



EMAIL MARKETING

SUB TOPICS

- What is email marketing
- Components
- Types
- Step by step process
- Important metrics



WHAT IS EMAIL MARKETING



Email marketing is a digital marketing strategy that involves sending emails to a group of people, typically to promote products, services, events, or to engage with an audience.

Why companies opt to use this form of Digital marketing:

- Its a powerful and cost-effective way to promote B2B/B2C.
- Enables direct and personalized communication.
- The Wide Reach
- Favor automation and scalability through saving time and ensuring consistent communication with subscribers,

Note that

WITH EMAIL MARKETING



The company has used it as a channel to:

Create new customers.

Maintain old customers.

Build lifetime customers.



COMPONENTS



1.Through Segmentation & Suppression

Segmentation is using your database to group similar individuals and serve them emails that are of specific value to them while for suppression is how you stop people from receiving mails through a marketing automation platform were a list of people who you don't want to receive a specific email are added as negative on the list when sending out an email

2.Call to Action CTA

A clear and compelling CTA is essential in encouraging recipients to take a desired action, such as making a purchase, signing up for a webinar, or downloading a resource. CTAs should be prominently displayed and stand out.

Components of Email Marketing cont...

3. An intriguing Subject line

Especially when your company/brand is an upcoming one or you intend to tap into the new customer base. Let the customers be triggered to open your mail.

4. Personalization

involves customizing the email content to make it more relevant to each recipient. This can include addressing recipients by their names and using personalized product recommendations or content based on their preferences and behavior.

5. Design and Layout

The design and layout of your email should be visually appealing and easy to read on both desktop and mobile devices. It should also align with your brand's visual identity.



6. Analytics & Tracking

Email marketing platforms provide analytics and tracking tools to monitor the performance of your emails. Metrics like open rates, click-through rates, conversion rates, and unsubscribe rates help you assess the effectiveness of your campaigns.



TYPES OF EMAIL MARKETING

1. Promotional Emails

- Sales and Discounts: These emails promote special offers, discounts, or sales events to encourage recipients to make a purchase.
- Product Announcements: Share information about new products or services your business is offering.
- Flash Sales: Notify subscribers about limited-time offers or flash sales to create a sense of urgency such as Jumia promoting its Black Fridays in November.



Types of Email Marketing cont...



2. Newsletter Emails

- **Regular Newsletters:** Periodic emails that contain company news, updates, blog posts, and other relevant content.
- **Educational Newsletters:** Share valuable information, tips, and educational content with subscribers

3. Welcome Emails

- Sent to new subscribers to welcome them to your email list and introduce your brand.
- Often include a thank-you message, a brief introduction, and links to key resources.



Types of Email Marketing cont..



4.Event and Webinar Invitation

- Promote upcoming events, webinars, conferences, or workshops.
- Include event details, registration links, and compelling reasons to attend.

5.Transaction Emails

- **Order Confirmations:** Sent to customers after they make a purchase, confirming the details of their order.
- **Shipping and Delivery Updates:** Provide tracking information and delivery updates for orders.
- **Password Resets:** Triggered when a user requests a password reset for their account.



The Process of starting an Email Marketing Campaign

Define your audience and Establish your goals



Build your email list



Choose an email campaign type.



Make a schedule.



