

ciras



ad|ej
solutions

Building Successful
Digital Marketing Strategies & Lead Generation

Email Marketing

Digital Marketing Bootcamp

October 6, 2022

Challenges

- You don't know where to begin with email marketing
- You are jaded in your thinking about email marketing from past “bad experiences” (including spam, phishing, etc.)
- You don't want to become that “bothersome company”
- You don't know what to write about in your email marketing
- You've tried email marketing and it's not working for you

You Are In The Right Place!

Background



Accounting

- BSBA in Accounting
- Cost Analyst for the United States Steel Corporation
- Transitioned into sales by selling accounting services

Sales

- 16 Years
- High Technology Manufacturing
- Services: CPA & High-End Courier
Same day city-to-city shipping for Law Firms

B2B Marketing Strategy + Tactics

- 18 Years Strategic Marketing Plan Development, Project Management and VCMO Responsibilities
- Managing Google PPC Search Advertising Accounts
- Automated Email Marketing Content and Structure
- Content Writing (web pages, whitepaper, blogs, etc.)
- Speaking and Training on a variety of Marketing Topics

Today's Agenda

1. What is Email Marketing?
2. Why Use Email Marketing?
3. What are the Rules?
4. Email Marketing Strategy & Fundamentals
5. Why Use an Email Service Provider (ESP)
6. Email Automation
7. Options for Growing Your List
8. Advanced Concepts
9. Structure of an Automated System

Email Statistics

- According to [Radicati's Email Statistics report](#), email will be used by 4.5 billion people by 2025. That's more than half of the world's population.
- According to the Direct Marketing Association (DMA), email makes money. For every \$1 you spend on [email marketing](#), you can expect [an average return of \\$42](#). While there are many benefits of using email marketing, this is the one that keeps you in business.
- According to [Forrester](#), people are twice as likely to sign up for your email list as they are to interact with you on Facebook.
- [Email has higher conversion rates](#) Search and Social Media combined. (*Smart Insights*)
- Personalized emails receive [transaction rates that are 6 times higher](#) than others, but 70% of brands fail to use them. (*MarketingLand*)
- In fact, B2B marketers see an average of 760% increase from revenue from customized, segmented email campaigns. (*Campaign Monitor*)

B2B Email Statistics

- Email is the third most influential source of information for B2B audiences, behind only colleague recommendations and industry-specific thought leaders. (*ImaginePub*)
- In fact, 79% of B2B Marketers credit email as the most effective distribution channel for demand generation efforts. (*Content Marketing Institute*)
- 86% of business professionals prefer to use email when communicating for business purposes. (*Hubspot*)
- CTRs are 47% higher for B2B email campaigns than B2C email campaigns. (*Emarketing Platform*)
- 59% of B2B marketers say email is their most effective channel in terms of revenue generation. (*Emma*)
- Tuesday is the best day of the week to send email (according to 14 email marketing studies). (*CoSchedule*)

Common Mistakes

- Not having a mechanism to collect “permission based” email addresses in your marketing
- Your emails focus in on “selling more stuff” versus providing “value” to your target market(s)
- Sending random emails with no consistency or brand
- Sending emails with no Call-to-Action
- Not segmenting your audiences and sending general emails to “everyone”
- Not focusing on your Value Proposition

Privacy – Coming Soon! (already here)

1. Web 1.0: all about making information (data) accessible to everyone
2. Web 2.0: era of closed-source, centralized data (GAFA)
These companies constructed walls around their technologies and monetized the heck out of them, either through paid services or advertising
3. Web 3.0: The future of owning your data: is an attempt to take back control of power and wealth from corporations and return it to users

Cookieless World

1. 3rd party data: data collected at the point of advertising
2. 1st party data: data that you collect on your website for example
3. ZERO Party Data: data that a customer intentionally and proactively shares with you

We are moving from a “spying” paradigm to an “asking” paradigm. We are moving away from Browser-side tracking to Server-side tracking.

Edelman Trust Barometer

Distrust is now the default

... 2022: “The Cycle of Distrust”

