




# ULTIMATE GUIDE TO EMAIL MARKETING

THE PERSONALIZED WAY OF COMMUNICATION WITH CUSTOMERS

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# Introduction To Email Marketing

We know emails are ancient, but email communication is relevant even today because customers prefer using email.

Email might seem like an outdated way of communication, but for those marketers who are in the know, email marketing is the most personalized way of communicating with customers and prospects.

If used thoughtfully, it can help you build loyalty and trust in your brand. It is a medium which can be used to develop healthy relationships with both your prospects and your oldest customers.

Every person is practically drilled to perform some action with an email-reply, forward, click on the embedded links, download attachment, sign-up, or make a purchase. Hence, the nature of email itself is transactional. It can be effectively used to direct traffic to your website or directly your pricing page.

We have compiled this ebook for smart digital marketers who wish to mold their email marketing strategies to better suit their client's requirements.

To start with, here are a few stats that predict the growing importance of email marketing.

*According to **Radicati's 2016 Email Statistics report**, the email will be used by **3 billion people by 2020**. That's almost half of the world's population.*

It won't be wrong to say that email is still one of the most popular modes of communication.

*It is even better than Facebook because according to **Forrester**, People are twice as likely to sign up for your email list as they are to interact with you on **Facebook**.*



# What is Email Marketing?

Email Marketing should be viewed as an extension of online marketing. It is an act of sending commercial messages to typically a group of people or prospects using emails.

Email Marketing is used for two primary reasons-

- Building a healthy relationship with your potential customers or existing clients.
- Promoting a product or service.

Email Marketing is push delivery model that helps businesses to keep their clients well informed and educated. This includes insights that help them in their business and information about your products and services.

**Low cost** and **simplicity of process** are the two principal advantages of Email Marketing. It is inexpensive compared to most of the other marketing tools and easy, thanks to automated email delivery tools. More on that later.

With this amount of competition around, we know it is difficult to impress viewers. That's the reason we are here.

There is no doubt, email is here to stay. It was a hoax that email is about to die. Here's another proof:

**269 Billion Emails Are Sent Out Every Single Day**





# Importance Of Email Marketing

To start with facts,

*89% Americans check their emails at least once a day.  
20.9% check their email more than 5 times a day.*

That's an opportunity smart digital marketers cannot afford to miss.

Plus, the conversion rate is higher compared to other mediums.

Email marketing works 40 times better at getting customers than Facebook and Twitter, and compared to social media, it offers **17% higher conversion**.

Even the revenue or the returns on investment (ROI) is more significant in comparison to other marketing mediums.

People who buy products marketed through email, spend **138%** more than people that do not receive email offers.

Most professionals in our industry also agree with the above-mentioned facts.

According to **80 % of professionals**, email marketing drives customer acquisition and retention.



*53.1% Americans said they purchased a product from a retail store after receiving an email about it.*

*27.1% said they made an online purchase after receiving an email.*

*26.2% said they visited a company's website after receiving an email.*

## CHAPTER 3

Here are a few more aspects that pinpoint the importance of Email Marketing:

### 1) EASY TO TAP THE EVER-GROWING MARKET

Email Marketing is more or less like sending direct mail. It's direct. You take efforts to talk to individual prospects. You are not expecting that people will see your ad, you are sending it to their inboxes. Thanks to mobile-marketing,

*91 percent of consumers check email at least once a day on their smartphones.*

*Plus it doesn't cost your prospects in any way.*

### 2) PEOPLE LIKE TO STAY INFORMED

People want to be aware of the latest trends. Your emails is one of the easiest ways for them to stay informed. But if they do not find your coupons useful, they're going to mark you as spam. It will be better to make sure what you share is valuable.

*85% of your customers sign up to get discounts and the next largest segment (41%) is looking for information and product updates.*

### 3) COMBINES WELL WITH OTHER MARKETING STRATEGIES

Emails can communicate a variety of informations to your prospects-

- It can tell them that a post has been published.
- It can provide them with free gifts like an ebook, a whitepaper, ready to use templates etc.
- It can inform when a webinar is, help them register and even remind them of the webinar.
- It can alert about an approaching offer.

