# How to Make Email Marketing Work for Your Business

The Best & Most Impactful Practices for Email Marketing

# A Few House Keeping Items:

- All lines are muted
- Submit your questions via dashboard
- Q&A session at the end
- Webinar is being recorded and will be shared
- A copy of the slides will be shared
- If you experience a drop in audio, try calling in or switching to the phone audio option and back to your computer again
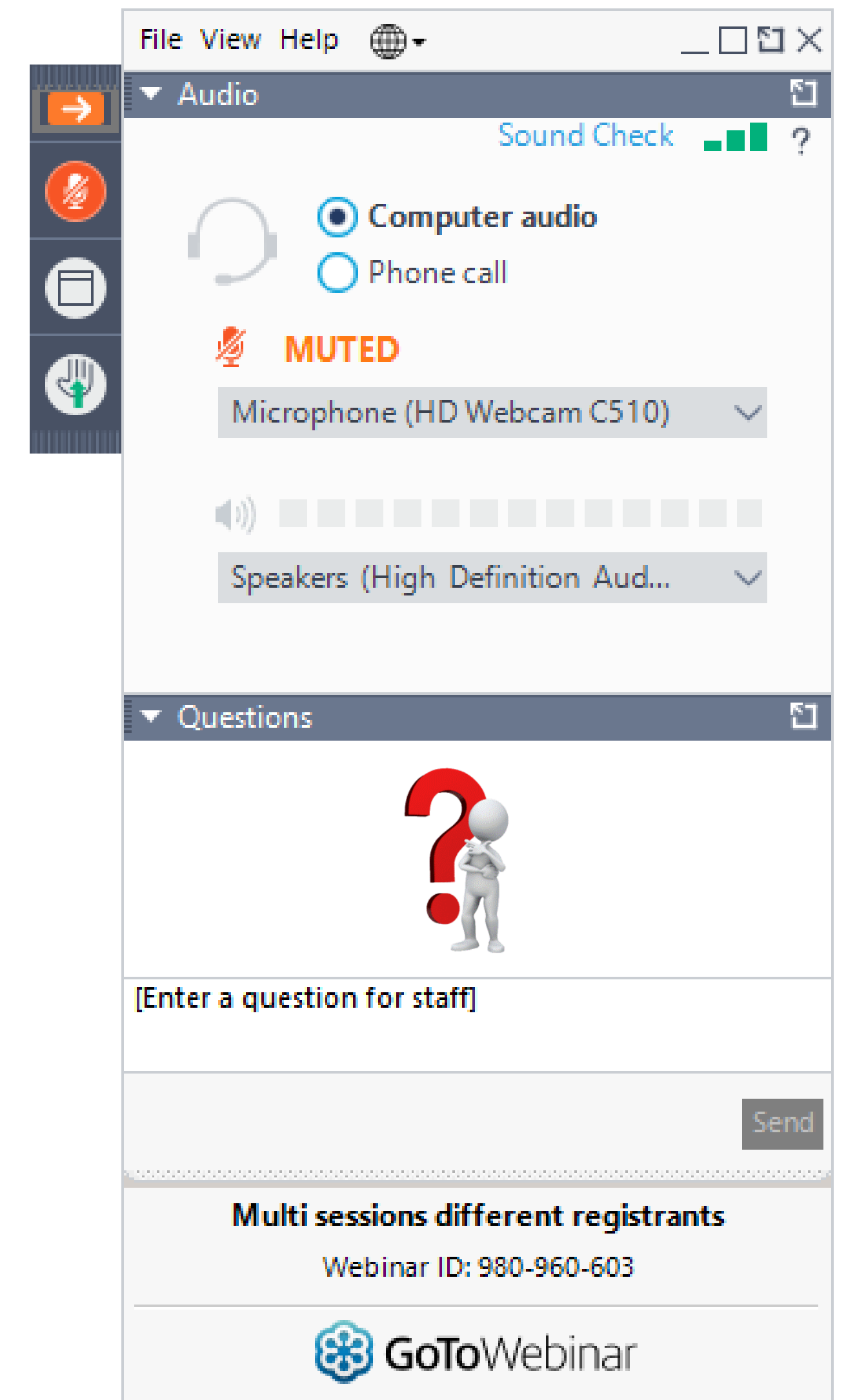
# WSI AT A GLANCE

—

For over 25 years, WSI has been providing digital marketing services and comprehensive marketing strategies to businesses of all sizes and across various industries. We are the largest network of digital marketing agencies around the world.

We are a full-service digital marketing agency that helps elevate your online brand, generate more leads and sales, and improve your overall marketing ROI.

# TODAY'S PRESENTER



## CYNTHIA MORDECAI

*WSI Digital Marketing Specialist*

Cynthia has 10+ years of experience in marketing, sales, and client relations. She was recently awarded as an International Top Contributor for her contributions to the WSI network, industry, and colleagues. She has extensive knowledge of digital marketing and business strategy, including search engine optimization, Google Ads, video marketing, email marketing, social media advertising, and more. She is passionate about helping businesses leverage the power of the Internet, business and personal growth, and measuring and managing tangible performance metrics for digital marketing campaigns.

