

Digital Marketing Strategy

MKT711

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10th Lecture



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

10

Email Marketing

Main topics of the lecture:

1. How to Use emails to re-target existing customers
2. What is Email Marketing?
3. Types of Email Marketing Campaigns
4. Benefits of Email Marketing
5. Why Email Marketing is Important?
6. Terms to Learn
7. Email Service Provider (ESP)
8. Quick Guide on MailerLite
9. Email Workflows - Automation

Email Marketing

Using emails to re-target existing customers

EMAIL MARKETING



lite
mailer



What is Email Marketing?

Email marketing refers to the use of email communications in a marketing strategy to reach specific business goals.

Emails can be used to generate sales, enhance customer engagement (i.e., newsletters), acquire customers, create brand awareness and reward customer loyalty.

For existing clients and customers, email marketing emphasizes communication and awareness.

For potential customers, emails can be used to entice and attract in an outreach campaign.

The most effective email marketing campaign is planned by modality, audience, and goals.

Campaigns to onboard new customers, reengage inactive customers, or drive customers from lead to conversion all have unique goals and approaches.



1. Newsletters

Newsletters are effective for keeping your customers tuned into your brand. They typically contain an intro, description, and links with images informing customers regarding new products or services, industry news, important announcements, or any changes in your business that you wish to convey.

2. Welcome Messages

These emails are typically sent out to first-time clients after online registration but are also used for sales generation, lead follow up, or brand awareness. A welcome message usually works best when combined with a special offer to further generate customer interest or action.

3. Anniversary or Birthday Messages

This campaign boosts customer retention and loyalty. This type of email highlights milestones important to the brand or the customer and is usually accompanied by a special promo or discount code that they can use.



4. Limited Time Offers

This email campaign is used to target customers in sales, especially those who have purchased similar items or those who have not completed their purchase. These emails also come with promotional codes or discounts that expire within a certain timeframe.

5. Abandoned Cart Emails

Again, for those involved in e-commerce, sending an email about an abandoned cart can encourage customers to complete their purchases. These emails can be automated messages that ask the customer to complete their purchase within a specific timeframe.



1. Creating personalized content.
2. Collecting feedback and surveys.
3. Improving sales.
4. Communicating with your audience.
5. Generating traffic to your site.
6. Sending timely campaigns.
7. Increasing leads.
8. Reaching the right people at the right time.
9. Producing cost-effective campaigns.
10. Providing more value to your audience.
11. Having a forum for self-promotion.
12. Owning your media and contact lists.



1. Build up customer enthusiasm

Email marketing is very effective in generating customer interest. When done right, a newsletter is cost-effective, fast, and simple way to keep customers informed on (and excited about) new product launches or new promotions.

2. Enhance customer loyalty

Email marketing allows you to regularly stay in touch with customers and website visitors. Proven buyers also appreciate being kept up-to-date with the latest products and promos. Studies show it costs five times more to acquire a new customer compared to retaining an existing customer.

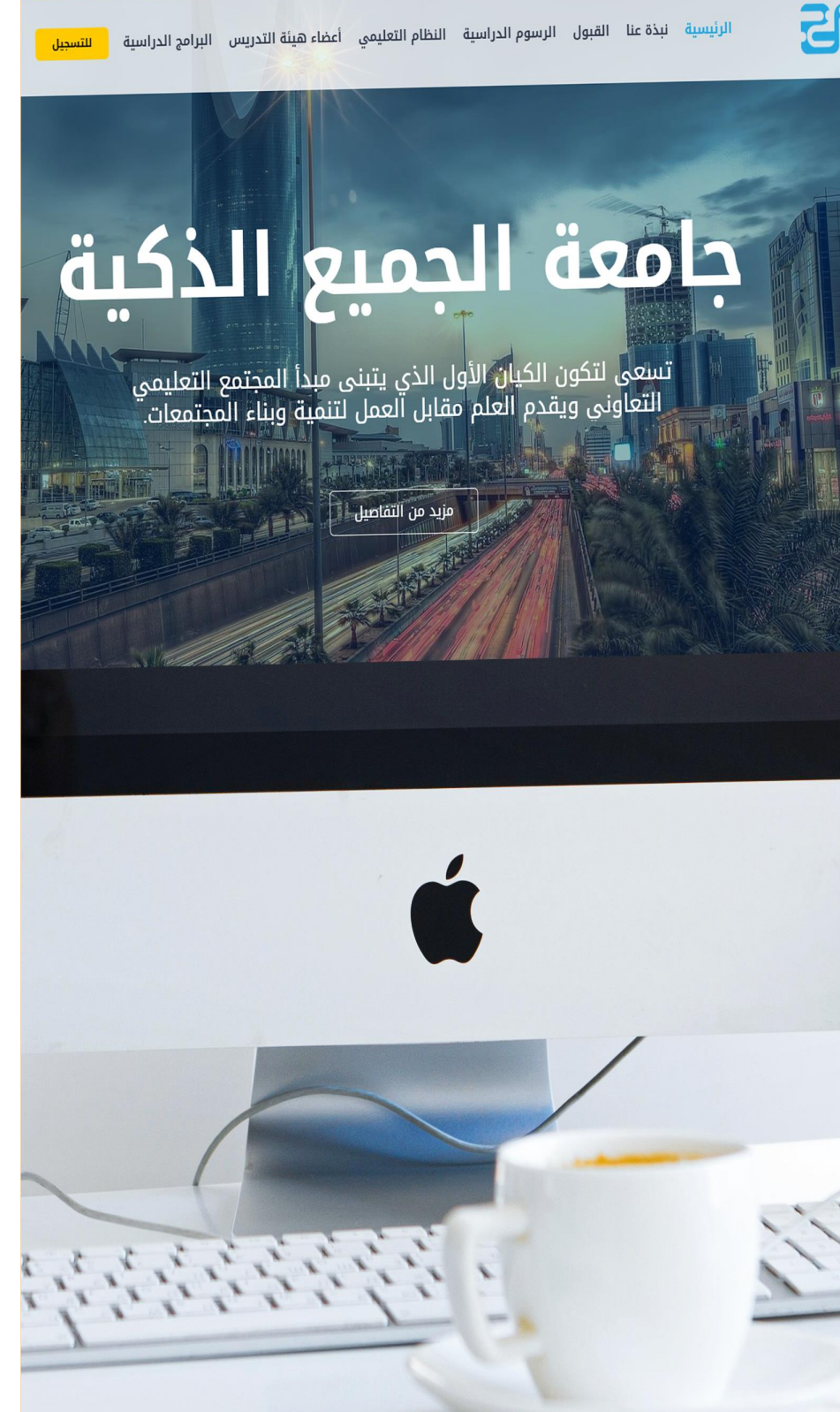


3. Better customer outreach

Email marketing has greater chances of being seen, compared to social media updates where they can miss out announcements and just scroll up their news feeds. With a few clicks, emails can be sent to thousands of users. Those users are free to read at their own convenience- whether online or offline.

4. Easy to maintain and inexpensive

As mentioned earlier, email marketing is cost-effective and is relatively easier and cheaper to maintain. Email marketing services such as Mailerlite or MailChimp or ActiveCampaign have simplified the process, allowing for greater automation and customization.



Why Email Marketing is Important?

- Email marketing allows you to regularly stay in touch with customers and website visitors. Proven buyers also appreciate being kept up-to-date with the latest products and promos.
- Email marketing can help you **brand** your product
- It helps increase customers' loyalty
- Perfect for personalized marketing
- Increases the customer engagement over time
- Gives reports on the customer behavior for the sent emails
- It's automated and affordable



- **Open Rate** - The percentage of emails opened in an email marketing of the total number of emails sent.
- **CTR (Click-Through Rate)** - The percentage of recipients that click on a given URL in your email.
- **CTOR** – Percentage of click through rate from the number of opened emails (and not the total sent)
- **CTR** is Number of people clicked on your ad / number of times your ad has been seen (clicks/impressions)



1,000 recipients

200 Opened

40 clicked

Open Rate	20%	Opened/recipients
CTR	4%	Clicked/recipients
CTOR	20%	Clicked/opened



- **Deliverability rate** is the percentage of email messages delivered to your recipients' inboxes versus the total number of messages sent.
- **The soft bounce** is **temporary** and occurs when an email server rejects an incoming message. For instance, when your recipients' inboxes are full.
- **A hard bounce**, on the other hand, is less kind and represents a **permanent** error to deliver an email. This generally occurs when the addresses you send to are bad or don't exist.