Whatever may be your promotional activity, emails can help you carry out those at ease.



### 4) OFFERS THE BEST ROI

Email Marketing is affordable. Even if the campaign fails, there won't be a hole in the marketer's pocket. And if the campaign works out well, the return on investments is quite high.

*According to studies, it is as high as \$38 for every \$1 spent.*

### 5) NURTURING LEADS IS EASY WITH SEQUENCE EMAIL MARKETING

Email sequences help you take somebody from 'an awareness of who you are' situation to 'I'm interested in your product' situation. You actually nurture your leads when you send out a series of emails informing prospects of your products.

According to MarketingSherpa

*79% of people considered as "leads" never buy from a company, and it's often due to lack of education and lead nurture.*

# What Should Be the Objectives?



The first three objectives listed down here are pretty obvious:

- **Generate leads for your business**
- **Build a fan following that is loyal to your brand**
- **Generate revenue for your business**

These are important but not enough.

The fourth and the most critical objective of an email that will convert your prospects into customers is:

- **Deliver a super high value to your customers**

The simplest way to deliver high value to your customers is by following the 51-49 principle.

From a marketing perspective, the principle asks you to create more value for your readers than for yourself. Even if it's just 1%, focus on giving more.

Whatever the relationship, always give more value than you get. This builds trust, prospects start relying on you. They're going to be more interested and even more engaged in your email marketing efforts. This pays off because prospects will respond to your interest in helping them. This response will ultimately help you achieve your goals.

Simply informing people is like throwing a billboard into their inbox and then praying that something's going to happen. Instead, put your heart to it and focus on delivering a super high value.

*No one talks about 51/49 more passionately than Gary Vaynerchuk.*

*Read More*

To narrow down the 51/49 principle into actions, focus on these two points to deliver value:

- **Solve the pain points of your recipients**
- **Help them achieve their goals**

And you can easily do this using your content and a little creativity.

To narrow it down further, you must know the action you want the prospect to take even before drafting the email. And the action must deliver a super high value everytime you send out an email.

You're sending out emails because you want people to get to an action, a form of lead activity or connect them to a lead magnet. Ex.

- **Attend a webinar**
- **Download a white paper**
- **Download an ebook**
- **Subscribe to a newsletter**
- **Watch a video**

Whatever the lead magnet, remember that it must deliver a super high value.



# What Should Be The Delivery Rate?

The next important question to ask yourself before actually starting with your email campaigns is- how frequently should an email be delivered?

There is no right or wrong answer to this question. There are agencies who send out emails every single day. There also are agencies who send out emails only once in two months.

Which pattern suits you better?

This depends on two principal factors:

- **The amount of valuable content you can produce.**
- **The way your prospects respond (More on that later)**

We already know that a crucial objective of an email must be creating a super high value for prospects. Creating value is challenging especially if you have limited resources. Your content also needs to be relevant to your prospects' needs.

*For example,*

*You cannot talk about the latest cook-books to a person interested in opening a restaurant. New recipes are valuable but not relevant to this recipient's needs.*

In **2016, 78%** of marketers experienced problems with maintaining content relevancy. (Source : Venture beat)

Plus, consistency plays a vital role in the success of your email campaigns. Prospects get used to receiving your emails on particular days. And if they have developed a liking towards you, they're going to know when you do not deliver; they're going to feel your absence.

So think before you choose a delivery model. You need to be valuable, relevant and consistent at the same time.

Send out your emails:

- **Daily**
- **Bi-weekly**
- **Weekly**
- **Monthly**

Whatever the case, be consistent. Experiment with these delivery patterns. Know what suits you best, evaluate how the prospect responds to your emails before you decide.



# Best Strategies For Email Marketing?

You can create value for people in a plentiful ways by varying your strategies by the types of emails you deliver. Your strategy for a particular email campaign can be based on any one type of email or a mix-match.

## TYPE 1 : PLAIN INFORMATIVE

Many marketers create value by simply being informative. They keep their recipients informing about the latest trends, the possible changes, their needs, or even their products' state-of-the-art features.

