



Email Strategy

Email marketing can be effective at any stage of the marketing funnel. Strategic thinking is the key to success with your campaigns. Use this guide to help build email content that aligns with your strategy.

Attract/Reach

- Educate them about your business/brand.
- Welcome them to your community, group, etc.

Nurture

- Personalize your email content for your audience.
- Build know – like - trust.
- Help them decide by providing valuable information.

Convert

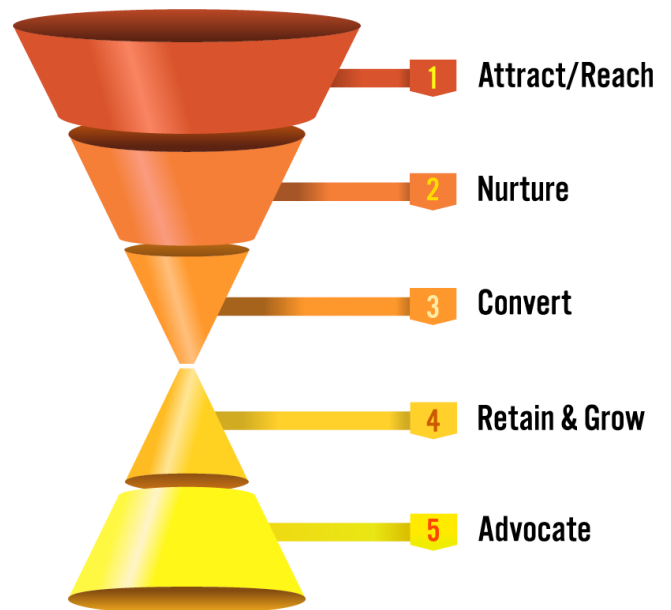
- Have a clear call to action.
- Show clear benefit to the reader. What's in it for them if they complete the action?

Retain & Grow

- Build loyalty by making them feel special.
- Be practical and relevant, and create content that speaks to your existing customers.

Advocate

- Encourage shares with friends.
- Encourage positive reviews.



BIG IDEA: When asking people to join an email list, make sure you offer a compelling reason for them to join the list. This means **CREATE A CLEAR VALUE PROPOSITION.**

Create A Great Subject Line

Your subject line must get their attention and make them want to open the email. This step is critical to the success of your campaigns. If they don't open the email, you've lost them. Here are some tips for creating a great subject line:

- ✓ Short (<30 characters perform best)
- ✓ Grabs attention
- ✓ Personalized ("Mary, check out these hand-picked looks!")
- ✓ Avoid spammy words and characters like "free", "act now", and "\$\$\$"
- ✓ Don't mislead
- ✓ Consider using emojis

Create A Clear Call-To-Action

Once they open your email, what you want them to do should be obvious. Follow these tips to create clear calls-to-action.

- Placement = in the top 3rd of the email
- Short = 2-5 words
- Color = align with brand logo OR bright colors (A/B Test to see what works best)
- Urgency = use restrictions and action phrases: "download now" and "limited time only."
- One clear purpose = don't confuse with multiple choices
- Clear value proposition = What will I get if I complete the action?

Measure + Analyze Results

When you know what "good" looks like, you can identify the types of emails and variants that get the best results. Use this cheat sheet to determine the benchmarks you should be setting.

- Open Rate – Percentage of successfully delivered emails that were opened
 - Standard is 32-46% (varies by industry)
- Click-Through Rate (CTR) - Percentage of successfully delivered emails that resulted in a click
 - Overall average: 1-10% (varies by industry/study)
- Click-Through on Open Rate (CTOR) - Percentage of opened emails that resulted in a click
 - Overall average: 7%
- Conversion Rate (the rate of people completing an action within the email)
 - Overall average: 1-5% (varies based on the purpose of the email)
- Bounce Rate – Percentage of emails that were not successfully delivered
 - Aim for < 2%
 - Overall average: 9.60%
 - > 5 – 10% indicates you have a potential issue with the quality of your list
- List Growth Rate – Percentage of email addresses on the list compared to a previous timeframe
 - Benchmark against your own data
 - Also, pay attention to unsubscribes/bounces as they affect list size
- Share/Forward Rate - Percentage of opened emails forwarded or shared to another email
 - Connects to list growth rate – does asking people to share/forward affect list growth?
- Overall ROI
 - Overall avg: 122%
 - Overall avg: \$40 for every \$1 spent
 - Performs better than social and paid search ads

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