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# Marketing Automation

# Email Marketing

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About 333.2 billion emails are sent every day.

Source: EarthWeb

# What is Email Marketing

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***Email marketing*** is a powerful marketing channel, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services.

***Objectives:***

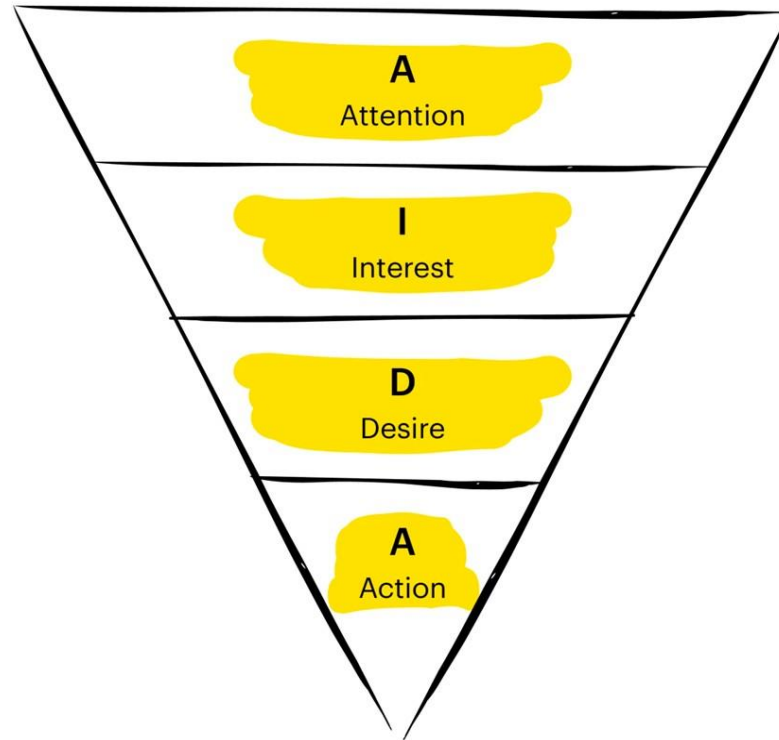
- *Lead generation*
- *Brand awareness*
- *Building relationships*
- *keeping customers engaged between purchases*



# AIDA Model

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## The AIDA Model



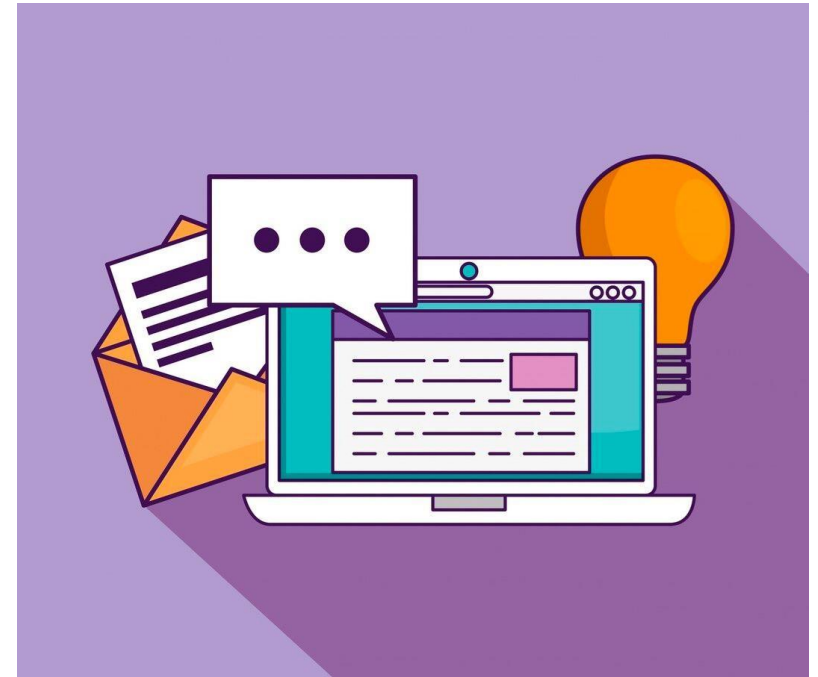
# Essentials in Email Marketing

The whole foundation and structure of email marketing from tools, email list, content, design and the call to action

