Email Marketing Ultimate Guide

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Email Marketing Roadmap

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Email Marketing Ultimate Guide: Beginner to Advanced Email Marketing Roadmap 2019

If you want to start learning about email marketing, it is a handy guide for you! We will walk you through the entire process of establishing your email marketing attempt so that you can acquire leads, get your time, money, and resources worth, and generate expected sales.

With this article, you will be able to understand what email marketing is, what benefits it carries, how you can obtain and retain email data, and what ways you can do to execute an email marketing campaign. You will also be experiencing some example successful email campaigns, the tools helping you to increase your inbox placement rate, the instance templates, and so on.

What is Email Marketing?

Let's first initiate with the definition of email marketing. It is merely using the tools of email to deliver advertising messages to a selected group of the target audience.

The enormous majority of Internet users have email accounts which allow them to receive an almost unlimited number of messages simultaneously. According to research conducted by Pew Internet, 89% of U.S. adults use the Internet, so it is the easiest way to communicate with your customers.

Beginner to Advanced Email Marketing Roadmap 2019 If you want to start learning about email marketing, it is a handy guide for you! We will walk you through the entire process of establishing your email marketing attempt so that you can acquire leads, get your time, money, and resources worth, and generate expected sales. With this article, you will be able to understand what email marketing is, what benefits it carries, how you can obtain and retain email data, and what ways you can do to execute an email marketing campaign. You will also be experiencing some example successful email campaigns, the tools helping you to increase your email open rate!

What are the Advantages and Disadvantages of Email Marketing?

Firstly, the advantages of email marketing can be listed as below;

- Your email list comprises people who have chosen to receive emails from you. This permission-based approach increases subscriber engagement with your business.
- You have different design options to create your email campaign: plain text, graphs, pictures, videos, attach files - whichever fits your message the best.
- Email marketing can be used to deliver customized messages or to reach mass audiences, so it is scalable.
- It is easy for subscribers to forward and share your email content with other people. This may build a good reputation by word-of-mouth. Also, it is a decent way to influence new customers to become your brand follower.
- While carrying out a campaign, using call-to-action buttons and links will be very useful because it eases the way of purchasing a product or service from your website.
- You can measure the success of a campaign by using web analytics software, which allows you to optimize future campaigns.

- You can compare your results against others in the market by looking at free email marketing benchmarking reports. This data helps you to catch and evaluate improvement opportunities.

- There is a chance to implement A/B testing to your emails before you send them. You can test your subject lines, calls-to-action, images, or messages to ensure your email content is effective.

- Audiences can read your message whenever they are available, so it is** less intrusive** compared to telephone marketing.

- The total cost of email marketing is usually much lower than many other forms of marketing; email marketing is very cost-effective.

- Because nothing is printed on email marketing campaigns, it is an environmentally-friendly form of marketing.

- Email marketing has an average Return on Investment (ROI) of 3800%, which means for every dollar you have invested, the average return will be $38. Therefore, it is worth to dedicate your efforts and resources on email marketing.

- If you use automated triggers - such as website activity, recent purchase or shopping cart abandonment, you can reach the right audience, at the right time, in the right place and with the right offer.

Email marketing has many catchy advantages, right? What about the disadvantages? These can be sorted as below;

- Your emails may go to the spam folder of your subscribers. It is because you did not target the right people so that your click-through rate and open rate were insufficient for Internet Service Providers (ISP) or you didn't comply with privacy and protection rules.
- Your emails are filtered out by email software and ISPs. Therefore, if your email content or subject line contains some specific spam keywords, and if you are sending an email to incorrect or dead email addresses, it is likely to be an undelivered email.
- Your email must be functioned so that it can appear in multiple devices like mobile phones, tablets, and notebooks. You also need to have good-looking content (do not send text-only or picture-only emails). You should be careful about both the design and functionality of your email campaign.
- Emails containing big files that are downloaded very slowly would lead to losing your audience’s interest.
- For a successful email campaign, you must have the necessary time, marketing skills, and resources.

Of course, it is not all moonlight and roses. Luckily, we will help you to cope with these drawbacks!

How to Build an Email List

Wondering how to build an email list and increase your email marketing conversions?If you want to learn how to build a valid mailing list, I provide useful information below. However, if you want to learn more about building an email list, you can read this guide.

1. Choose an Email Marketing Service

Choosing the right email marketing service that fits your needs is vital for your business. Just because an email marketing service provider is popular doesn't always mean that it's the best solution for your needs. You need to focus on some basic questions when choosing an email marketing service:

- Is it easy to use and work with my business?
- Does this tool automate my email campaigns in a way that it helps fulfill my needs?
- Which provider does the best address my industry requirements?
- Does its price fit my budget?

With these things in mind, you can have a look at the best email marketing service providers.

Choose the Right Email Marketing Service

GetResponse
World's Easiest Email Marketing.

ConvertKit

Mad Mimi

sendinblue

ZOHO Mail

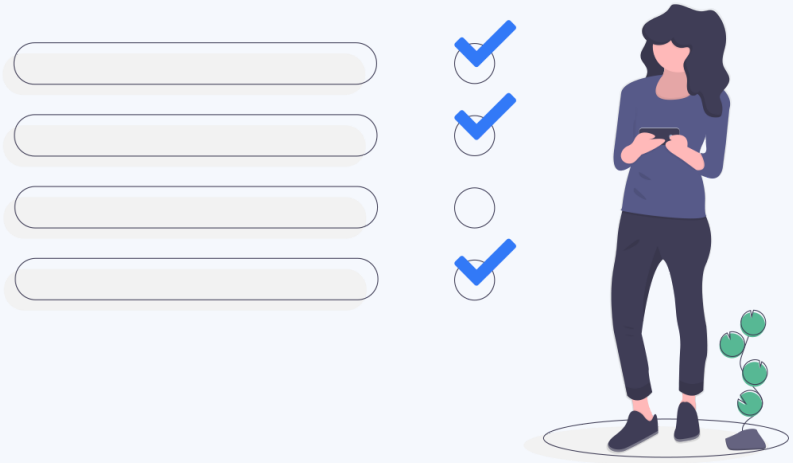
mailchimp

2. Take Your Customer's Permission

Buying an email list is not a sustainable, ethical, and effective way either. Don't do that.

If you email people randomly, you may be considered as spam, and it is not good at all for your reputation. You should add someone's email address if s/he only willingly opt-in to your list.

You also need to have an attractive and friendly email subject line to make people open your email.

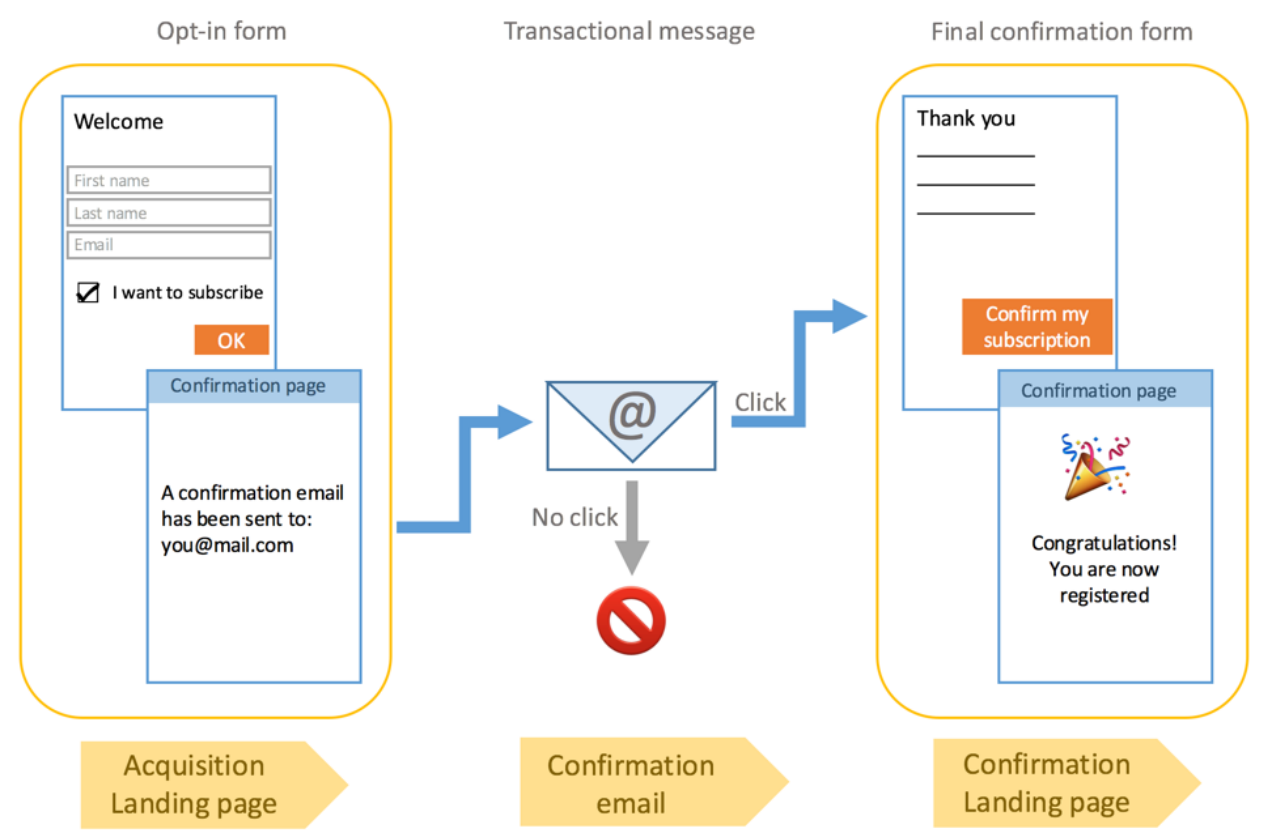


3. Use Opt-Out and Double Opt-In

Opt-in is when subscribers fill up a subscription form; they are immediately added to your email list. This method enables you to have a quicker email list by obtaining more subscribers; however, using single opt-in has some drawbacks. The most important one;

Sometimes people make typo mistakes while writing their email addresses or intentionally give you a wrong email address, so every time you send an email to those, the probability to be flagged as spam increases.

On the other hand, double opt-in is when subscribers fill up your subscription form, they get an email with a link saying that they have to click to confirm if they want to get emails from you. It is also called a confirmation email.



Using double opt-in formed emails is very beneficial for you;

- You will have a list containing more engaging subscribers.
- They are unlikely to report your emails as spam because they have willingly confirmed that they want to receive emails from you.
- It enhances your sender reputation; thus, your deliverability will increase.
- Using double opt-in is also great for you to keep your email list clean. With this way, you will eliminate the ones who gave you a wrong email address or filled up your form to get what you have offered.
- Email marketing is cost-effective, yet there still occurs some costs. If you have more accurate data, the total cost will decrease as well as the cost per reach will be worth it.

Moreover, opt-out link or button is the opportunity given your receiver in your emails to unsubscribe from your list. This may seem like an undesirable move, but it is right for your domain and IP reputation. You should only send emails to those who want to hear from you. Otherwise,

Your bounce rate may increase. Your average open price may decline. You may be perceived as a spammer.

4. Grow Your Email List

a) Import a list of known contacts

If you plan to use email to keep in touch with your existing customers, you can build your email list by importing their data into your chosen email marketing tool. Before you import any contacts, don't forget to ensure you have adequate permission to email these subscribers.

b) Write compelling content and a catchy subject line

Sending emails is not enough to build an efficient email list.

35% of people open emails based solely on the subject line. Furthermore, 69% of people mark messages as spam based on the subject line. Therefore, you need to use short, clear, specific, simple, logical and personalized subject lines to make people open your email campaign

To see successful subject line instances and to get some tips about how to write an attractive subject line, you may visit our blog post about it.

