

Email Marketing Kickstart Guide

A guide to jump starting a conversion optimized email marketing strategy

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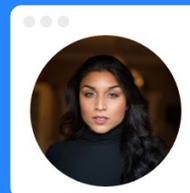
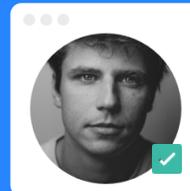
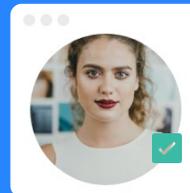


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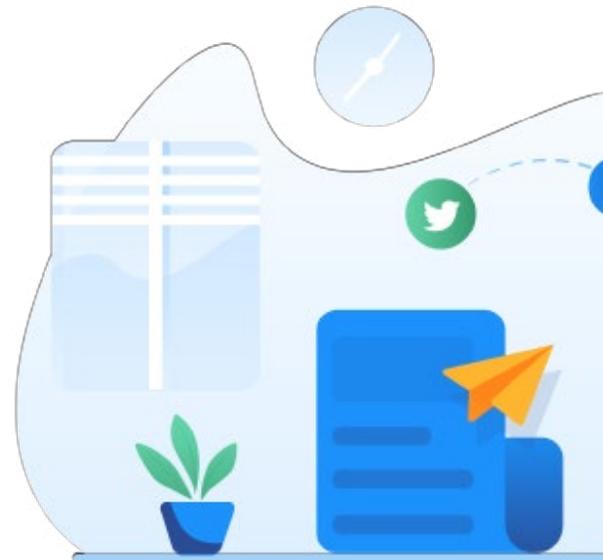
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WHAT THIS GUIDE IS ABOUT

Welcome to the Email Marketing Kickstart Guide.

The purpose of this guide is to introduce strategies, best practices and core concepts that differentiate a good email marketing campaign from a conversion optimized powerhouse.

We share real-world marketing strategies, campaign templates, list building tactics and deliverability best practices that deliver results.

WHO THIS GUIDE IS FOR

This guide is for all digital marketers regardless of your experience level. Whether you are just starting out and need some tips, or have been at it for awhile and are looking for new strategies and tactics, or you are a seasoned marketer simply looking for a refresher, we have something in here for everyone.

We are firm believers in the power of email marketing to connect with subscribers, customers, readers - anyone who has given you consent to send them your email campaigns. If you find something in this guide that helps you do that just a little bit better then this guide will have served its purpose.

Enjoy!

Why email marketing

(vs other channels)

With the passing of each era in the internet universe (which happens to get shorter with each passing year), many have foretold of the death of email.

Not only has email not died, it's consistently remained the best channel for ROI. Email still is the most coveted of all marketing channels. There are few things as powerful, sacred and personal as your primary email inbox. And there is no other place as great for telling your brand's story.

The last couple of years was almost a proof-in-the-pudding for email; existing channels introduced great new features (like Instagram and Snapchat), while big players took bigger hits (Facebook with its privacy controversy for instance). Email on the other hand kept consistently growing.

From looking at over 1 million emails that we sent through our system, we know that quality email marketing campaigns on average get:

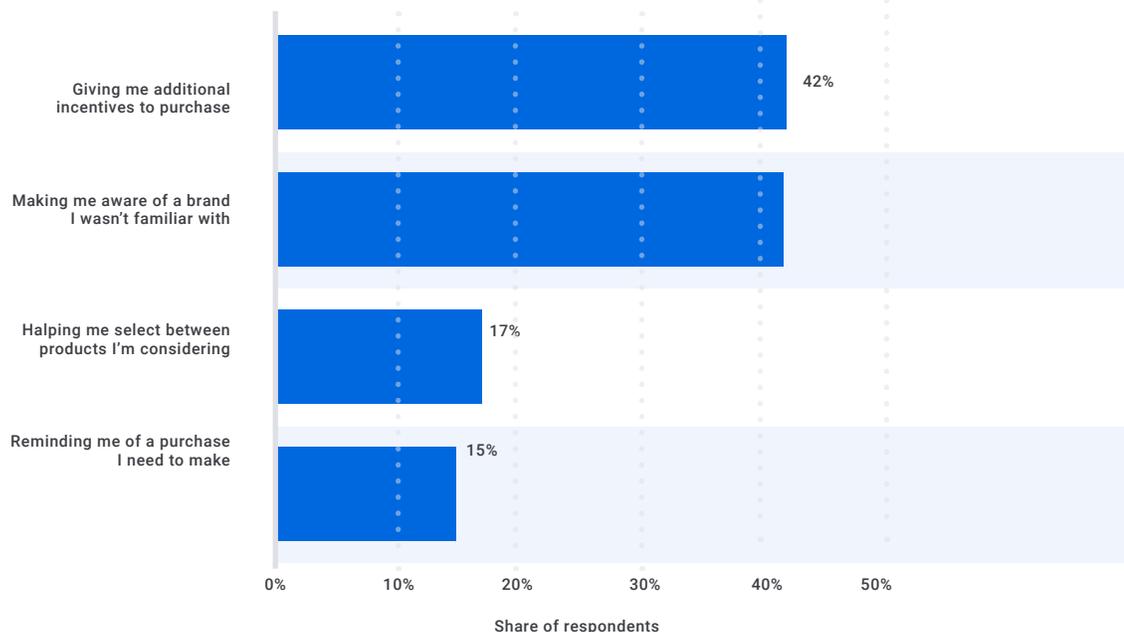


57% click through rates

47% conversions

35% ROI

Email has seen an average of **49%** subscription list growth across industries year-over-year. Here's a look at leading roles email marketing play in the consumer purchase process within the United States



How to cultivate a highly converting email list

Just like finding the right keywords to bid for is the cornerstone around which a PPC campaign works, the success of your email marketing campaigns depends on the quality of your email subscription list. On average, businesses churn out 25% of their list year-on-year.

Consider this: If 25% of your email list is going to churn out each year, you need to be continuously adding new subscribers in order to see the maximum return from your email marketing.



You email marketing ROI is only going to be as good as the quality of your email list.

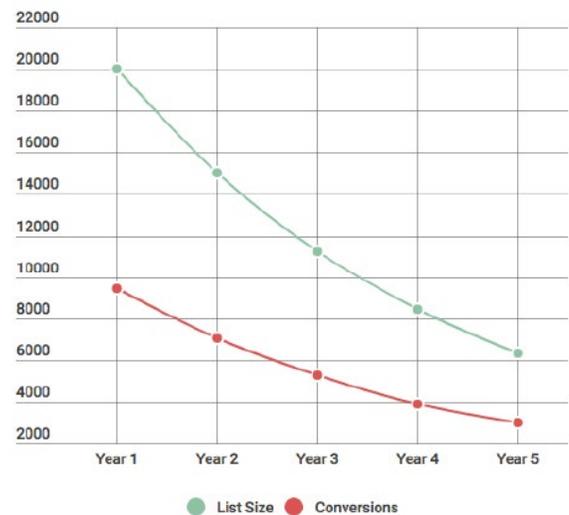
If you factor in standard open rates, click-through rates and conversion rates, and change the common denominator of your list size, it isn't too hard to visualize a drop in yearly or quarterly conversions.

Bear in mind that the success of your email marketing campaigns also depend heavily on various other factors which we will cover in this guide. For example:

- Quality of your email content
- Subject line optimization
- Delivery rates
- The quality of your landing pages

If we got everything else right, we know that the average conversion rate for an optimized email marketing campaign is 47%.

Take a look at how your conversions decline over years considering a 25% loss in list size.



The only way to arrest conversion decline in email marketing is to consistently optimize your campaigns and incrementally grow your email list.

How not to grow your email list

Knowing that healthy list growth is one of the primary pillars of your email marketing success, let's also consider it's quality as being equally important.

There are a number of ways to grow your list. Here are some things you should and should not do.

Never buy an email list

One key to email marketing success is permission. If the people you are sending emails to haven't expressly signed up to receive them, they aren't going to be too happy about it.

You risk receiving a high number of spam complaints, which hurts your sender reputation and can affect even the emails you send to those who have given you permission.

Be genuine and transparent

If you are offering an ebook or free guide that deals with oranges in return for emails, don't send emails about apples. Stay true to what you promised.

Keep your list clean.

A clean list is a quality list. Too many hard bounces can result in your sending being disabled by your ESP until you demonstrate you've cleaned up your list. Be proactive and validate new addresses on sign-up, and periodically scan existing lists to catch addresses that are no longer valid.