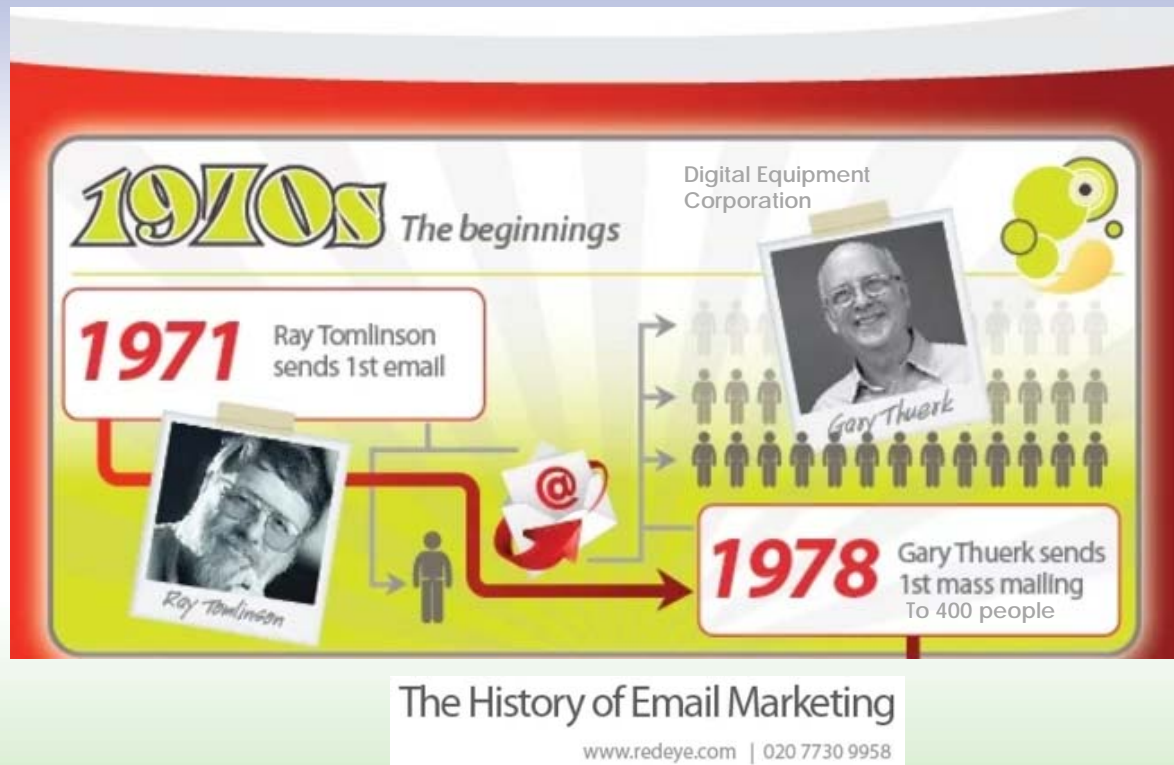
- e.g., GDPR, CASL, CPRA and Can-Spam Act
- Every business needs to become a data business!
- Competition in the traffic space is going to skyrocket!

If you are not effectively communicating with your target market, i.e., getting them to pay attention to you, you are going to lose out!

Fun Facts

Fun Facts: ARPANET

(Advanced Research Projects Agency Network)



Fun Facts

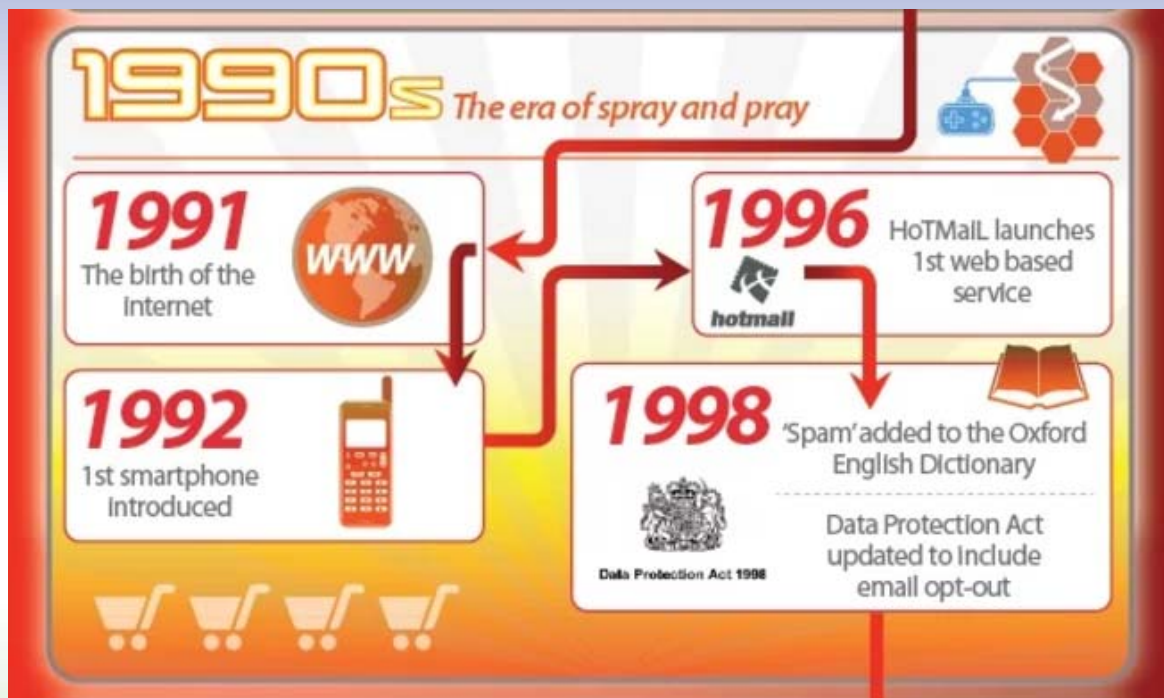
Digital Equipment Corporation Orders totaled (claim):

\$13,000,000

The opening of the “Wild Wild West” in email marketing!