# On the Agenda

1. Build a Clean List

2. Send the Right Content
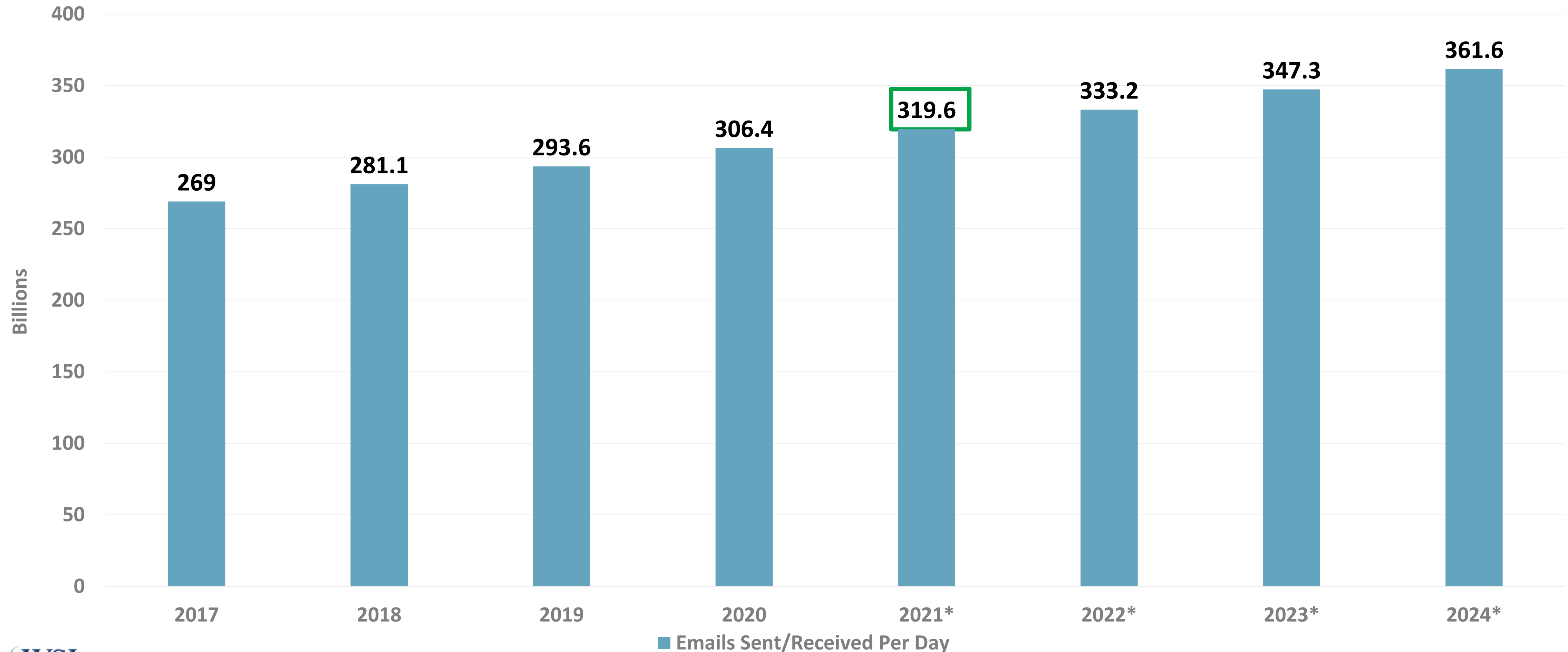
3. Improve Deliverability & Open Rates

4. Test Everything

5. Automate Drip Campaigns

6. Track & Measure

# "Is Email Marketing Dead?"

# No, email marketing is definitely not dead.
# It's increasing YoY, becoming more relevant, and personal.



Bar chart — Emails Sent/Received Per Day (Billions):

| Year | Billions |
|------|----------|
| 2017 | 269 |
| 2018 | 281.1 |
| 2019 | 293.6 |
| 2020 | 306.4 |
| 2021* | 319.6 |
| 2022* | 333.2 |
| 2023* | 347.3 |
| 2024* | 361.6 |

■ Emails Sent/Received Per Day

https://www.statista.com/statistics/456500/daily-number-of-e-mails-worldwide/

# "So many emails, but does it work?" YES.

By 2021, it is expected that more than **319 billion** emails will be sent each day

You can expect a high ROI – for each $1 spent the average return is $38 **(1:38)**

**61%** of consumers would rather be contacted by brands through email

Email is **40x** more efficient than Facebook & Twitter in acquiring new customers

Source: WSIworld.com

# "How do I stand out?"

# Let's Take a Quick Poll:

Which of the following best describes your current email marketing strategy?

– **Advanced:** detailed strategy, drip campaigns, A/B testing
– **Developed:** outlined strategy, tracking email metrics
– **Average:** adhoc strategy, may/may not be using an email tool
– **Getting Started:** no strategy, still building my email list
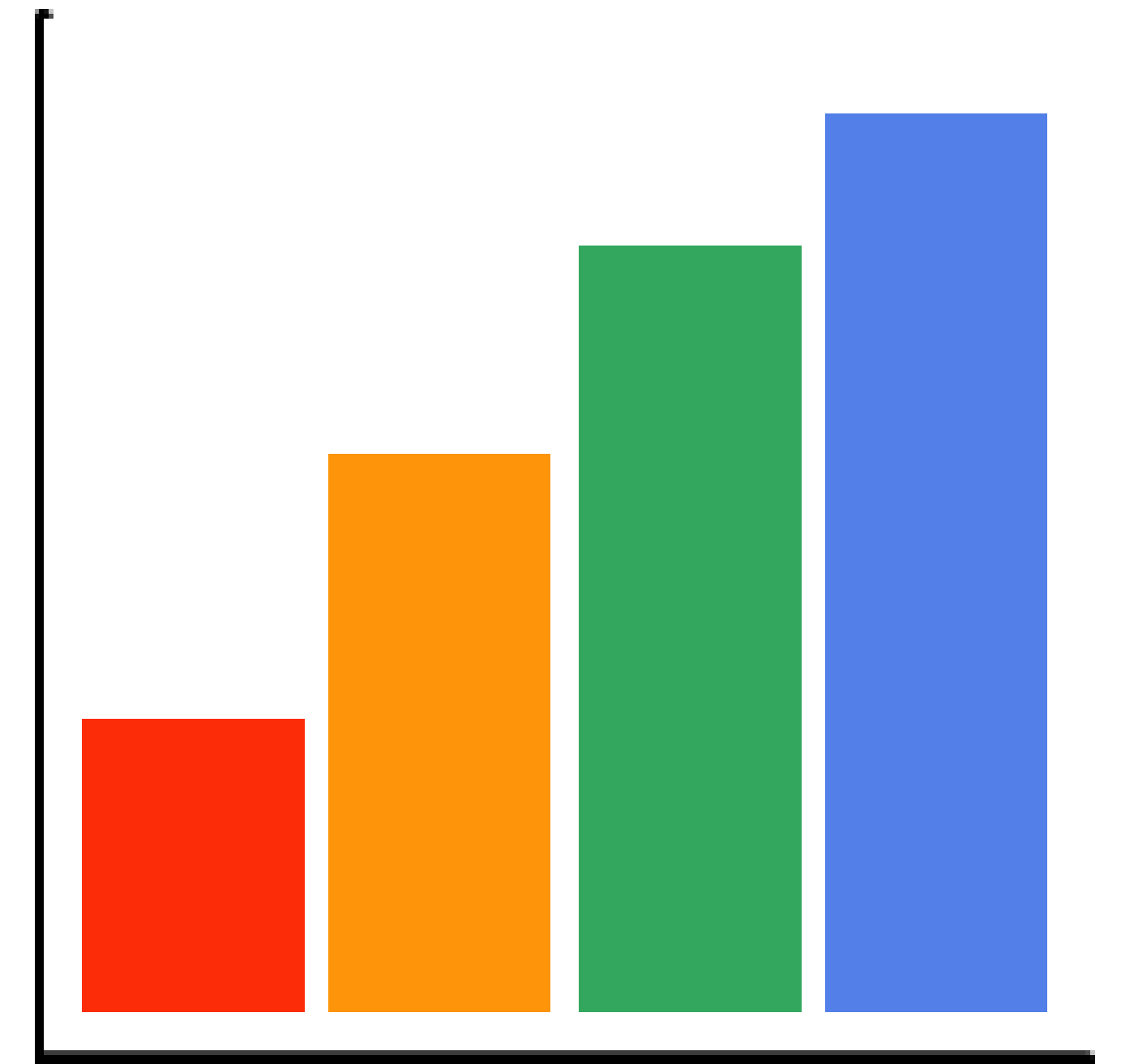
# 1. Build a Clean List

# Why You Don't Want to Buy Lists

You're emailing people who don't know you, haven't opted in, and most emails are outdated.