The fundamentals of healthy list growth

Here are some of the fundamental concepts of cultivating an engaging email list:

Understand your audience

The first step to growing your email list is to understand your audience. What are their interests, or what problems can your business solve for them?

Include contextual giveaways

Find partners in your field to offer promotions and giveaways. These can be any incentive that is of value to your audience.

Offer something of value

Once you have answered the above, create content that directly addresses your audience and provides value in return for their email address.

Offer a wider view

See what content others in your industry (or associated industries) are creating, and offer your own views and learnings, or create related content. Establish yourself as a subject matter expert and more people will want to hear from you.

Implementing conversion optimized email workflows

Now that you're on your way to growing your email audience, let's explore the use of email marketing automation to further deepen your relationship with them.

Components of an email marketing automation workflow



Set expectations:

Your first step is to set the right expectations - who you are, what to expect from your email messages, and anything else that you want subscribers to know.



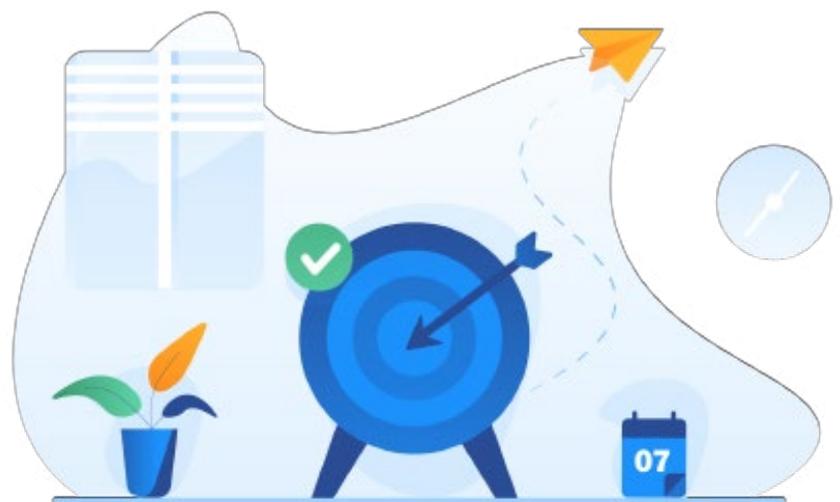
Design a nurturing campaign:

Create a series that gets subscribers to your desired outcome - a purchase, a membership signup, a donation, etc. Whatever it is just be sure to keep the interests of your audience in mind.



Pay attention to engagement:

Optimizing your nurturing campaigns occasionally will ensure you stay relevant to the changing needs of your audience.



Email automation workflow blueprint

STEP 1 Address the problem

The first set of emails in your drip campaign should always be focusing on selling the problem that the subscriber initially responded to. The first series of emails in your nurturing campaign should be focused on discussing the problem or area of interest that attracted your audience in the first place. This is your chance to establish yourself as a subject matter expert and someone who understands whom they are addressing.

Typically have 3 to 5 emails in this set. The goal of this set is to create a connection between you and the subscriber by establishing common grounds.

TIP:

Create more content offers such as industry reports, trends, survey results, etc. For this stage.

This will also allow you to incrementally ask for more information so you can better understand the interests and demographics of your audience.

STEP 2 Offer Solution Overview

Now that you've established yourself as an expert and someone that's in tune with their audience, your next step is to offer your views on a solution, or on the topic you're addressing.

Don't shy away from mentioning solutions that you do not necessarily provide. Instead, talk about them and highlight cons of these solutions. It's time to let your audience know that you have great value to offer - be it a product or service, expert advice, tips for travel - whatever your topic here is your chance to really start engaging your audience.

Typically have 2 to 3 emails in this set. Talk first about the different solutions possible and then follow it up with your expertise.

EXAMPLE: If you sell a chat solution, share data on how live chat can help close deals. We are assuming "qualifying leads" as being the broad problem statement here.

Case studies, model solution implementations, templates; these are good content pieces to use at this stage to really cement your position as the go solution.

STEP 3 For those subscribers that have come this far with you, now is the
The Payoff (Hopefully!) time to get them to convert; whether that means a purchase, a donation, etc.