- **Spam Complaint Rate** - The rate at which you can be reported as SPAM without harming your sender reputation. Anything over **0.1%** (1 report per 1000 emails) is very dangerous
- **Opt-In (or Subscribe)** - To opt-in or subscribe to an email list is to choose to receive email communications by supplying your email address to a particular company, website or individual
- **Opt-Out (or Unsubscribe rate)** - When a subscribers chooses not to receive email communications from the sender anymore



- Sends bulk emails to existing customers
- Offers analytics and insights into results
- Offers design templates
- Offers responsive design for mobile
- Can help you test emails
- Get subscriber management and segmentation
- Integrate with signup forms
- Integrates with social networks



10

How to Send Out an Email

mailer^{lite}



الرئيسية نبذة عنا القبول الرسوم الدراسية النظام التعليمي أعضاء هيئة التدريس البرامج الدراسية للتسجيل

جامعة الجميع الذكية

تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

مزيد من التفاصيل



How to sign up for MailerLite

Anyone can sign up for a **Forever Free** plan by navigating to the [MailerLite website](#) and clicking the **Sign up** button.

Then, complete the following steps:

1. Enter the name of your **Company or Organization**.
2. Enter your **Email address**.
3. Enter a strong **Password**.
4. Click **Create my account**.



How to get approved

Once your account is created, you can begin testing out MailerLite's features. However, you will not be able to send a campaign or publish a website until your [account has been approved](#).

To request approval, navigate to the **Dashboard** page and complete your profile before requesting approval.

For fast approval, ensure that you provide clear and informative information regarding your business in your profile.

Information you will be asked to provide includes:

- How you collected or plan to collect your subscribers
- What kind of content you plan to send to your subscribers
- A link to your website (If you do not have a website, you can provide a business description and links to any social media pages you might have)



The screenshot shows the MailerLite dashboard interface. On the left is a sidebar with navigation links: Dashboard, Campaigns, Subscribers, Forms, Sites, Automation, Integrations, File manager, My templates, Settings, Help, and Refer a friend. The main content area is titled "Dashboard" and features a "Welcome to MailerLite!" message. It states that the user can now access all features but needs to approve their account for email sending. A progress bar on the right shows three steps: 1. "Signing up to MailerLite" (marked as "Done"), 2. "Profile information" (marked as "Complete"), and 3. "Request approval" (marked as "Complete"). A link for "Need help?" is provided at the bottom.

Welcome to MailerLite!

Happy to have you here! You can now access all MailerLite features.

Before you're able to send emails, we'll need to approve your account to ensure our system remains safe.

For quicker approval, you can complete your profile so we already have the information we need.

Need help?
[Guide for how to set up your MailerLite account](#)

Progress Bar:

- 1. **Signing up to MailerLite** (Done)
- 2. **Profile information** (Complete)
- 3. **Request approval** (Complete)



How to import subscribers

If you already have a list of subscribers, you'll need to [import them into your MailerLite account](#) in order to send them newsletters.

To import your subscribers to MailerLite:

1. Navigate to the **Subscribers** page.
2. Click **Add subscribers**.
3. Select the method you want to use to import your subscribers. You can choose to import subscribers from a CSV or TXT file, by copy/pasting from Excel, manually one by one or you can [import subscribers directly from Mailchimp](#).



mailerlite

Dashboard

Campaigns

Subscribers

Forms

Sites

Automation

Integrations

File manager

My templates

Settings

Help

Refer a friend

Subscribers > Add new

Add new subscribers

Import from a CSV or TXT file

Copy/paste from Excel

Add single subscriber

Import from Mailchimp

Import disclaimer

We'll automatically clean duplicate instances of email addresses from the list.

Importing does not send any confirmation emails to your list, because we trust you've already received permission.

Make sure everyone on your list actually signed up for it and granted you permission to email them.

Upload file

CSV or TXT file with your subscribers

Drag and drop a CSV or TXT file

or select it from your computer

Import subscribers



A **campaign** is an email newsletter that you [create and send to your selected subscribers](#). To create your first campaign:

1. Navigate to the **Campaigns** page.
 2. Click **Create campaign**.
 3. Enter a campaign name (for internal use only) and select the type of campaign you want to create.
 4. Click **Save and continue**.
 5. Fill out the **Subject name**, the **Sender** information, and the **Tracking options**.
 6. Click **Next step**.
 7. Select the editor in which you want to build your campaign.
- You can choose from the [Drag & drop editor](#), the [Rich-text editor](#), or the [custom HTML editor](#) (for accounts under the **Advanced** plan).

**How to
create a
campaign**

mailer lite

MailerLite Tutorials
Advanced plan

MailerLite Demo
ericka@mailertite.com

Campaigns

Sent 1 Drafts 7 Outbox 0

Create campaign

Select all All Filter Campaign name Search campaign

	Check our new prices! Regular - Sent a day ago View report	Recipients 1 Opened 100% Clicked 0% CTOR 0%
--	---	--

Showing 1 to 1 of 1 results

Previous Next

**How to
create a
campaign**

10

Quick Guide on Mailerlite

Choose campaign type

Subject > Content >

Regular campaign

A/B split campaign

Auto resend

RSS campaign

Campaign name

This text will be used to identify the campaign in MailerLite.

Subject

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

  Insert personalization ▾

Who is it from?

This will be displayed in the From field of your recipient's email client. We recommend using your own email and name. Avoid emails like no-reply@company.com.

Language

The language you choose will be used on your unsubscribe page.

 ▴ ▾

Tracking options

Show options ▾

Choose which metrics you would like to track for this campaign. [Learn more about tracking options.](#)

Next: CONTENT

or [Go back](#)

Setup your email
subject, sender
and language

Campaign name

This text will be used to identify the campaign in MailerLite.

Campaign name

Promotion

Subject

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

Subject name

Insert personalization

Who is it from?

This will be displayed in the 'From' field of your recipient's email client. We recommend using your own email and name.