Allowing marketers in a fast and inexpensive way to monitor and respond to consumer behavior like never before.

Fun Facts



The History of Email Marketing

www.redeye.com | 020 7730 9958

What is Email Marketing and Why Use It?

What is Email Marketing?

Email marketing is...

...the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing.

Wikipedia

Email Address = Passport to the Digital Universe



Marketing Insight



3-10%



80%

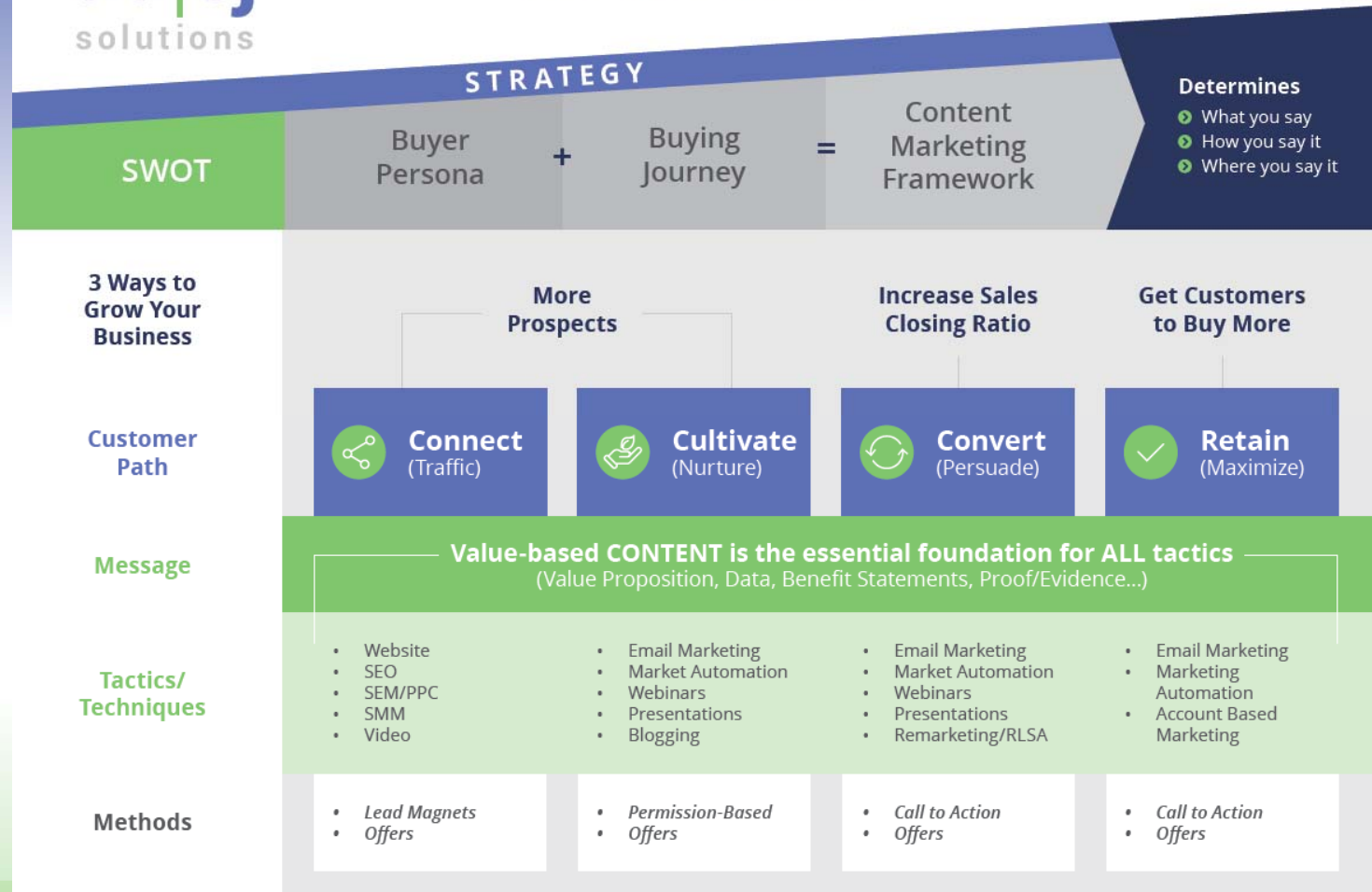


10%

“Implement systems to keep the long-term buyers engaged”

(10-80-10 Marketing Principle)

THE BIG PICTURE



What Are the Rules?