You made your subject line decent; then you need to have compelling content in your email to accomplish the marketing objective that made you create this campaign. For example, if your goal is to convince your subscribers to invite their friends to become a member of your list, sending an incentive promotion via email is a powerful way.

c) Make your content easily shareable

You must create obtrusive email marketing campaigns if you want your subscribers to share or forward your email. Your email may contain colorful, and well-designed pictures, compelling content, funny emojis, remarkable attach files, and so on.

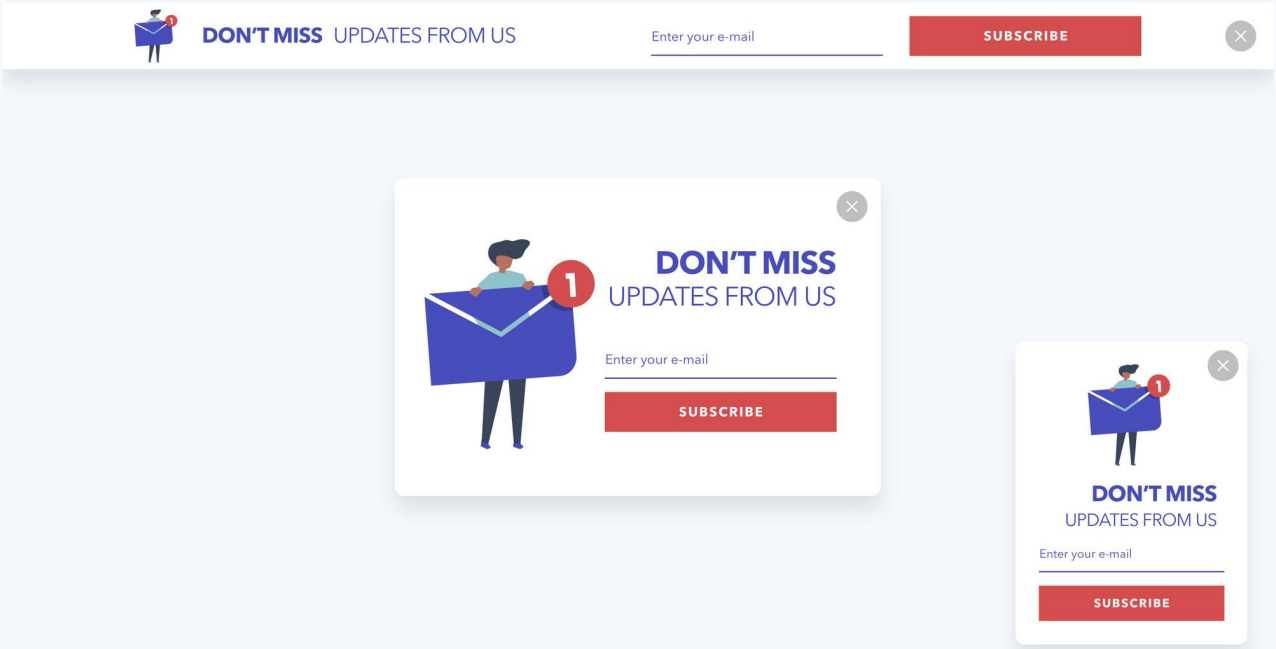
You also need to make your email content easy to share. Include buttons that enable subscribers to share it in one click on social media platforms. Moreover, you should be careful about the size of your email in order not to render open duration boring and attraction-losing.

d) Offer first order discountIf

you want people to join your email list, giving them a discount or coupon code is a great way to do it. A refund lowers the risk for people to try your product out for the first time.

However, you need to be careful about your level of discount because the bigger your discount is, the less likely that your new customers pay full price, stay loyal, or subscribe in the future.

e) Use pop-ups



A pop-up is a graphical user interface (GUI) display area, which usually appears as a small window in the right corner of your website, or as a big window in the middle of your site page, and has a call to actionencouraging people to subscribe your email list.

You can create a popup with Popupsmart for free! It helps you to choose a pop-up based on your business objectives like increasing e-commerce conversion, growing your mailing list, guiding your visitors, or increasing your phone calls.

Then, you continue with selecting device preference, deciding on the pop-up type, and creating or choosing your template.

f) Social media

Social media platforms are very beneficial for expanding reach, building trust, and generating traffic. You can use the opportunity of converting your followers on social media into your subscribers will be very efficient.

You can add the sign up form on your Facebook page by using a call to action button, paste a link that enables followers to fill up your form in one click to your Instagram bio, pin your newsletter sign-up form on Pinterest, share attention-grabbing tweets including call to action, and contact via LinkedIn with specific individuals who you want to form a deeper relationship with.

Giving a reason to subscribe to your list is crucial for convincing your followers. For instance, you may hold digital contests requiring sign-up to participate.

g) Blog Posts

Offering your popular blog content in a PDF version by getting email sign-up from your readers is an effective method to grow your email list.

You may add a call to action at the end of your each blog post. It is the right way of providing an opportunity for your readers to subscribe to your email list without leaving the current page.

5. Clean Your Email List Regularly

Having a high inbox placement rate and a validated email address are the fundamental requirements for success in email marketing. To increase them, you need email list cleaning services and tools. You must get rid of people who have not engaged with your email program for the past six months or more; otherwise, your bounce rate may increase.

Here, the top email list cleaning providers are compared for you;

Services	Pricing for 100,000 Emails	Duplicate Remover	Greylisting Verification
MailGet List Cleaning	$159	✓	✓
Email Marker	$161	x	✓
Email List Verify	$169	✓	✓
Hubuco	$777	✓	✓
Zero Bounce	$275	✓	✓
EmailChecker	$299	✓	✓
Quick Email Verification	$320	✓	✓
XVerify	$400	x	x
Kickbox	$400	✓	x
Verifalia	$439	✓	✓
Bounceless	$499	✓	✓
BriteVerify	$750	✓	x

To learn what services they provide, you may visit their websites by clicking on the name of the company, or you can visit our email list cleaning blog post in which necessary information is explained in detail.

6. Use Segmentation

You need to break your subscribers into smaller groups based on specific criteria. It will qualify your email list based on the particular groups' expectations and feedbacks and will work on removing inactive users for a while. You may segment based on;

Location: Notify your local subscribers about your local event.

Preferences: Send an email to people who want to hear about blog posts or something specific.

Interests: Subscribers who like A, who like B or who want C. (It can be anything regards to your business)

Cart Abandonment: Remind people who put items into the cart but didn't complete the purchase.

Lead Magnet: Send emails based on the topic of the lead magnet that the targeted customers opted-in for.

New Subscribers: Send welcome mail and welcome series to those new subscribers of your website.

Inactivity: Remind your subscribers who haven't engaged for a while and didn't complete the next step you want.

Open Rate: Reward the most engaged subscribers with a special offer. Remove people who have not opened your emails for a long time.

By this way, you will be able to send each email to segmented subscribers that will be the most interested in your content. Leadingly, you will be able to increase your conversion rates!

7. Set an Email Sending Frequency

You need to have an appropriate schedule for your emails. Try not to send emails to your customers at inconvenient times. Also, if you segment your customers based on their wants and needs, you can set an email sending frequency quickly.

78% of consumers unsubscribe from emails because brands were sending too many emails. Make your offerings easy for people to take advantage of; otherwise, you may not be as successful as you want.

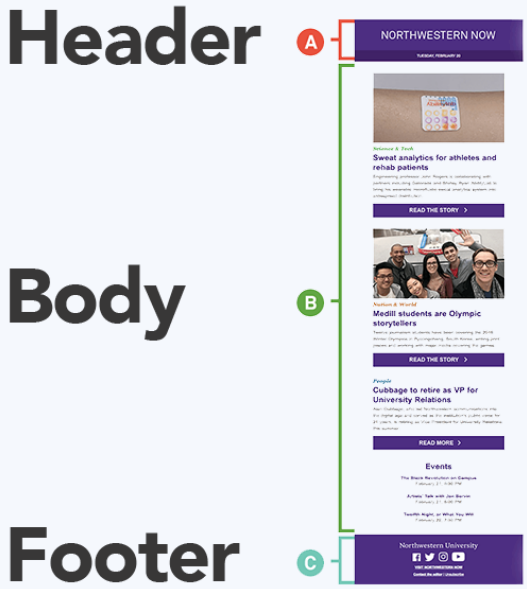
8. Generate Mobile Responsive Emails

In today's world, a common way to have a look at emails is opening them from mobile devices. You should measure any email you send out is easily viewed by mobile phone or tablet.

Emails not optimized for mobile devices get deleted by 80.3% of users. If the emails are not mobile optimized, 3 out of 10 users unsubscribe from the list. You should also make sure to do the same to your landing page.

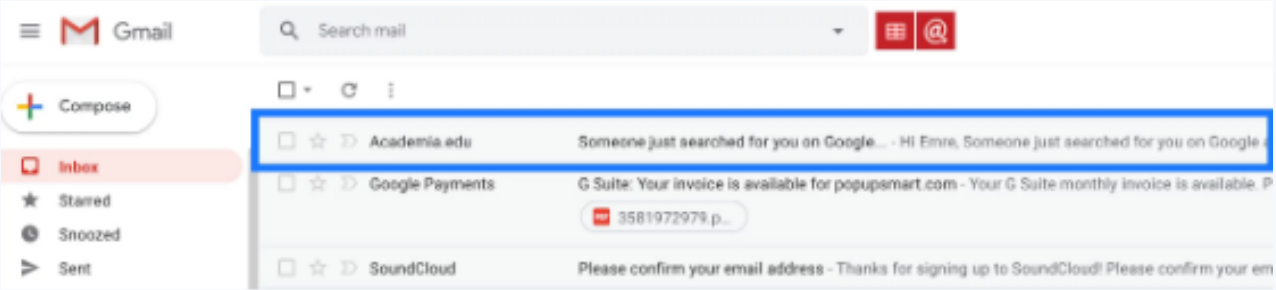
Studies show 55% of emails get opened on a mobile device. Furthermore, consider this when you're crafting a subject line. While it may look good on your computer, it may look different on a smaller screen. To learn more about how to build an email list properly, you can visit our blog post about that.

Creating an Email Marketing Campaign



A successful email campaign requires a more delicate approach to increase your conversions and grow your business. Here, some tips about creating a successful one are explained;

Email Header



The header should describe everything to your audience because they see it before opening your email. Yes, the header contains the least amount of content, but it is the most important because it's what email receivers will use to decide whether they open your email or not.

- Email From (Sender) Name: People tend to open emails when they come from a personalized account. Instead of using your company name, send from a recognizable name linking the actual sender.

- Email Subject Line: Your subject line needs to be attention-grabbing. It should be short, personal, and action-oriented. You should never use spammy words in your subject line.

