

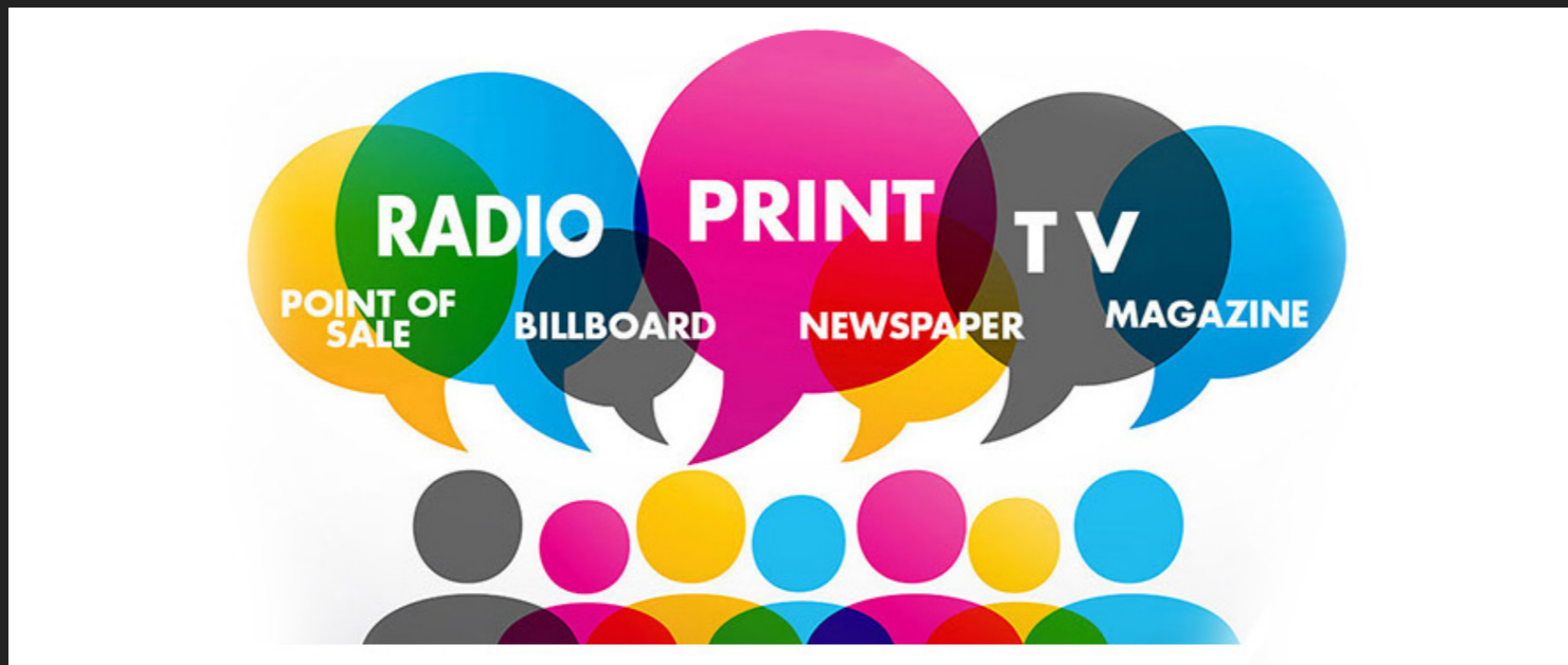
SEPTEMBER 2019

**THE HIDDEN POWER OF EMAIL
MARKETING. AND SOME \$\$\$\$.**

1/12. TRADITIONAL MARKETING

“Traditional marketing is a form of conventional marketing that was used before the internet era. This includes TV, radio, news ads, and flyers.”

[source: www.marketing-schools.org]



2/12. TARGETED MARKETING

“Targeted marketing (1) identifies an audience likely to buy services or products and (2) promotes those services or products to that audience.”