Can Spam, CASL, GDPR, CPRA



The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in 20 years - we're here to make sure you're prepared. 2018



2018

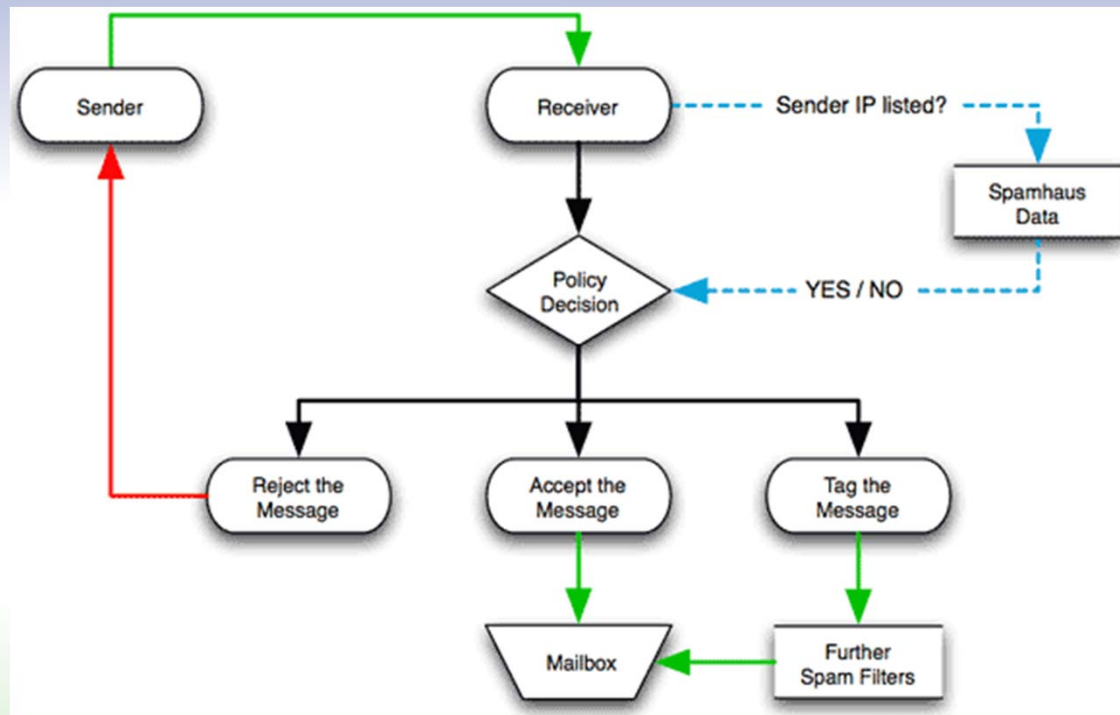
Blacklisting

If you violate the rules/guidelines, then there is the potential to get “blacklisted.”

Blacklist: “A generally publicly available real-time database that receiving servers can query in order to obtain information on the reputation of an IP address OR domain used to send email.”

Receiving servers then use blacklist information to help determine if an email should be accepted or rejected.

Spamhaus.org Graphic



Whitelisting

Avoid being blacklisted by asking your recipients to whitelist your emails.

Whitelist: Works the opposite way a blacklist does, by adding the sender's email address to the person's contact or address book, your recipients will mark your emails as trusted and important instead of junk.

"Permission based email marketing is the best way to go."

Smart Marketers Do This

- Permission-based only
- Meaningful communication is the start
- Timing is everything
- The relationship must provide real value
- Pay attention to customers' behaviors

Email Marketing Requires a Strategy

Strategy



© Adobe. All rights reserved. Adobe and Marketo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

