



MANIFEST SOLUTIONS

All You Need to Know About Email Marketing

PART 1

Web: manifestwebsitedesign.com.au

Phone: +61 482 074 040

Email: jill@manifestwebsitedesign.com.au



Learn More About Email Marketing

Email Marketing Basics

- Your email list is an **asset** and it's yours alone. Unlike with social media, you own your audience.
- Your message **gets seen**. Customers are more likely to open their inbox.
- Get your **ROI**. For big returns on small investments, email is your best bet.

Five Pillars of Email Marketing



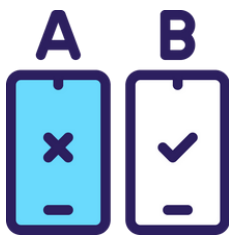
Motivation

Know your reasons and lay out a marketing strategy.



Add a personal touch

Your clients want to be seen as people not email addresses.



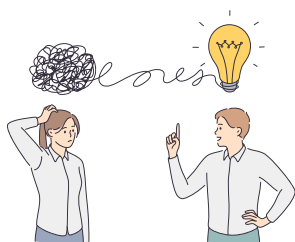
A/B testing and segmentation

Make targeted messages for tailored lists.




Optimization

Ask questions like "When is the best time to send an email?".



Reactivation email

Reach out to inactive and passive subscribers.



How to Measure Your Email Marketing Success

Important Metrics

Open rates

After sending out an email, you hope that the receiver at least opens it. A healthy open rate is about 15-30%. Remember: Just because they opened it, doesn't mean they read it.

Click-through rates

As your subscribers progress through your email, you can discover what they find most interesting. They'll click on links, images, offers, and whatnot.

Bounce rates

This is the percentage of email addresses that your campaign was not able to reach. If your bounce rate is above 3%, time to get worried.

Conversion rates

This is the percentage of subscribers who completed a goal action. Use this number to see if you were able to successfully convert leads.

Unsubscription rates

It's important to check your unsubscription rates once in a while and use good judgment to understand why you're losing subscribers.



Hot Tip

Managing your email campaign can be overwhelming. You might need a Customer Relationship Management (CRM) tool like Manifest Solutions.

For more details, call +61 482 074 040 or go to manifestwebsitedesign.com.au



Hot Tip

Look up the latest SPAM word lists online. Sometimes words like "drugs", "free", "no catch" etc. automatically tag your email as spam.



Examples of Email Campaigns

Popular Email Campaigns

The Daily Tonic THE OFFICIAL NEWSLETTER OF 247HEALTH

The Daily Tonic

A daily newsletter that covers health and wellness, mostly in the keto space

3-2-1 Thursday by JAMES CLEAR

"The most wisdom per word of any newsletter on the web"

James Clear 3-2-1 Newsletter

A weekly newsletter than includes 3 ideas, 2 quotes, and 1 thought-provoking question



Morning Brew

Covers the latest tech and business news



10 Types of Campaigns

Common Types of Email Marketing

Diversifying your content means keeping your audience engaged. The more diverse your campaign, the more interested your customers will be in opening your email.

1. Welcome Emails
2. Email Newsletters
3. Dedicated/Standalone Emails
4. Lead Nurturing Emails
5. Sponsorship Emails
6. Transactional Emails
7. Re-Engagement Emails
8. Brand Story Emails
9. Video Emails
10. Review Request Emails

Do you need help with your email marketing campaign?

If all of this sounds overwhelming, feel free to reach out to us.

Manifest Solutions make it easy to send emails and nurture campaigns to your clients. We'll help you think outside the (in)box.

Just give us a call at +61 482 074 040 or message jill@manifestwebsitedesign.com.au