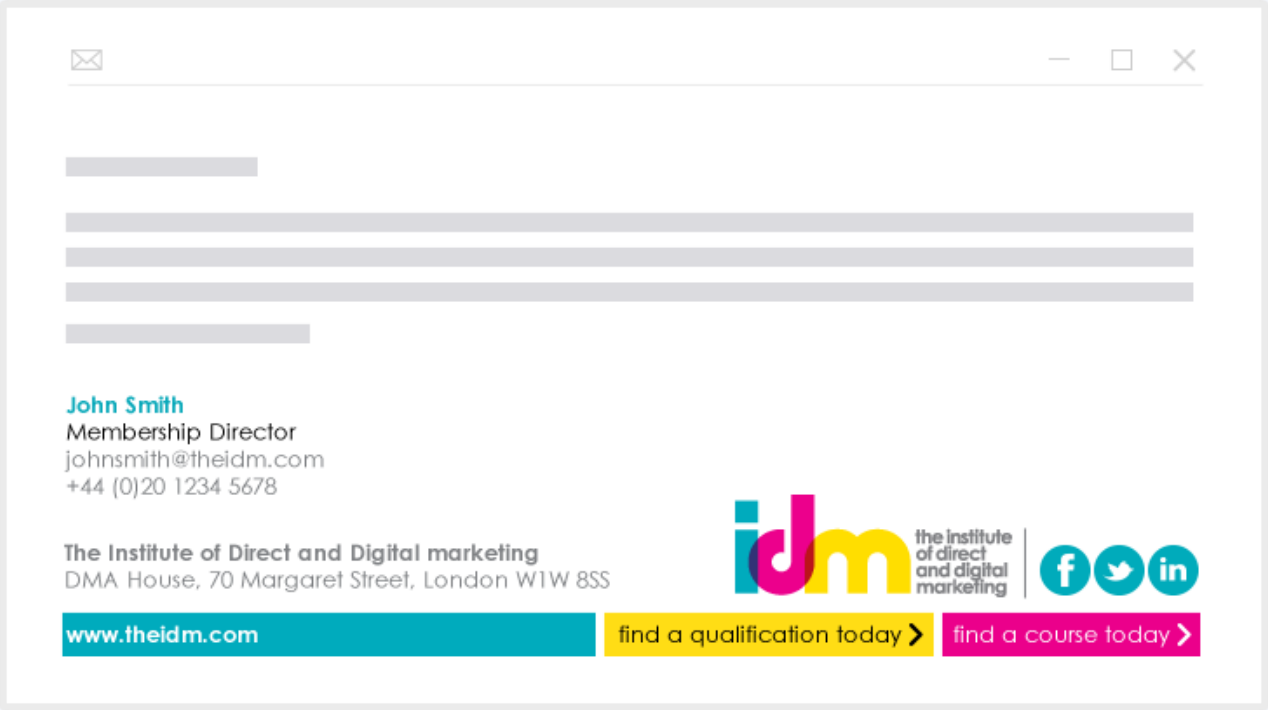
- Email Preheader: A preheader is the short preview of an email. You can include a call-to-action to this blank. However, remember that different mobile devices and email providers allow different character limits for preheaders.

Email Body

You were able to convince your subscribers to open your email. The next challenge is to induce them that you are saying something important, valuable, and exciting to prompt an action.

- Do not talk to your subscribers; start a conversation with them. Make them feel special, show authenticity, touch their pain points.
- People allocate very little time reading emails. Your text should be kept short, clear, simple, and direct.
- You should never send text-only or image-only emails.
- Including visuals that reflect your creativity may help you to grab the attention of the recipient.
- If the email seems too long, it creates a bias for its readability, and it leads attention to losing relatively.
- Add your company logo right at the top of your email and make it directly leading to your website.
- Use calls-to-action in your emails several times. It will increase your click-through rate and provide convenience for your readers to reach your website.

Email Footer



Finally, your subscriber viewed your email, and it is time to see your signature. This is where you will thank your reader for her time and invite her to engage you in other channels.

- Contact Information: Include the physical address of your company and telephone number of customer relationships department to show your reachability. By this way, you also comply with federal anti-spamming laws.

- Social Media Accounts Links: Add buttons that direct your subscriber to your social media accounts like Twitter, Facebook, Pinterest, Instagram, and YouTube.

- Unsubscribe Links: Don't forget to create an unsubscribe link at the end of your email to write off subscribers who don't want to hear from you.

Email Marketing Strategies

1. Email Marketing Strategies for Spam Risk Elimination

Your email marketing efforts go down the drain if your emails are not able to reach the targeted inbox of a subscriber.

ISPs continually control a bunch of email addresses to see their open rates, inbox placement rates, bounce rates, and other related scores to provide a service of flagging some emails as spam.

There are some reasons why your emails can be flagged as spam;

- The email may fail to pass spam filters.
- You may have a low sender score.
- The IP address may not be reputable.
- Domain authentication records may be low.
- Domain reputation may be harmed due to high complaint rates.
- You may not get the permission from your subscribers to email them.
- You may not set an email sending frequency based on your customer preferences.
- Open rates may be below the expected.
- The email list may not be fresh.
- Emails may not contain an unsubscribe link (opt-out).

- You may have incorrect sender information.
- You may have grammatical errors and spelling mistakes in your email.
- Email may not be in HTML format or mobile-friendly.

Spam
Risk Elimination

They seem too complicated and hard to overcome, right? So, how to protect your emails going to spam folder instead of inbox folder? You can;

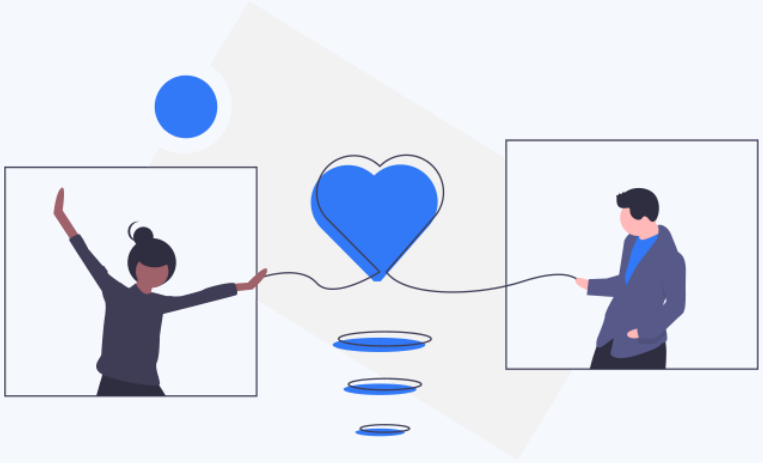
- Use email marketing tools that have their algorithms to detect spam filter problems.
- Measure your sender score by using some tools like Sender Score. If it is below 90 out of 100, you try to increase your score as needed.
- Maintain consistent volume levels for your emails to protect your IP reputation. You also need to check your emails with some tools like Mail-Tester to see if they look spammy.
- Check your authentication records with some tools such as GlockApps. Authentication is essential for securing your brand and building a good reputation.
- Increase your domain reputation by decreasing your complaint rates.

- Use double opt-in to obtain the permission of your customers for sending them emails.
- Use engaging language in your content, pick the right time to send your messages, keep your email list fresh, and segment your email list if you want to increase your open rate.
- Pay email cleaning service providers to keep your list fresh.
- Offer an opt-out opportunity to every single email that you send.
- Provide accurate sender information, correct physical postal address, avoid using spammy words in both your subject line and message.
- Use Grammarly to see if you have made any typo, spelling, and grammatical mistakes in your email.
- Make sure that your HTML code is clean and straightforward and that your email is mobile-friendly.

To have a deeper understanding of the subject, you should visit our blog called "Why Emails Go to Spam Instead of Inbox & What to Do They Don't Anymore". Enjoy!

2. Email Marketing Strategies for Customer Retention

Nobody wants to lose a valuable customer that has obtained with a great effort! You have sweated over your email marketing campaign, so don't forget your existing customers.



I try to give you some pieces of advice on keeping your subscriber in your list and even making them more loyal fans of you.

- You may introduce an advocacy program which will give your customers to contribute your email campaign in return of fabulous rewards. This program must have an expiration date and carry an inactivity opportunity.

- After the first purchase of a customer, you can offer either a thank you gift or a customized coupon. Be careful that your business can afford this bonus, it fits with business objectives, and it has an expiration date like the upcoming month or year.

- You should offer educational content in your email, which answers questions from customers or concerns they may have like "How to use your product?" Your goal here is to encourage them to take action.

- Data coming directly from your customer is so valuable. Therefore, send feedback emails to those who purchased from you recently and send request surveys to your subscribers to see their advice on what you can do to make your company better.

- Friendly reminder emails generate trust between you and your customer, which increases customer engagement relatively. Emails about reward points from advocacy program, promotional code that is about to expire, and the upcoming customer summit can be given as examples.

- You can send e-gift cards to your most valuable customers on holidays. You also include holiday greeting content. This creates a feeling of happiness, friendship, loyalty, and specialty, which all leads to an increase in engagement with your email campaigns.

- You may send birthday messages that contain the name of your subscriber. Also, generate a sharable content and include call-to-action enabling her to share on social media.

3. Email Marketing Strategies for Win-Back

It is 4-6 times (depending on the industry) cheaper to keep a customer than to acquire a new one because establishing a relationship and a moderate level of trust costs less than convincing somebody to make a purchase for second (or more) time.

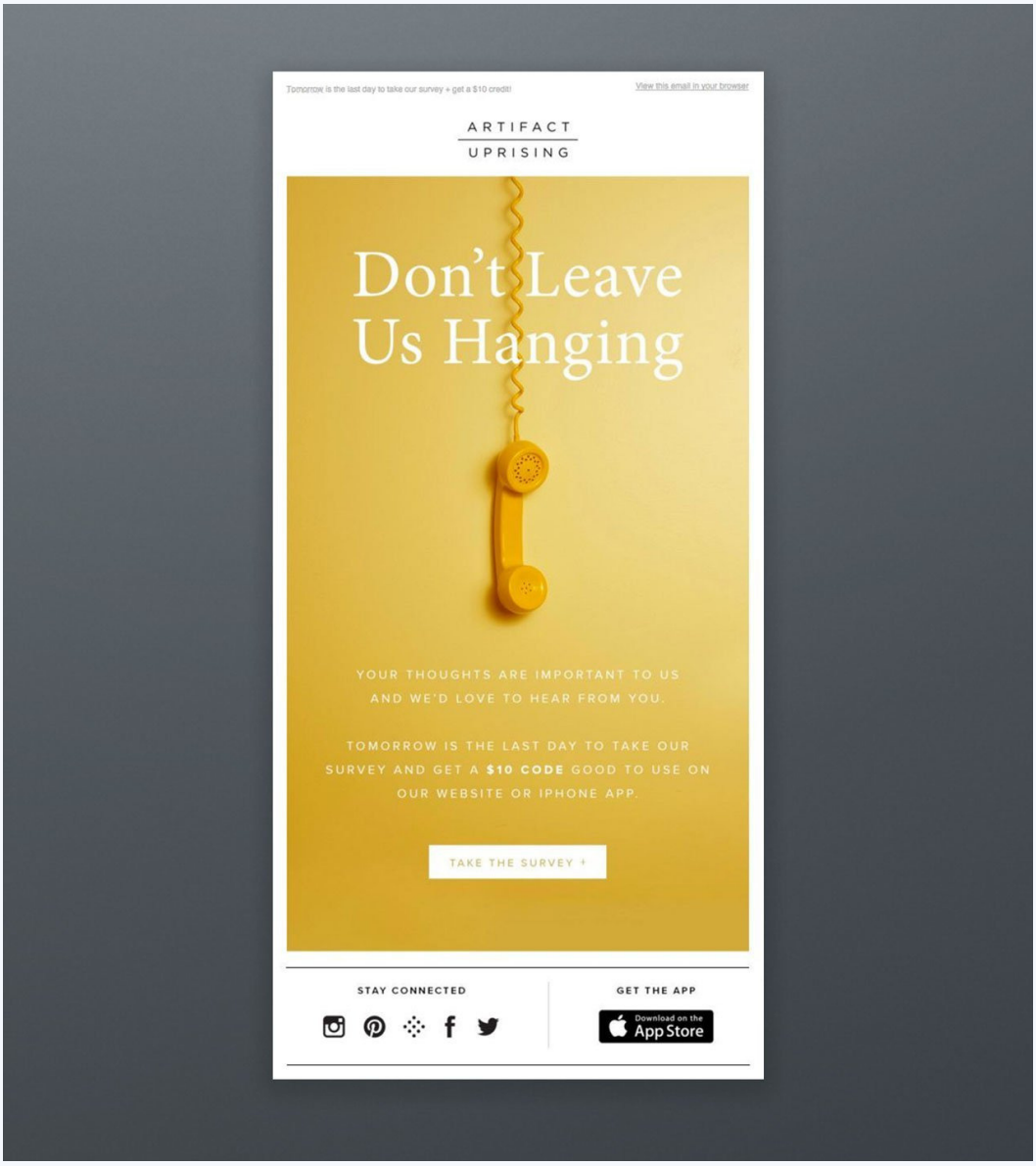
Win-back is an email marketing strategy that aims to reactivate a customer who hasn't made a purchase for a long time. So, how to create win-back email campaigns?