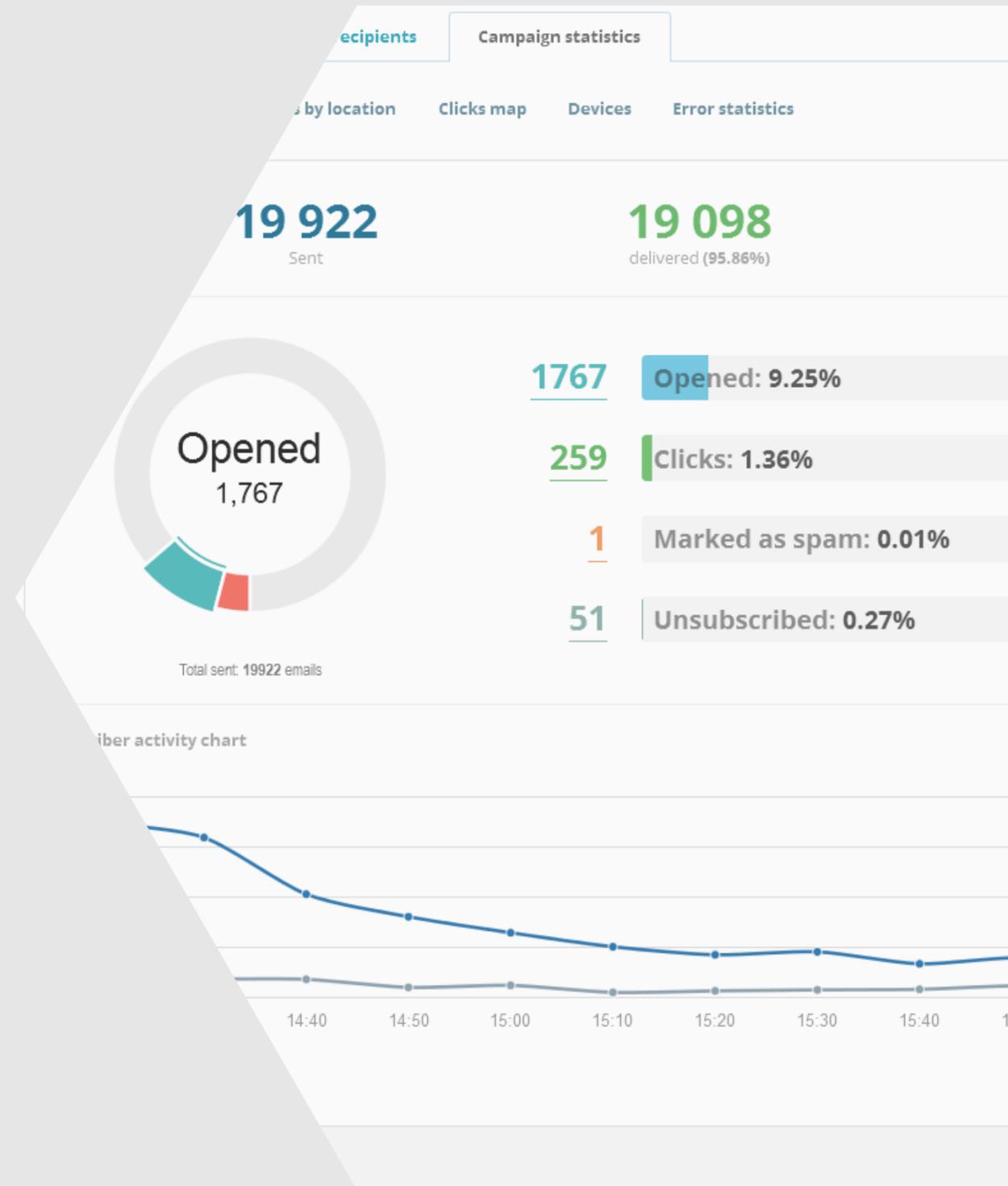
Measure your results

EMAIL MARKETING METRICS

These are indicators that help assess the success of email campaigns.

They are two categories:

- Standard engagement metrics
- Conversion Metrics.



Important Metrics of Email Marketing

1. Open Rate

This metric measures the percentage of recipients who opened your email. It provides insight into the effectiveness of your subject lines and overall email relevance.

2. Click Through Rate (CTR)

A click-through rate (CTR) is a metric, shown as a percentage, that measures how many people clicked your ad to visit a website or landing page.

3. Conversion Rate

This is a metric, shown as a percentage, that displays how many website or app visitors complete an action out of the total number of visitors through purchase, signing up for a newsletter, or filling out a form



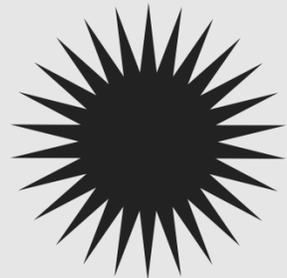
4. Unsubscribers

While some unsubscribes are natural, a high unsubscribe rate may indicate problems with email frequency, content, or targeting.

ASSIGNMENT



How are the metrics used in email marketing of great importance to the business? State each metric and how relevant it is.



Explain the concept of email automation and its benefits in email marketing by providing examples of automated email sequences and describing how they can enhance customer engagement.



How might emerging technologies, such as artificial intelligence and machine learning, influence the evolution of email marketing strategies?