# Email Marketing Esentials

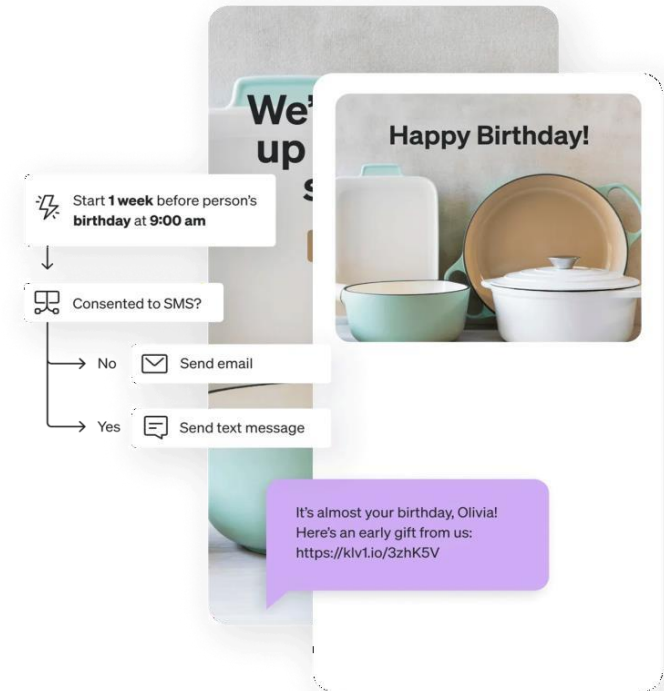
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- Email Marketing **Tool**
- Email **List**
- Email **Content**
- Email **Design**
- Call to **Action**



# Email Marketing Tools

- Klaviyo
- Mailchimp
- Constant Contact
- Hubspot
- Drip



klaviyo



Constant Contact



drip

# Email List

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- First Name
- Last Name
- Email ID
- Designation (B2B)
- Role (B2B)
- Company (B2B)
- Address

- ✓ Don't buy email lists
- ✓ Be aware of national (and international) email regulations
- ✓ Use email to have a conversation with your customers
- ✓ Only send when you really need to



# Email Content

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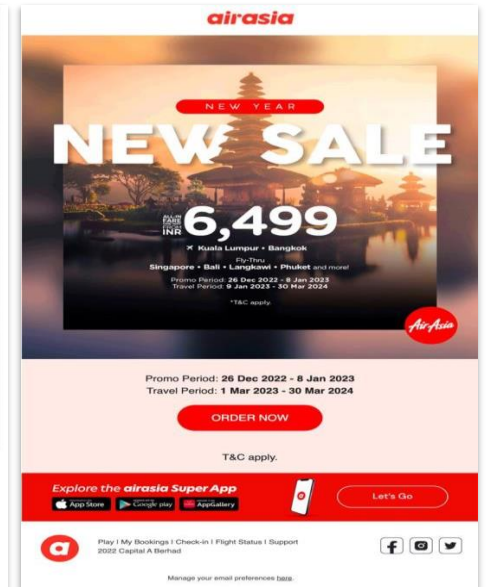
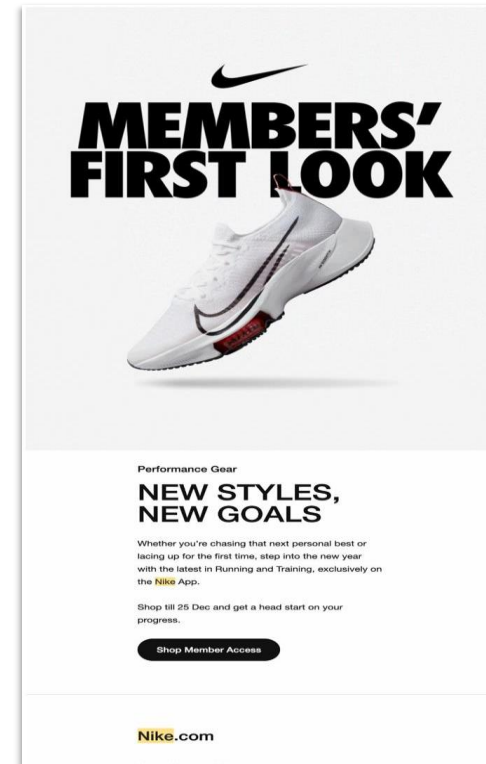
- ✓ Define Your Goals
- ✓ Consider Your Audience
- ✓ Craft a Compelling Intro
- ✓ Be Concise
- ✓ Use Proper Etiquette
- ✓ Don't Mix Topics
- ✓ Proofread

# Email Design

- ✓ Header and metadata
- ✓ Preheader
- ✓ Logo and colors
- ✓ Images
- ✓ Body
- ✓ Call-to-action (CTA) buttons
- ✓ Footer

Nike

Inbox The Latest Styles for Your Future Wins 🏆 - Gear up for the new year with Member Early Access.