- Demonstrate the value of your brand and your products to remind them why they loved you in the first place.
- Send a series of win-back emails with different approaches to see, which attracts the attention of your inactive subscriber.
- Customize your email by adding their name and by generating an approach based on their purchase history.
- Provide options like how frequently they want to hear from you, whether they wish to update their interests and if they want to unsubscribe from your list.
- Present irresistible offers. You can look at their purchase history data to determine their interests.
- Ask for re-permission to ancient emails.

To have a more profound knowledge of win-back campaigns, you can click and visit our blog post!

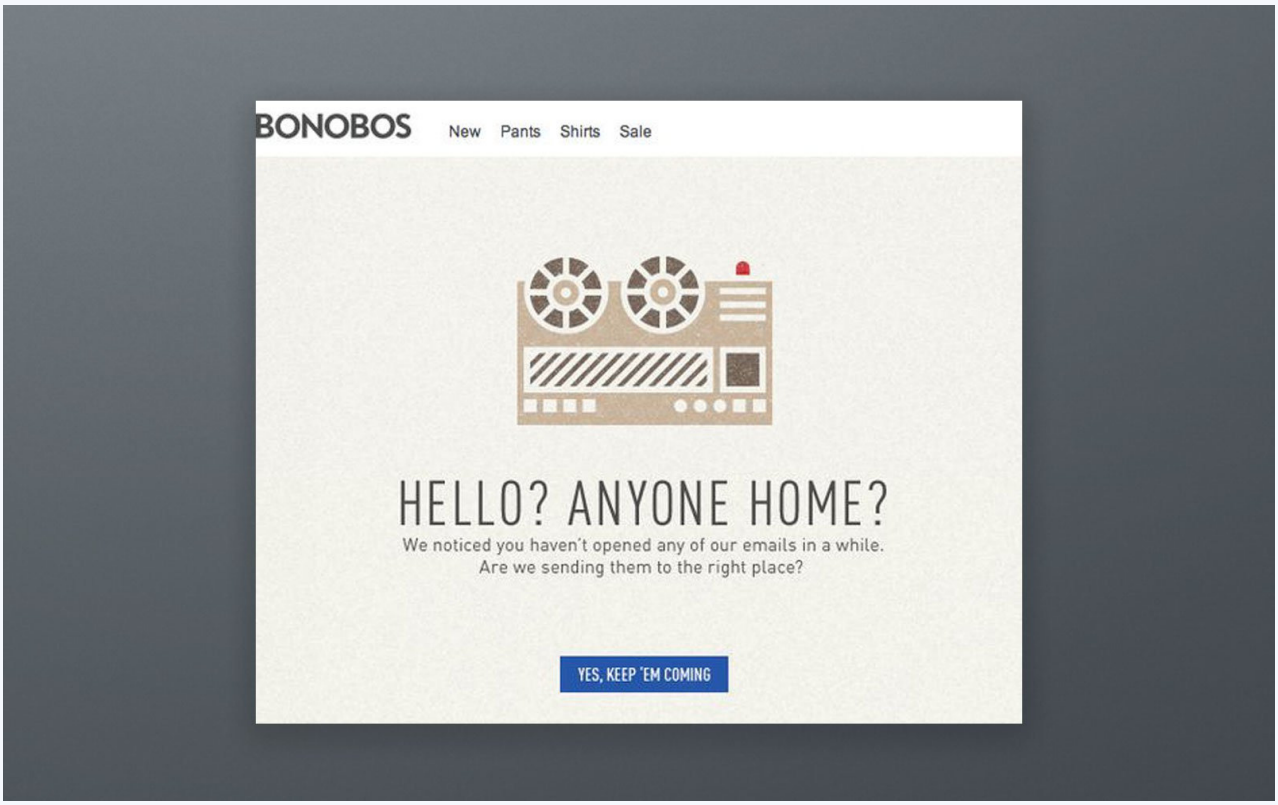
Email Marketing Campaigns: Best Practices

Example 1. Artifact Uprising



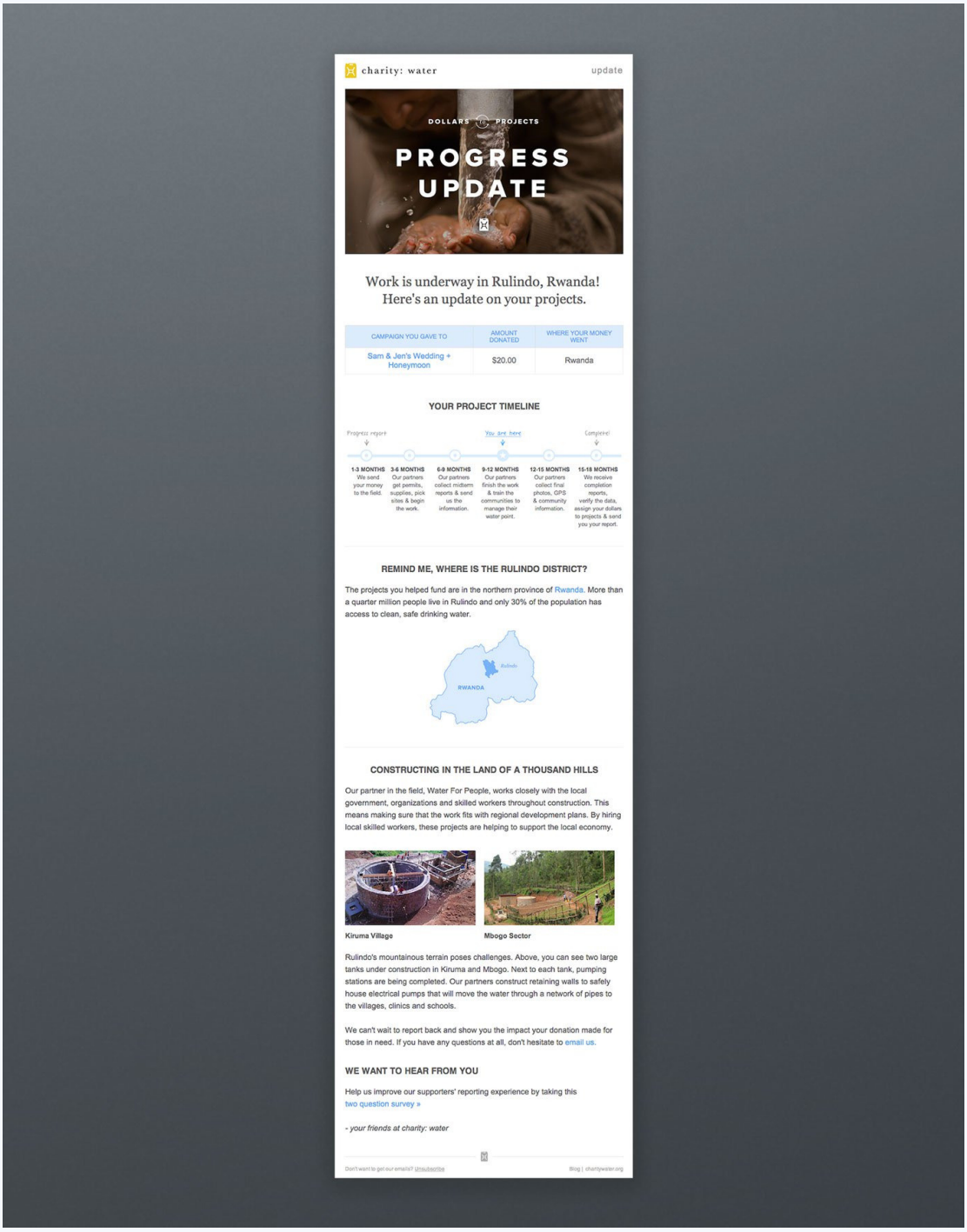
Artifact Uprising has conducted a very efficient email survey campaign to learn more about their subscribers. They offered $10 as an incentive in exchange for their customers' time.

Example 2. Bonobos



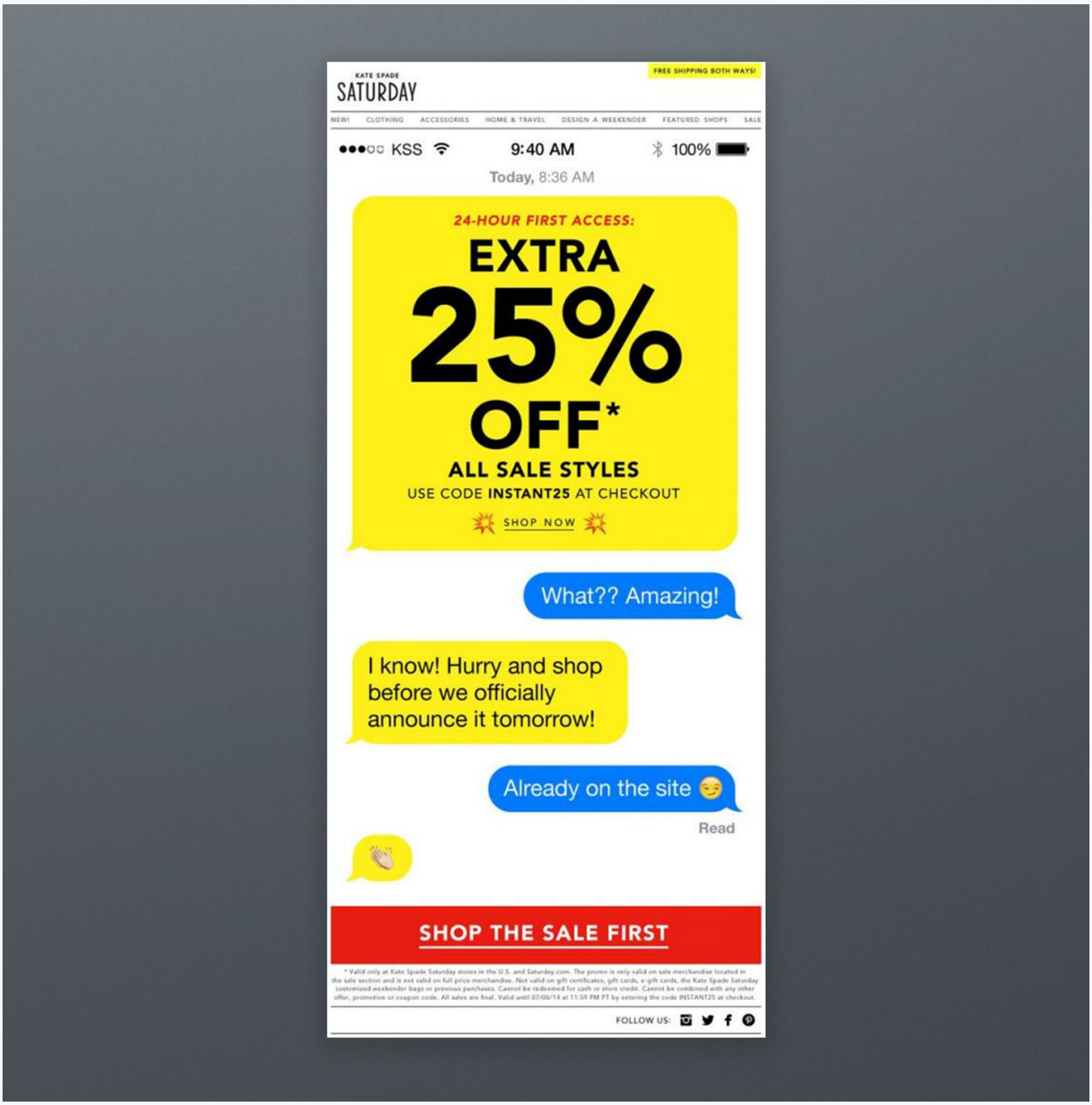
Bonobos have generated a smart template saying "Hello? Anyone home?" to make recipients open their email. This type of questions with call-to-action work.