[source: www.marketing-schools.org]

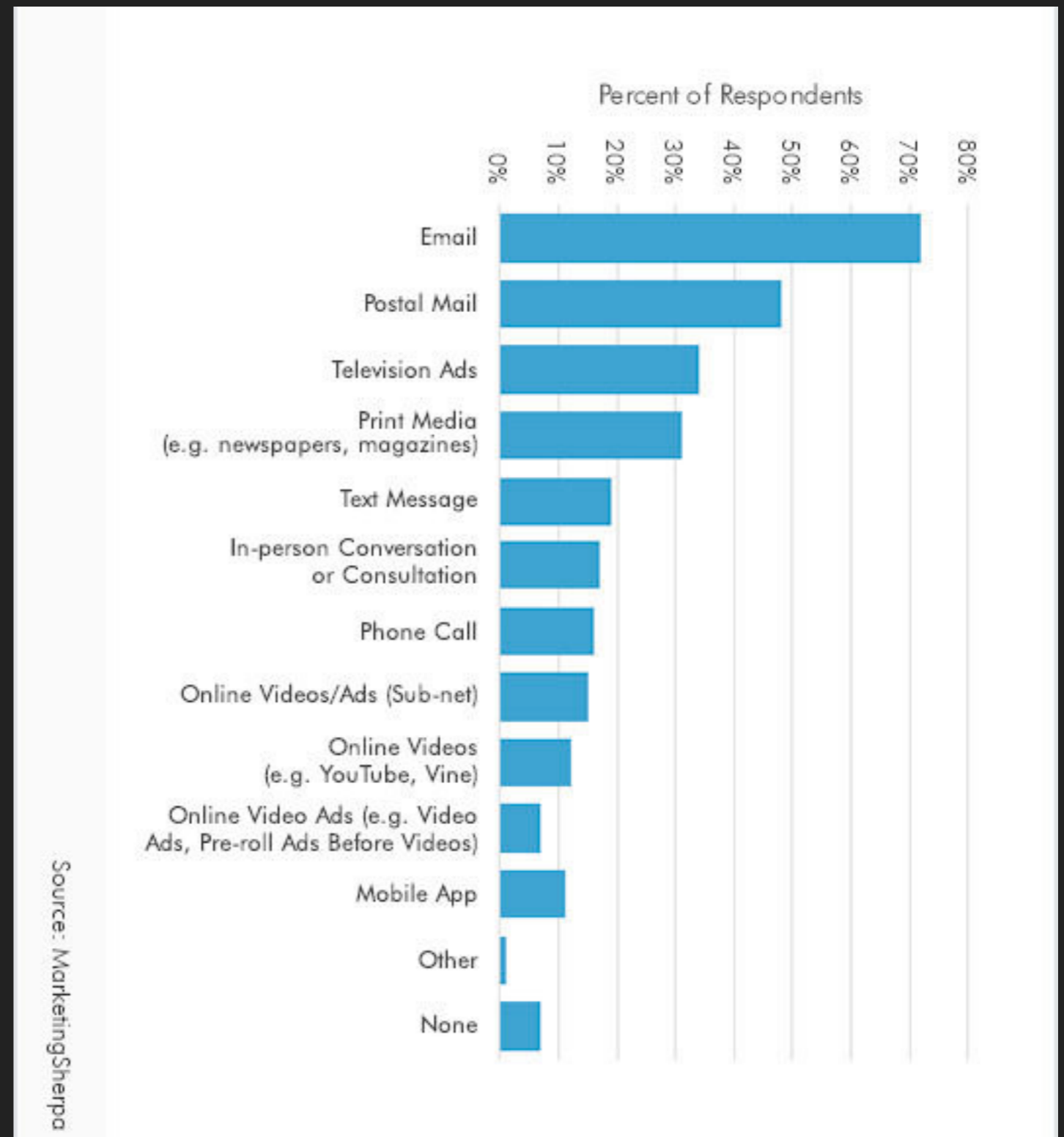


“Companies who offer specialized, relevant products or services typically **benefit the most** from using targeted marketing strategies.