# Call to Action

**Subscribe**

<https://www.netflix.com/in/>

**N For His**  
Netflix Children Update



Get to know what Lil enjoys watching  
And discover new TV programmes and films to watch next.



**Top Themes**  
These are the most common themes in what Lil has been watching.

**Life Lessons**

**Early Learning**


**Singing & Dancing**

**RECENTLY WATCHED**



**Highly Recommended**  
Make choosing easier by saving this personalised recommendation for Lil.

**Colouring Page**



Let's get creative  
Print this colouring page from CoComelon to help Lil unleash their creativity.

[View Page](#)

**Netflix Jr. is on YouTube**  
Children can learn, sing and play with their favourite Netflix Jr. videos.

**N** Questions? Call 000-800-919-1694  
Netflix Entertainment Services India LLC

[Unsubscribe](#)  
[Terms of Use](#)  
[Privacy](#)  
[Help Center](#)

This message was emailed to [samirvutthal@gmail.com](mailto:samirvutthal@gmail.com) by Netflix as part of your Netflix membership.  
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# Effective Email Marketing

how do you stand out in every inbox, Have a framework and, segment, personalise and measure hence building a road to success, having clearly defined goals

# Successful Email Marketing Methods

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- The significance of **segmentation**
- The power of **personalization**
- The impact of **data-driven analysis**

Gender  
Interests  
Purchase History

The diagram consists of three colored boxes on the right, each connected to a bullet point on the left by a line. The top box is orange and contains 'Gender', 'Interests', and 'Purchase History'. The middle box is yellow and contains 'Content', 'Offers', and 'Recommendations'. The bottom box is blue and contains 'Open', 'Clicks', and 'Conversions'. The lines connect 'segmentation' to the orange box, 'personalization' to the yellow box, and 'data-driven analysis' to the blue box.

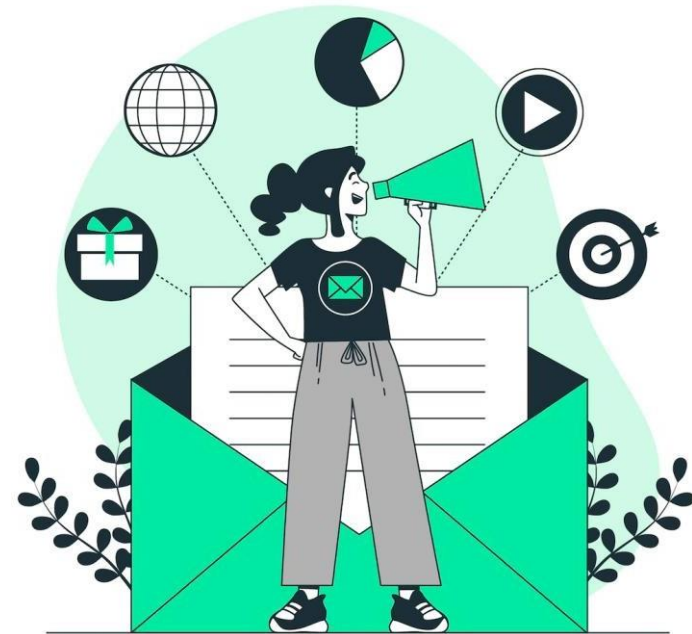
Content  
Offers  
Recommendations

Open  
Clicks  
Conversions

# Email Framework

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- Email **list**
- Compelling **Subject Line**
- **One** central **idea**
- Clear **CTA**
- **Relevance** to the audience
- **Time** of Email Delivery
- **Unsubscribe** Option
- Email **Analytics**
- Using the right **tool**