Example 3. Charity: Water



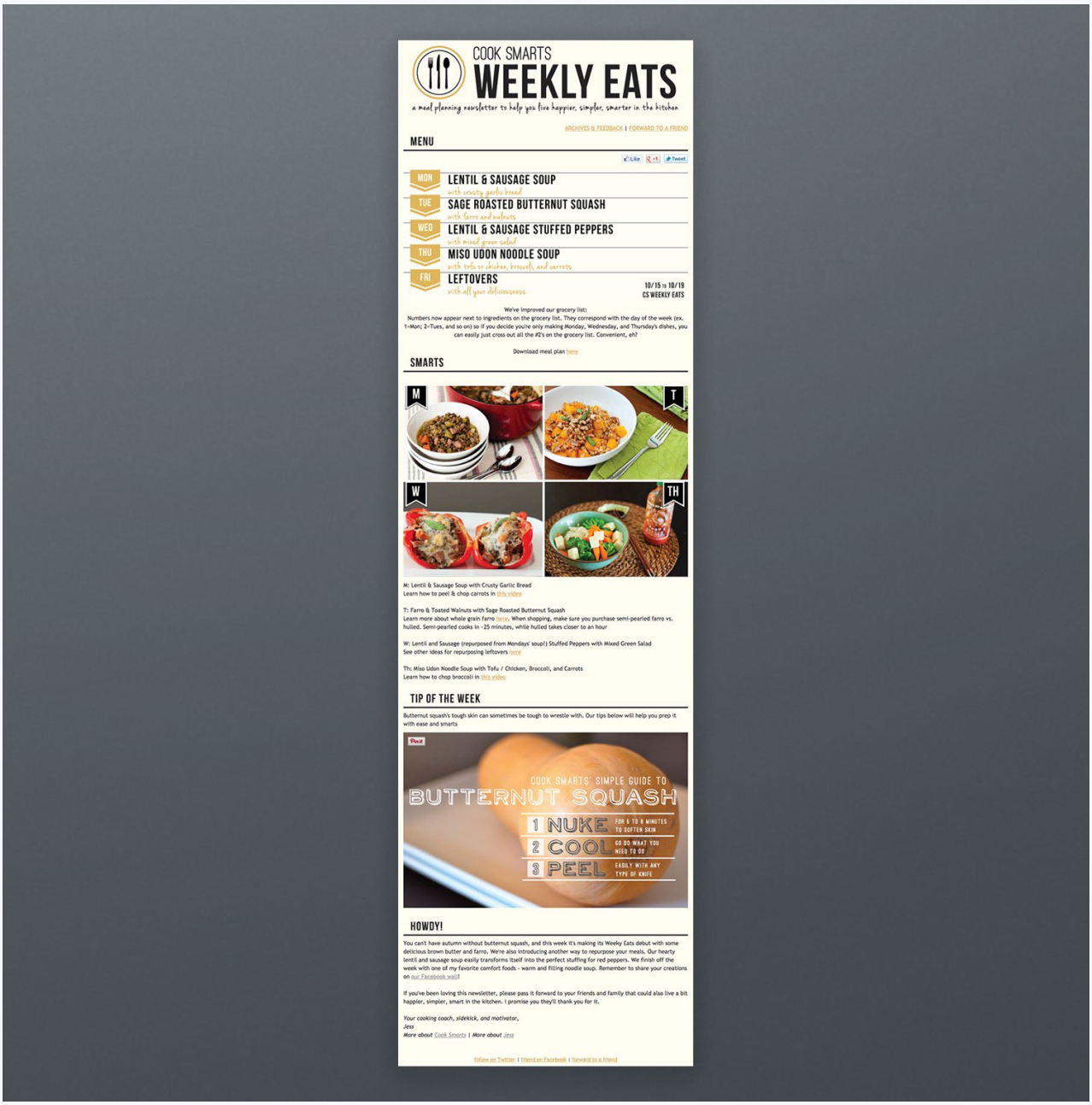
Once someone donates to a charity, his/her money takes a long journey. 'Charity: water' has used automation for their emails to show donors how their money is active in all the way. This was an unusual approach, and it has grabbed lots of attention!

Example 4. Kate Spade



I have already mentioned the importance of customization and friendliness in email marketing. Therefore, designing a discount offering email template that evokes a dialogue is a charming idea like Kate Spade has done.

Example 5. Cook Smarts



Cook Smart sends yummy recipes in the form of a meal plan to its subscribers every week. The "Weekly Eats" newsletter creates followers who wait for their new email hectically. Furthermore, "Forward to a Friend," call-to-action creates an opportunity to share, which would also be a great way of growing an email list.

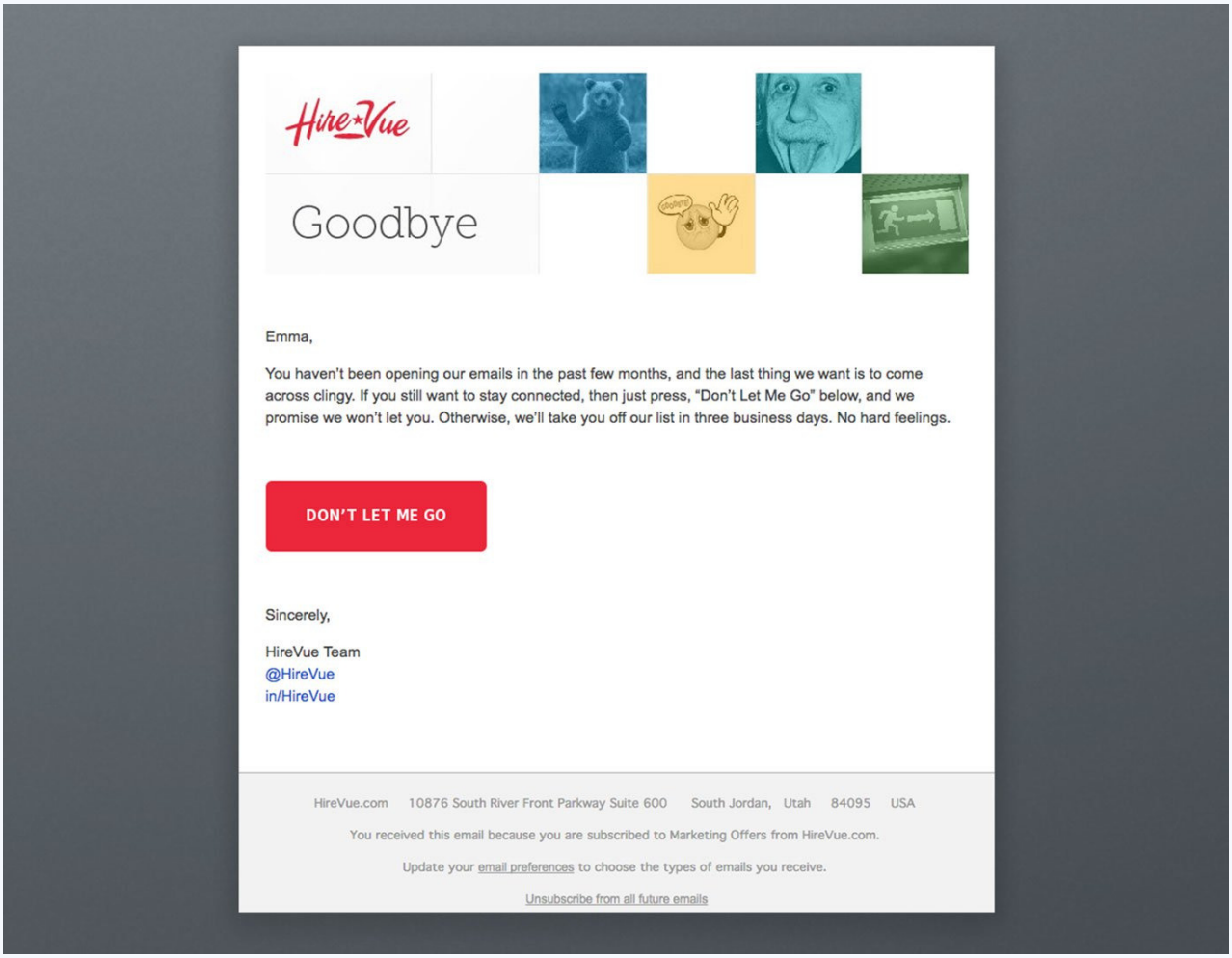
Example 6. Dropbox

Dropbox has generated a cute and funny email to say, "come back to us!" by using cartoons and emoticons. The email was simple, short, attention-grabbing, and sweet. They may have also included an incentive to give a reason to recipients like a limited-time offer.

Example 7. Estee Lauder

Estee Lauder has offered to test as a proof of the high quality in their email. This is a great way to sell high-priced products. They also used a colorful animated GIF which arouses the interest of readers.

Example 8. HireVue



The automated subject line of HireVue was "Saying goodbye is never easy to do… So, we thought we'd give you a chance to rethink things." They made the email funny and straightforward while appearing with a guilt-free message. It was an alluring, smart, applaudable, and customized unsubscribe email which worked and decreased unsubscribe rate of HireVue.

Example 9. J.Crew

J. Crew has given a message pointing out that their stocks are melting like ice cream. They were able to put recipients in a good mood by sending this quick and sweet note, and their click rate was high accordingly. Good job!

Because people have no idea about what 'Holy Guacamole!' means, they tend to click on call-to-action to find out. It is a smart idea!

Spoiler: It's about 24-hour sale triggering a sense of urgency.

Because familiar things charm people better, J.Crew has used the power of words by comparing its sales with a very common and widely used item.

Example 10. JetBlue

JetBlue has generated a heartbreaking email that touches the reader's feelings. It was an unsubscribe email to inhibit losing a customer. They may have used personalization like appealing by name, yet this automated email was successful!

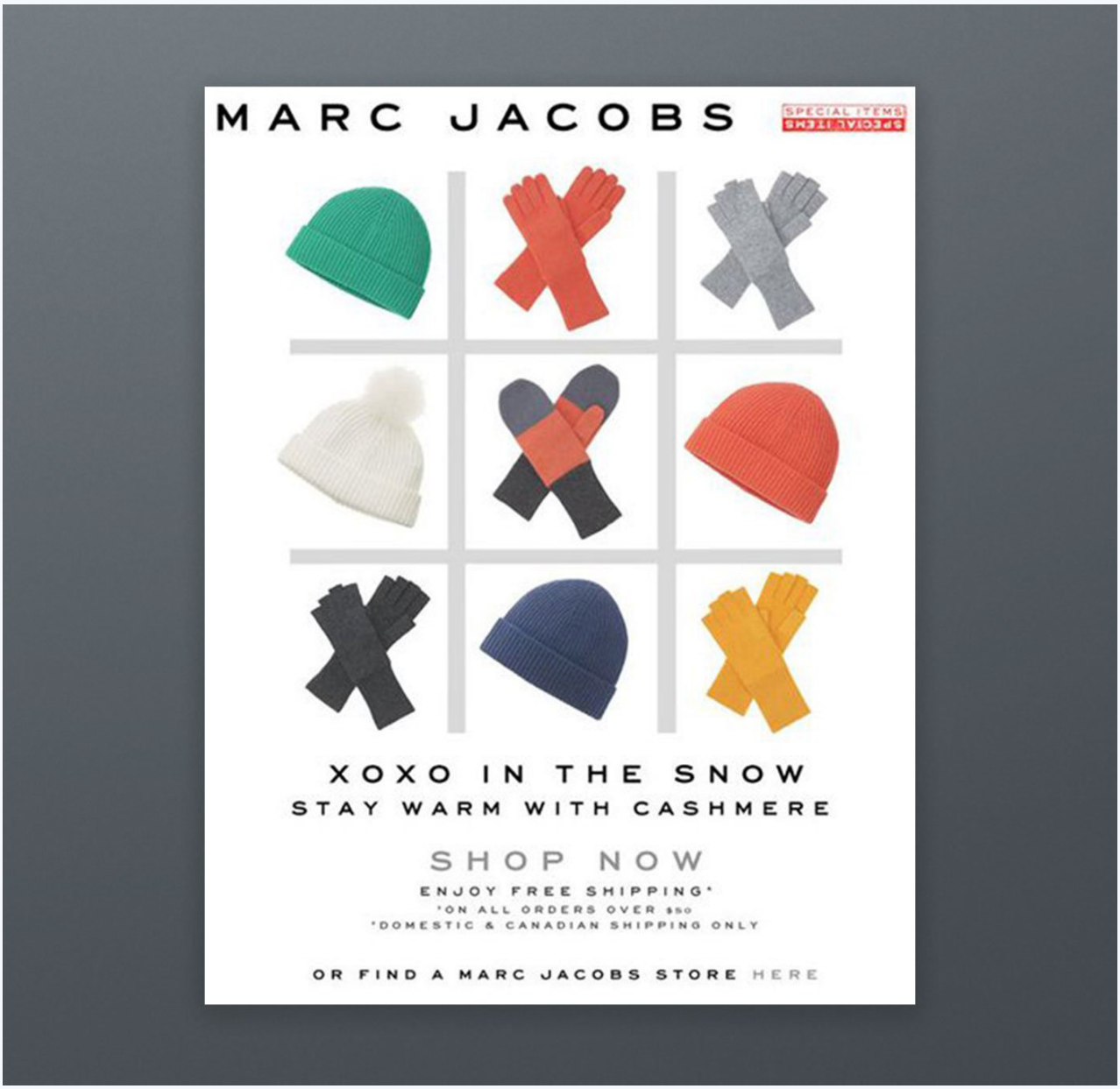
Example 11. Loft

Loft has nothing to do with bananas, but they made a simple and fun email saying: "Don't let this offer slip away from your hands because it is as easy to lose the chance as that you can slip on a banana." Creating a sense of urgency with making recipients smile works!