Sender name

ESU

Sender email

perihan.salah@esu.ac.ae

Step 3: Choose your design method

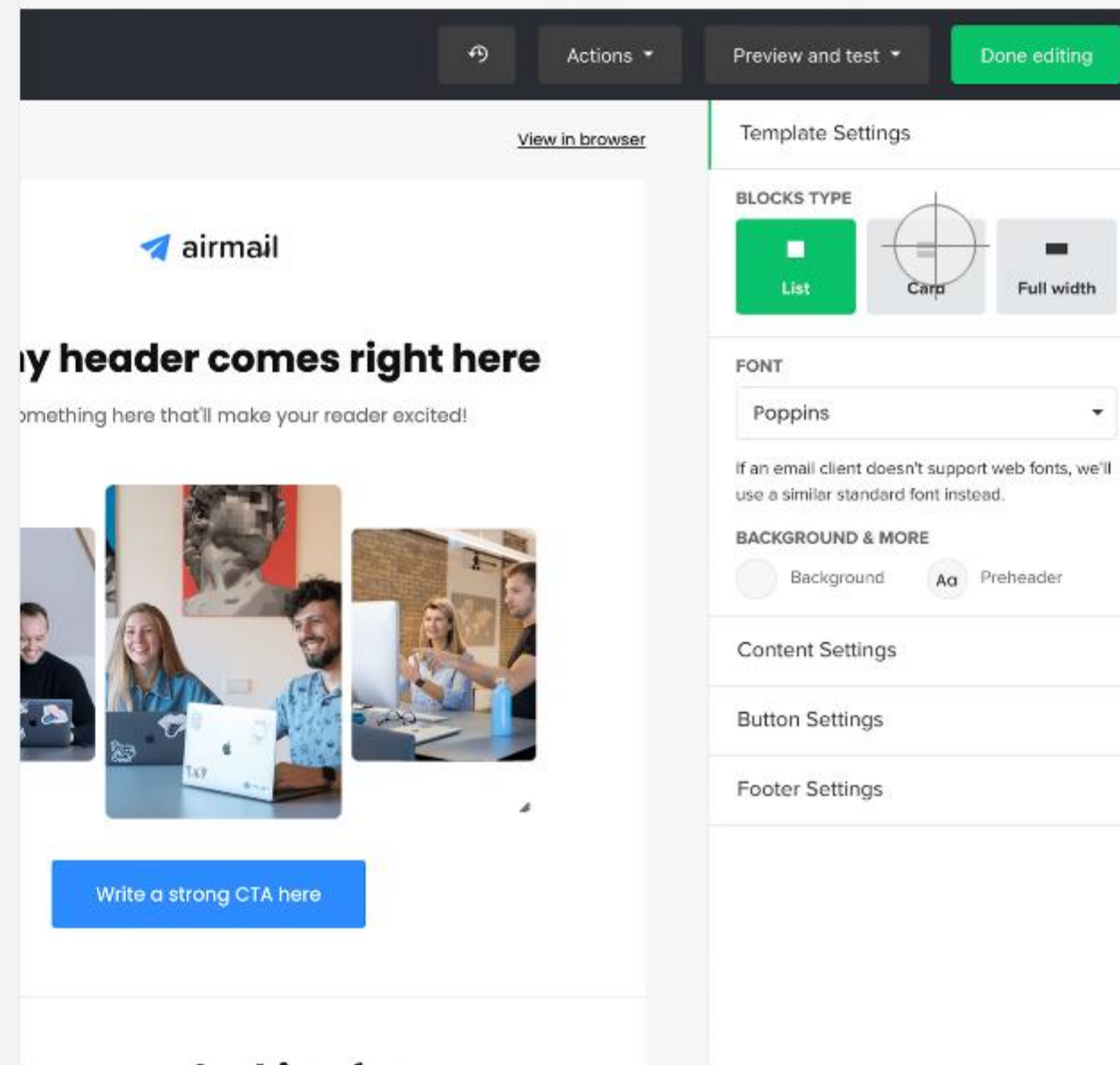
- One of the key elements that make the recipient opens your email is the subject line.
- Subject line should be attractive, interesting, relevant and has sense of urgency.
- It should be personalize as well, like adding his/her name in the subject line.

mailer **lite**

- Dashboard
- Campaigns
- Subscribers
- Forms
- Sites
- Automation
- Account settings
- Integrations
- File manager

Email design

Start from scratch Template gallery Recent emails



Drag & drop editor

Our newest editor gives you more design flexibility and options while still enabling the simple drag & drop block functionality that you love.

Continue →

Rich-text editor

Meet your new rich-text editor! Seamless inline editing and most essential content blocks.

→

Custom HTML editor

This one is for the experts. Write or import your own HTML to build custom emails.



Design your content

A catchy header comes right here

Write something here that'll make your reader excited!



Write a strong CTA here

Choose your recipients

Features you were looking for

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet.



User analytics

Analyze your metrics and improve your open rates.



Clean design

We designed blocks that look really good and clean.



Easy customizable

It is easy for anyone to make a perfect newsletter.

Select recipients of your campaign.

Sort by Subscribers ▾



☐ All active subscribers

46,560

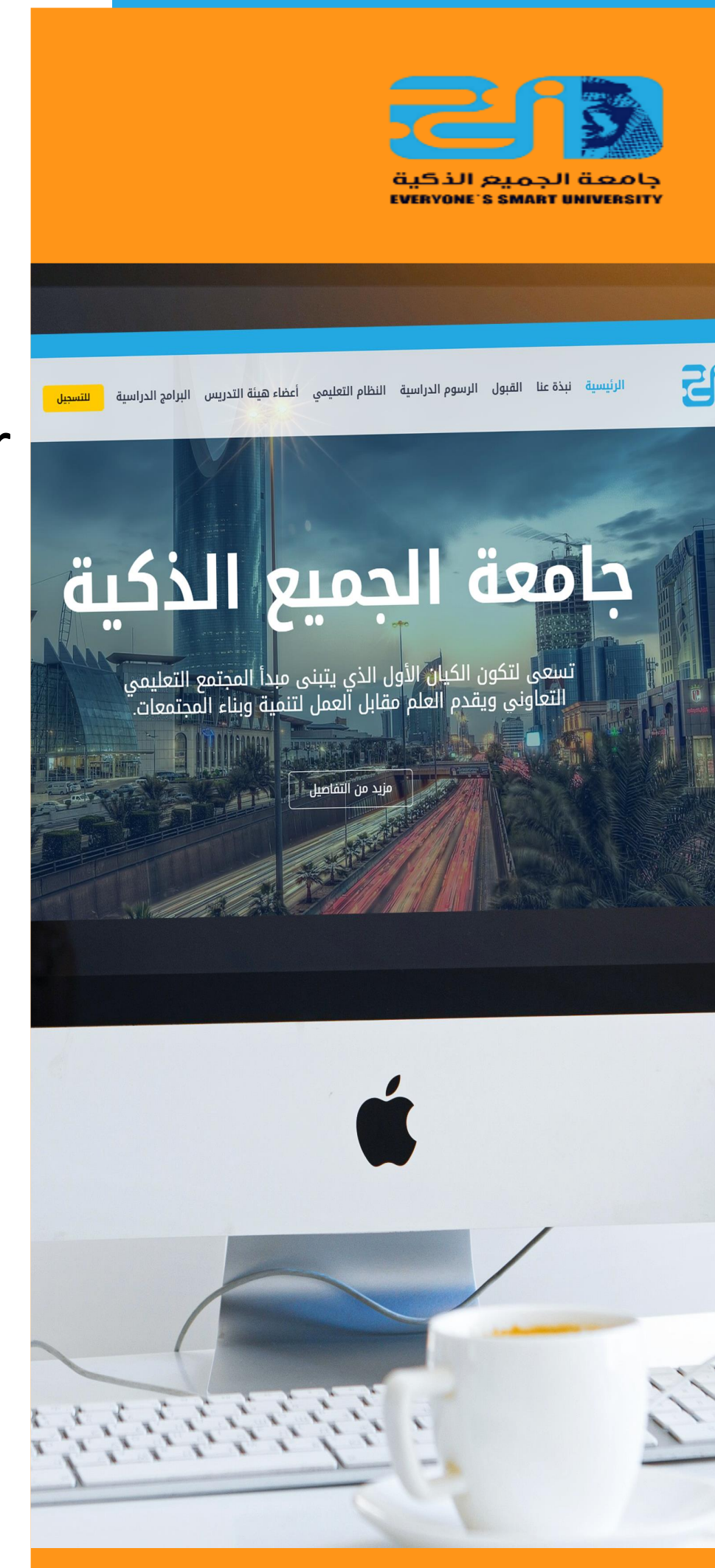
Segments

How to create a website

All MailerLite accounts can [create and publish a five-page website](#) using our website builder. Free accounts are limited to one, while accounts under the **Growing Business** or **Advanced** plan have unlimited websites.

To create your first website:

1. Navigate to the **Sites** page.
2. Click the **Websites** tab.
3. Click **Create site**.
4. Give your website a name and click Save and Continue.
5. Select a subscriber group to attach to your website and click Save and Continue. This will be the group into which subscribers are added after completing any forms on your website.
6. Select the template from which you would like to build your website.
7. Once you have finished editing your website, click Save and Publish.