Marketing Insight

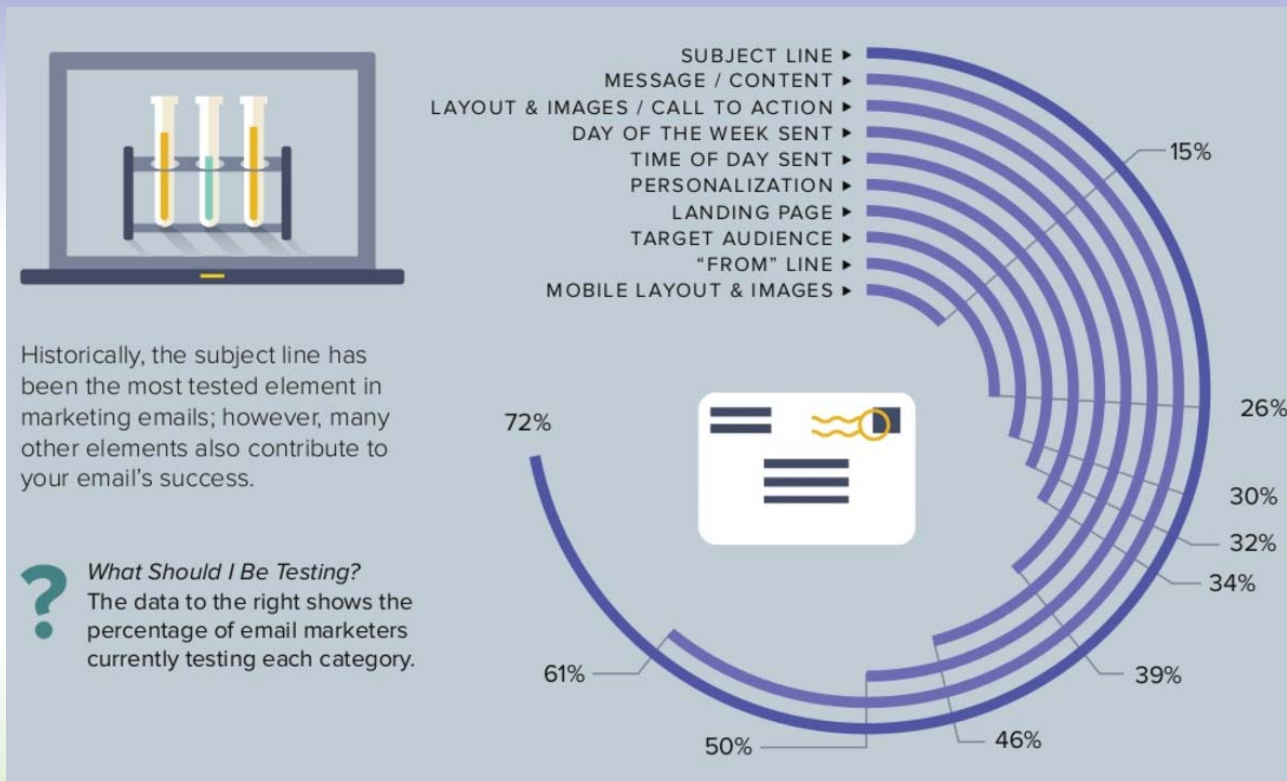


“True Marketing is and always has been a testing process”

“There are no marketing experts, only marketing-testing-experts”



Strategy: Testing



©Adobe. All rights reserved. Adobe and Marketo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

Strategy: Scheduling & Mobile

- Sixty-four percent of (64%) of decision makers read email messages via mobile devices. (*Salesforce*)
- Schedule your emails early or later in the day so your recipients will be more likely to open them during work hours. Once you choose a time to end stick with it for consistency. Make changes based on behavior.
- 75% of Smartphone owners say they are highly likely to delete emails they can't read on their phones. Don't let yours end up in the trash. Make sure your emails are mobile-friendly!

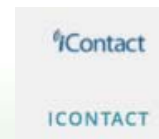
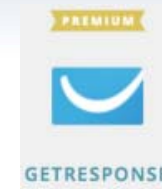
Strategy: Summary

YOUR EMAIL CAMPAIGN'S OVERALL SUCCESS IS DETERMINED BY THE PERCEIVED VALUE YOU DELIVER IN EACH EMAIL. THAT'S WHY UNDERSTANDING THE IMPORTANCE OF EACH ASPECT OF ITS CREATION—FROM SUBJECT LINE TO SEND TIME—IS KEY TO MAXIMIZING YOUR EFFECTIVENESS.



Why Use an Email Service Provider (ESP)

Popular ESP Providers



Generally, "free trials" are available, but usually limited in some way

Top 10 Reasons to Use an ESP

1. Built-in Compliance (Can Spam, CASL, GDPR, CPRA)
2. Use email addresses of reputation
3. Statistics (Analytics)
4. Pre-designed and customized template selection
5. Built in testing mechanisms
6. Personalization
7. Segmentation
8. Campaign Automation
9. Broadcast Capabilities

#10: Email Automation Benefits

- 10-80-10 Marketing Principle (makes lead nurturing easy)
- Time saver/efficiency (create everything in advance)
- Consistent brand presence
- Simple for those not technically inclined
- Identifying better quality leads (you are empowering your prospects to take action when they are ready)
- Behavioral reports