# Types of emails

# Types of emails

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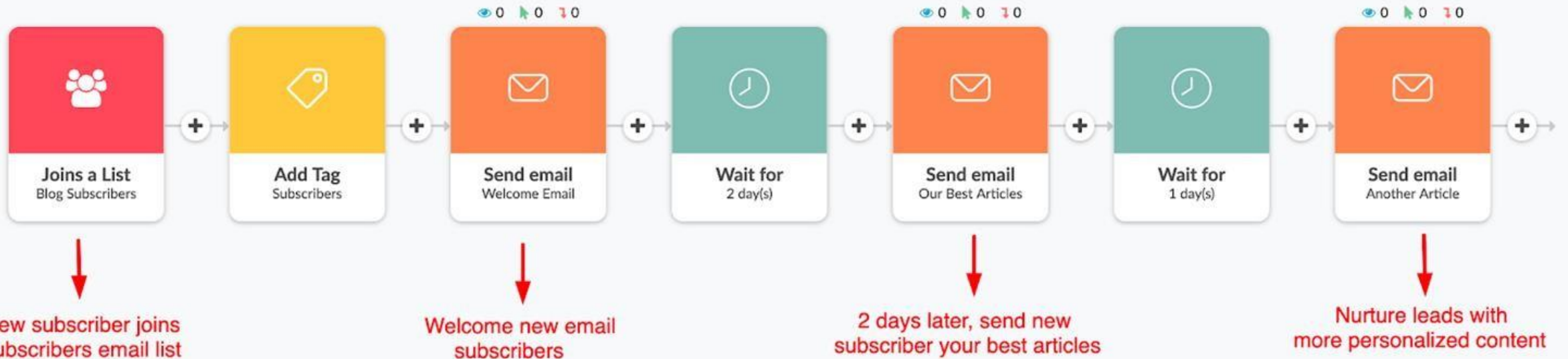
1. *New Features/New Product*
2. *Promotional*
3. *Newsletter*
4. *Welcome*
5. *Product/Service Advice*
6. *Educational*
7. *Re-order/Re-charge/Renew*
8. *Testimonial*
9. *Survey*



# Email Automation

Email automation is a way to create emails that reach the right people with the right message at the right moment—without doing the work every time, sending automated messages leveraging a marketing automation tool.

# Email Automation: Workflow

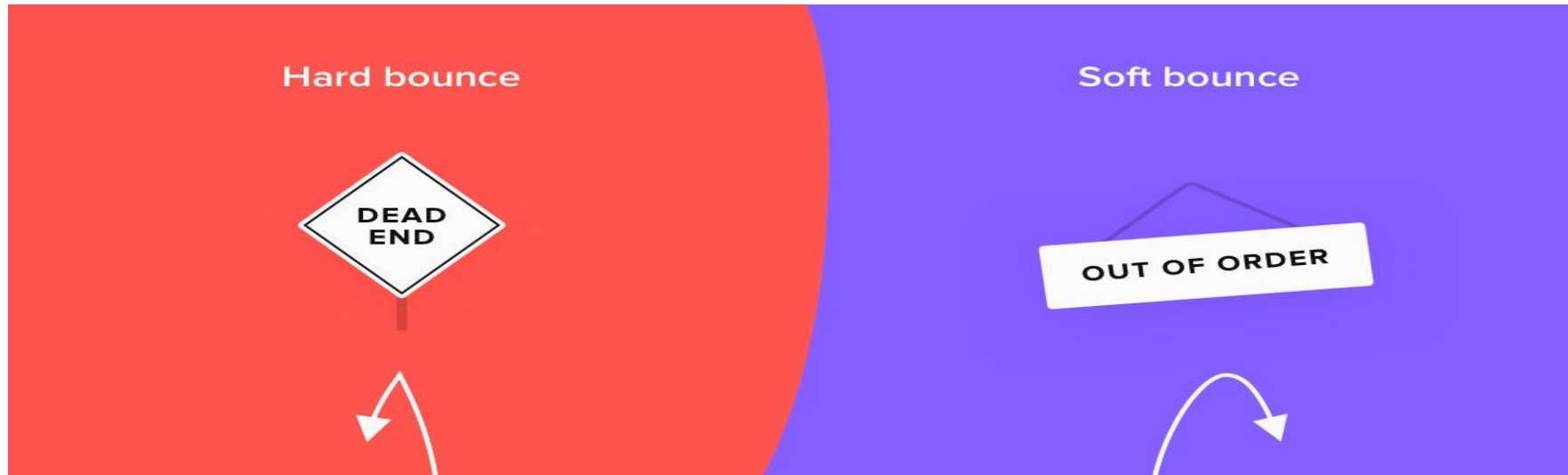


# Essential Email marketing Metrics

once emails are sent out, its important to analyse the outcome and how we act upon them

# Bounce Types

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- Email address does not exist
- Email message blocked by the recipient's server

- Mailbox full
- Server timeout
- Oversized message
- Email account temporarily suspended