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Quick Guide on Mailerlite

mailer lite

- Dashboard
- Campaigns
- Subscribers
- Forms
- Sites**
- Automation
- Integrations
- File manager
- My templates
- Settings
- Help · Refer a friend

Sites

Create site

Landing pages 5 Websites 2

Select all All Filter Date created

 Food Blog Created Mon, 08 Nov 2021 Overview	Published	Subscribed 0 Views 0	Edit
 Test Created Mon, 01 Nov 2021 Overview	Published	Subscribed 0 Views 2	Edit

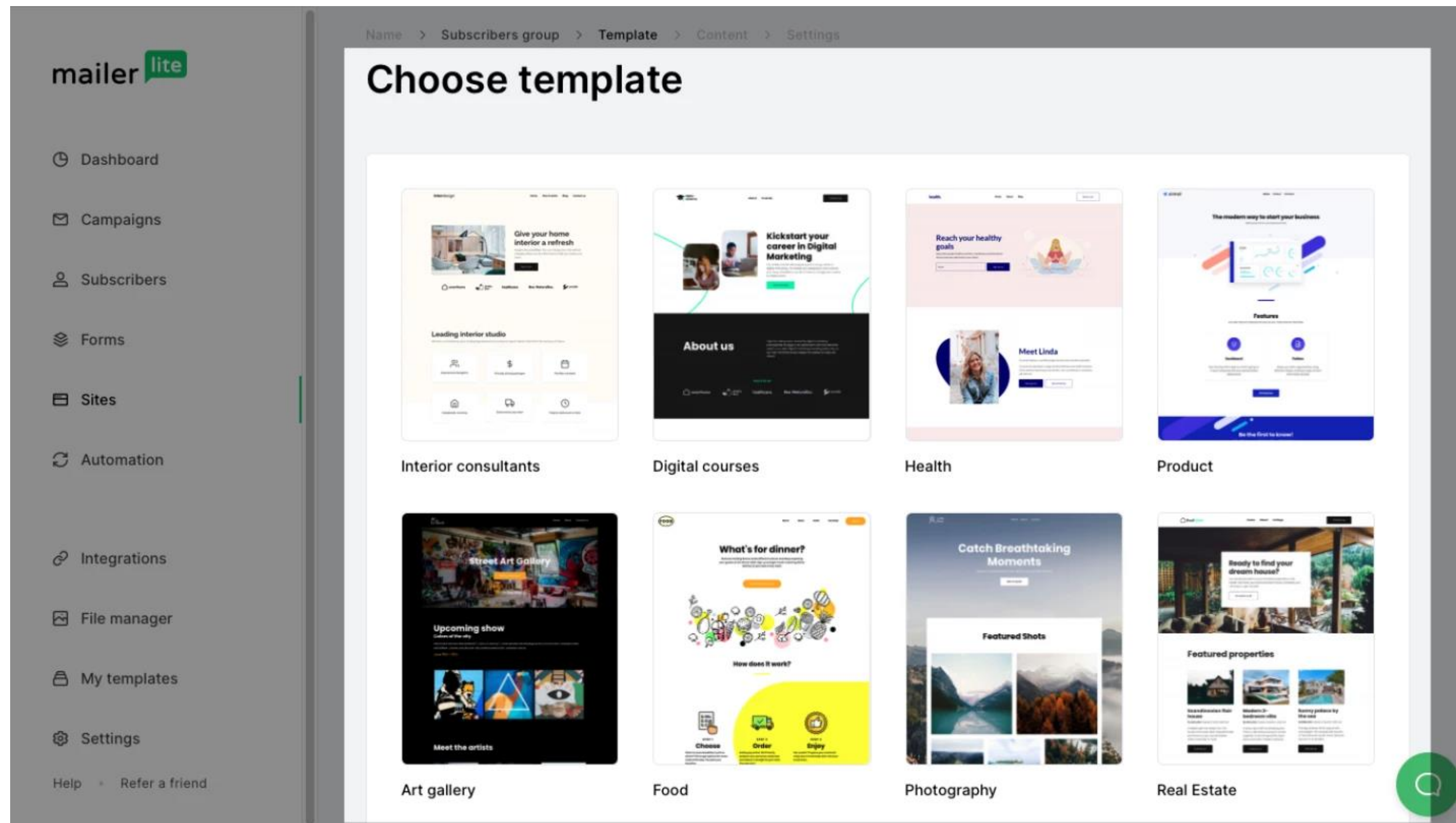
Showing 1 to 2 of 2 results

Previous Next



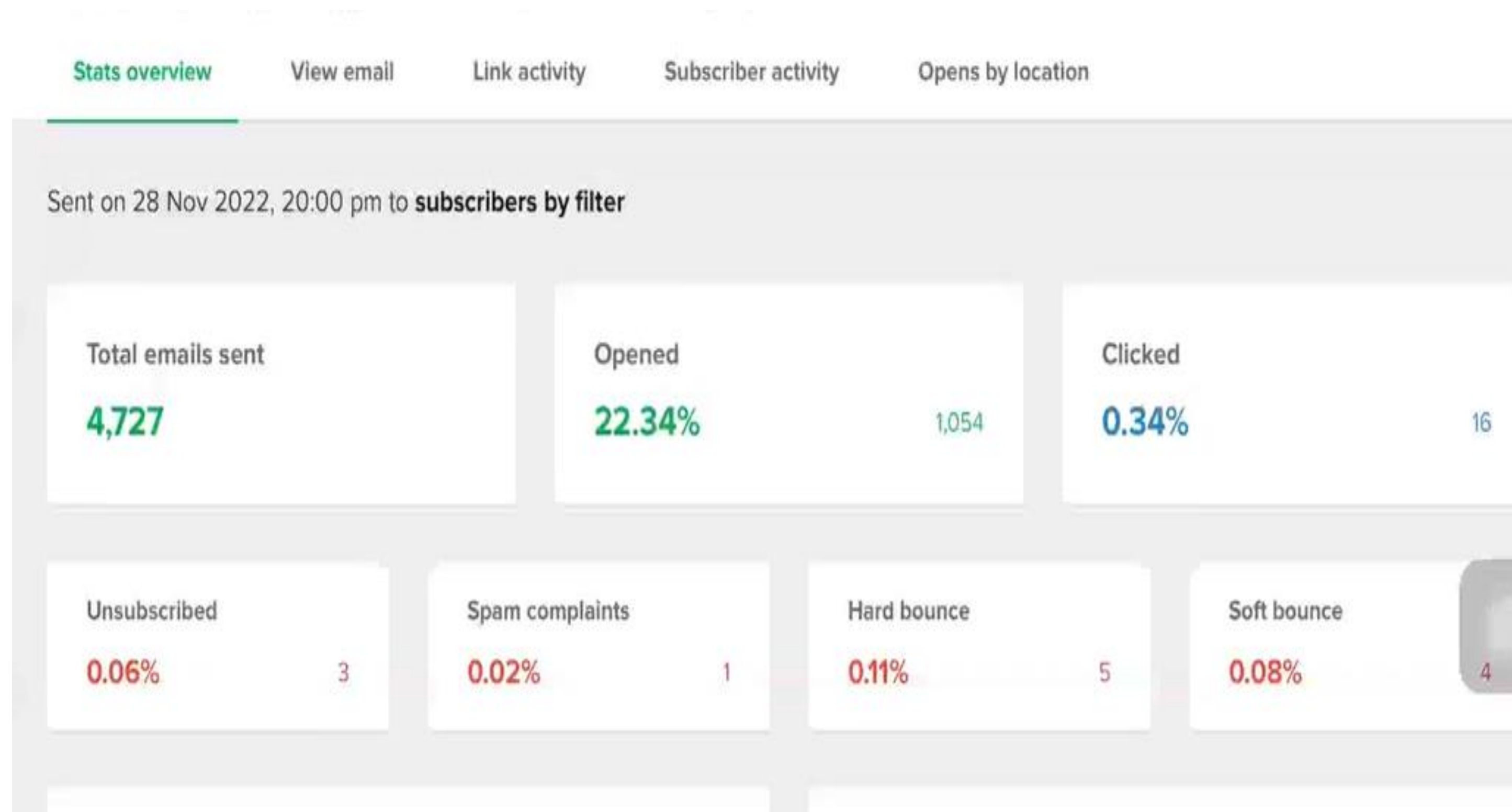
10

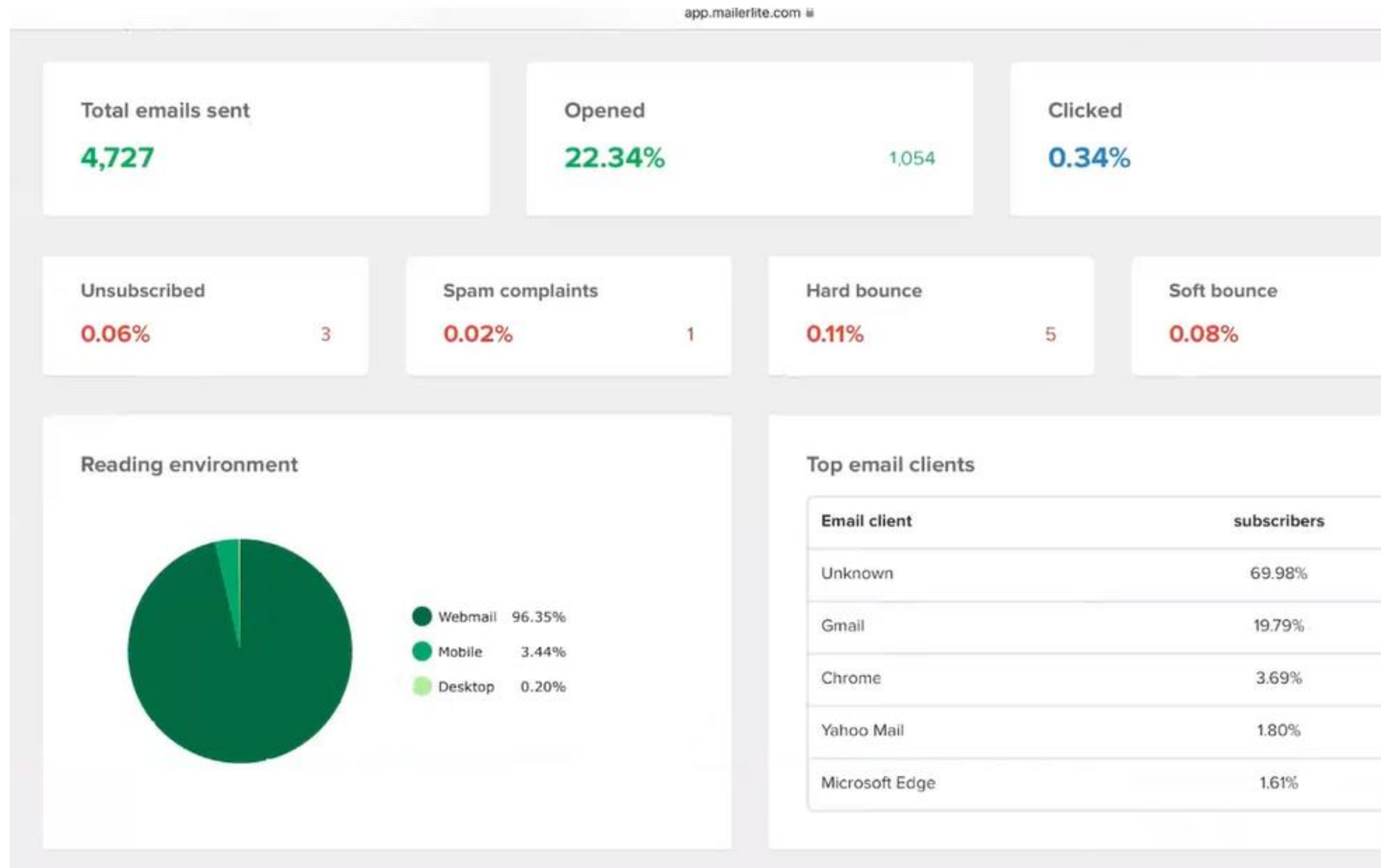
Quick Guide on Mailerlite



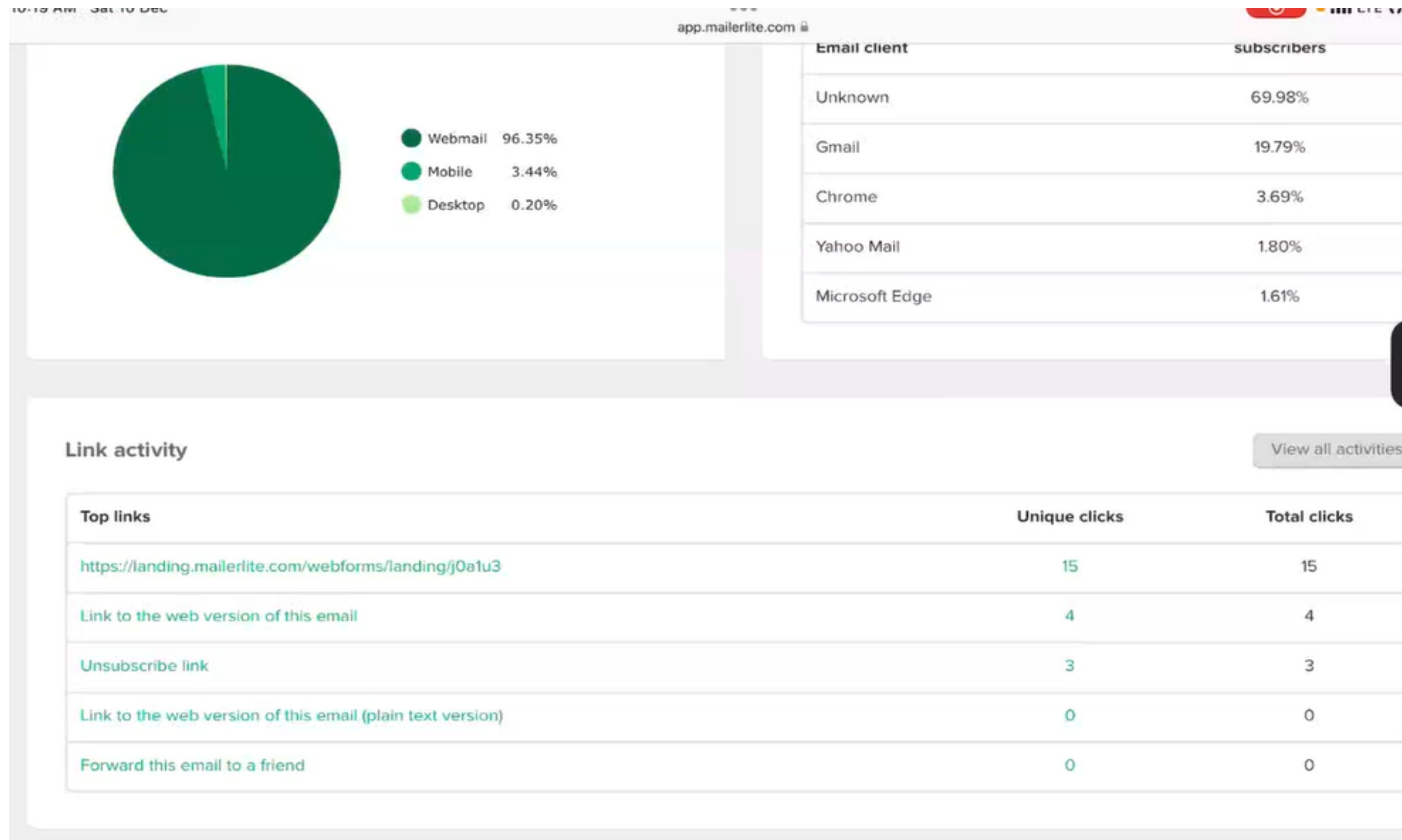
10

Dashboard reports examples



