Email

Digital Marketing Workshop







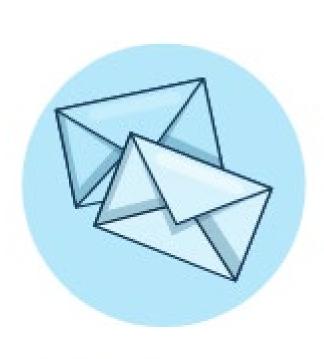


What is email marketing?

a form of digital marketing that allows you to connect directly with your audience to support your marketing goals











Why is it important?



Reach a wide audience



Build a loyal database



Touch base at every stage of the consumer journey



Inspire action



Send personalized content

Defining your target audience



Who?

Who are you trying to reach? Define common characteristics; age, gender, location, type of consumer, etc.

Why?

Ask yourself why your customer might want to receive emails from you

When?

When are you trying to reach them? At home? At work?

What?

Research other successful email campaigns in your niche

How?

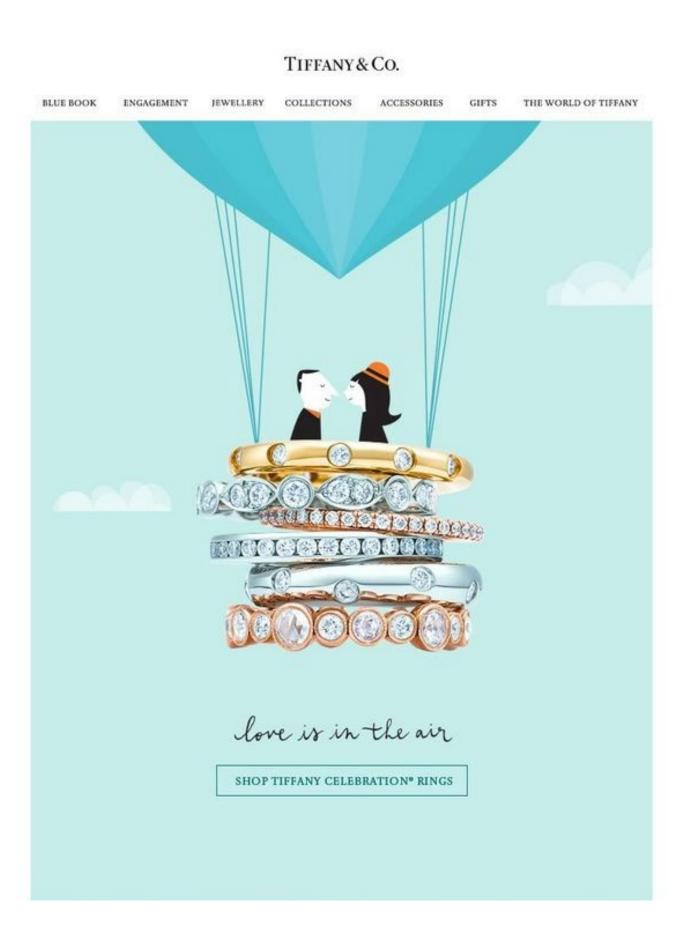
How are you going to make your emails stand out in someone's inbox?

Defining your goals

What do you want to achieve?

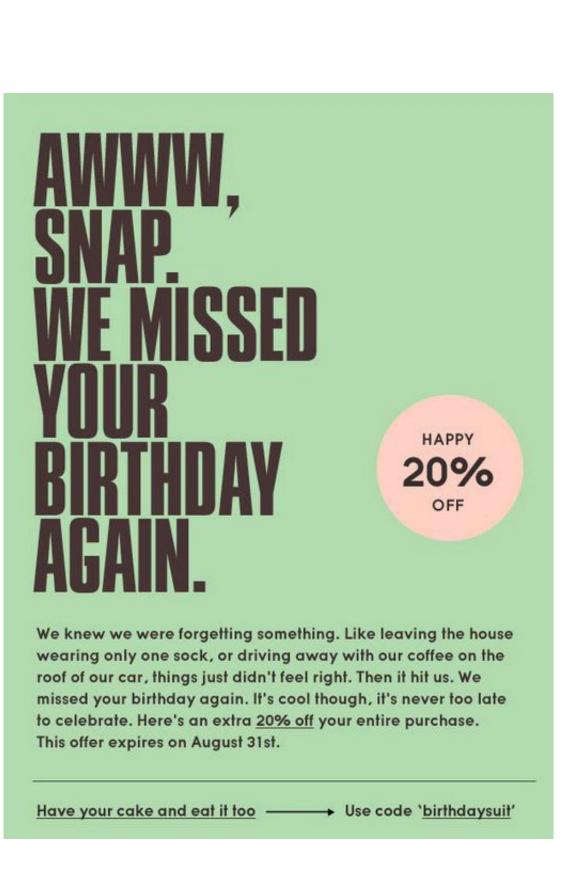
Business objective	Marketing goal	Strategy		
Grow your database	Awareness	Cross promote your mailing list on other platforms		
Increase customer loyalty & retention	Increase engagement	Create an automation system for follow- up emails		
Drive sales & leads	Conversions	Sign-ups, exclusive offers, personalized messaging		

Defining your brand tone of voice





together again someday?)