When marketing is relevant, people are more likely to **spend money** on that service or product, as well as giving them a reason to **choose that company** over competitors in the same industry.”

3/12. EMAIL MARKETING

Email marketing is a great example of targeted marketing because of the ability to *gather information at the start then use it to send highly relevant communication* using the #1 method of person-to-person communication.

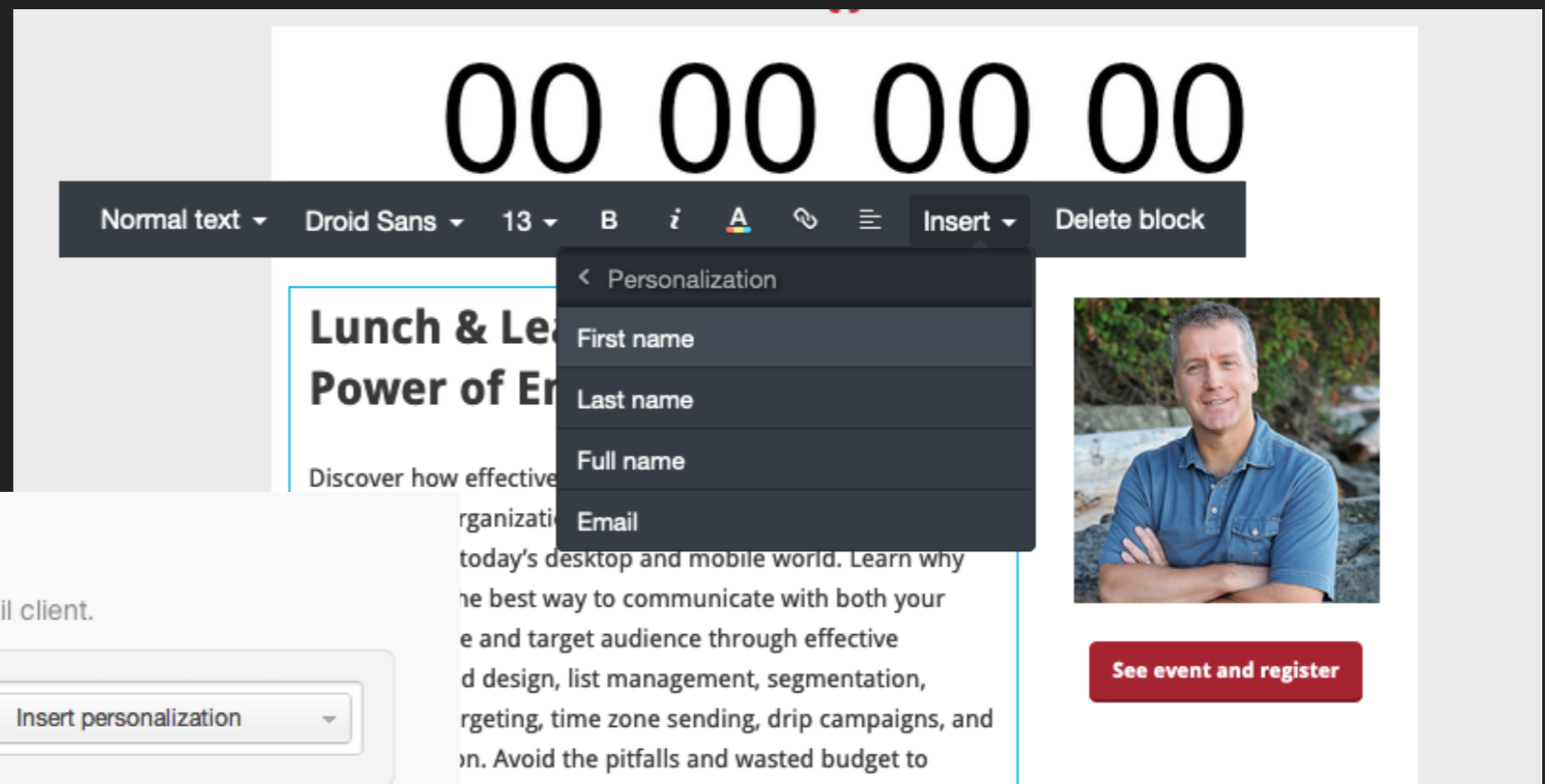


How does relevancy work?