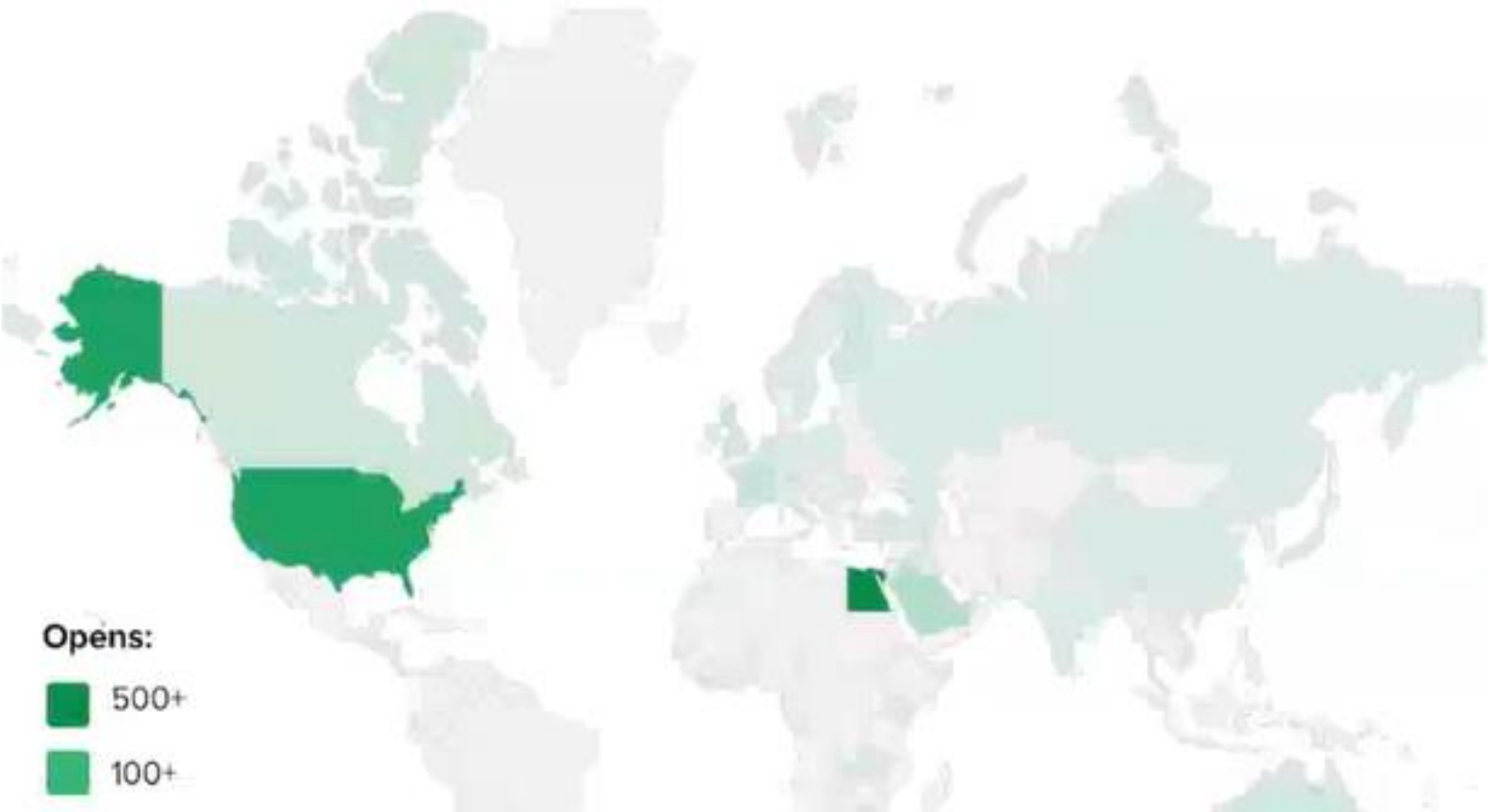


Dashboard reports examples



Dashboard reports examples

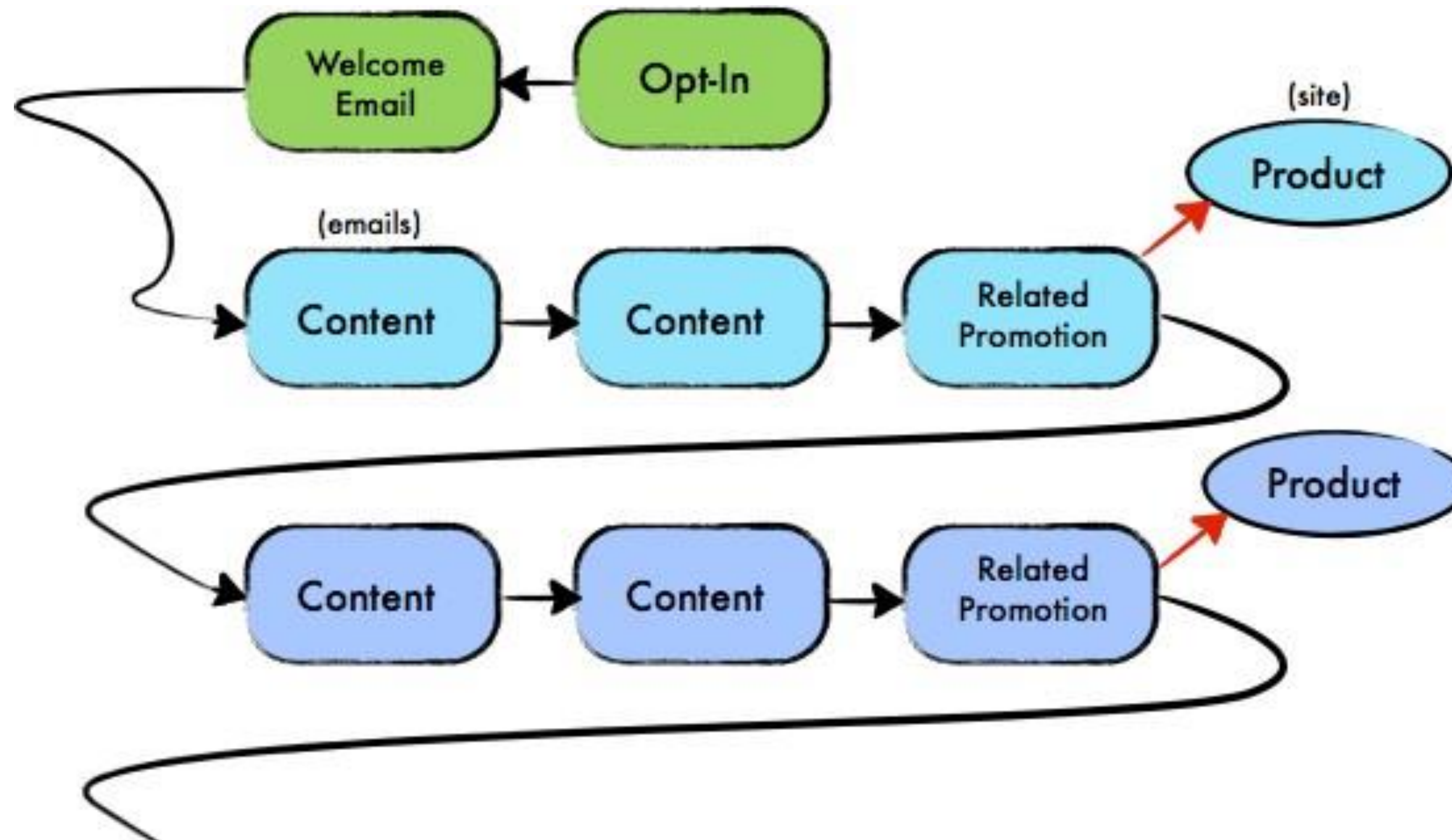
Stats overview View email Link activity Subscriber activity **Opens by location**



Top countries

Country	Opens
Egypt	549
United States	286
United Arab Emirates	44
Saudi Arabia	36
Netherlands	24
France	18
United Kingdom	14