SOME BASIC THINGS TO DO:

- Keep the sales pitch short.
- Keep it contextual. You know your audience well by this point, so stay on message as you make your pitch.
- Send relevant reminders - Chances are that your prospects won't respond to the first pitch. Instead of just resending the same campaign again, create contextual reminders.

Typically, send no more than 2 reminders. If they do not respond, it only means that they need more nurturing.

How to maximize inbox delivery rates

20% of all emails never make it to the inbox. Here are some things to be aware of for optimal delivery results every time.

1. Keep your list clean

Having a stale email list can put you at risk of receiving a high number of bounces - too many of which can impact your sender score.

What exactly is a sender score?

Sender Score is an algorithm that rates the reputation of mail server IP addresses on a scale from 0-100.

The algorithm awards points based on how frequently people unsubscribe or report spam from email senders. Sender Scores depend on your email sending habits and the responses of your recipients provide.

2. Make it easy for users to update their email preferences.

Unsubscribes happen, and when they do it's important to a) make it an easy process and b) offer users the option to receive less or different communications.

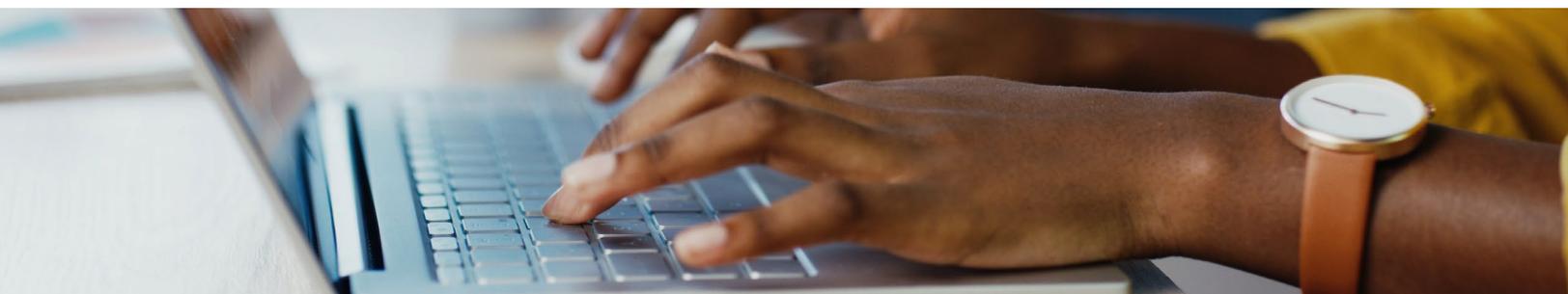
If you are sending different types of email messaging; for example a monthly newsletter and a weekly email with upcoming promotions,

you can offer customers the option to unsubscribe from one but either sign up for or remain on the other list by offering them the option to manage their preferences.

You can let your subscribers choose the frequency and the type of content they want to receive while still having a less pronounced option to unsubscribe from all communications.

3. Get smart with email list segments

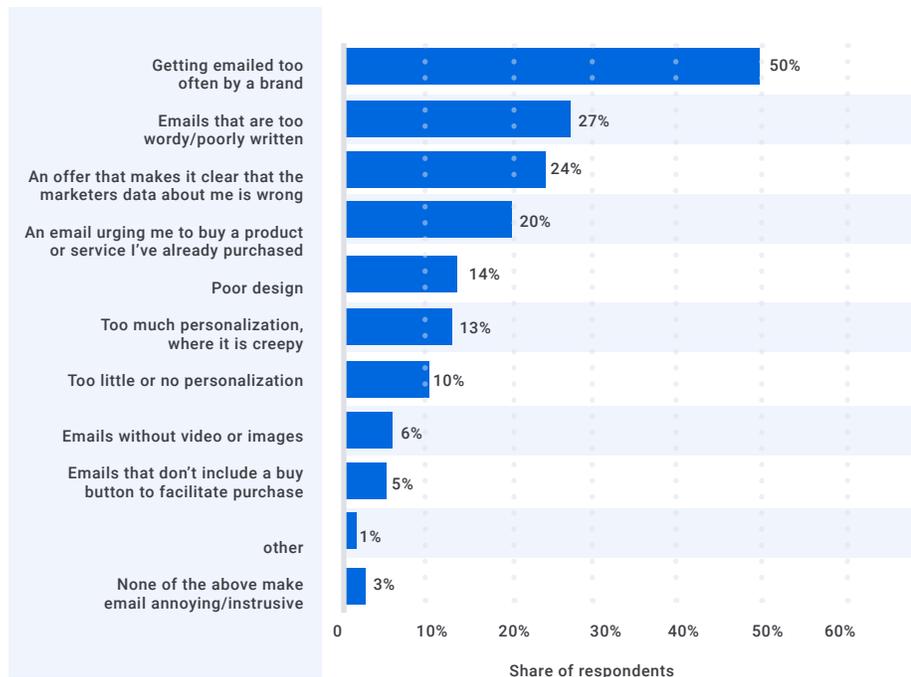
Four out of every ten subscribers who report spam do so because the content is not relevant to them. Someone may be interested in travel, but only as it relates to travel in Europe. This is where segmentation can be used to help deliver relevant content to your subscribers based on their specific interests. By introducing email lists segmented by interest, or past interactions you can more easily plan your campaigns to deliver relevant contact to each subscriber.