4/12. REACH ACTUAL PEOPLE (NOT JUST INBOXES)

The act of targeting an email campaign to a specific subscriber by leveraging the data and information you have about them (e.g. first name, last product they bought, where they live, etc.).

Studies have shown emails with personalized subject lines are **26% more likely to be opened** than those without, and that revenue is **5.7 times higher** in emails that employ personalization.



The screenshot shows an email editor interface. At the top, there are four large '00' characters. Below them is a toolbar with options like 'Normal text', 'Droid Sans', '13', 'B', 'i', 'A', 'Insert', and 'Delete block'. A 'Personalization' menu is open, listing options: 'First name', 'Last name', 'Full name', and 'Email'. The main content area shows a heading 'Lunch & Learn' and 'Power of Email', followed by a sub-heading 'Discover how effective' and a paragraph of text. On the right, there is a photo of a man in a blue shirt and a red button that says 'See event and register'.

Write a subject line

This text will display in the Subject field in your recipient's email client.

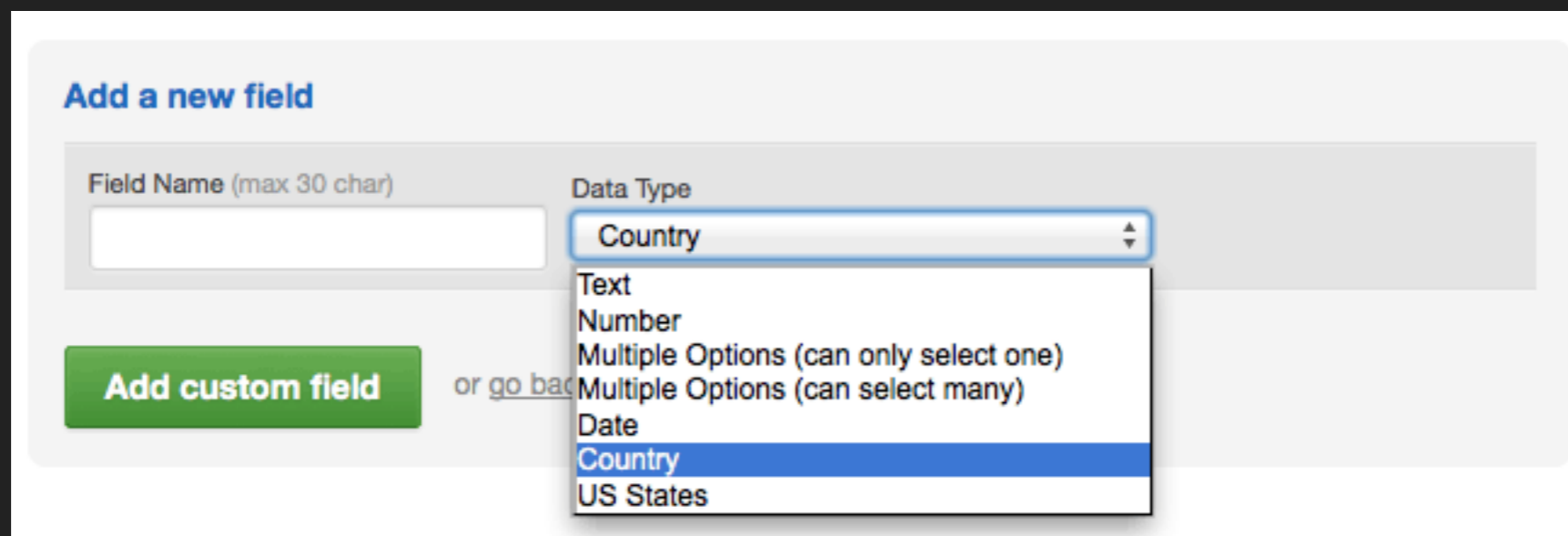
Check out our latest feature release

Insert personalization

5/12. START WITH “CUSTOM FIELDS”

At signup, collect information at list level: **custom fields** such as the person’s location, gender, or date of birth.