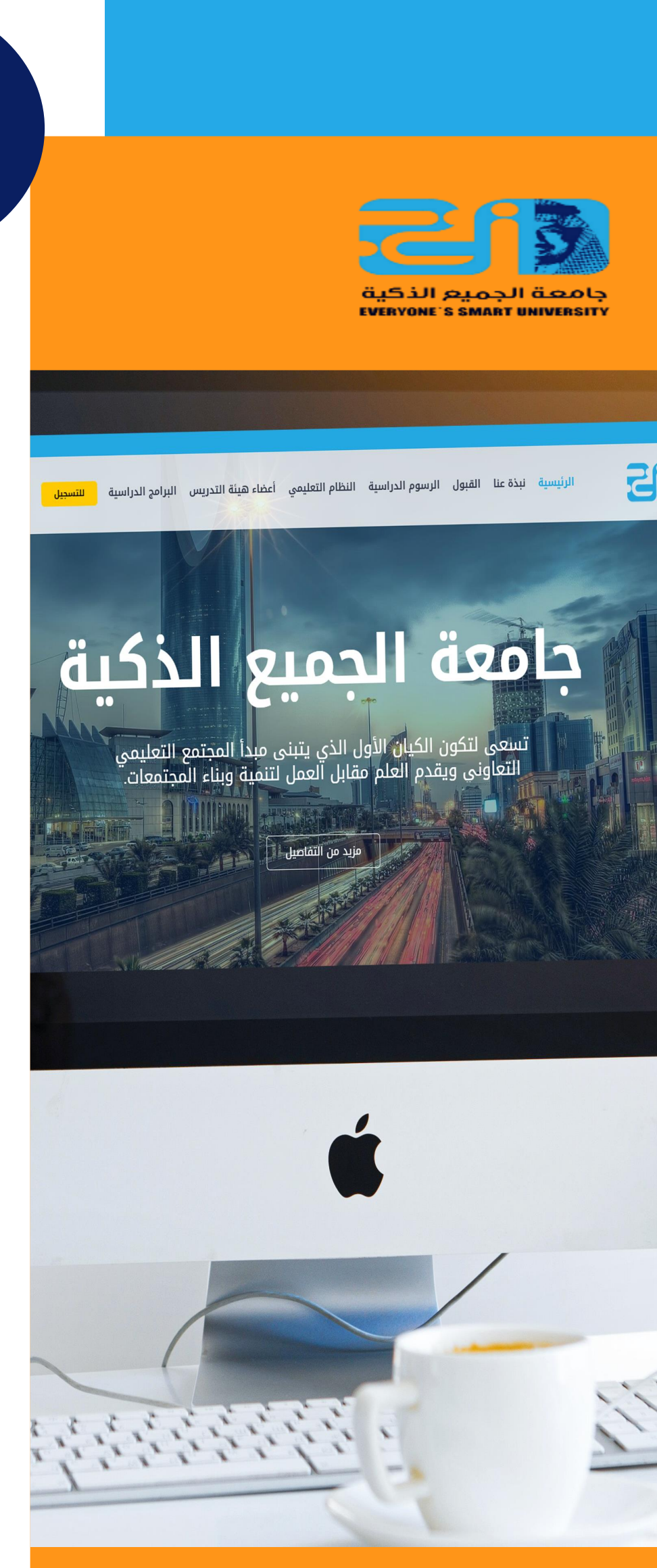




What is email marketing automation?

Email marketing automation is the practice of executing automated, personalized, and contextual email campaigns to improve accuracy and impact as well as save you time. The process may involve segmenting customers based on behaviors or traits and sharing targeted email campaigns with those groups accordingly.

Automated email workflows are the journey that your leads take through a series of emails, from lead generation through to lead nurturing to the point of conversion and retention.



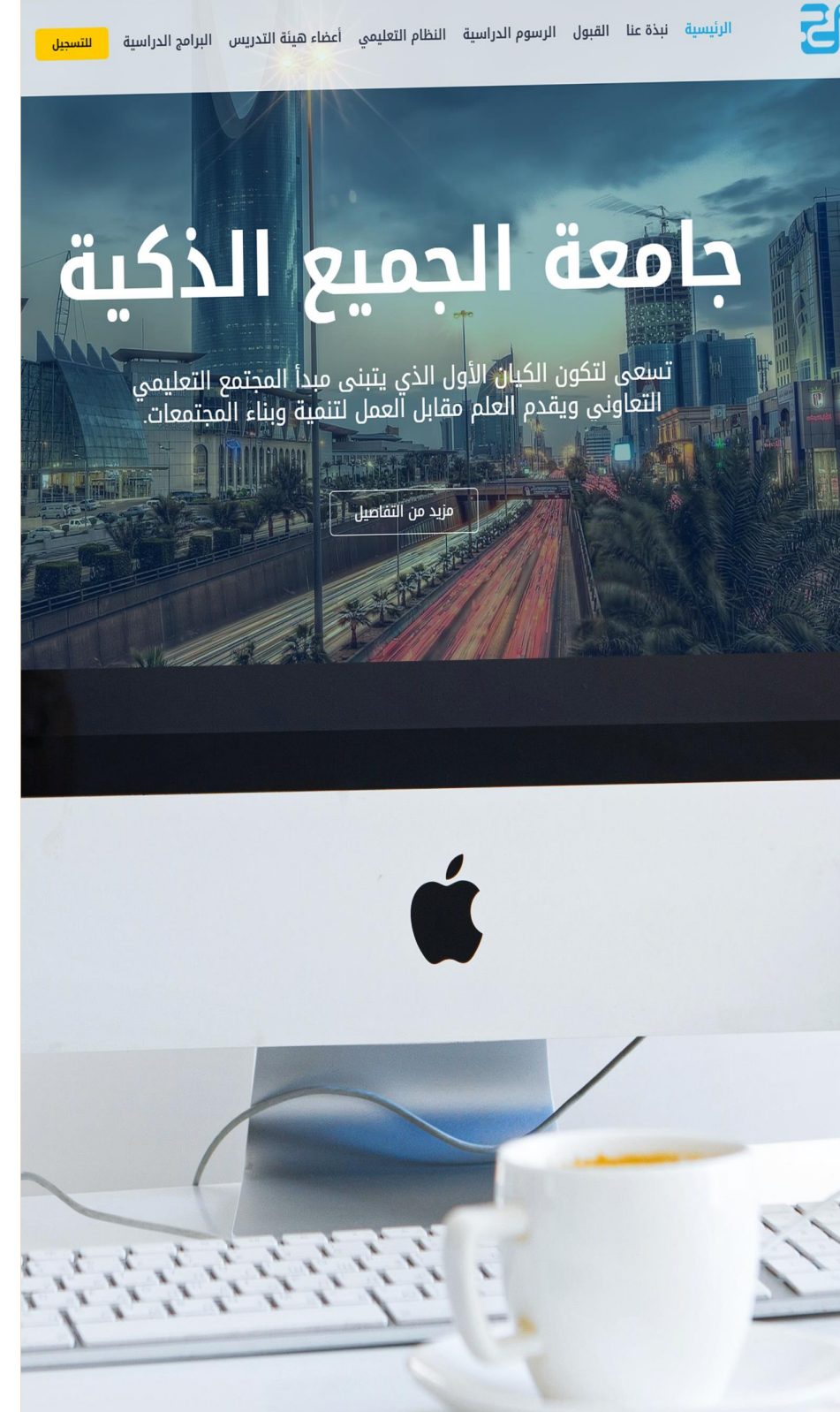
Why should you do automated email marketing?

Email marketing automation eliminates time-consuming tasks, such as preparing email lists, sending generic messages, or scheduling events manually. This gives marketers and salespeople more time to work on projects that require their attention (or cannot be fully automated). Email marketing automation is centered around workflows, a predetermined, triggered set of actions you're directing your automation software to take for you.

Email automation helps [convert leads into customers](#), delight existing customers, and encourage activities like greater product adoption, upsells, evangelism, and additional purchases.



1. Select email automation software.
2. Identify who you're sharing your email campaigns with.
3. Determine your email campaign's goal.
4. Set enrollment criteria.
5. Determine which processes you want to automate with Workflows.
6. Create your email campaign assets.
7. Check your email automation setup and run a test if possible.
8. Make our email automation workflow live and monitor its progress.