# Email Marketing Metrics

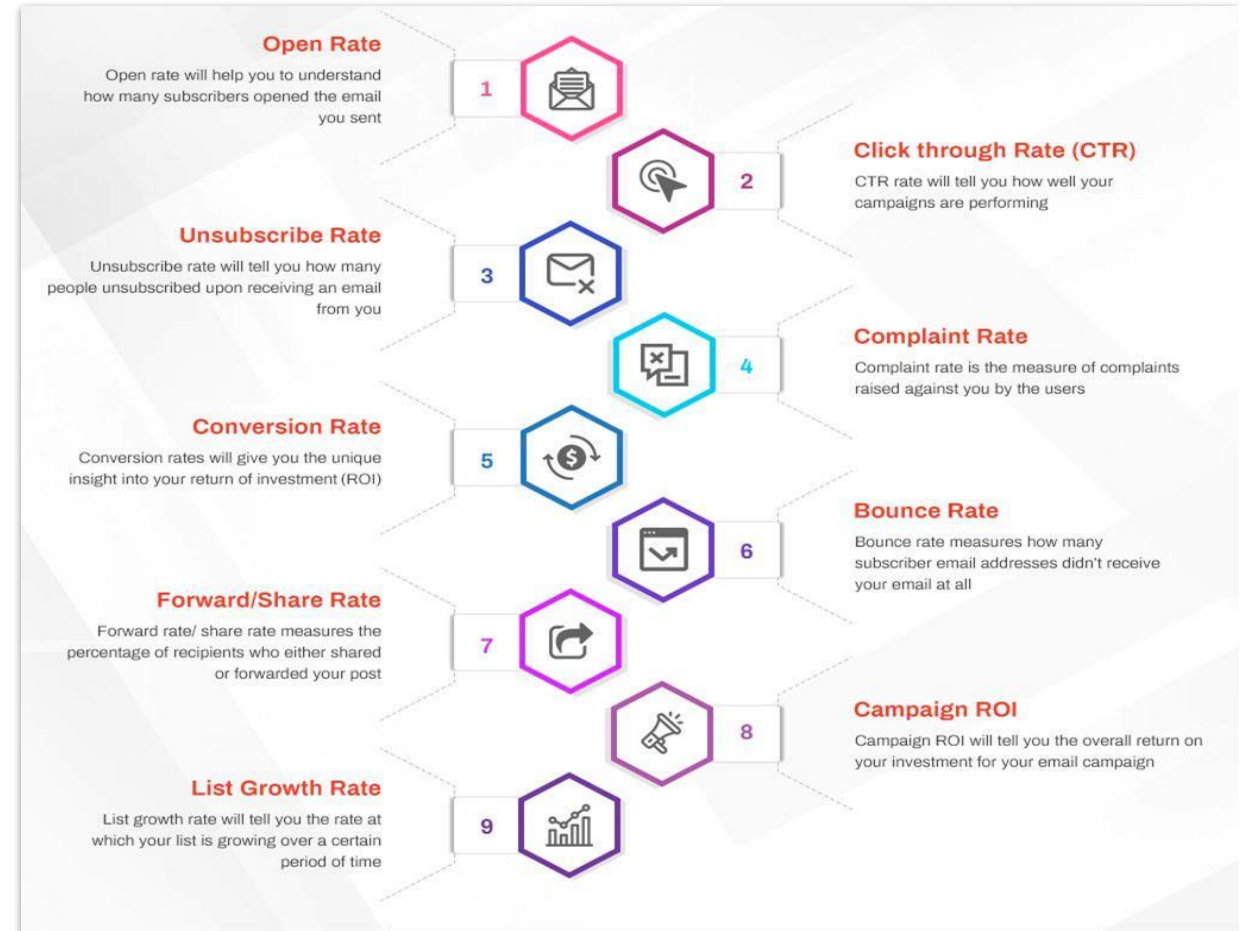
**Deliverability Rate** =  $(\text{Delivered Emails} / \text{Total Sent}) \times 100$

**Open Rate** =  $(\text{Opened Emails} / [\text{Sent Emails} - \text{Bounced Emails}]) \times 100$

**Click-Through Rate** =  $\text{Email Clicks} / [\text{Sent Emails} - \text{Bounced Emails}] \times 100$

**CTOR** =  $(\text{Unique clicks} / \text{Unique opens}) \times 100$

**Unsubscribe Rate** =  $(\text{Unsubscribes} / \text{Delivered Emails}) \times 100$



# SPAM in Email Marketing

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■ **10,648** [Unique opens](#)  
20,730 total opens to date

■ **173** [Bounced](#)  
0.66% couldn't be delivered

■ **15,542** [Not Opened](#)  
Open rates are [only estimates](#)

