimp
- A weber
- Send inblue