There is just one tiny risk in being informative- It may turn out to be like throwing billboards in recipients inboxes. If your recipients find your emails useful, keep going. Strive to do better. But if it seems like you are just clogging people's inboxes, restart your research and develop more useful content.

## TYPE 2 : FEAR OF MISSING OUT AN OPPORTUNITY

When being informative doesn't help, a slight fear works wonders. People love being updated. They want what is new. Hence, the fear of missing out an opportunity of updating themselves will sure force an action.

*Precaution- Just because it's effective, every email cannot be panicky. If you overdo it, the strategy will sure backfire. People won't care even when there are actual reasons to worry.*

## TYPE 3 : THE CURIOUS ONE

Building curiosity and interest in the things that you are doing will make sure that people read through your email. They will connect with you easily if you succeed at impressing them with your information.

*Precaution- Creating curiosity is good but extending it to a limit where people actually lose interest is bad. Don't keep the secret too long, give it away at the right time.*

Fear and curiosity inflict action better than most of the other emotions. But it is also true that your subject lines must reflect all of the possible emotions. Trust me, emotions will boost open rates to a great extent.

*Learn more about this in Chapter (How to Boost Open Rate?)*

You can utilize any one type of an email listed above or create your own type. The secret aim behind this exercise is that people find your content useful.

## CHAPTER 6

### 4 TRICKS TO MAKE YOUR CONTENT FRUITFUL

Here are a few tricks that will make sure people find your content useful.

#### TRICK 1 : OPT FOR PERMISSION MARKETING

Permission Marketing is where you do not send information to people without their consent. People must give you the permission to provide information by sharing their email or contact details with you. This way, people know they might get emails from you and they're ready for it.

You can buy massive email lists but the people in there do not know you. If the recipients do not identify you, there are major possibilities that they will dump you in the trash or mark you as spam.

#### TRICK 2 : IDENTIFY THEIR SOURCES

To tailor your emails according to the needs of your recipients, it is necessary to identify their sources. If you know the reason why they connected with you, you can take forward that reason to turn the strangers into friends and friends into loyal followers. *For example, if a person initially downloads a guide to improve SEO results, you can further provide them with material related to SEO techniques and trends.*

#### TRICK 3 : FOLLOW THE 51/49 PRINCIPLE

I know we have already spoken about this in *Chapter : 4*, but it is worth mentioning again. Most marketers tend to ignore this crucial factor when creating and marketing their content. So, just a gentle reminder never hurt anybody!

#### TRICK 4 : IDENTIFY BUYER PERSONAS

This trick will not only help you create useful content but also get more clicks on the CTA.

To identify buyer personas consider at what stage of the sales pipeline is the recipient:

- Is he completely unaware of your product?
- Does he have just an idea of what additional features you offer compared to your competitors?
- Or has he already requested for a demo or an appointment with your sales reps?

The emails you send recipients at each of these stages must be different. Not only the body content but also the CTAs must change according to their buying stage. (Source : Convirza)

*"Great content that creates value is going to boost your open rates and click-through rates (CTR).*

*"But remember, email should be a vehicle for generating revenue because revenue is the end game and not CTR ."*





# What Should Be Your Email Sequence?

After the strategy, let's talk about the sequence. This is different from when an email must be delivered as it can vary for every recipient.

The sequence depends solely on how a recipient responds to a Call-To-Action in your email. Always remember the ultimate goal of sending emails is that the recipient must perform a certain action like downloading an ebook, cheat-sheet, checklist or whitepaper, watch a video, subscribe to your newsletter or any other desired action. Until this desired action is performed, your email sequence must ideally continue.

