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# What is Email Marketing?



## **Definition**

Email marketing is a digital marketing strategy that involves sending commercial messages to a group of people via email, serving as a direct and personalized communication channel. It is vital for building relationships, increasing brand awareness, and driving sales conversions effectively.

## **Key Benefits in Digital Marketing**



#### **Build Relationships**

Direct communication that fosters trust and connection with customers.



#### **Promote Products**

Share offers and updates about products and services with targeted audiences.



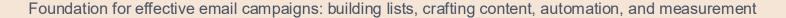
### **Drive Engagement**

Engage customers and encourage interaction with your brand.



## **Build Loyalty**

Reward customers and encourage repeat business through personalized communications.





## **Building an Effective Email List: Growth Strategies**

The foundation of successful email marketing isn't merely about the size of your subscriber base, but rather the quality and engagement of that list.



### **Website Sign-up Forms**

Integrate prominent sign-up forms on your website as pop-ups, embedded forms, or dedicated landing pages with clear value propositions.



## **Lead Magnets**

Offer valuable content in exchange for an email address, such as e-books, templates, webinars, or exclusive discounts (educative & Entertainment)



## **Social Media Contests/Giveaways**

Run contests or giveaways on social media platforms where entry requires an email address to rapidly grow your list through social sharing.



## **In-Person Event Sign-ups**

Collect email addresses at events, trade shows, or physical store locations using tablets or paper sign-up sheets with clear consent.



#### **Partnerships and Collaborations**

Collaborate with complementary businesses for cross-promotion, such as co-hosting webinars or sharing lead magnets, to reach new audiences.



### **Paid Advertising**

Do not use paid ads only to drive direct sales; use it for building your email lists as well





## Building an Effective Email List: List Quality & Compliance



## **List Quality**

## **List Hygiene**



Remove inactive subscribers and bounced addresses



Regular cleaning improves deliverability rates



Focus on engaged users to reduce costs

## **Bounce Management**



Monitor hard bounces (permanent delivery failures due to invalid email address or domain)



Address soft bounces (temporary issues – full inbox, temporary server issue)



Remove hard bounces to protect sender reputation



## **Regulatory Compliance**

## Ø GDPR (EU)

For businesses targeting the European Union



Requires transparent consent for data collection



Right to access data and right to be forgotten

## **CAN-SPAM Act**

For businesses in the United States



Requires accurate header information and clear subject lines



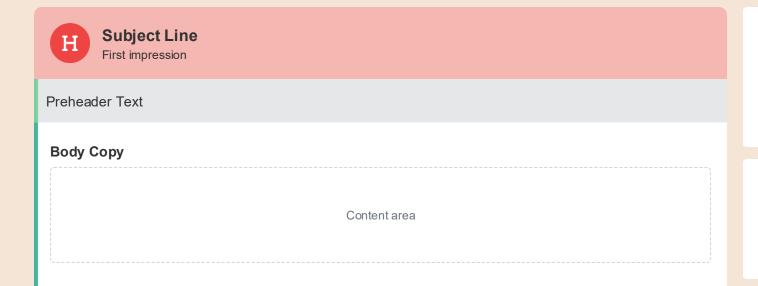
Must include functional opt-out mechanism



Physical postal address requirement



# **Crafting Compelling Email Campaigns**





- Keep concise (30-50 characters)
- Create urgency or curiosity
- Personalize when possible



- Complement subject line
- Provide additional context



- Clear, concise content
- Short paragraphs, bullet points
- Align with brand voice



- Clear, compelling action
- Prominent placement
- Single, focused CTA



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# **Campaign Types**

Different objectives require different email campaign formats, each designed to achieve specific goals:



#### **Newsletters**

- Regular communications
- ✓ Provide valuable content
- Keep subscribers informed



#### **Promotional Offers**

- Drive sales/conversions
- Special discounts
- Limited-time offers



#### **New Product Announcements**

- ✓ Introduce new products
- ✓ Detail features/benefits
- Include early-bird offers



#### **Transactional Emails**

- Purchase confirmations
- Shipping notifications
- Account updates

80%+
Higher open rates

Transactional emails have significantly higher open rates compared to marketing emails due to their personalized nature and direct connection to user actions.