Manage your Starbucks profile | View online













Make the most of your experience



Manage your Starbucks profile, and contact info and preferences >



Options abound with a Starbucks Card: reload it, pay with our mobile app and more >



Join our loyalty program to earn free drinks and exclusive member offers >

















Starbucks Card Terms of Use My Starbucks Rewards™ Terms of Use Privacy Policy

If you would like to change the format in which you receive our emails, please click here.

We've contacted you because you registered at Starbucks.com for news & promotions -- or you have otherwise opted in to receive email from

Choosing your software

	Platform	Pros	Cons	Price	Free option
	mailchimp	Allows for A/B testing Built-in analytics Free for up to 2000 contacts	Not the most flexible Limited personalization Expensive to upgrade	\$0 - \$350 per month	Yes
CO Const	Constant	User-friendly templates Built-in analytics Mobile optimising Value for money	Better platforms available for newsletters Not the most intuitive		Yes
	Contact	Beginner friendly Very useful analytics Allows for A/B testing	No free plan Not ideal for sharing with whole team	£10 - £67 per month	No
om	nnisend	Primarily for e-	Not the most flexible	Priced based on no. of	Yes
		Commerce Various opt-in options	Not very beginner- friendly	contacts	
Н	lubSpot	Intuitive User-friendly Option to connect to CRM system	Expensive after 2000 contacts Not the most flexible	\$0 per month up to 2000 contacts	Yes

