



What is Email Marketing?

Email is one of the most effective forms of marketing, and businesses who are doing it right are getting big results.

Why is Email Marketing Important?

With 95% of online consumers using email, it is an extremely effective way to reach your audience, especially because 61% of them actually like to receive weekly promotional emails. People prefer to be contacted by email and it is one of the top marketing tools used by small businesses.

Not only is it widely used, but it's effective and relatively easy to implement vs. other marketing tactics. The ROI of an email is \$40 for every \$1 spent which is significantly greater than other forms of digital marketing. And emails have a greater click through rate than ads.

How to Get Results from Email Marketing

The key to success with email marketing is to approach it strategically. Before you begin your campaign, identify your main objective. Is the purpose of your email to sell products, generate leads, drive website traffic or something else? When building your list, creating content that interests the audience, and creating a call to action, you will see greater results when you tie these activities into your overall business objective. Integrate your email campaigns with your other marketing efforts to maximize your results.

How to Get Started with Email Marketing

There are 3 basic steps to building an effective email marketing campaign. To get started, you need to focus on:

1. Get email addresses
2. Get them to open the email
3. Get them to take action

Get Email Addresses

There are three ways you can collect email addresses:

- Buy a list (not recommended as these are often very low quality)
- Online – Consider online touchpoints where you can collect an email address:
 - Website: collect email addresses through a contact form, newsletter sign up form etc.
 - Email: Include a link to subscribe to your newsletter or blog. (Keep in mind the list you are emailing to. You wouldn't want to invite users to subscribe if they are already subscribers. This works best for new customers or initial emails with a new prospect.)



- Email: Include a “forward to a friend” link in your emails, to encourage existing subscribers to share with a friend who may also want to join the list.
- Social Media: Run Facebook ads that capture their name and email, add a sign up form to your Facebook page, or link to your list sign up page on your website in a social media post.
- Offline - Consider offline touchpoints where you have an opportunity to collect an email address:
 - Tradeshow: get a list of attendees, collect business cards
 - In store: Point-Of-Sale (POS) System, loyalty program, sign up sheet at register, collect business cards
 - Networking events: collect business cards

Get Them to Open Emails

Getting people to open your emails is all about the subject line. Craft a catchy subject line that gets their attention, and clearly explains exactly what they should expect when they open the email.

Get Them to Take Action

Once you’ve got them to open your email, now it’s time to get them to take action. When crafting your emails, be sure to keep your business objective in mind and identify the call to action that best helps you reach that objective. Then include a clear call to action in every email.

Analyze + Optimize

Use analytics to gain insights about your email marketing campaigns and use what you learn to optimize your efforts. Most email marketing programs have analytics built in, so identify where these are in your dashboard, and track the following metrics:

- CTR (click through rate)
- Conversion Rate
- Bounce Rate
- List Growth Rate
- Share/Forward Rate
- Overall ROI

When analyzing your metrics, it’s important to understand what “good” looks like. This is best done by understanding industry benchmarks as well as benchmarking your own data. As you test different variants in your emails, analyze how this impacts your metrics to determine which types of emails and which variants perform best. There are two places where you will find the metrics related to your email marketing campaigns:

- Google Analytics
- Email Marketing Software