This email sale campaign has attained its marketing objectives because the email created curiosity. Readers had to click on call-to-action to see how much discount offered, so the campaign had a high click-through rate.

Loft has created an automated welcome email evoking a very familiar song. They also offered a coupon as an incentive for their first purchase. Good approach!

Example 12. Marc Jacobs

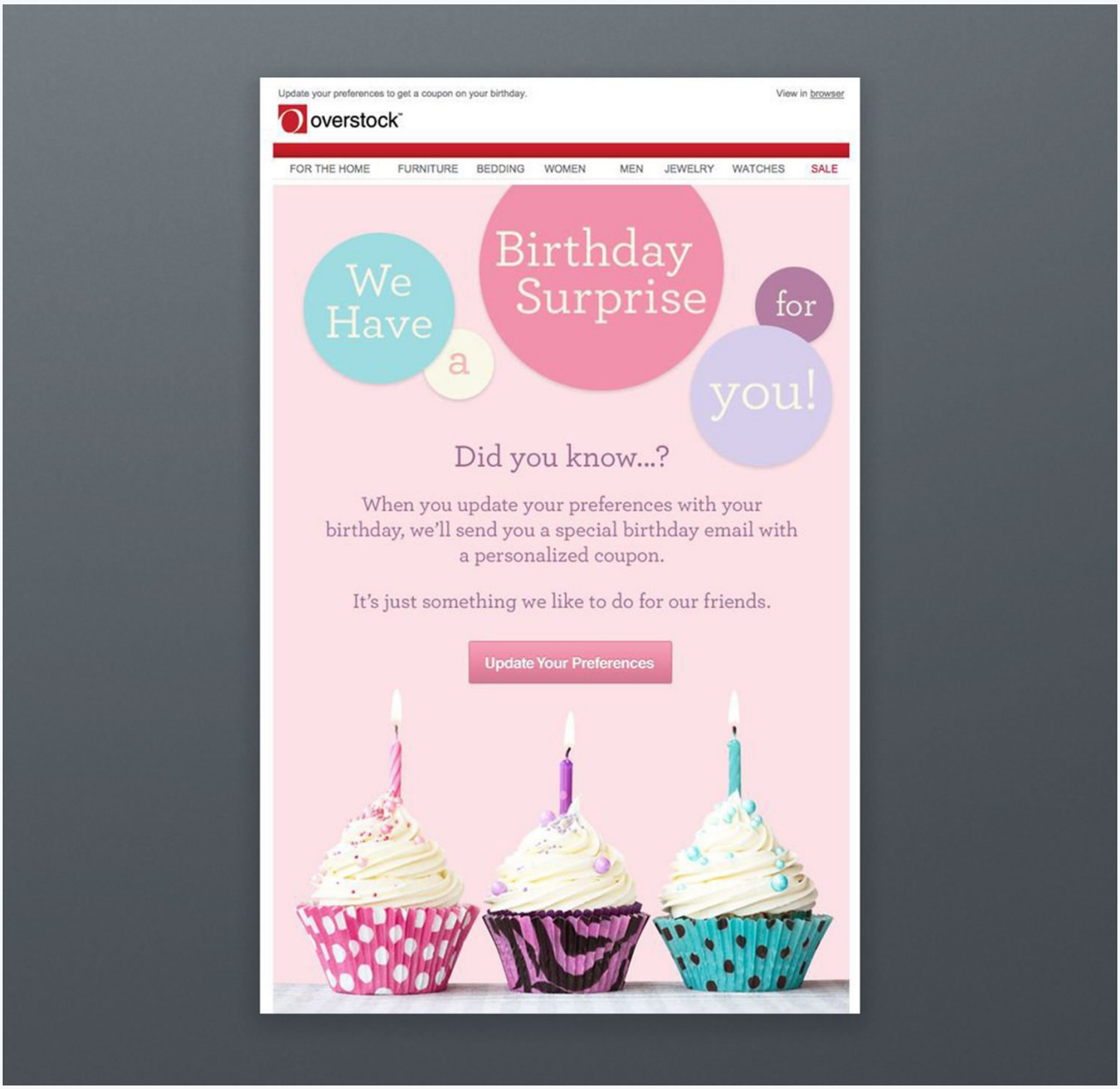


Marc Jacobs has created a campaign referring to a worldwide known game called Tic-Tac-Toe. It was an amusing and attraction-grabbing approach. This kind of strategies make people smile, and smiling people more tend to engage. An excellent example of imaginativeness!

Example 13. Need Supply

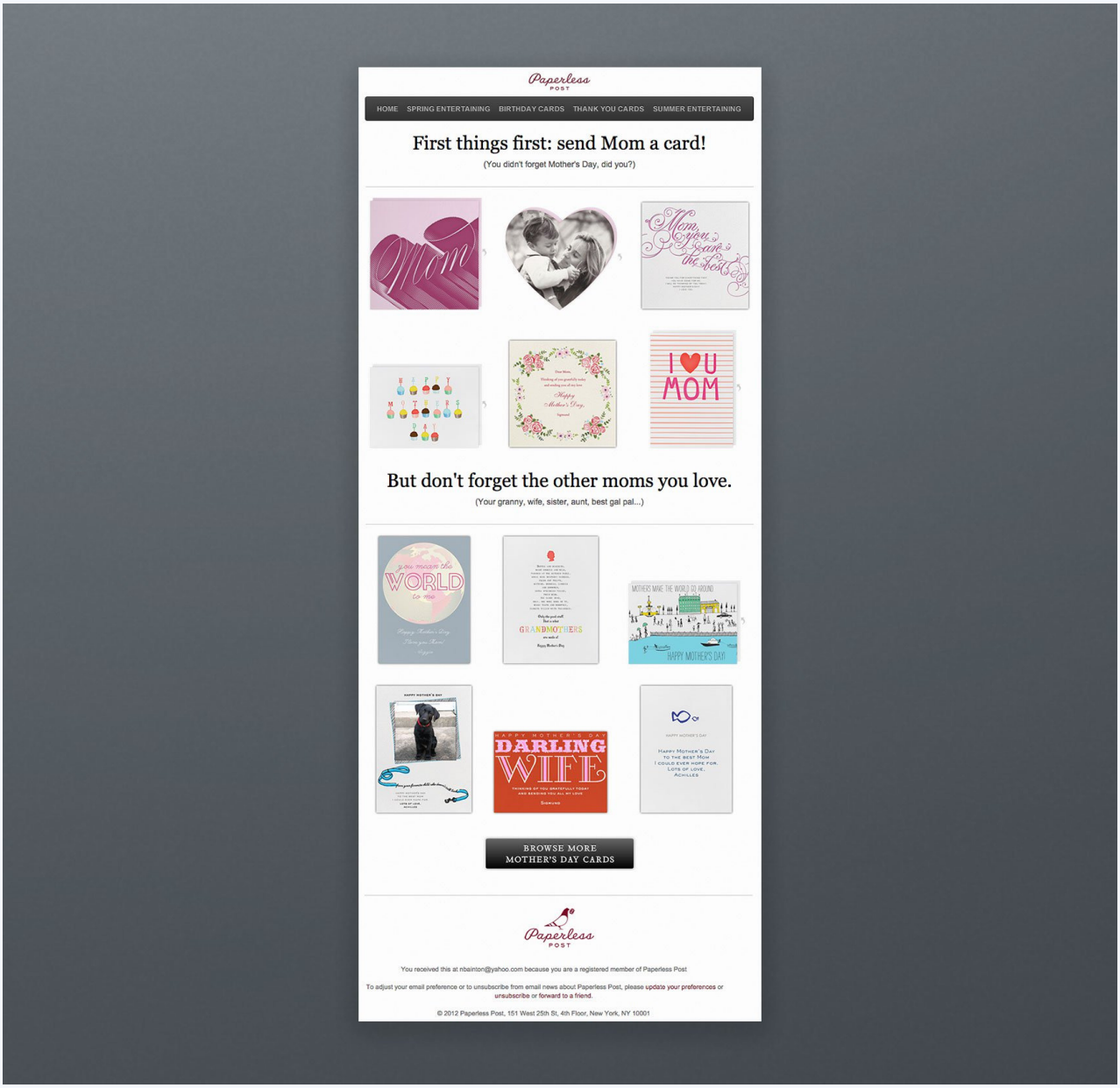
Need Supply has created an unusual approach: They send their subscribers birthday emails just after their birthdays! A personalized, friendly, and apologizing language is used in this email campaign. The idea was to shock people because nobody expects to receive this kind of email. It was a perfect example of creativity!

Example 14. Overstock



Overstock has motivated its subscribers to update their profile information in exchange for an irresistible incentive (coupon and discount) because the company is very aware of how important refreshing their email list and segmenting their customers.

Example 15. Paperless



You must never skip over a special occasion without making a marketing campaign because your competitors won't! Paperless has created an email marketing campaign for Mother's Day. It is a successful example because firstly, they added several calls-to-action in their emails for each card picture. Secondly, they had a clear call-to-action, including a sense of urgency. And lastly, they asked answerable questions encouraging engagement.