**40.66%** of all recipients [opened so far](#)

**15.86%** [clicked a link](#) (1,689 people)

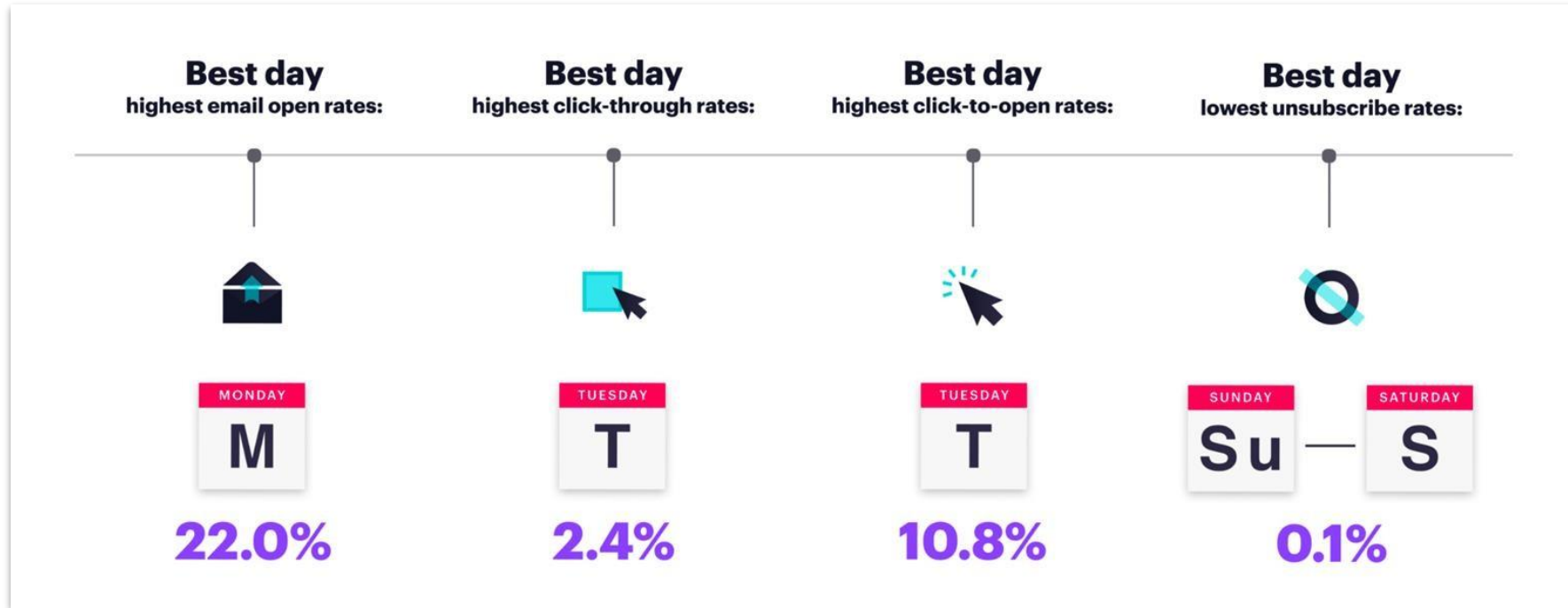
**0.27%** [unsubscribed](#) (72 people)

**8** people [marked it as spam](#) (0.03%)

**5** [shares](#) across Facebook, Twitter & email



# Optimal Scheduling - Email Marketing



# Email Marketing Tools

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# Marketing Automation

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WHAT

Marketing

Technology

Process

Automation

Tasks and Workflows

OBJECTIVE

Demand

Lead Gen

Sales/Marketing  
alignment

Efficiency

RESULT

Shorter sales cycle and Increased ROMI

# Marketing Automation Landscape

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# Marketing Automation Landscape: Key Players



Figure 1: Magic Quadrant for B2B Marketing Automation Platforms



Source: Gartner (September 2022)

# Companies using Marketing Automation

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## Actively Used Marketing Techniques

Successful vs unsuccessful



of successful companies  
use marketing automation



of unsuccessful companies  
use marketing automation

# Features of Marketing Automation

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# Marketing Automation features