*If you have even the slightest inclination towards conducting experiments, this area is your laboratory, Dexter!*

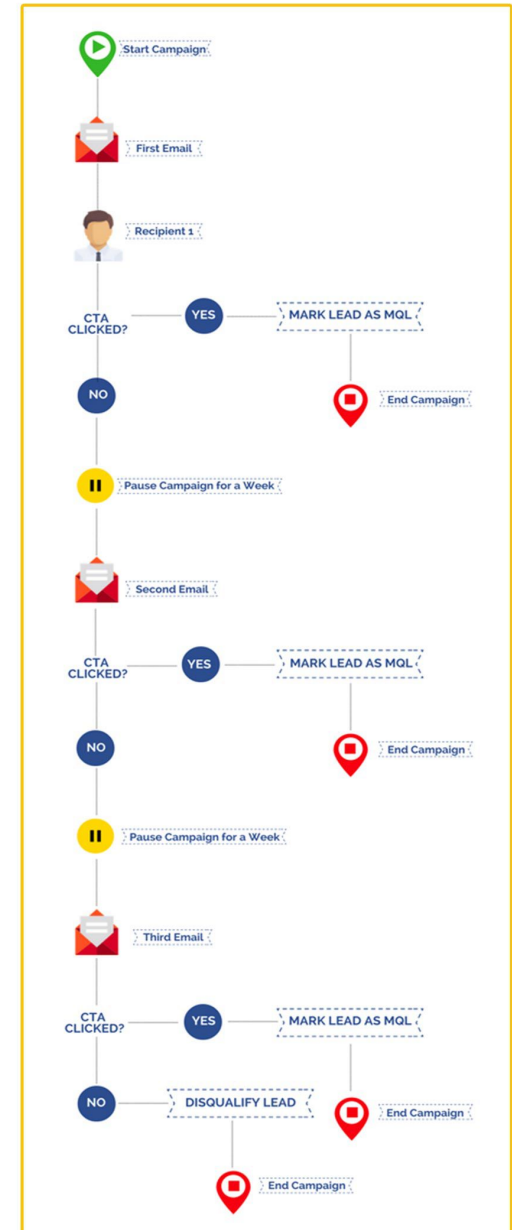
You can experiment with every email sequence. Every recipient is different and hence their journey of conducting the desired action is going to be different.

Come up with permutations and combinations of what is going to be your action if a recipient acts in a particular way. Get into their shoes. Take efforts to understand their concerns. Build trust and get them to perform that desired action!

*According to Brightwave, 78% of consumers say that most brands don't understand them as individuals.*

Hence, understanding your customer behavior must be one of the major priorities of every digital marketer.

Here is an example of a generalized email sequence represented through a flow chart.



# Which KPIs Should You Track?



## 1) OPEN RATE

Open rate measures how many recipients viewed your email. Open rates vary depending on the sender and their following. There exists certain agencies who do not have a huge email list but their open rates are as **high as 5% to 10%**, thanks to their loyal followers.

There also exists agencies who have a massive email list but their open rate is low as **low 0.2%** Open Rates were as high as **30%** but ten years back. A healthy open rate that agencies can strive for is **1%** **Opening** an email opens the possibilities of a recipient interacting with your email and ultimately engaging with your business.



Formula

$(\text{Total Emails Opened} / \text{Total Number of Emails Delivered}) \times 100$

## 2) CLICK-THROUGH RATE

Tracking the Click-Through rate (CTR) helps you determine the performance of individual emails. CTR is the percentage of email recipients who interact with one or more links contained in an email you send. It gives you direct insight into how many people on your email-list are engaging with your content and interested in learning more about your brand or your offer. It can also be used to calculate the results of A/B tests.

It is important to note that CTR varies according to industry.



Formula

$(\text{Total Clicks OR Unique Clicks} / \text{Total Number of Emails Delivered}) \times 100$

## 3) CONVERSION RATE

People just clicking through your links is not enough. They now need to perform an action. Conversion Rate, hence is the percentage of email recipients who complete a desired action after clicking on the embedded links of an email you send. The desired action can vary from downloading an ebook, whitepaper or template to registering for a webinar or buying a product. Any recipient who performs this desired action can be considered as a conversion. Conversion Rate is the metric which can depict the success of an email campaign.



Formula

$(\text{Total Number of email recipients who complete the desired action} / \text{Total Number of Emails Delivered}) \times 100$

## CHAPTER 8

### 4) BOUNCE RATE

As the name suggests, bounce rate is the percentage of your total emails that could not be delivered to the recipient's inbox.