Example 16. Pinkberry

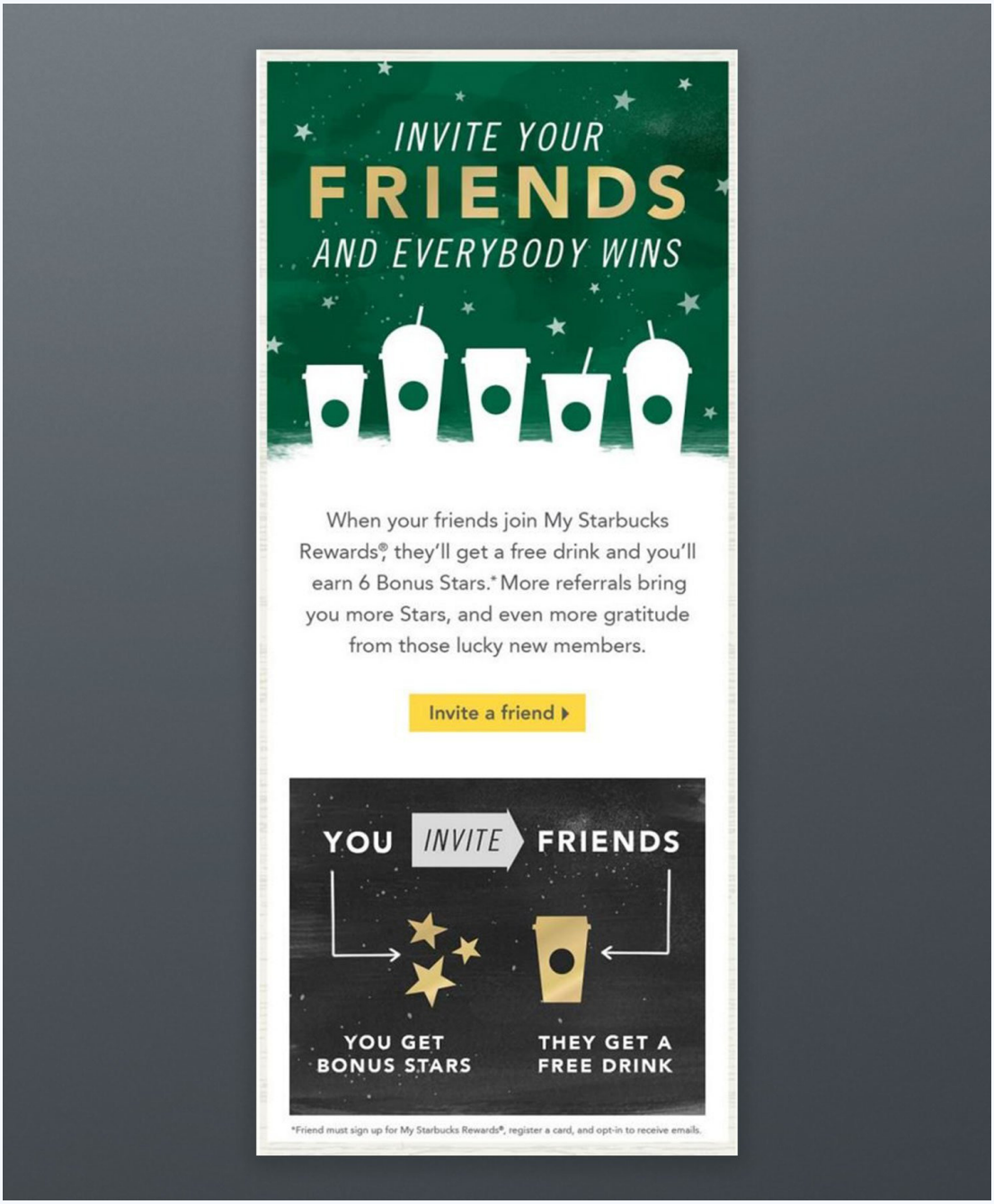
Pinkberry has come up with a great email marketing campaign for their sleepy customers who have not engaged in their efforts for a long time. They motivated their subscribers to sign in their accounts by offering a surprising gift: a free yogurt in their Pinkcard.

Offering a free product is subservient, and it also helps retaining back a customer who has unsubscribed from your email list recently.

Example 17. Ponch

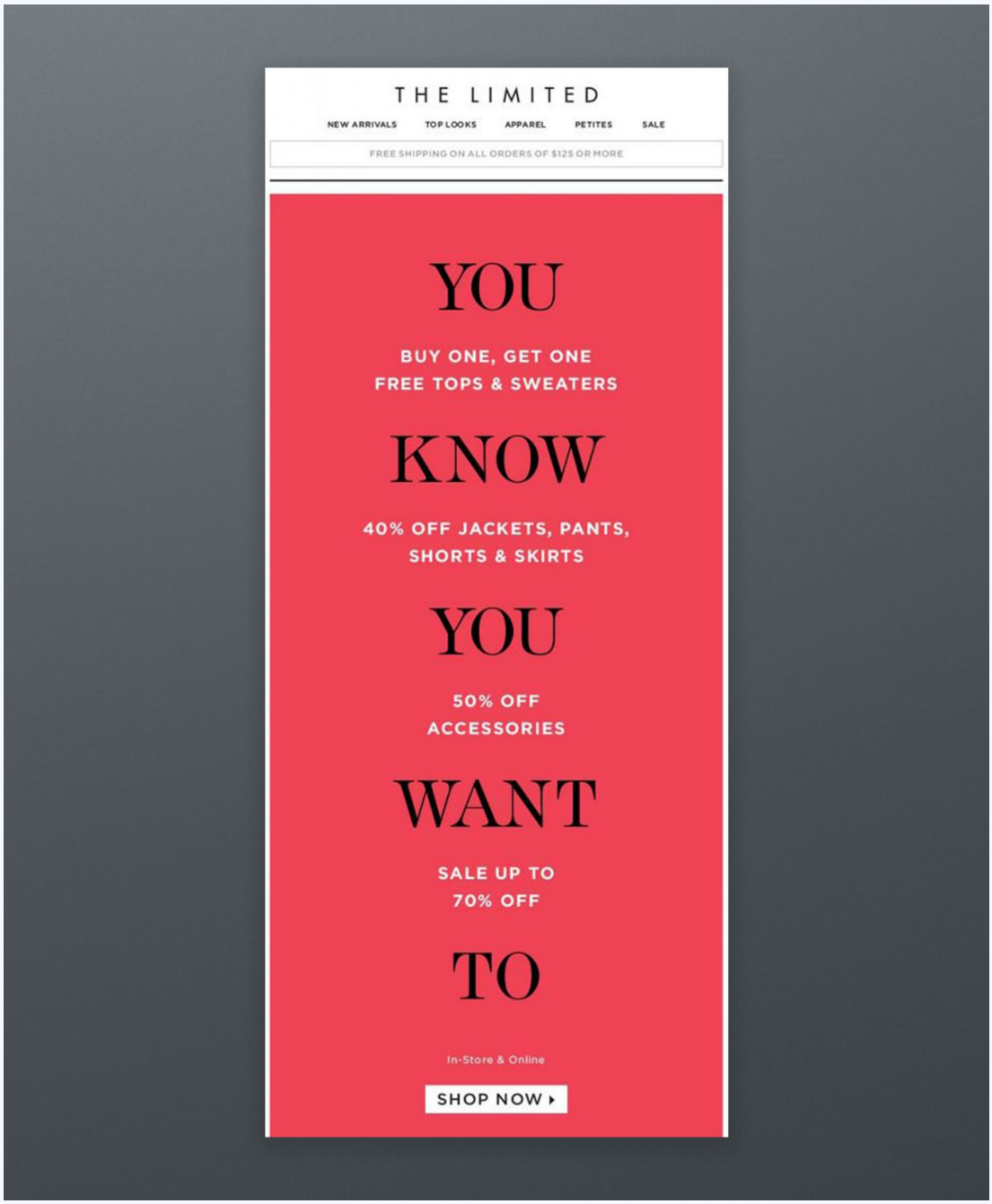
Poncho sends daily emails about weather forecasts each morning. These customizable newsletters help Poncho to create a sustainable relationship with their customers, hence their way of communication appeals for everyone. They also use colorful images and delightful GIFs which trigger good feelings of readers.

Example 18. Starbucks



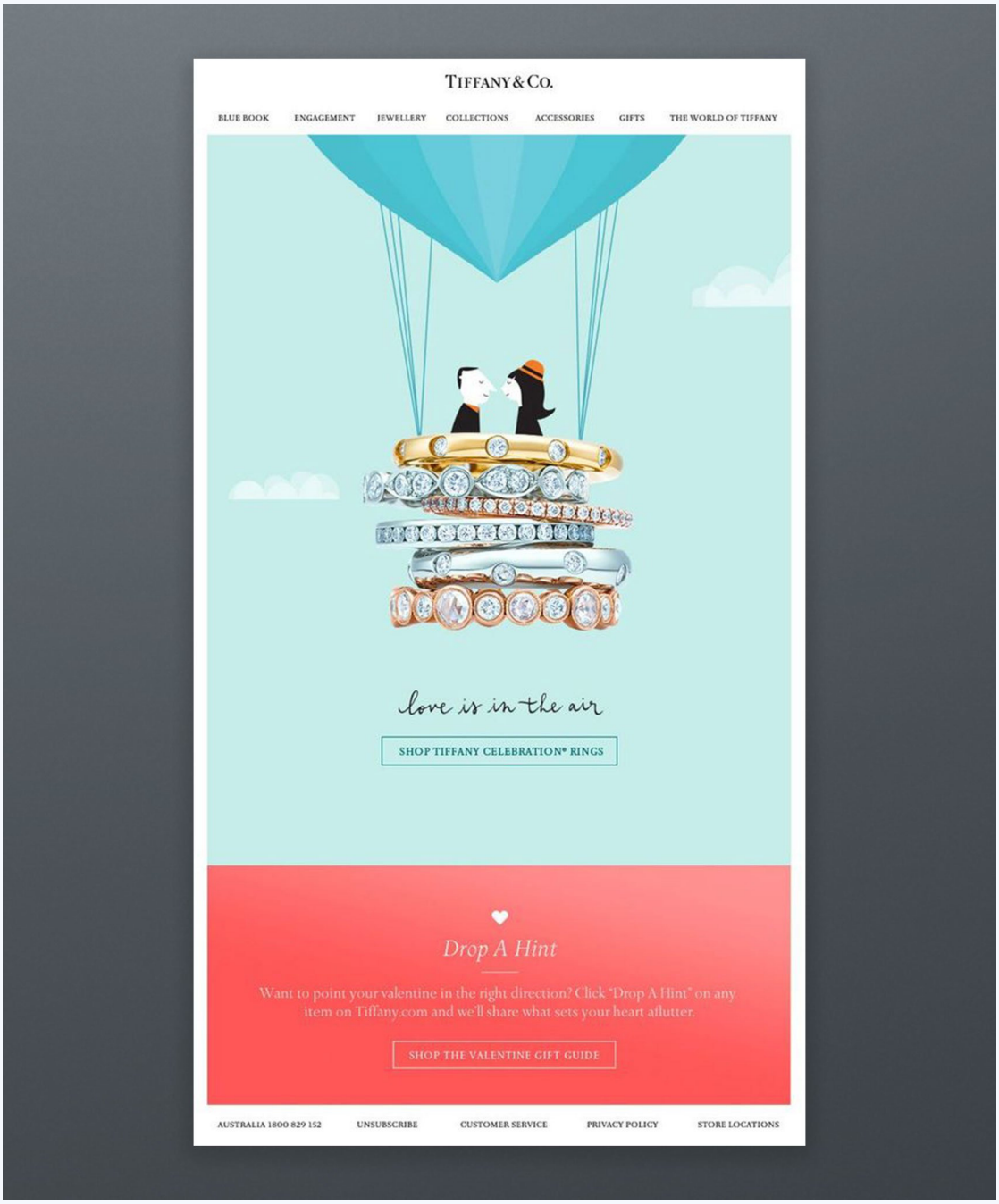
Starbucks has made a win-win-win campaign! The formula was easy: Starbucks subscribers needed to invite their friends to get a free drink. If invited ones fill up a subscription form, they also will win a free drink. Starbucks, however, would obtain new customers with a little cost. See, this is how the stars of industries shine!