Each campaign type serves a specific purpose and should be optimized according to its goals.

# **Audience Segmentation**

Dividing your email list into targeted groups based on shared characteristics to deliver personalized content. Segmented email campaigns generate twice as many clicks as non-segmented.



### **Demographics**

Age, gender, location, income, and occupation.



### **Psychographics**

Interests, values, attitudes, and lifestyle.



## **Purchase History**

Past purchases, order value, frequency, and product categories.



#### **Website Behavior**

Pages visited, time on site, items viewed, and abandoned carts.



## **Engagement Level**

Email open rates, link clicks, and content interactions.



#### **Subscription Source**

How and where subscribers joined your list.

## **Benefits of Effective Segmentation**









## **Email Automation Workflows**

Email automation refers to sending pre-written emails based on specific triggers, allowing businesses to nurture leads and personalize communications at scale (Drip campaigns)



#### **Welcome Series**

Introduces new subscribers to your brand.



#### **Cart Reminders**

Recovers shoppers who leave without purchase.



#### Re-engagement

Reactivates inactive subscribers.



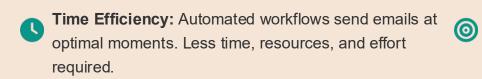
#### **Post-Purchase**

Follows up after customer purchases.



#### **Special Day**

Celebrates milestones with personalized offers.





Increased Relevance: Messages align with customer journey.



**Higher Engagement:** Automated emails often see better results.

A drip campaign is an automated series of marketing messages, typically emails, sent to customers or leads over time to nurture them through the buyer's journey



# **Key Performance Indicators**

Tracking the performance of email marketing campaigns is essential for understanding what works, identifying areas for improvement, and optimizing future efforts to achieve business objectives.



## **Open Rate**

The percentage of recipients who open your emails.

Measures initial engagement and subject line effectiveness.



## **Click-Through Rate**

The percentage of recipients who click links in your emails.

Evaluates the effectiveness of your call-to-action and content relevance.



#### **Conversion Rate**

The percentage of recipients who take a desired action.

Measures the effectiveness of your campaign in achieving goals like sales or leads.



### **Return on Investment**

The financial gain or cost savings from an email campaign.

Compares campaign costs against revenue generated to evaluate overall effectiveness.

#### Unsubscribers

Individuals who have requested to stop receiving communications, such as emails from a particular sender



Effective email campaigns require continuous monitoring and optimization based on these key metrics

# Testing & Optimization



Improve email performance through strategic A/B testing to enhance engagement and conversions



## **Subject Line Testing**

- Test different lengths (30-50 characters)
- Try urgent vs. neutral language
- Compare personalized vs. generic subjects



## **Content Testing**

- Compare different value propositions
- Test visual elements vs. text only
- Evaluate different call-to-action styles



### **Send Time Testing**

- Test different days of the week
- Evaluate time of day performance
- Compare frequency options (daily, weekly)



#### **Additional Variables**

- Test different sender names/addresses.
- Compare email length variations
- Evaluate unsubscribe vs. preference options

## **Effective Testing Process**



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**Define Goals** 

Create Variables

Analyze Results

Implement Changes

### **Key Takeaway**

Continuous testing and optimization are essential for email marketing success. Implement a structured testing program to identify and implement improvements.

## **Self Study**

- ❖ Tool: Mailchimp (for email marketing automation)
- Task: Create a sample email automation workflow using Mailchimp

## References, Further Reading & Resources:

- · Books:
- ❖ o Email Marketing Rules"\* by Chad S. White
- ❖ o Made to Stick"\* by Chip Heath and Dan Heath

#### Websites:

o Mailchimp Email Marketing Guide:

(https://mailchimp.com/resources/guides/email-marketing-field-guide/)