**Tip:**
Email technology tracks all of this

Increases bounce rates

Increases unsubscribe rates

Increases spam rates

Decreases open rates

Decreases click-through rates

# How to Build Your Email List Organically

Have a sign-up checkbox on **all** forms on your site

**First Name**

**Last Name**

**Email Address***

**Phone Number**

+1

**Company Name***

**Website**

**Interested in the Following Services**

☐ Search Engine Optimization
☐ Social Media Management
☐ Paid Search
☐ Website Design
☐ Mobile Design
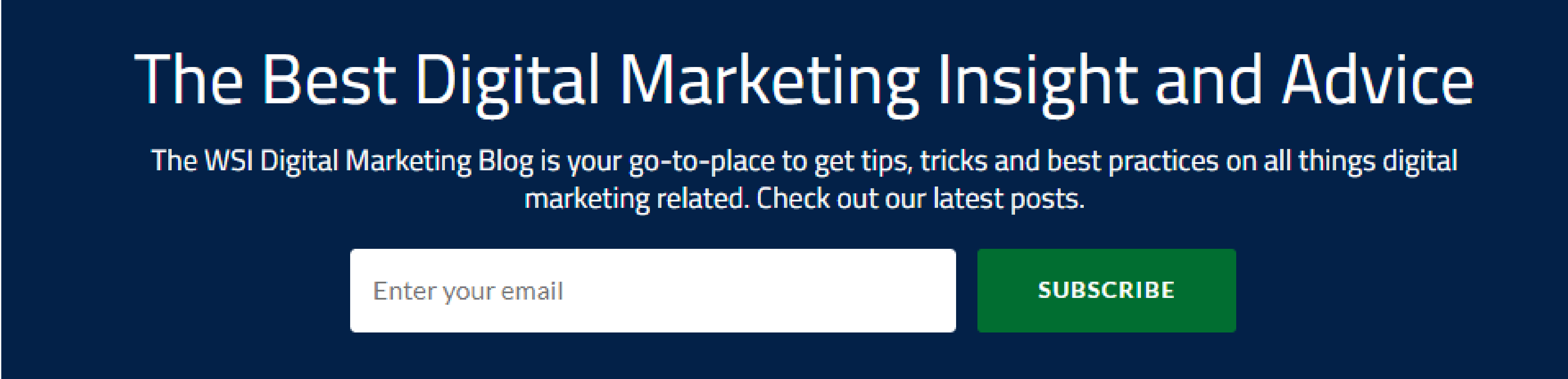☐ Other

**Leave a Note**

**How did you hear about us?**

Please choose

☐ Yes, I'd like to start receiving valuable information on all things digital marketing.

**SEND MESSAGE**
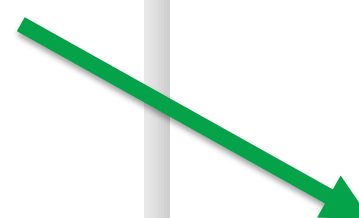
# How to Build Your Email List Organically

Have sign-up CTAs throughout your website & blogs



## The Best Digital Marketing Insight and Advice

The WSI Digital Marketing Blog is your go-to-place to get tips, tricks and best practices on all things digital marketing related. Check out our latest posts.

Enter your email

**SUBSCRIBE**

**Tip:**
Let people opt-in,
even double opt-in

# How to Build Your Email List Organically

Post your subscribe page via social media

**Tip:**
Look at your social media strategy and pepper these in



**WSI Smart Marketing**
Published by SocialPost · 4 mins · 🌐

Grab some coffee - we have some valuable content coming your way!
☕ 📰

Our WSI Digital Marketing Blog is your go-to-place to get tips, tricks, and the best practices on all things digital marketing-related.

Don't miss out on the latest news about Google and extremely useful information you should know about your website, marketing ROI, bottom-line business growth, video marketing, lead generation, social media, content writing, and so much more.
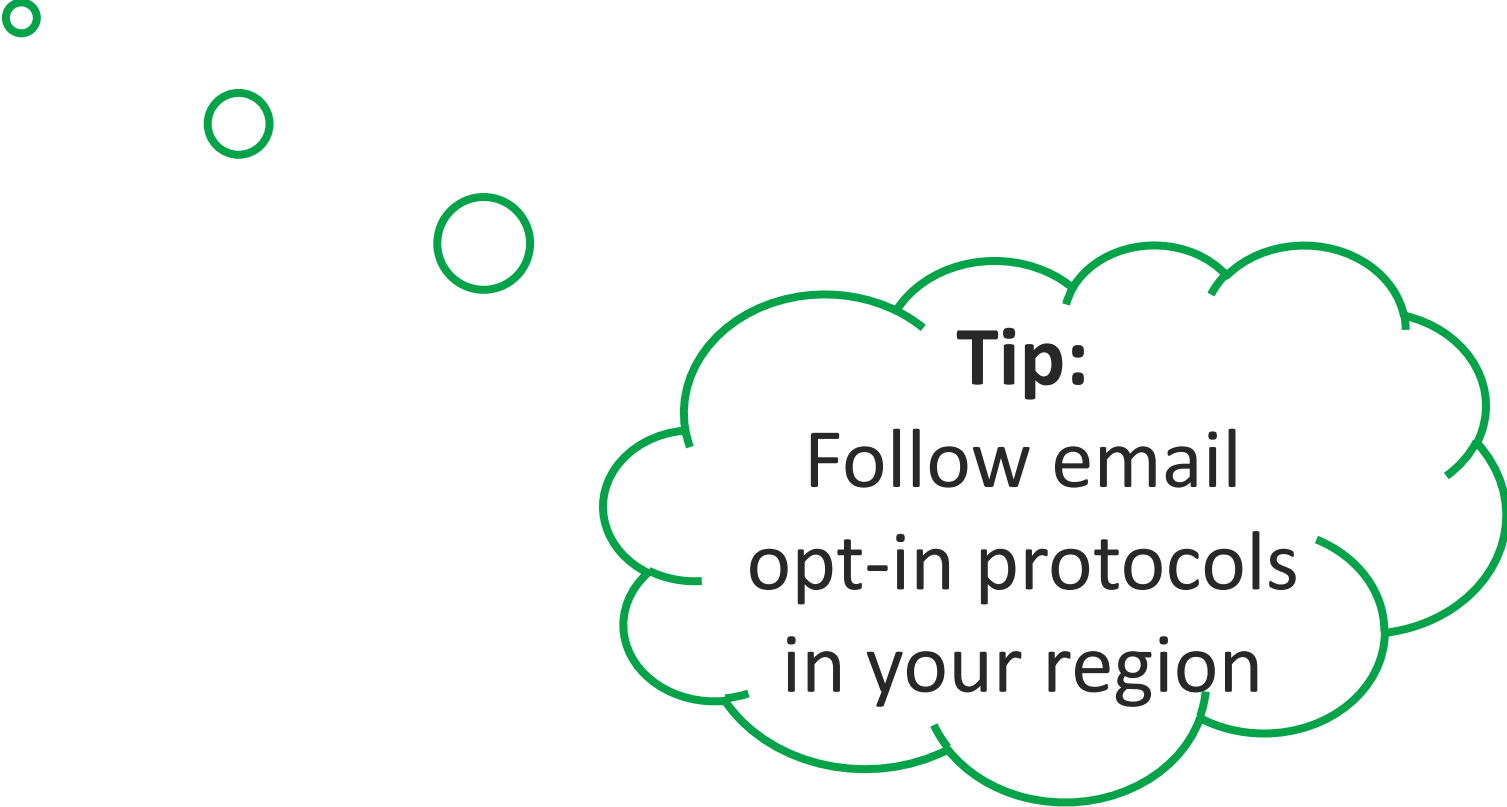
Subscribe to our newsletter to stay up-to-date:
http://wsismartmarketing.com/blog/

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WE HAVE THE LATEST DIGITAL MARKETING INSIGHT & ADVICE

# How to Build Your Email List Organically

## Ask & add to your CRM

**Tip:**
Follow email opt-in protocols in your region

# 2. Send the Right Content

# Types of Content You Can Send

Welcome/thank you for signing up

Blog newsletters

Company/brand announcements

Surveys or request for feedback, online reviews

Abandoned cart reminder, order confirmation, shipping confirmation (for e-commerce)

**Tip:**
Test various content types

# How to Know if it's the Right Content

1. • Review analytics for good open rates, CTRs, and engagement

2. • Identify your buyer personas and segment lists (if needed)

3. • Optimize and re-strategize as needed

# 3. Improve Deliverability & Open Rates

# When is the Best Day and Time to Send Emails?

Depends on your target audience and how you are measuring and defining success

# In General, These are Great Starting Points

**10 AM**

## The Best Day To Send Email Is...

| S | M | T | W | T | F | S |

### Tuesday
### #1

### Thursday
### #2

### Wednesday
### #3

*The best day to email is by far on Tuesday.*

*If you send two emails a week, choose Thursday for your second day.*

*While Wednesday wasn't the most popular, it was mentioned several times.*

**Tip:** Start here, test, & optimize

Source: CoSchedule

# How Often Should You Send Emails?

Based on user's action and content type (opt-ins, order/shipping confirmations, etc.)