Email Automation vs. Marketing Automation

FEATURE COMPARISON		
	Email Service Provider	Marketing Automation
Sends Mass Emails	YES	YES
Tracks Open Rates and Clicks	YES	YES
Easy to Build Landing Pages	—	YES
Easy to Build Web Forms	—	YES
Easy to Create Multi-Step Campaigns	—	YES
Integrates with all Direct Mail, Social Media, and More	—	YES
Data Deduplication and Normalization	—	YES
Scores leads	—	YES
Recycles and Nurtures Leads	—	YES
Ensures only Qualified Leads go to Sales	—	YES
Measures the impact on Marketing initiatives on Revenue	—	YES
Monitors Website Actions	—	YES
Provides the IP Addresses and Company Names Associated with Anonymous Website Traffic	—	YES
Integrates with Data Directories to Fill in Missing Contact Info	—	YES

Grow Your Email List

Options for Growing Your Email List

3 Common Methods to acquire:

-  Buy
-  Rent
- Own an Opt-in List (Opt-in = Permission Based)
 - Build New
 - Grow Existing

HubSpot: “*25 Simple Ways to Grow Your Email List*”: <https://goo.gl/DHeAjo>

Why Buying Email Lists Is ALWAYS a Bad Idea

- Recipients don't know you
- Recipients won't trust you
- You put your deliverability and reputation at risk
- You can't trust purchased lists
- Reputable ESPs don't let you send emails to lists you've bought
- Good email address lists are NOT for sale



Idea: Joint Ventures

Dust Off Your Email Database

Marketing Sherpa's research shows that B2B data decays at a rate of 2.1% per month. This is an annualized rate of 22.5%.

- Contact email addresses change as the move from one company to another
- People retire (voluntarily or non-voluntarily)
- Abandonment of old Yahoo or AOL addresses they don't use
- Unqualified leads opt out of your email communications

Inventory Your Email Database

Inventory Your Database

Arrange your database into 3 groups.



Most Engaged	Mailed In the Last Year	Never Mailed/Old
<p>Risk: Low</p> <p>Green light to keep sending emails to these prospects.</p> <ul style="list-style-type: none">PRO TIP: Segment out for accurate focus	<p>Risk: Medium</p> <p>Be cautious when sending emails to these prospects.</p> <ul style="list-style-type: none">PRO TIP: Consider a reconfirmation campaign if they aren't totally engaged	<p>Risk: High</p> <p>Potentially risking reputation if not cleaned beforehand</p> <ul style="list-style-type: none">PRO TIP: Segment out immediately!
		

Do's and Don'ts of Email Marketing

DO

-  Show the Brand Voice
-  Use of Dedicated Email Id
-  Segment the E-mail Database
-  Attractive E-mail Subject
-  Focus on Single Topic
-  Personalised Emails
-  Give Subscribers Freedom to Choose
-  Give the E-mail Distinctive Look

DONT

-  Do Not Spam
-  Don't Send Erroneous E-mail
-  Avoid Lengthy Forms
-  Don't Include Too Much Graphics
-  Never Send E-mail with out an Unsubscribe Link
-  Don't Forget to Keep Track

www.enterprisemonkey.com.au

How & Why To Segment Your Email Lists

By industry, product line, service line, prospect type, etc.

- Ensures that you're delivering the right message to the right reader.
- Provides a more personalized approach to connecting with your readers based on where they are in your funnel, which will naturally increase your open rates, click-through-rates, and conversions.
 - MarketingSherpa found that segmenting your emails can increase the amount of revenue generated by 50%.
- Sending irrelevant content was the #3 reason why recipients marked a message as spam. When you don't segment your list, you risk your emails being marked as spam.

4 Types of Marketing Emails

- Newsletters
- Lead Nurturing
- Informational | Educational
- Transactional

Advanced Concepts

Writing Persuasive Emails

- Email Content Pyramid
- Creating Valuable Email Content
- Writing Techniques
 - ✓ E.g., using different words or sentence structure
- Subject Lines
 - ✓ *“Top 5 SEO Strategies for B2B Businesses in 2022”*
 - ✓ *“Get Top Organic Rankings with These 5 SEO Strategies in 2022”*
- Calls to Action
 - ✓ Eliminate “unsupervised thinking” with 1 Call-to-Action
- Email Content Planning
 - ✓ Building an Automated Series