There can be two reasons behind an undelivered email- either the email id invalid, closed or non-existent, or the recipient's inbox is full or there may be an issue with the recipient's server. In the first case, it is clear that the email will never be delivered to that email id.

Such email ids must be time-to-time deleted from your email list or it may affect your reputation in the eyes of Internet Service Providers (ISPs).

In the second case, there are chances that your email will be delivered after the issue is solved. You can even try resending emails to such kind of email ids.

 Formula

$(\text{Total Number of Bounced Emails} / \text{Total Number of Emails Delivered}) \times 100$

### 5) OVERALL ROI

It is important to calculate the revenue generated from each of your marketing efforts. It is a no brainer that you need to know the exact money you made from a particular email campaign. The Overall Return on Investments for your email campaigns is therefore, the total revenue divided by the total spend. This is the second most important metric that can determine the success of an email campaign.

 Formula

$(\text{Total Revenue Generated} - \text{Total Expenditure of Email Campaign}) / \text{Total Expenditure of Email Campaign} \times 100$

*All the above metrics can be tracked using tracking platforms.*

*Tracking features are also provided by the automated email delivery platforms.*

*In the next chapters, let us study How Open Rates and Click-Through Rates can be increased.*





# How to Boost Open Rate?

The first thing that recipients view even before opening your emails is the Title or the Subject Line of your emails.

Statistics show that:

*47% of people will open an email based on the subject line.*

*69% of email recipients report email as spam based solely on the subject line.* (Source : Invespcro)

It is therefore safe to state that powerful Subject Lines boost Open Rates. So, what makes a subject line powerful?

1. Powerful subject lines are short. One cannot deny the fact that people's attention spans are pretty short. Any subject line with more than 50 to 55 characters (including spaces) will require people to concentrate more than they naturally wish to. And that is where you lose their interest. Though 55 is not the tried and tested number, studies in the past show that shorter subject lines have a higher open rate. We would recommend A/B testing your subject lines for better results.
2. Powerful subject lines are personalized. Emails with personalized message content received a 5% lift in open rates compared to emails with no personalization, according to a study by Statistics. Is adding the recipient's name to the subject line the only way to personalize it?

*No! Think what your recipients would like to hear from you. If you are a small business owner, there are possibilities that you know your clients personally.*



## CHAPTER 9

Let your subject lines sound like they can come from only you. Add emotions to the subject line- curiosity, maybe a surprise, a fear of missing out, bring a smile to their face. Offer birthday deals if possible.

*Clothing retailer JustFab saw a 103% increase in revenue thanks to personalizing their email marketing messaging. Automated emails which include personalization have a 75% higher open rate than those that don't.*

3. Powerful subject lines grab attention. Humorous subject lines tend to grab attention better than a plain, informative one. You can add a pun for even better results. You can create a sense of urgency. You can talk about the current events, you can pose a question. Again, do not forget to A/B test your subject lines.
4. Powerful subject lines use emojis carefully. Use emojis only and only if they add value words cannot add. Sloppy use of emojis may look childish. Plus emojis look different on different devices. So, test the subject line to check that the meaning remains unchanged when using emojis.
5. Last but not the least, powerful subject lines are meaningful to the recipient. If it is not adding value, doesn't matter the pun you add or the question you ask. People need to know that this email will be useful to them and the subject line is the first place to convey just that! In your email, you maybe talking about a problem you solved for them or a feature they never knew they needed or an offer they're about to miss... Let them know in the subject line itself!

*Now that you know what to do, let's have quick look at what not to do.*



## CHAPTER 9

### MISTAKES TO AVOID

- If you want to stress a point, let your words do the job. *Writing your subject line in all caps is not the way.*
- Do not overuse or misuse punctuation marks.
- Avoid using terms like 'weekly newsletter', 'daily news'. They sound boring.
- It is okay to sound urgent but it is not okay to sound desperate. 'Open Me!' is certainly something you should avoid.
- Do not make a grammar or a spelling mistake. Please do not!
- Do not repeat your subject lines even within a campaign or otherwise. People will delete it thinking you sent it twice or that they have already read it.