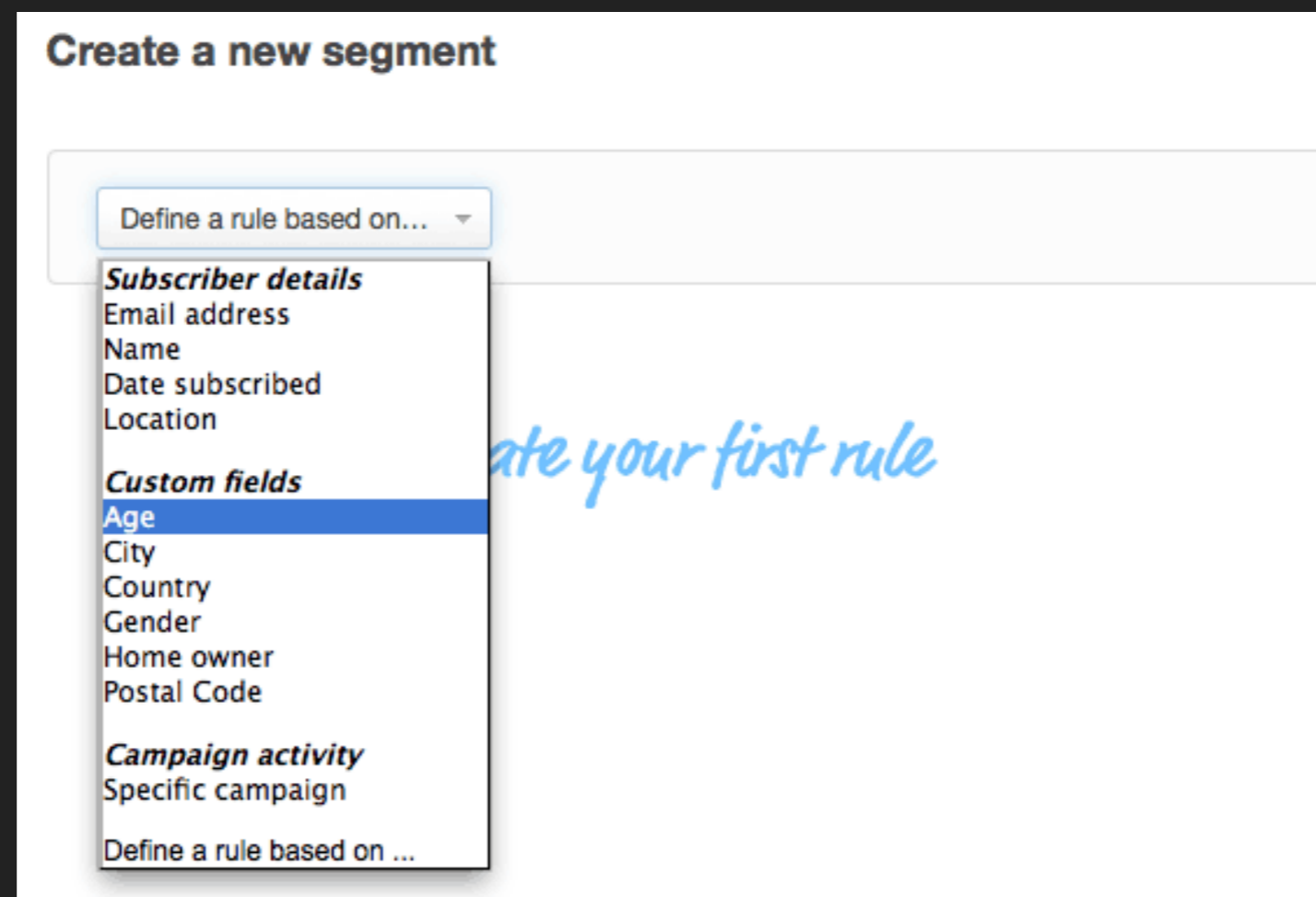
The **custom field** data you collect can then be used to personalize content and plan more targeted campaigns.