Email Content Pyramid



Design

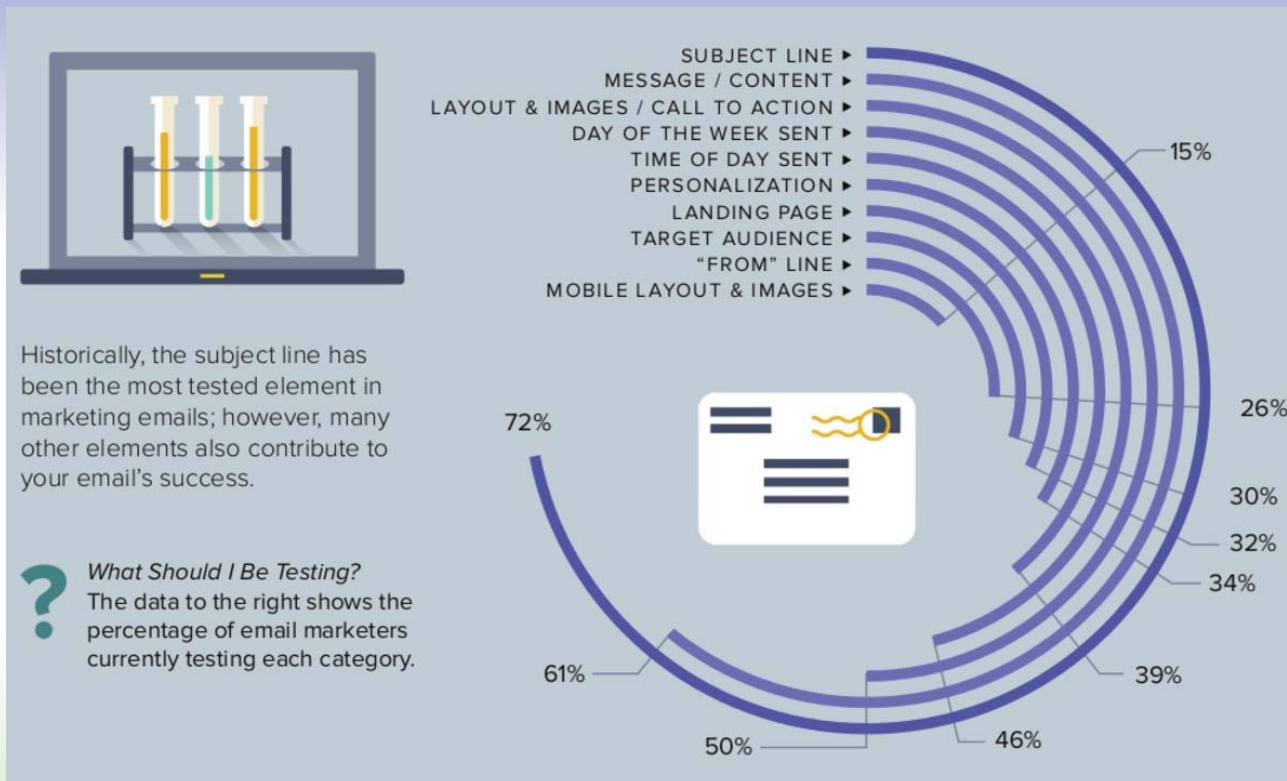
- Design Principles
 - ✓ Visual appearance, colors, font type
- Effective Use of Typography
 - ✓ Alignment, font sizes, white space
- Choosing the Right Images
 - ✓ Photos, icons, illustrations, animations
- Dynamic & Interactive Emails

Test to Improve Results

...remember Marketing is a testing process

- Data Interpretation
- Understanding Your Audience
- Observing Behavior
- A/B Split Testing
- Segmentation
- Personalization

Strategy: Testing



©Adobe. All rights reserved. Adobe and Marketo are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