A/B test your subject lines once they're ready. When A/B testing your emails, make sure that the parameters are same. For example,

- The time of the day you send out your tests
- The time interval you run your tests for.
- The groups or recipients you send out the emails to.

In short, the environment of testing must be the same for every email..

Testing will not only help you decide over subject lines for the current campaign but also help you craft better subject lines in the future. You will get a few insights into your customer behavior.





# How to Boost Click Through Rate?

People just opening your emails is not going to be sufficient for you to make money through email campaigns. It is necessary that people also click-through your emails.

Among many other factors, your email body content is one of the major factors affecting your CTR.

## 1) LOOK AFTER YOUR EMAIL FORMATTING

If you do not want people abandoning it unread. If your email content is long, add sub-headings, break it down into small paragraphs. Recipients must be able to just scan through the content and get the gist.

## 2) REFRAIN FROM PLANTING IMPORTANT INFORMATION IN IMAGES.

Many people block images by default. And if this is the case with your recipients, they will lose important information and hence may not perform the desired action at the end.

## 3) MAKE YOUR CONTENT INTERACTIVE

People like to know facts and numbers, see animated Gifs, get a subscriber bonus and even give feedback. All you have to do is ask for it. You can even add social sharing buttons.

## 4) SEGMENT YOUR AUDIENCE BASED ON THEIR PAST ACTIONS

Every recipient is different. Everyone is not interested in everything. So, try and segment your audience based on their past actions. Try and find out what will interest them more and send that out. Tailor the message as much as possible towards the particular recipients interests and pain points. More targeted the message, higher will be your CTR.



## CHAPTER 10

### 5) ONE SINGLE, CLEAR CTA

Will also lead to more clicks. Placement of the CTA button is also decides whether or not the recipient will click on it. A/B testing is the best way to find out which CTA and placement works best for your recipients.

### 6) TIMING AT WHICH YOU SEND OUT THE EMAILS

Another influential factor is the timing at which you send out the emails. If you are sending the emails when people are busy, they won't get to it at all. A study by Spaceship shows that the best time to send out emails is 8 PM to midnight. (Source : Medium)

### 7) EMAIL MUST BE MOBILE-FRIENDLY

And last but not the least, your email must be mobile-friendly.

*56% of email is now opened on a mobile device.*

This means that more email is read on mobile devices than on desktop.

Unoptimized emails will be abandoned in not more than three seconds.

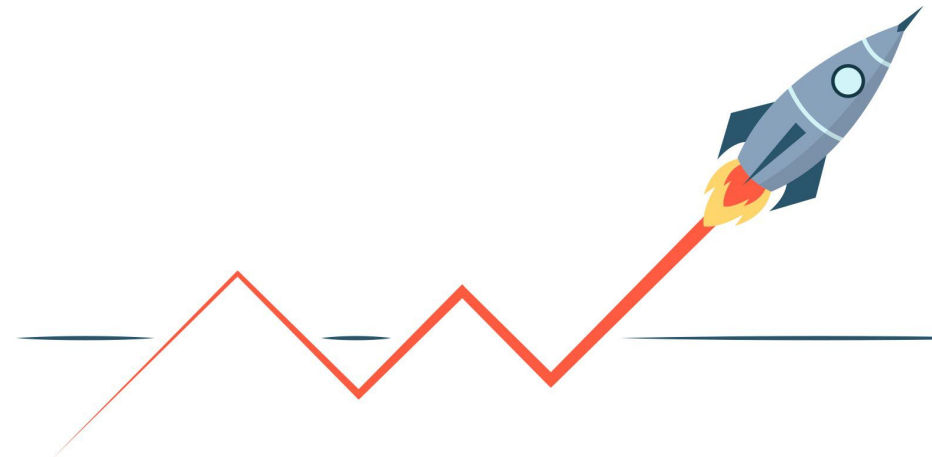
Every email recipient has two feelings when they receive your email:

*Oh my gosh! I can't wait to read that email!*

OR

*Oh my gosh! I am going to unsubscribe from that list today!*

Which feeling do your recipients get?