10

Email Workflows - Automation

mailer **lite**

Dashboard

Campaigns

Subscribers

Forms

Sites

Automation

Account settings

Integrations

You have free access to premium features for the next 30 days. Premium features include newsletter templates, auto resend, promotion pop-ups, click maps and live chat and email with our support team. [Upgrade](#)

ESU Free plan [Upgrade](#)

Perihan Salah perihan.salah@esu.ac.ae

Automations > Template

Choose template

When subscriber joins a group Website subscribers

Website subscribers ☒

Completed	Queue
22	7

[View workflow activity](#)

Total emails sent

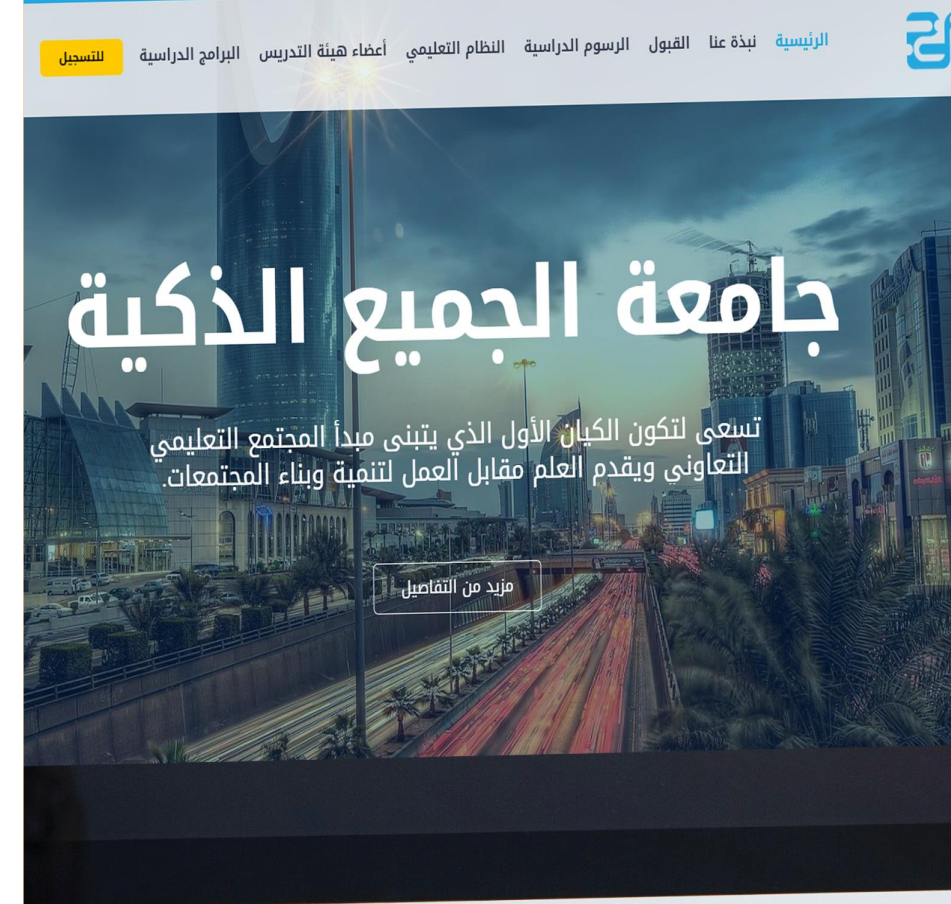
19

Avg. open rate	Avg. click rate
86%	62%
Avg. unsubscribe rate	Avg. bounce rate
-	-

Start from scratch

Pick up fresh and start building engaging automation with workflows from scratch.

→



7 incomplete steps

When subscriber joins a group
BullsEye Newsletter Group

+

Define email content

+

Define condition

Workflow name

Workflow 27

Workflow trigger

When subscriber joins a group

- When subscriber joins a group**
Workflow triggered when a subscriber joins your subscriber group.
- When subscriber completes a form**
Workflow triggered when a person subscribes to a form.
- When subscriber clicks a link**
Workflow triggered when a subscriber clicks a link in any campaign or automation workflow.
- Updated field**
Workflow triggered when a subscriber field is updated.
- The anniversary of a date**
Workflow triggered every year on specific dates (great for birthdays, wedding anniversary, etc.).
- The exact match of a date**

Save Cancel



When subscriber joins a group
BullsEye Newsletter Group

+

Add a next step to your workflow

Email

Delay

Condition

Action

Define email content

7 incomplete steps

Workflow name

Workflow 27

Workflow trigger

When subscriber joins a group

Subscriber group [Create new group](#) or [Exclude](#)

BullsEye Newsletter Group

Settings

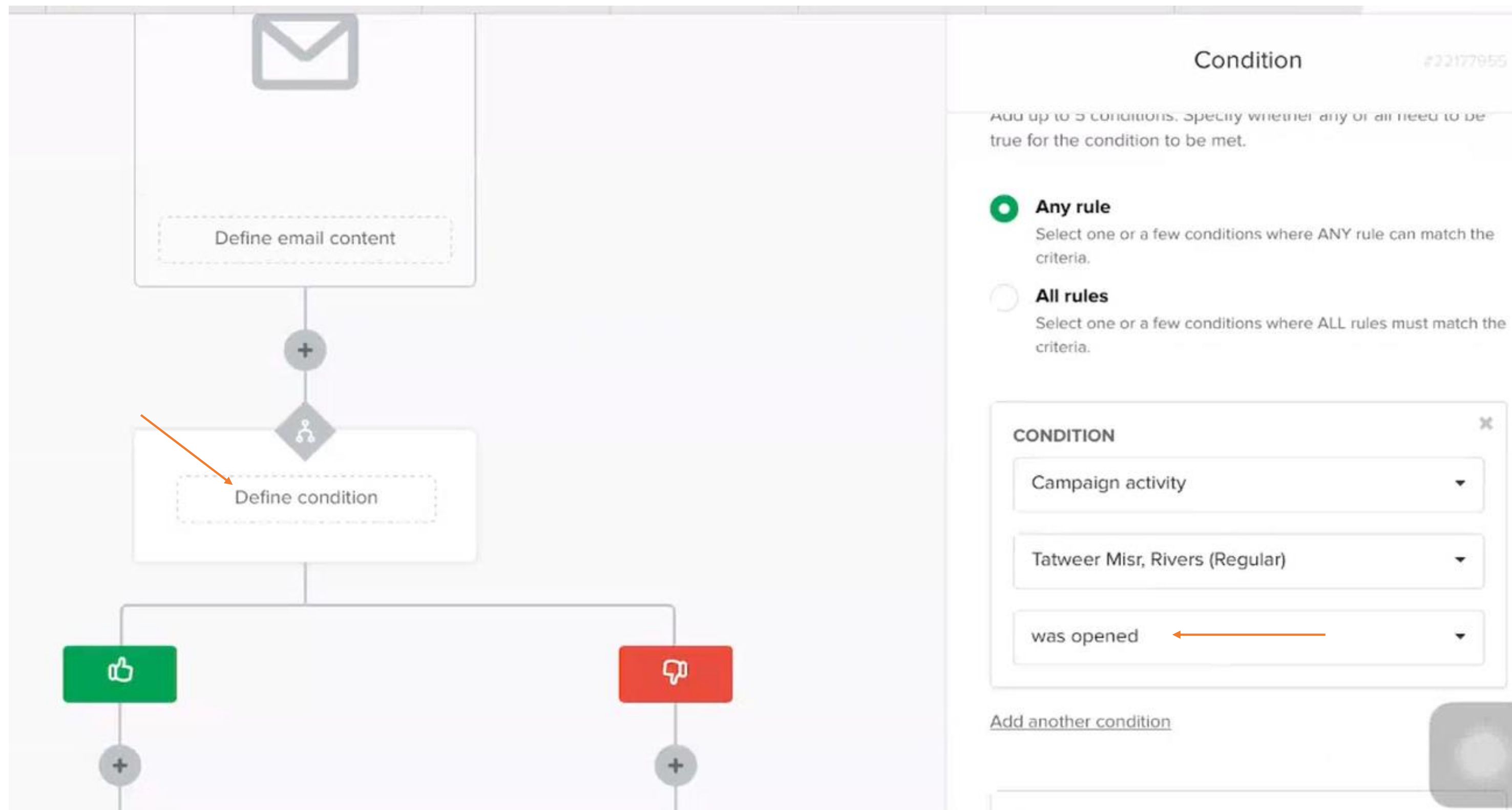
☐ **Repeat workflow for subscribers who rejoin the same group**
Enable subscribers to rejoin a workflow every time it's triggered but not more than once per day.

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تسعى لتكون الكيان الأول الذي يتبنى مبدأ المجتمع التعليمي التعاوني ويقدم العلم مقابل العمل لتنمية وبناء المجتمعات.

مزيد من التفاصيل





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