The screenshot shows a web form titled "Add a new field". It features a text input field for "Field Name (max 30 char)" and a dropdown menu for "Data Type". The dropdown menu is open, showing options: Text, Number, Multiple Options (can only select one), Multiple Options (can select many), Date, Country (highlighted), and US States. A green button labeled "Add custom field" is visible, along with a link "or go back" next to it.

6/12. MOVE TO “SEGMENTS”

Using the **custom fields** you created, **segments** are a useful way to further sub-divide a subscriber list into groups of people with common traits such as aged between 25-34, female, and living within 20 km of Duncan.



7/12. SAY “HAPPY BIRTHDAY” AUTOMATICALLY

This email is triggered on the anniversary date, collected as a **DATE OF BIRTH custom field** at signup.

← Automation / Happy Birthday [Rename](#) Journey

Journey activity [View full report](#)

Total emails sent
252

Avg open rate	Avg click rate
50.00%	0.00%
Avg unsubscribe rate	Avg bounce rate
0.00%	0.00%

On subscriber's Birthday date

+

Happy Birthday! No Images? Click here

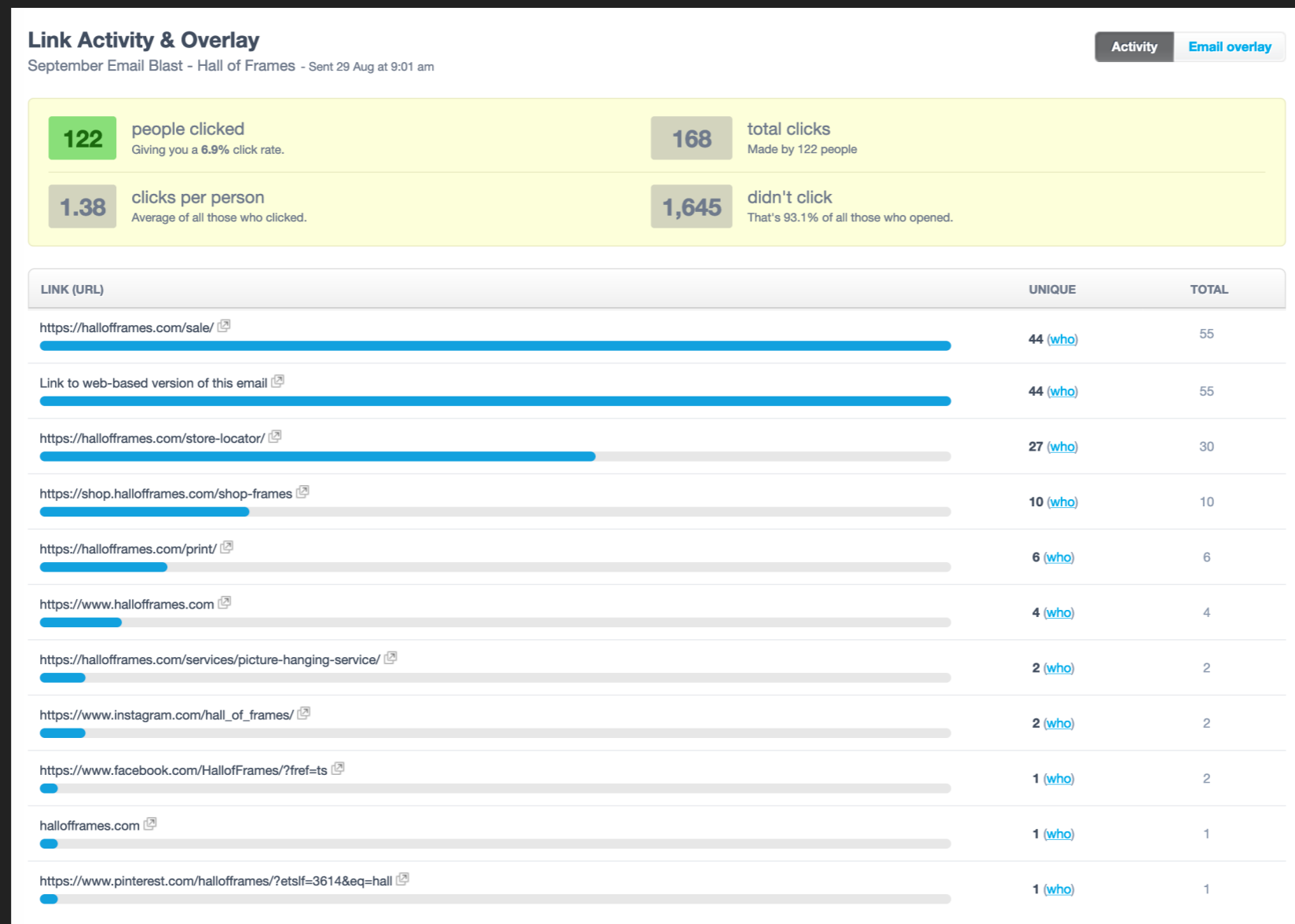
market2all
WEBSITES | EMAIL NEWS | PEACE OF MIND