Create an email calendar and schedule to align with other promotional content (blogs, social media, events, product launches, etc.) with email software
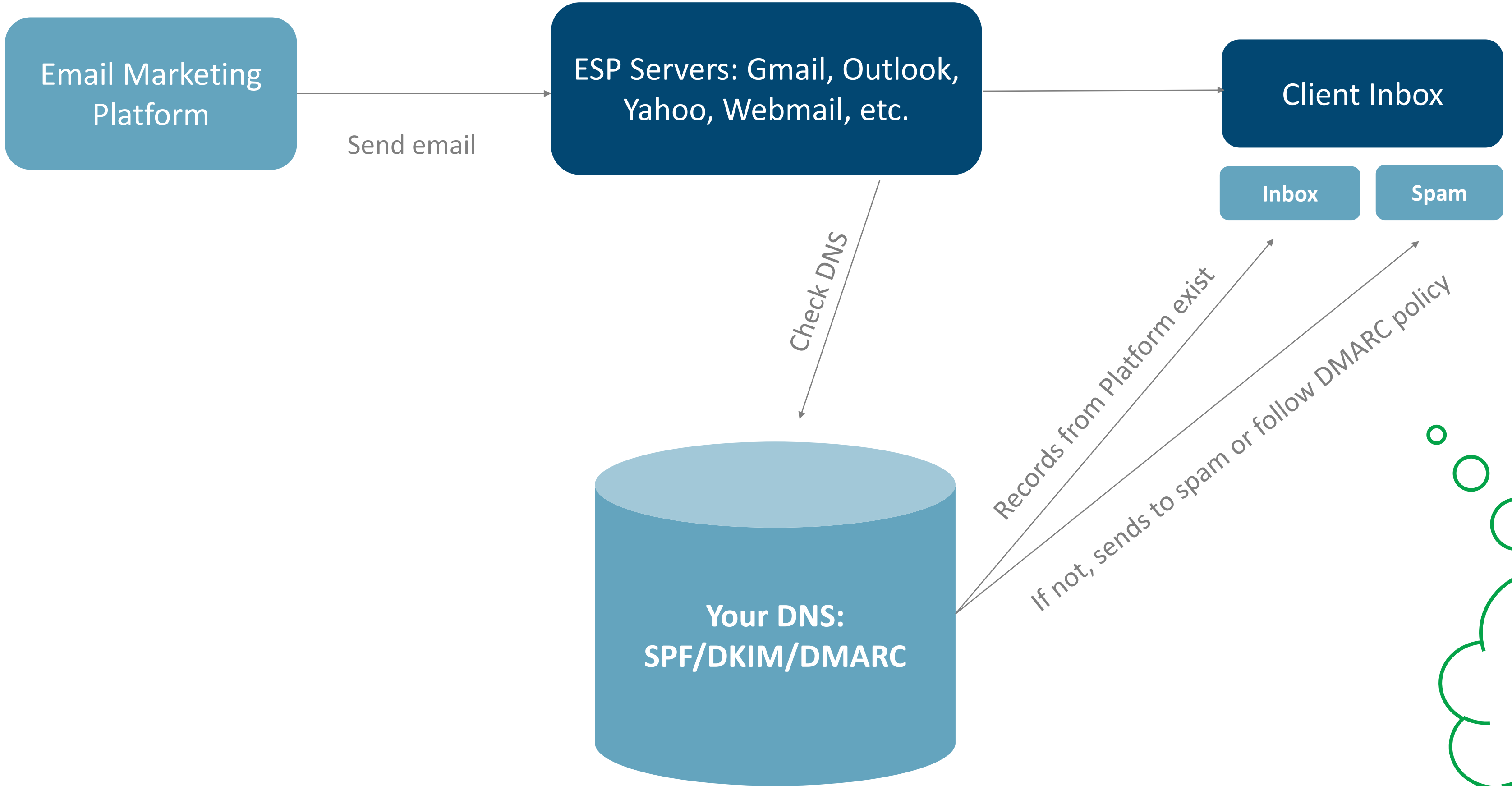
**Tip:**
Be in your user's inbox *at least* once a month

# Why Sending Emails through ESP Doesn't Work
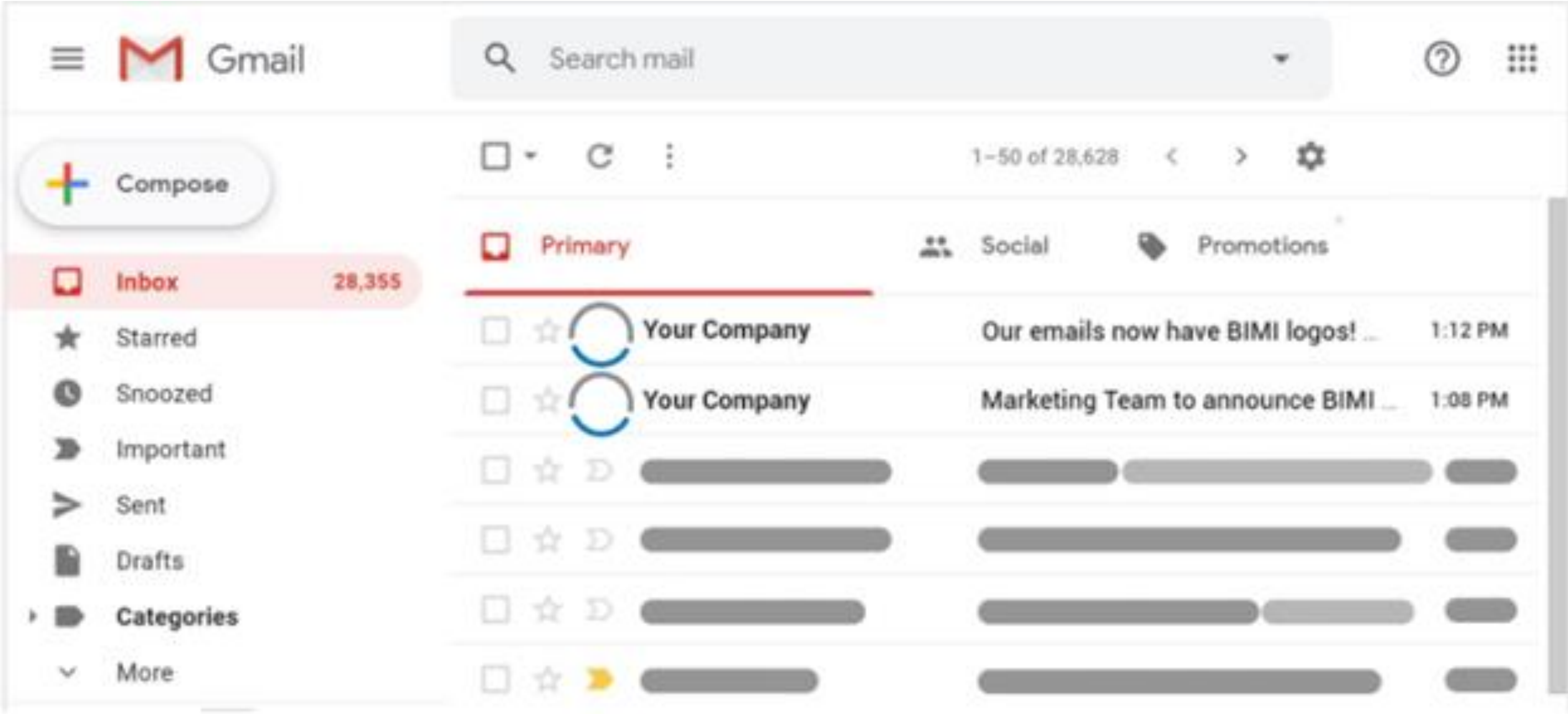


Tip:
Likely fall in spam, no reporting, no A/B testing

# How to Not Get Caught in Spam



Email Marketing Platform

Send email

ESP Servers: Gmail, Outlook, Yahoo, Webmail, etc.