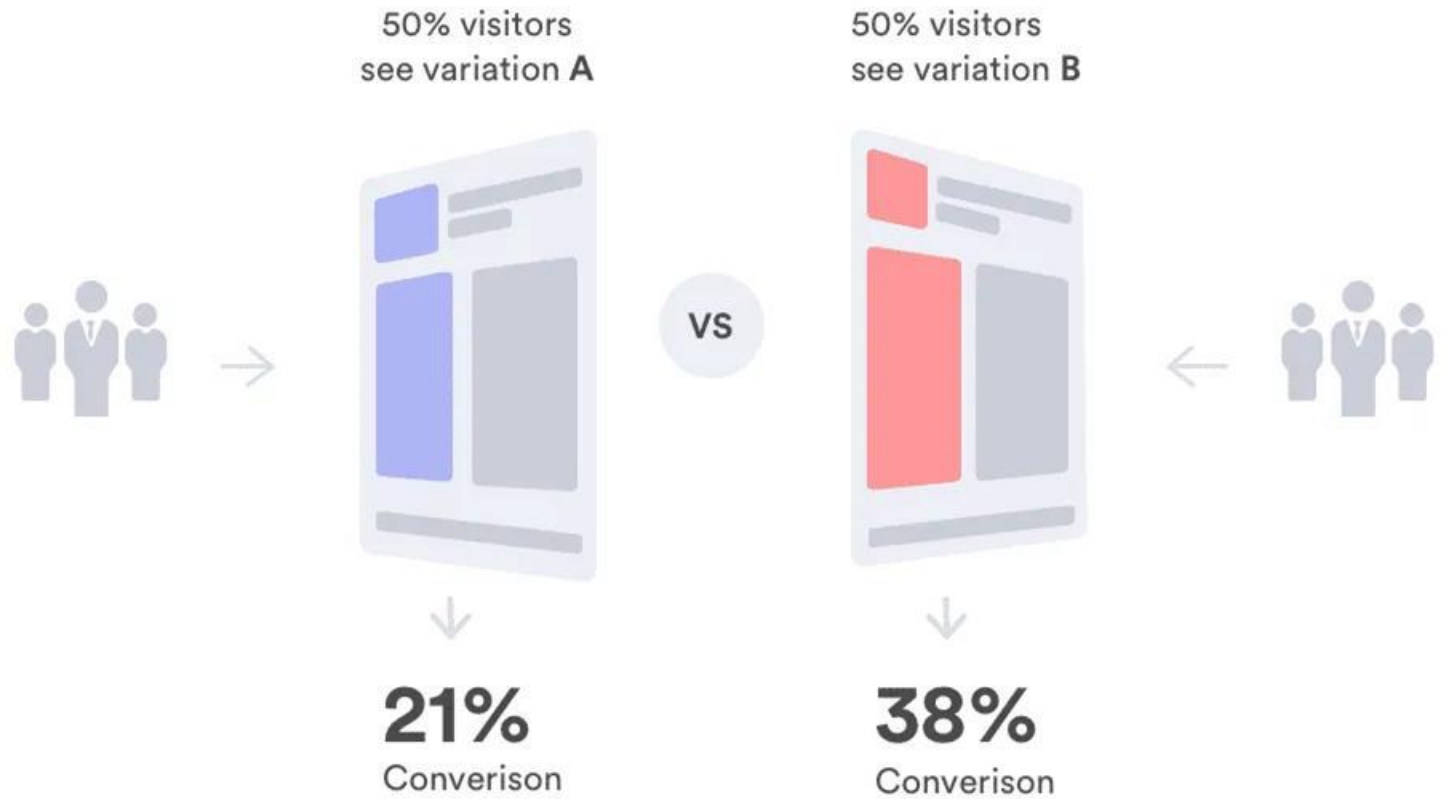
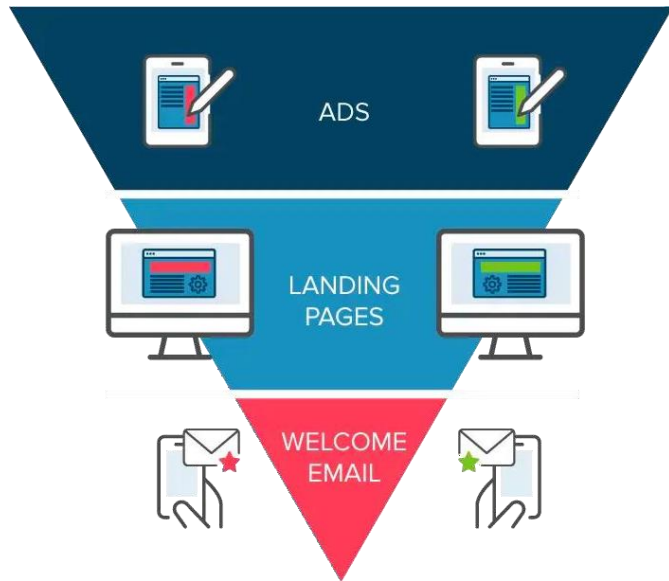
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# Role of Marketing Automation in the funnel