# Can You Automate Email Delivery ?

Yes! These are the marketing automation tools-

## 1) PARDOT

Pardot provides you with responsive, out-of-the-box templates that are easily customizable. It also provides with an integrated testing and reporting feature and schedules emails to be sent out at the right time.

## 2) MARKETO

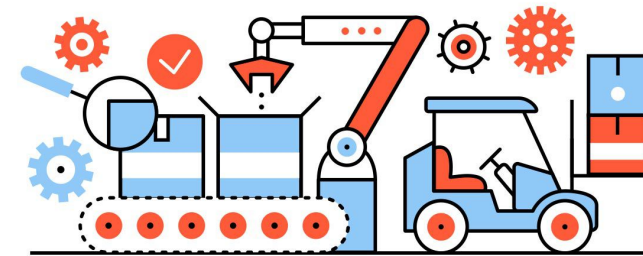
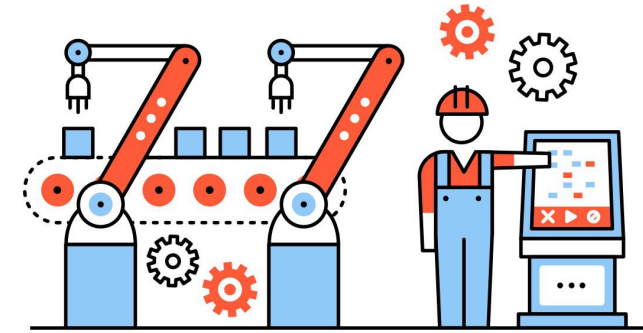
Marketo's Email Marketing solution helps you to get the best out of every email marketing campaign through individual conversations. They base these individual conversations on their individual behaviors, preferences, and demographics, in real time.

## 3) DRIP

Drip's Marketing automation solutions help you to send intelligent campaigns using email, Facebook, and more that adapt to your customers' interests and behavior. Their automated workflows adapt to your customers' interests and behaviors.

## 4) MAILCHIMP

MailChimp's campaign builder makes it easy to create email campaigns that best suit your messages. You can trigger a series of emails with a single API request. They also provide with in-depth reporting insights for better results every time.





# Are You Missing Out Crucial Attribution?

Now that we have talked about almost every possible aspect of email marketing, there is one last piece of nitty-gritty I would like to share with you.

Email Marketing will generate phone calls. There is going to be a sudden boost in the number of phone calls your business will receive. Marketers ignore this attribution. They generally tend to ignore that their email marketing efforts created not just leads but also phone calls. Are you tracking and attributing these phone calls?

As marketers, we know the gravity of phone calls, we know the difference phone calls make. If I am to talk in numbers, where the value of leads is between \$7 to \$15, the value of phone calls is around \$100. The possibility of conversion post a phone call is higher than any other form of an online lead. Phone calls will give you a holistic view of what emails are doing to your business.

We all know that Peter Drucker was right when he said:  
Are you measuring your phone calls? Are you tracking your phone calls?

The easiest way to track phone calls generated from email marketing is embedding a DNI code in your links.



## CHAPTER 12

Dynamic Number Insertion (DNI) will not just track your phone calls but also help you optimize your campaign spend. It will help you visualize the complete customer journey, all thanks to the flexible and customizable data capture feature. It will tie the revenue generated from a campaign directly to your marketing efforts. Convirza's DNI is unique with features like:

- Visitor-Level Tracking
- Session DNI
- URL DNI
- Traffic Source DNI
- It can display different numbers per campaign source, ads, keywords, web sessions, and visitors
- It can track calls to adwords and bing ads
- It can create pools of local or toll free numbers
- It can display multiple dynamic phone numbers on a single page
- It can capture Google session parameters

These are just a few to name. DNI gives organizations the ability to connect inbound calls to campaigns and prove ROI on every dollar spent.

The easiest way to track phone calls generated from email marketing is embedding a DNI code in your links.

**Convirza's clients have boosted their attribution accuracy by up to 40% by simply getting the data they needed to make the best decisions.**

The unlimited parameter capture is valuable for A/B testing platforms. The flexible deployment of the code is the cherry on the cake.

To complete the email marketing efforts, **Get DNI today!**



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