Client Inbox

Inbox    Spam

Check DNS

Records from Platform exist

If not, sends to spam or follow DMARC policy

Your DNS: SPF/DKIM/DMARC

**Tip:**
Ask your website manager if your domain is verified

Source: VBOUT

# Critical to Use Email Marketing Software

Source: VBOUT

# 4. Test Everything

# Variables You Can Test

Source: VBOUT

# Best Practices for Subject Lines

| | |
|---|---|
| Keep it short & sweet | Personalize it |
| Add an emoji or two | Match it to email content |
| Don't use all CAPS or overuse "!" | Consistency |

# What to Look for When A/B Testing

What determines winning version?

| Open Rate ⌄ |

-- Select --
Open Rate
Click Rate
Fully Read
Conversion

If all results are tie, run the following version

| Campaign A ⌄ |

Campaign A
Campaign B

Fallback in case A/B matches

| Click Rate ⌄ |

Open Rate
Click Rate
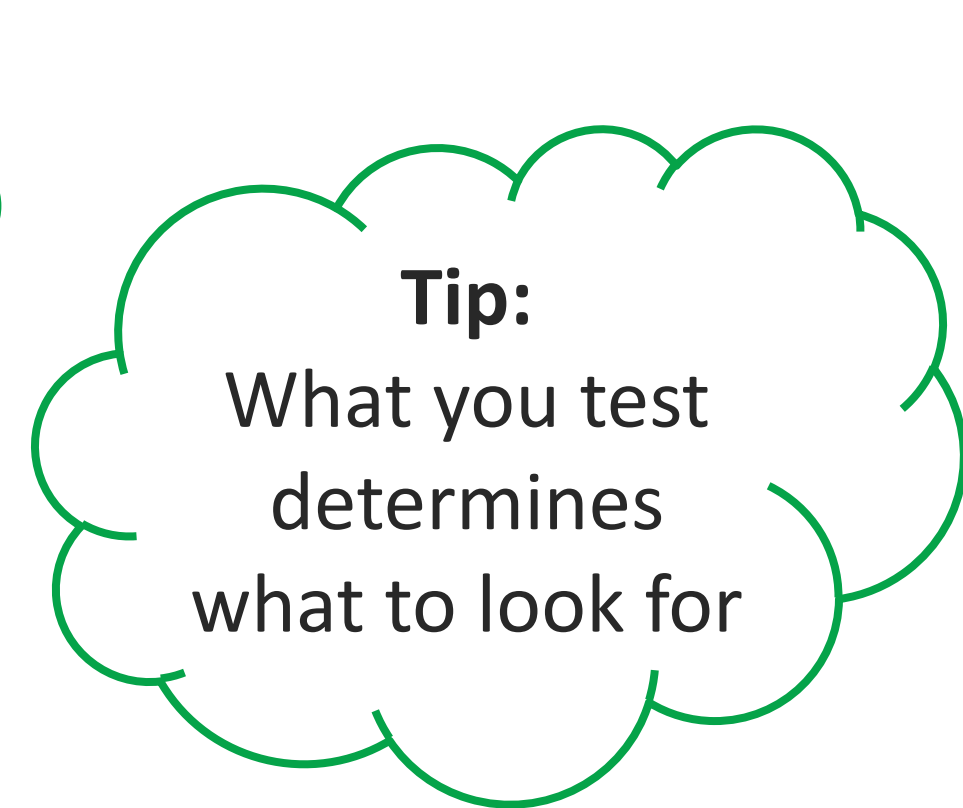Fully Read
Conversion

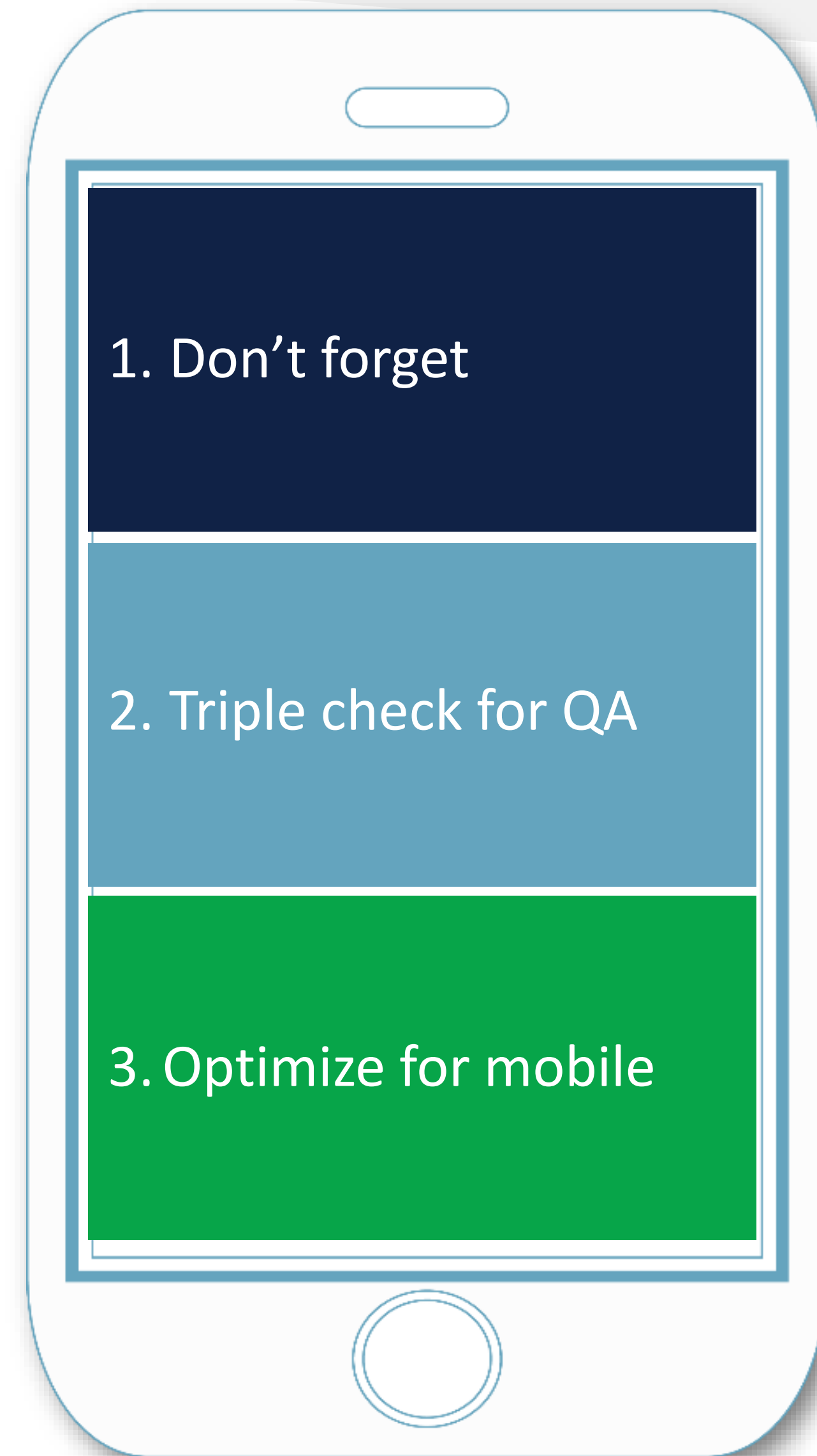What happens to the remaining result?