Happy Birthday!

+

8/12. TARGET THE “CLICKERS”

Send a campaign to a specific audience, maybe who clicked a specific link (a **segment**). **GOLD: see WHO clicks.**



9/12. GO ON A “JOURNEY”

Trigger a series of emails, separated by a delay (hours, days, weeks) that work on your behalf.

The screenshot displays an email marketing automation interface. On the left, a sidebar shows 'Automation / Journey 2019' with a 'Rename' option. The 'Journey activity' section includes a 'View full report' link and a table of performance metrics:

Journey activity View full report	
Total emails sent	
143	
Avg open rate	Avg click rate
67.83%	39.18%
Avg unsubscribe rate	Avg bounce rate
0.70%	0.00%

On the right, the 'Journey' is visualized as a vertical flowchart. It starts with a trigger event: 'Subscriber joins the Ryan McMahon website signups list'. This is followed by a plus sign, then a step labeled 'Step 1' which contains an email preview for 'Ryan McMahon' with the subject 'Snap & Store'. Below this is a 'Wait 1 week' delay step, followed by another plus sign and a second step labeled 'Step 2' which contains an identical email preview for 'Ryan McMahon'.

10/12. SEND REMINDER EMAILS

Trigger a reminder email if they did not open the first one, which included a “welcome offer”.

The screenshot displays an email automation journey interface. On the left, under "Journey activity", the following metrics are shown:

Metric	Value
Total emails sent	21
Avg open rate	61.90%
Avg click rate	38.46%
Avg unsubscribe rate	0.00%
Avg bounce rate	0.00%

The main part of the interface shows a vertical flowchart of the automation journey:

- Start: Subscriber joins the Hall of Frames Website Signups list
- Step 1: Email content preview for "Hall of frames" with a "\$10 OFF" offer.
- Step 2: Wait 1 week
- Decision: Open Welcome or not
- Outcomes: "Yes" (green box) and "No" (red box)

11/12. SHOW SPECIFIC INFORMATION TO A SEGMENT

Tailor content to specific audiences within a single campaign – only display a section to a list or **segment**.