Other Advanced Topics

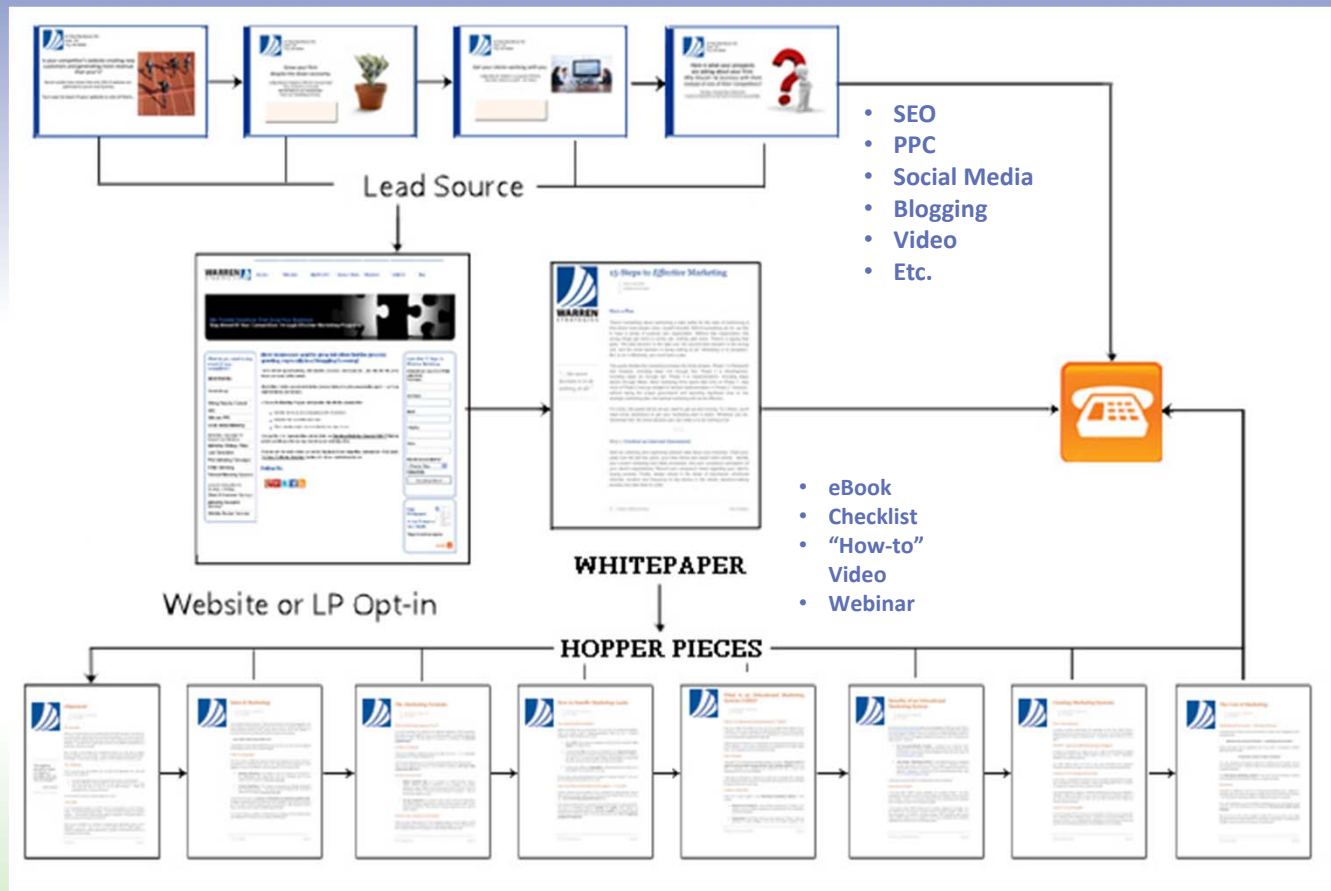
- Building an Automated Series
- The Marketing Funnel
- Purchase Decision Psychology
- Copywriting Techniques (Storytelling, speaking to the reader, using facts & stats, organized content, avoiding long paragraphs and more...)
- Email Automation & Conversion
- Broadcast Emails & Conversion

Measuring Success with Email Metrics

- Click-through Rates
- Conversion Rates
- Open Rates
- Bounce Rates (non-deliverables)
- List Growth Rate
- Sharing/Forwarding Rate
- ROI / ROO

Building an Automated Series

Closed Loop System: Process Flow



7 Steps in the Auto-Responder Process

1. Start with a “Thank You” email...
2. Introductory Message to Gain Trust | Identify Problems
3. Talk about “Change”
4. Explore Solutions | Educational
5. Commitment to a Solution: Reinforce your Value Proposition
6. Justifying a Decision (Reason/Emotion)
7. Making a Decision: What else do you need to know?

Let's Review: Today We Covered

1. What is Email Marketing?
2. Why Use Email Marketing?
3. What are the Rules?
4. Email Marketing Strategy & Fundamentals
5. Why Use an Email Service Provider (ESP)
6. Email Automation
7. Options for Growing Your List
8. Advanced Concepts
9. Structure of an Automated System

CIRAS Solutions

Offers solutions regardless of where you are in your marketing journey or what your challenges are:

1. Assessments (Evaluate Your Current Marketing Performance in any number of key areas)
2. Education (Bootcamps – online or live)
3. Coaching (Experts Supporting You on “How To”)
4. Done With You (DWY) or Done For You (DFY) Projects
5. VCMO Options

Action Items

Call or Email Paul Gormley today!!!

(319) 721-5357

gormley@iastate.edu

Why take action now?

We can only work with so many people at the same time. The sooner you get in, the more quickly we can get you in the pipeline and work with you for whatever you need to achieve your digital marketing goals.



Vince Kostelnik

vince@adejsolutions.com

<https://adejsolutions.com/>

Office: (412) 754-1267

Cell: (412) 600-3412



Building Successful
Digital Marketing Strategies & Lead Generation

Connect with me on LinkedIn:

<https://www.linkedin.com/in/vincekostelnik/>

Thank You!