Send remainder after  [ 5 ] [ Hours ]  of winning

- Subject Lines: Open Rate
- Content/Design: CTR, Fully Read, or Conversions
- From Email/Name: Open Rate

**Tip:** What you test determines what to look for

Source: VBOUT

# **Always** Send a Test Email to Yourself

1. Don't forget

2. Triple check for QA

3. Optimize for mobile

# 5. Automate Drip Campaigns

# What is a Drip Campaign?

*A form of automated sales outreach and consists of a series of emails being automatically sent to a specific audience or list after they've taken a specific action.*

Source: HubSpot

# Benefits of a Drip Campaign

Saves you time by streamlining processes

Nurtures relationships and keeps brand top-of-mind

Provides value and increases sales when done right

# How to Create a Drip Campaign

1. • Identify the goal

2. • Determine how someone ends up in this campaign

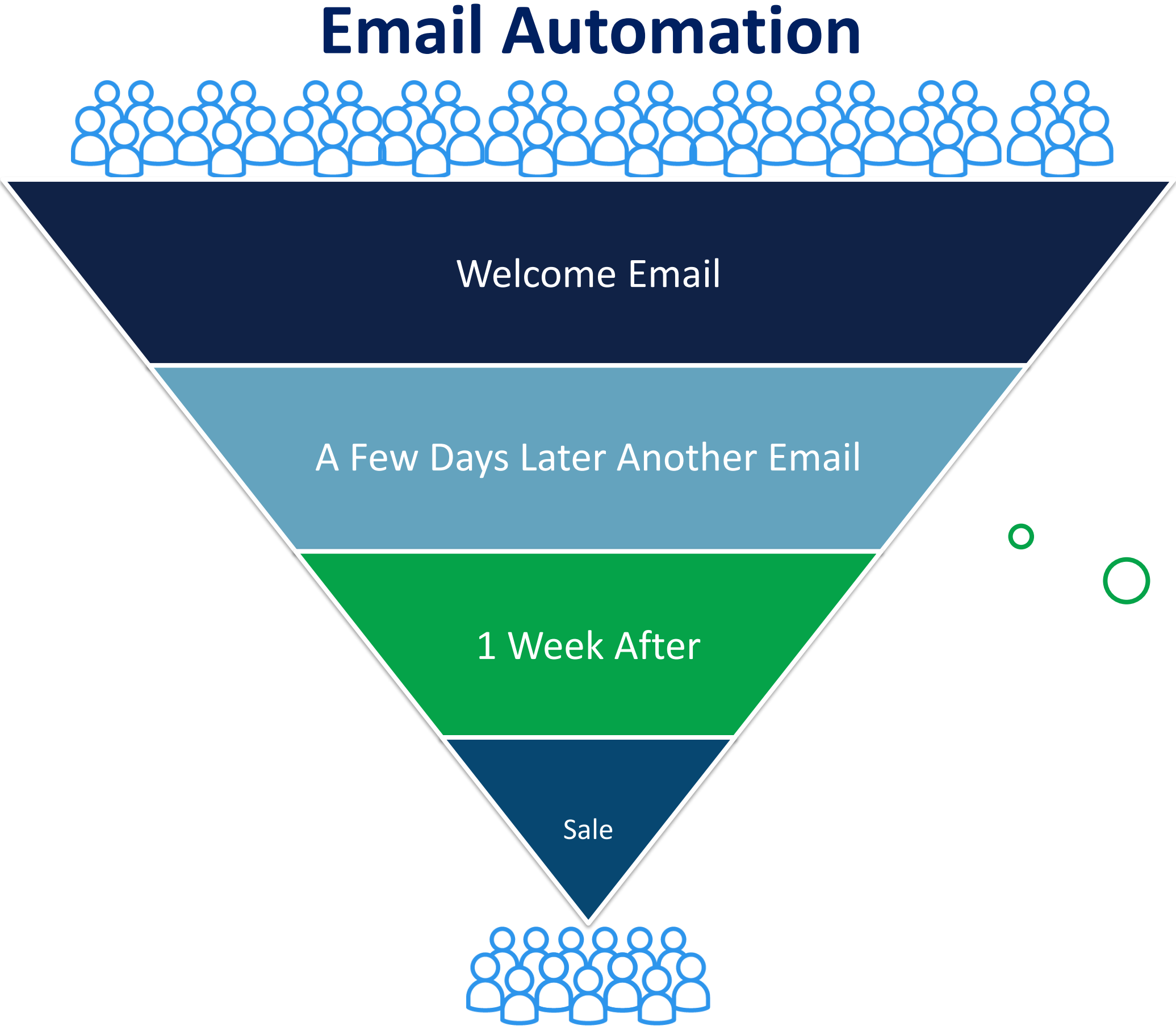3. • Decide how many touches your drip campaign will have

4. • Create the content (and personalize it)