Smart contact segments

Your recipients' attention is the most important variable in email marketing. In an increasingly noisy world, staying relevant is paramount.

Personalization is the key to your success. Take a look at some of the biggest annoyances people have with email and the importance of contact segments become self-evident.



Here are some of the most important segments you should be creating:

1. Demographic

Creating segments based on demographic information that you have from your customers (age, gender, industry, geography) is one easy way to introduce an element of personalization into your email content.

2. Subscription source based

Segment your list based on the content landing page your users subscribed from. For example, if they were referred from a landing page focused on household budgets, you can ensure that the content you choose to send them is focused on or closely associated to that topic.

3. Behaviour based

Segment users based on their engagement with your emails, website or other digital properties.

By segmenting based on engagement you can also easily tailor content for those who are loyal fans of your brand, or those who you may be about to lose.

4. Purchase behaviour

Purchase behavior is one of the best use cases for segmentation. By incorporating information about which products and how often your customers have purchased, you can easily create upsell and cross-sell campaigns, offer discounts to loyal customers, and reengage one-time purchasers who haven't come back.

Each message can be specifically targeted for the use cases above, and more.

BONUS

3 Quick Email Marketing Hacks You Should Know

1. Expand your email collection activities

Think beyond sign-up forms on your website, landing pages, or via your mobile app. Leverage your social channels, QR codes (in-store or online), and referrals or forward-to-a-friend tactics.

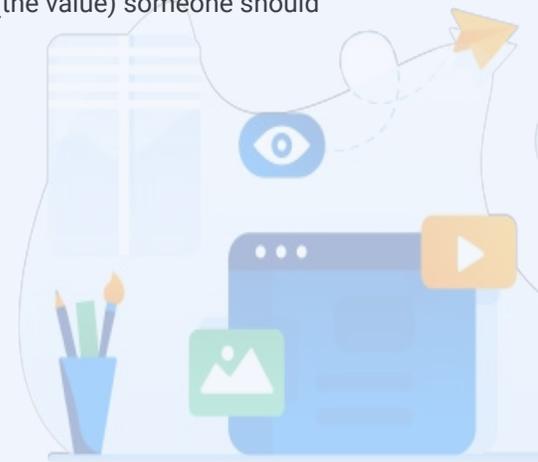
2. Curate and share third-party content

Third-party content can become a great source of creating engagement for your brand. Share it, offer your own thoughts, and invite people to subscribe to your email list for similar original and shared content.

3. Use numbers to entice subscriptions

If you have a sizable subscription base or following, why not use that in your messaging? "Join our community of over 30,000 marketers!"

It's ok to celebrate your success as a means to attract more subscribers to join, just make sure you also state why (the value) someone should join your email list.



Conclusion

If we were to summarize everything in only three words, these would be:

Value, Personal, Contextual

Offer real value to your customers and prospects. Make it personal and human. But above all, remain contextual.

This is what Campaigner is built to deliver. Our automation tools and industry-leading customization capabilities help build powerful, personal connections using email.



 Campaigner

See why 120,000 businesses trust Campaigner

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