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# What is Email Marketing and Why Your Business Needs It

* Send customized messages to readers
  + Inform
  + Advertise
  + Solicit action
* Essential components of email marketing
  + Message automation
    - Send emails in response to particular action
  + HTML responsive layout
    - Allows you to create responsive templates for different devices
  + Advance list maintenance
    - Add and remove subscribers quickly
  + CAN-SPAM compliance built-in
    - Checks compliance with the CAM-SPAM Act of 2003
  + An easy integration
    - Ability to integrate other services into campaign
  + A dedicated IP address
    - Solely dedicated to your business
  + Help for deliverability
    - Ensures your emails are delivered to the right place
* Why your business should implement email marketing
  + Generates a massive ROI
  + Generates long-term results
  + Customers want emails from businesses
  + Outperforms social media marketing
  + Email is universal
  + It’s a resilient technology
  + Email marketing is federated

# Getting Started with Email Marketing

* Establishing your goals and objectives
  + Must have clear goals
  + Must understand your objectives
* Building your email lists
  + Existing customers
  + Build a new list from scratch
    - Do this with social media
* Choose the kind of campaign you want to send
  + Newsletters
  + Events and invitations
  + Promotions
  + Press releases
  + Announcements
  + Holiday greetings
  + Welcome note
  + Thank you email
  + Notifications and reminder emails
  + Certification and confirmation emails
* Creating your first email marketing campaign
  + Structure for easy reading
  + Customize your content
    - Utilize segmented lists
  + Convert readers to new leads

# Building Your Mailing List

* Creating Lead Magnets
  + Free report or guide
    - Most common lead magnet
    - Help audience learn something new
    - Help audience accomplish a specific goal
  + Resource list
  + Free trial
  + Downloadable software
  + Discounts or free shipping
  + Physical products
* Messaging and Copy
  + Message you use to get subscribers
  + Create compelling and relevant offers
  + Use strong language
  + Have clear call-to-actions

# Writing Emails that Will Inspire Your Audience to Take Action

* Must understand your audience
  + Gather demographic information
  + Create a fictional character or avatar
  + Write as if you’re sending a personal message
* Parts of an Email
  + Subject line
  + Preheader
  + “From” name
  + Message body
  + Call-to-action
  + Signature
  + Postscript
  + Footer
* Keep your emails balanced
  + Send two value-added emails for every one promotional email
* Writing great subject lines
  + Must be compelling
  + Switch up the subject line
* Best practices to follow with your email
  + Don’t rely on images
  + Avoid grammar and spelling errors
  + Include multiple hyperlinks
  + Avoid design-heavy emails
  + Only use one call-to-action per email
  + Have a clear unsubscribe link

# Measuring Results and Optimizing your Strategy

* Important key performance indicators to watch
  + Deliver and bounce rates
  + Open rates
  + Click rates
  + Click-to-open rate
  + Conversion rate
  + Unsubscribe rate
  + Email list growth rate
  + Return on investment
* Defining your goals
  + Know what you want to measure based on your goals
* Continue to optimize your email campaigns
  + A never-ending process
  + Try different subject lines
  + Send out at different times
  + Place different call-to-actions