5. • Know when to take someone out of the drip

Source: HubSpot

# Follow Your Buyer Persona through Each Stage

**Email Automation**



Welcome Email

A Few Days Later Another Email

1 Week After

Sale

**Tip:**
Test on yourself & verify all emails fire properly

# 6. Track & Measure

# You Can't Improve What You Don't Measure

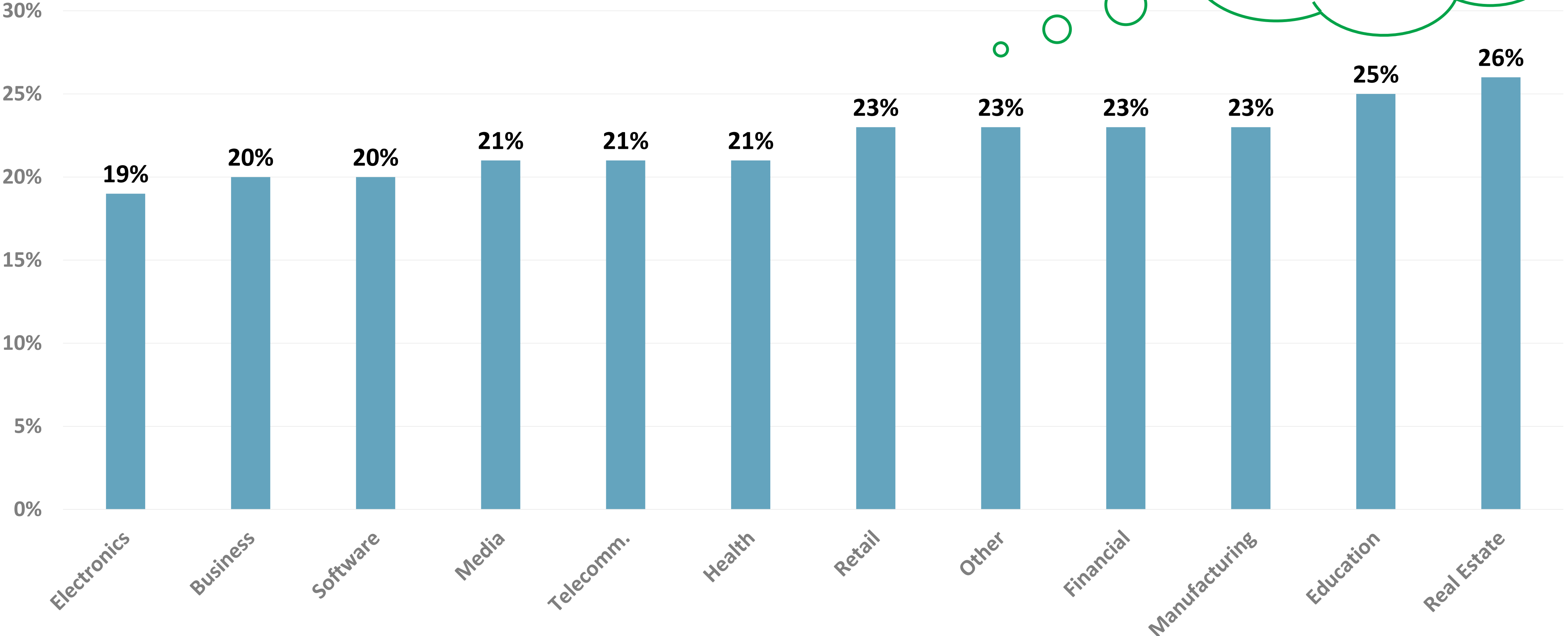**1.** • Set, measure, and manage goals

**2.** • Optimize as needed

**3.** • Re-test and review

# What is a Good Click-through Rate?



CTR by Industry chart:

| Industry | CTR |
|---|---|
| Financial | 6.82% |
| Telecomm. | 7.11% |
| Real Estate | 7.17% |
| Software | 7.18% |
| Electronics | 7.22% |
| Education | 7.49% |
| Media | 7.71% |
| Business | 8.01% |
| Other | 8.35% |
| Retail | 8.53% |
| Health | 8.94% |
| Manufacturing | 9.31% |

■ CTR by Industry

Source: HubSpot
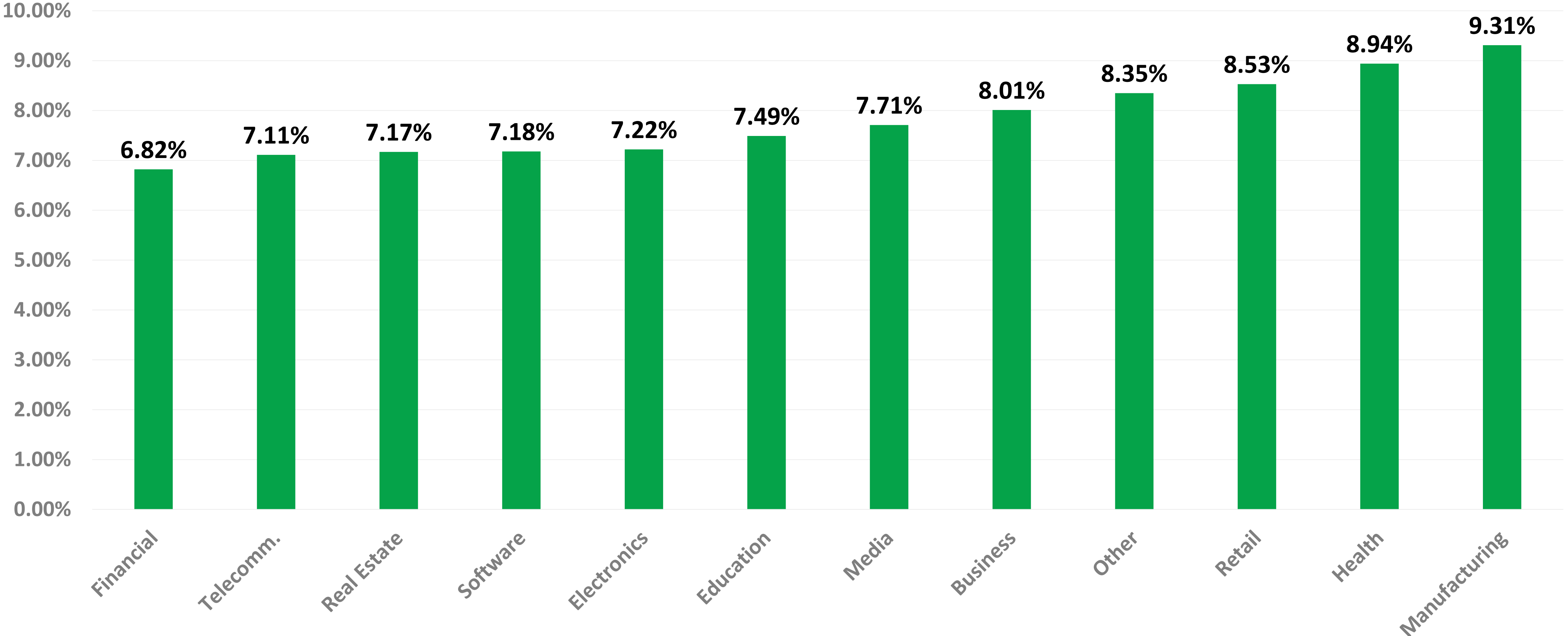
# Understand the Value from Your Efforts

| Version A | Version B | Combined |
|---|---|---|

**Campaign Stats**



| | |
|---|---|
| ■ Opened | 57 |
| ■ Unopened | 102 |
| ■ Bounced | 5 |
| ■ Complained | 0 |

**URL Click**

All Clicks — 8

Unique Clicks — 4

Open / Click — 7.02%

**Email Engagement**

Read All — 45.61%

Quickly Read — 24.56%

Barely Read — 3.51%

Sent on Jan 26 2021 - to 2 lists ⓘ                    ⬆ Export

| Sent | Opened | Total Clicks | Conversion |
|---|---|---|---|
| 159 | 57 \| 35.85% | 8 \| ( 4 ) \| 2.52%  unique | 0 \| ($0) |

| Unsubscribed | Bounced | Complained | Shared |
|---|---|---|---|
| 0 \| 0.00% | 5 \| 3.14% | 0 \| 0.00% | 0 \| 0.00% |