# A/B Testing



# CRM

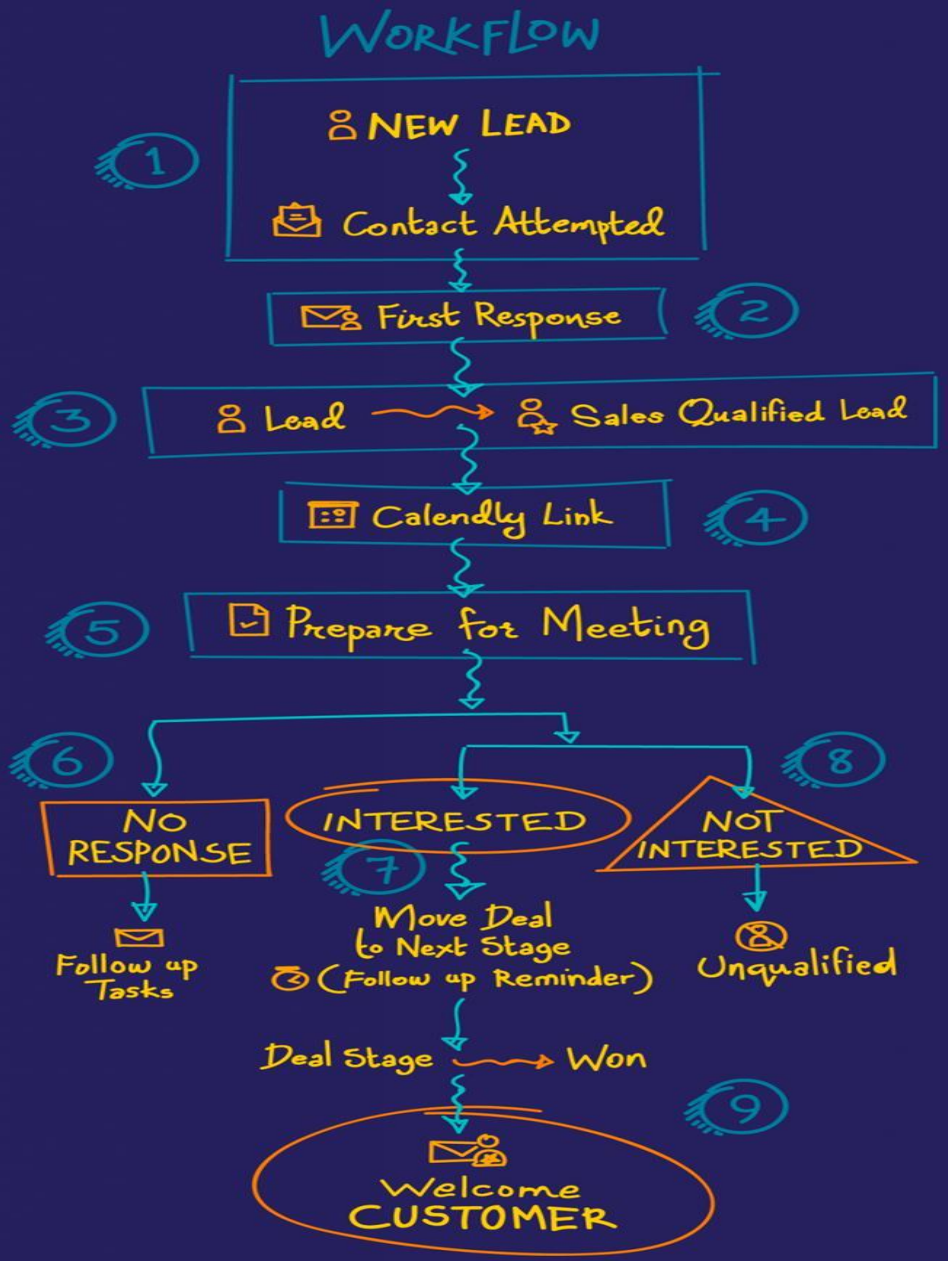
Brief coverage of CRM and Social CRM

# Plugin CRM with Marketing Automation

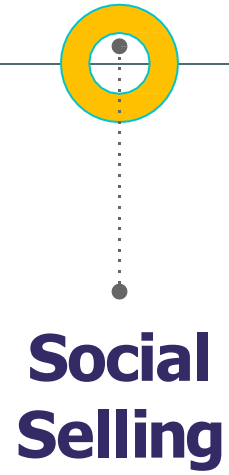
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# CRM Workflow



# Social CRM



# CRM - SCRM