← Return to snapshot Saved ✓ Send a test email Preview 📱

FAQs for our tax savvy international and Canadian clients. No Images? [Click here](#)

GILMOUR GROUP CPAS

Who should see this? 2 Years Move Duplicate Delete

Who should see this?

Target this part of your email at specific recipients and we'll only show it to them.

- All recipients
- Or, the subscribers of:**
- Canadian & Website Signups -...
- Corporate Clients
- Implied to Express
- International & Website Signups...
- Post-CASL Implied
- 2 Years
- Test Group

You are receiving this because you may not have confirmed your subscription to continue to receive our Tax Savvy campaigns. It's not too late:

[Confirm your subscription](#)

Health and Welfare Trusts Update

Canadian Tax FAQ #306

Hi [firstname, fallback=there], welcome to a new FAQ for the Tax Savvy.

12/12. REWARD ACTIVE, RE-ENGAGE ZOMBIES & GHOSTS

Engagement **segments** are generated from your lists.

Online store customers
Single opt-in list ([change name/type](#))

List performance based on engagement
These segments are created based on subscriber activity and cannot be edited.

Active ⓘ	Engaged ⓘ	Unengaged ⓘ	Dormant ⓘ	Zombies ⓘ	Ghosts ⓘ
44%	33%	9%	0%	0%	0%
2,044 subscribers	1,540 subscribers	437 subscribers	3 subscribers	0 subscribers	0 subscribers

Active	Unsubscribed	Bounced	Deleted
4679	285	222	1389

Select all

Email address	Name	Subscribed
<input type="checkbox"/> gustavo@pmail.com	Gustavo White	4 months ago
<input type="checkbox"/> jayjay8@bitpond.com	Jay Janson	7 months ago

Disengaged subscribers result in low open rates, which sends a signal to email providers that people don't want your emails.

As a result, email providers can block or filter your future sends, leading to even more problems.

SHOW ME THE MONEY!

EXAMPLE 1/3. SELLING AN ONLINE PRODUCT

USA-based sports card vendor leading to online orders for NFL season kickoff.

COST

- ▶ Monthly email plan includes 4+ email campaigns: \$320
- ▶ Email campaigns creation fee: \$49

TOTAL COST = **\$369**

RESULT

- ▶ 86 people clicked and bought the product @ \$19.99 = **\$1,719** revenue generated

ROI ON THE REVENUE RECEIVED FROM THE SALE:

$(\$1,719 - \$369 = \$1,350) / \369

366%

EXAMPLE 2/3. EVENT REGISTRATION

Local music establishment, hosts several live music events in a month. Online ticket sales.

COST

- ▶ Send email campaign to 211 people: \$11
- ▶ Email campaigns creation fee: \$49

TOTAL COST = \$60

RESULT

- ▶ 19 clicked to buy a ticket to one event @ \$20 ticket price = **\$380** revenue

ROI ON THE REVENUE RECEIVED FROM THE SALE:
 $(\$380 - \$60 = \$320) / \60

533% (+FOOD & DRINK REVENUE = 19 X \$50 = \$950)

EXAMPLE 3/3. "HAPPY BIRTHDAY" EMAIL FROM RESTAURANT

Restaurant sends "Happy Birthday" email on the person's special day with \$5 off lunch, to be used any time.

COST

- ▶ Monthly email plan: \$19
- ▶ Birthday email creation fee: free!
- ▶ Happy Birthday gift of '\$5 off' to **10 birthdays** per month = \$50/month

TOTAL COST/MONTH = **\$69**

RESULT

- ▶ Those 10 people come in and spend an average of \$20 on lunch, not including their \$5 birthday gift = **\$200**

**ROI ON THE REVENUE RECEIVED FROM THE SALE:
(\$200 - \$69 = \$131)/\$69**

190% (+A FRIEND WHO ALSO SPENDS \$20 = \$200)

THANK YOU

WHAT IS YOUR HIDDEN SUPER POWER?



Let's find it together @ www.market2all.com.