Source: VBOUT

# Top Take-aways

1. • Provide value

2. • Optimize subject lines, content, times, and everything else

3. • Test, and then re-test

4. • Triple-check your work

5. • Analyze results and optimize as needed

# In Summary

1. Build a Clean List

2. Send the Right Content

3. Improve Deliverability & Open Rates

4. Test Everything
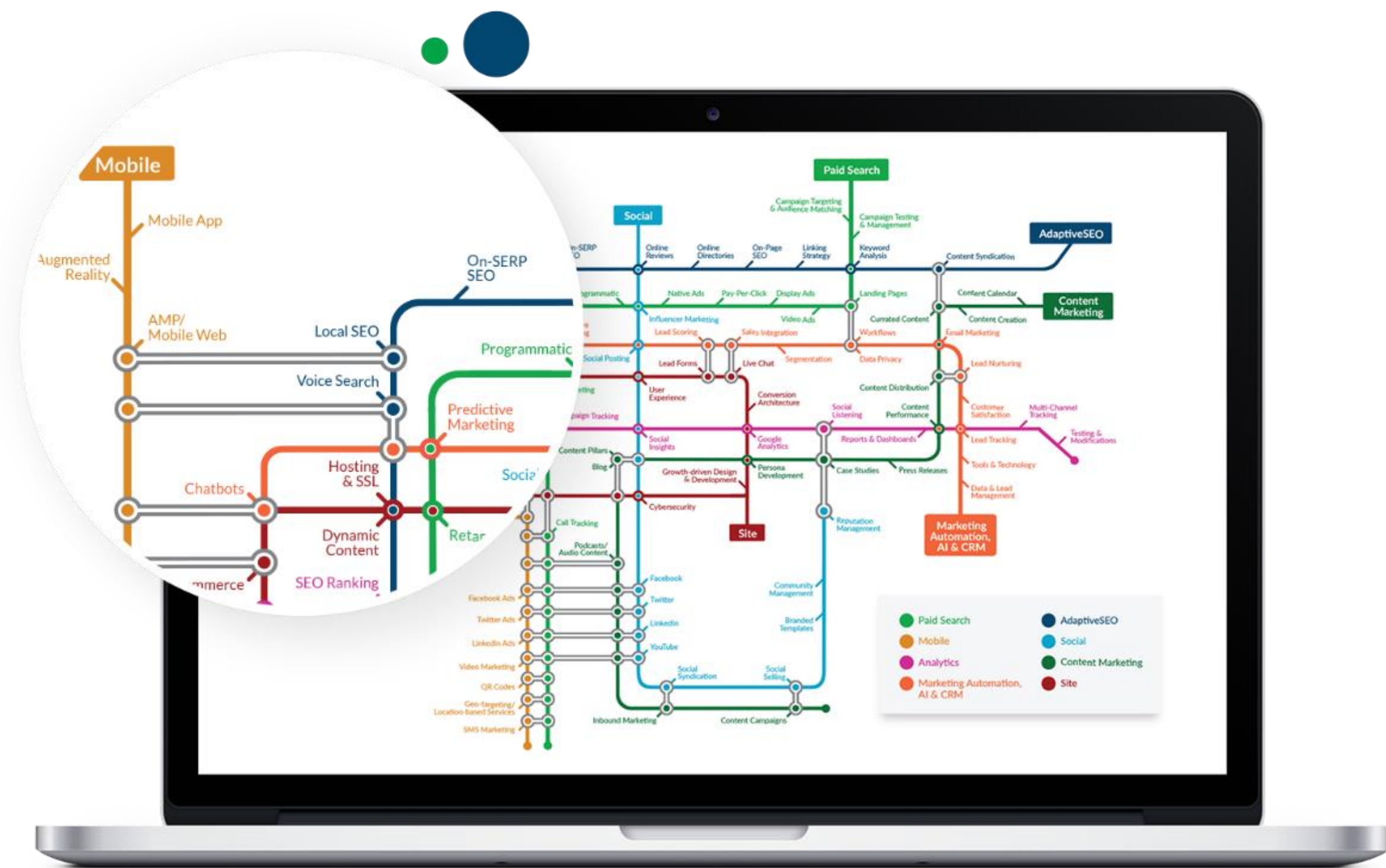
5. Automate Drip Campaigns

6. Track & Measure

# REACH OUT TO YOUR LOCAL WSI CONSULTANT

## Talk to us, we can help!

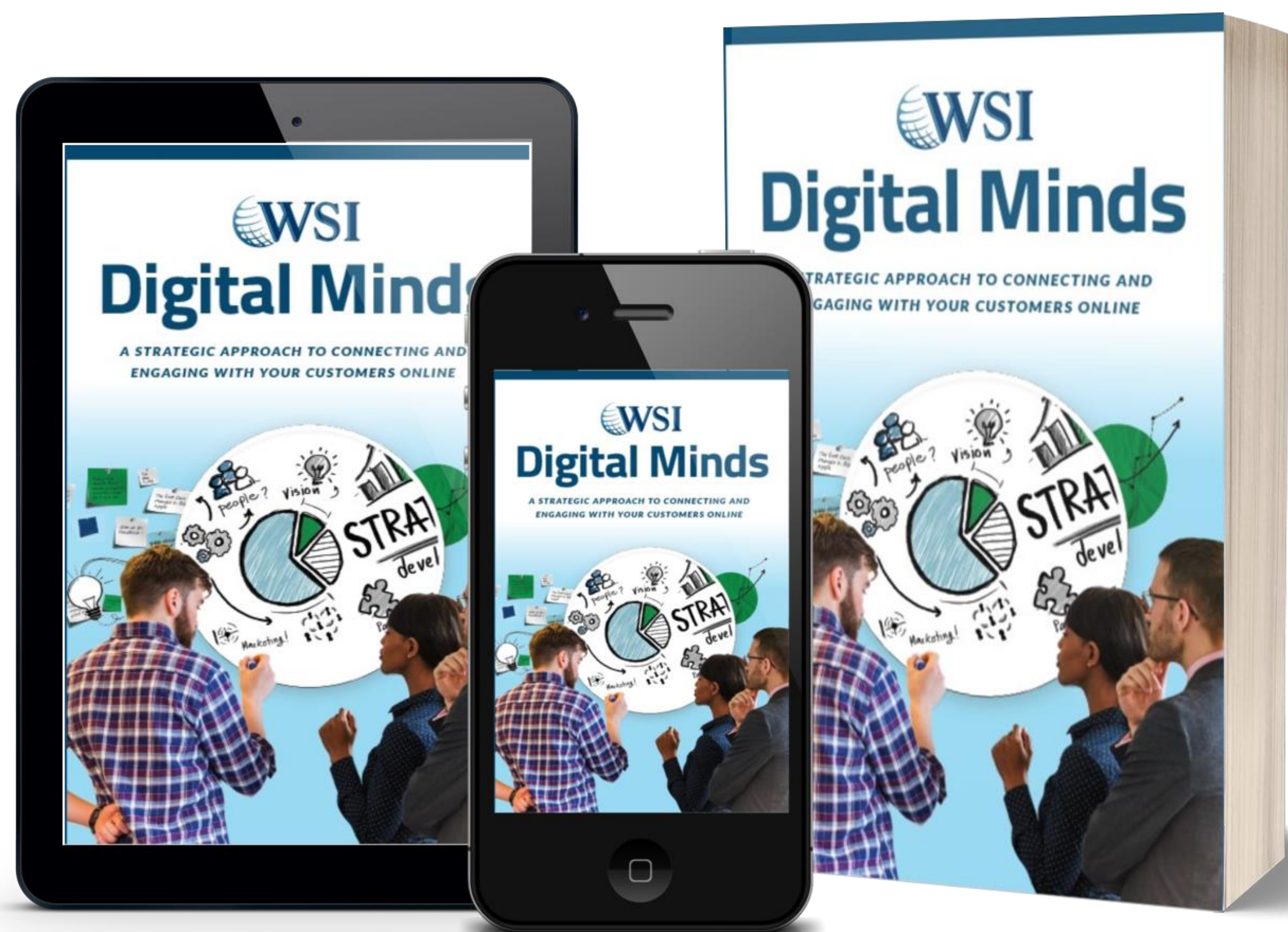Want to talk more about your email marketing strategy?

Reach out to your WSI Consultant or email contact@wsiworld.com.

# Now it's time for some Q&A

# READ MORE ABOUT DIGITAL MARKETING IN OUR 3RD BOOK



Available on Amazon and other online book retailers. Search "WSI Digital Minds" or visit
**https://bit.ly/wsibook3**

**Thanks for joining us. See you next time!**
**March 24<sup>th</sup> Webinar:  Attracting More Qualified Leads**