Building your database



Exchange email address for something valuable



Create a sense of exclusivity



Cross-promote on other platforms



Encourage sharing and forwarding

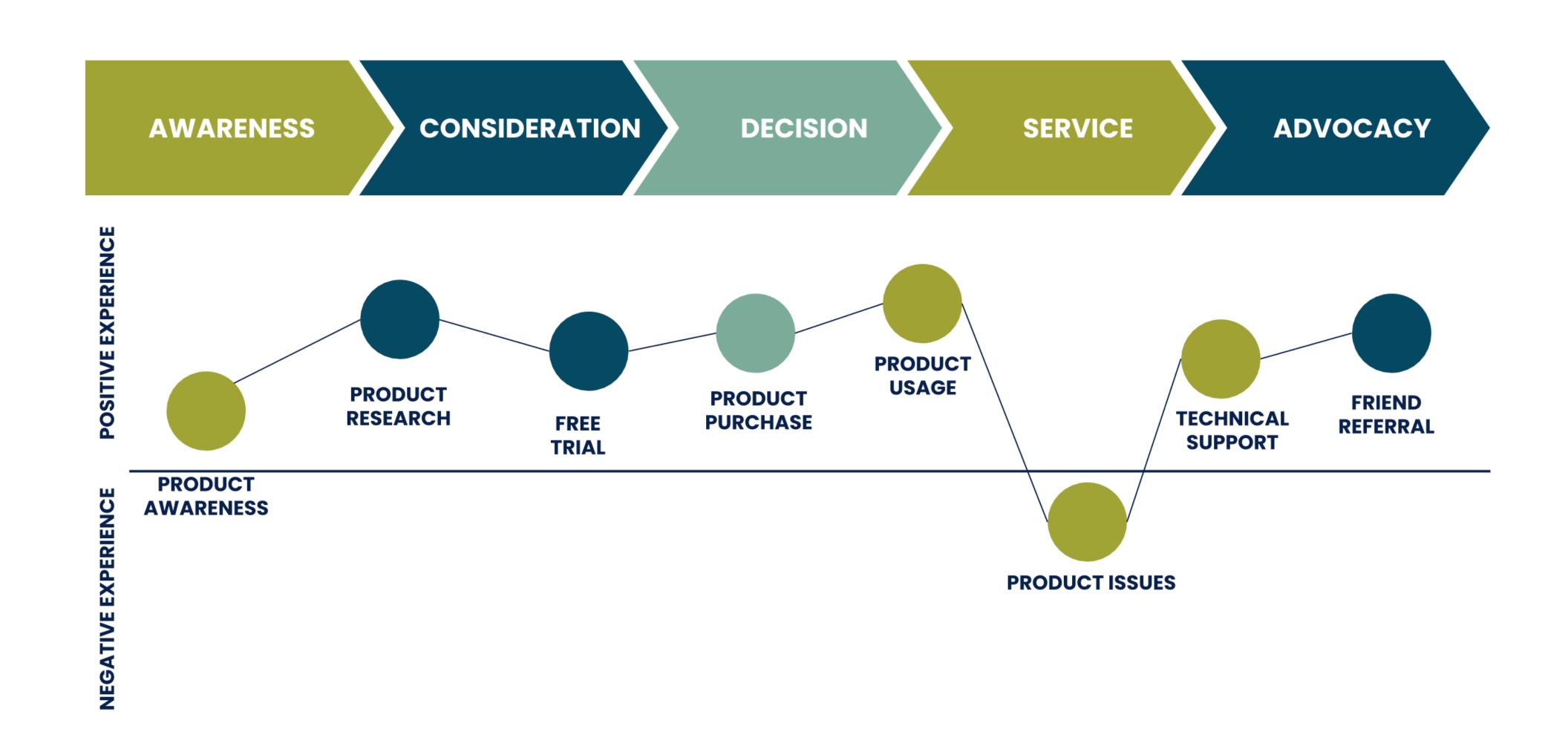


Create unique content

Segmenting your database

Interests Brand loyalty Stage in Location consumer journey

Segmenting your database

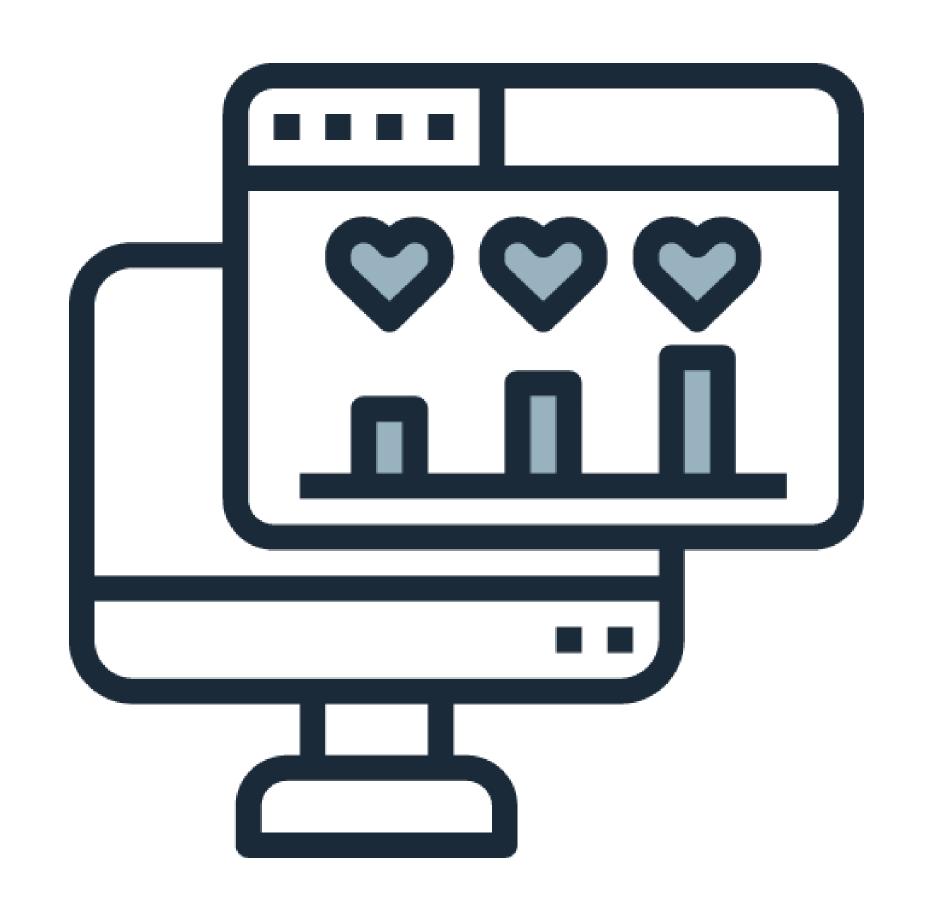


Creating a content calendar

MON 28	TUE 29	WED 30	THU 31	FRI Feb 1	SAT 2	SUN 3
4	5	6	7 Valentine's Day Campaign Email #1	8	9	10
11	12	13	14	15	16	17
Valentine's Day Campaign Email #2		Email #4	Email #5			
Valentine's Day Campaign	19	20	21 Email #5	22	23	24
25	26	27	28	Mar 1	2	Show side panel

Building your mailers

- 1. Subject line
- 2. Sender information
- 3. Body copy
- 4. Images/gifs
- 5. Personalization
- 6. Call-to-actions
- 7. Mobile vs computer
- 8. Unsubscribe option
- 9. Social media links



Important metrics to track



- 1. Open rate (%)
- 2. Sent vs delivered (#)
- 3. Click-through rate (%)
- 4. Mailing list growth
- 5. Opt-out rate (%)

Reporting



Tips to drive improvements

1. Open rate

- Email new subscribers within 24 hours
- Send from a person rather than a business
- Test subject line effectiveness
- 'Tidy up' your contacts list

2. Click-through rate

- Keep short and sweet
- Use clear call-to-actions (and not too many!)
- Make it visually engaging
- Optimize for mobile users

Key Takeaways



- Know what you want to achieve with email
- Define your target audience
- Decide on a brand style and stick to it
- Choose the right software for your needs
- Set SMART goals
- Create content that aligns with the consumer journey
- Use a content calendar
- Monitor frequently
- Report on performance and adjust

Thanks for listening!

Any questions?

Get in touch: tonicha@nichemarketing.gg