Example 19. The Limited



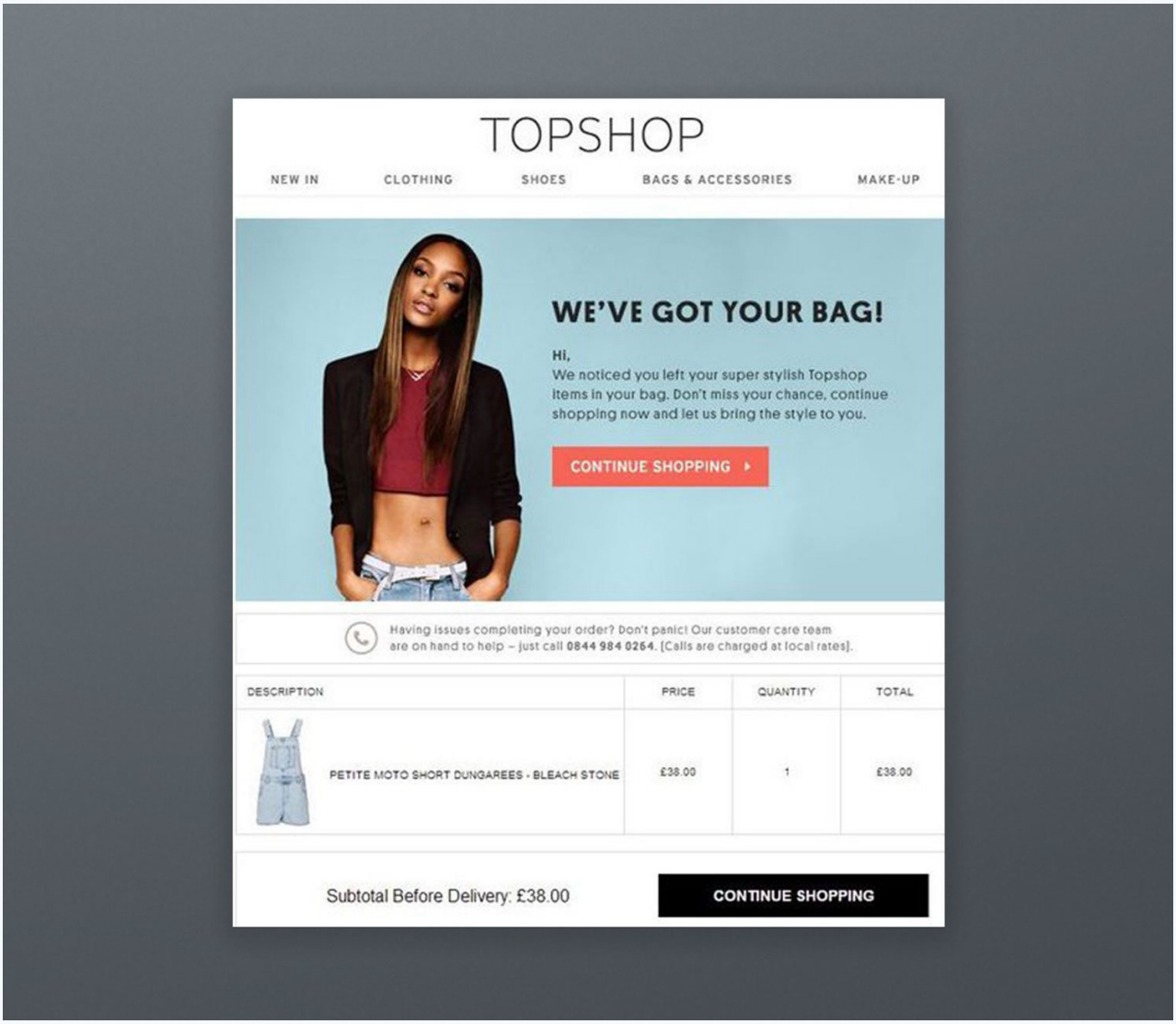
I have said that text-only emails do not look good, but if you worry much about the size and transfer speed of an image, you may create successful email marketing campaigns without any images as The Limited has done. They used the power of transverse colors to attract attention. This strategy also makes your email dull looking and easy to scan. Of course, do not put a desired and precise call-to

Example 20. Tiffany&Co.



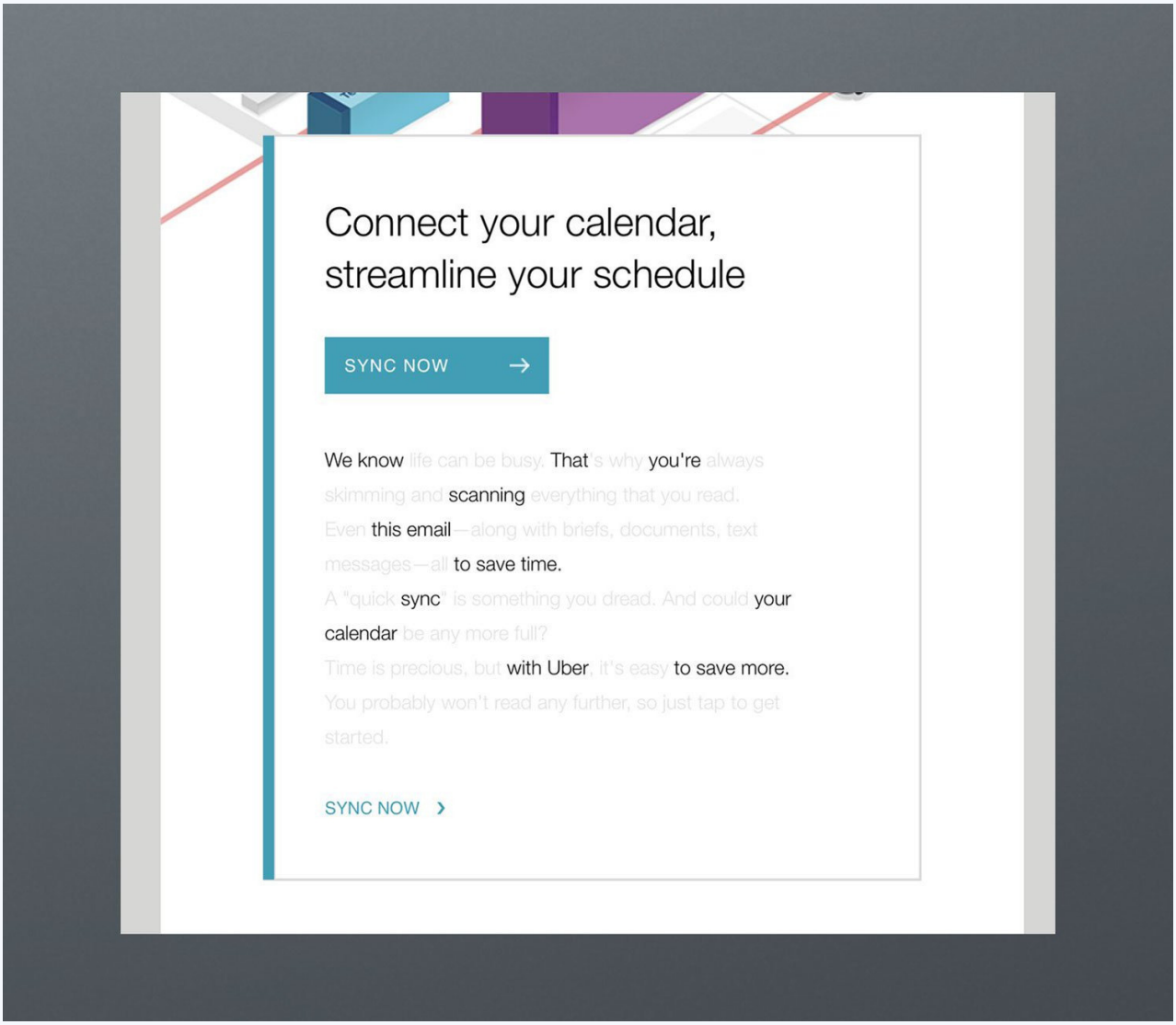
Tiffany & Co. have used romance in their email marketing campaign to build a mental connection between their products and romantic feelings. Because good feelings increase the possibility of engagement, people were more likely to click on call-to-action. Additionally, they used visuality very well: A balloon built with Tiffany rings and a sweet cartoon character couple.

Example 21. Topshop



Topshop has generated a great email reminding their clients about incomplete orders. The email is influential because they have chosen their words very wisely: "We have got your bag (referring to 'back')." They try to say that "We kept your shopping basket safe all this time." Good job!

Example 22. Uber



Uber has created a campaign clearly saying that "Hey, we are aware that you do not want to waste your time with reading every single word in this email, so we made it easy to scan. Look at it, then click on the call-to-action button." The campaign was very successful due to the usage of simplicity. Also, bright colors and geometric patterns are the right way of presenting visuality.

Email Marketing Categories

Newsletter

A newsletter is a regularly distributed email campaign that is generally about one main topic of interest. This fits perfectly if your goal is to keep in touch with your existing customers.

Marketers using the method of the newsletter have usually aimed;

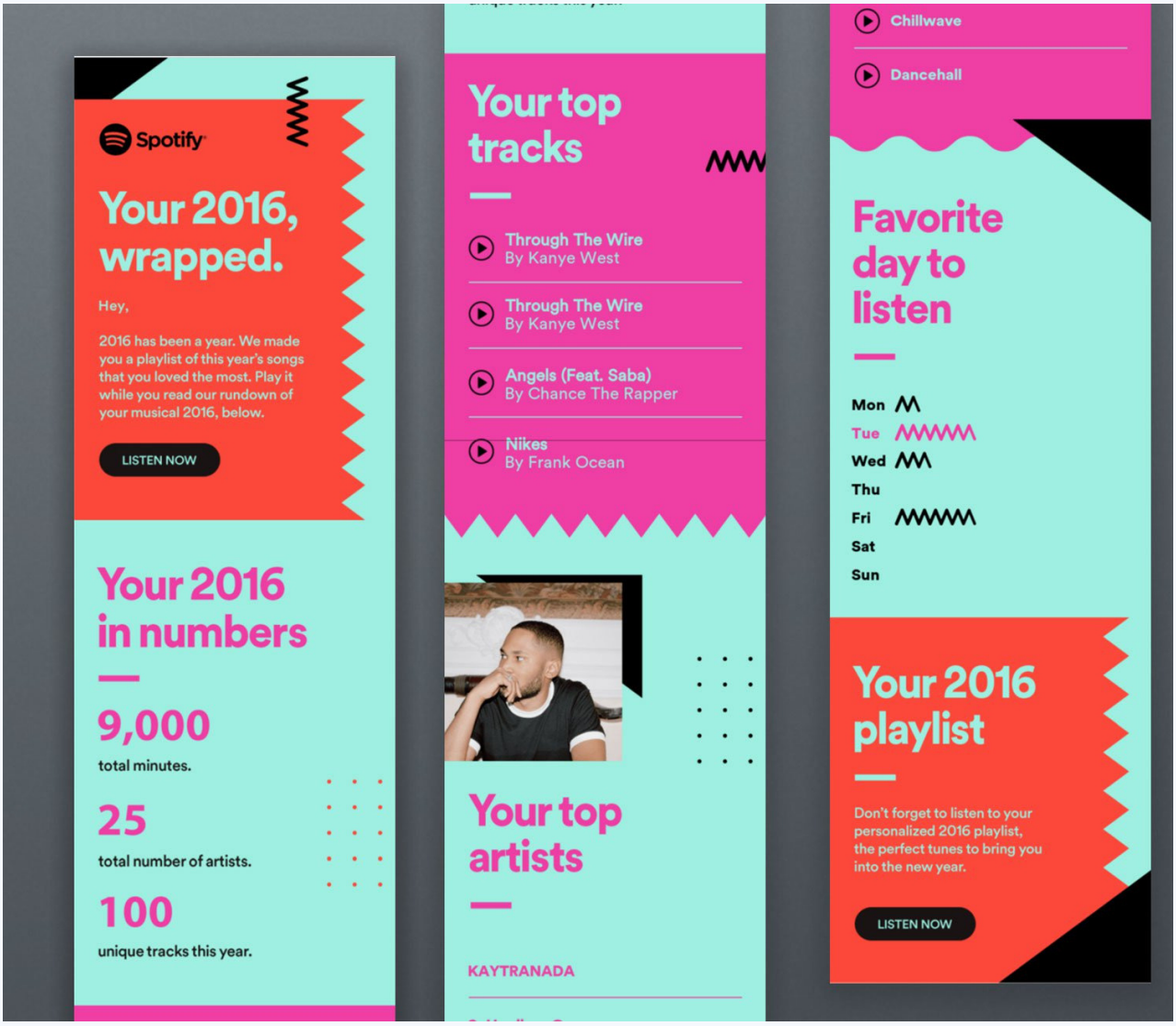
We will have everything our customers care about, all in one place."

"Our newsletters will be so different that people will actually look forward to getting our newsletter."

"Since we're only sending it once a month, it will be a breeze to put together."

Let's have a look at a well-executed newsletter of Spotify:

Spotify



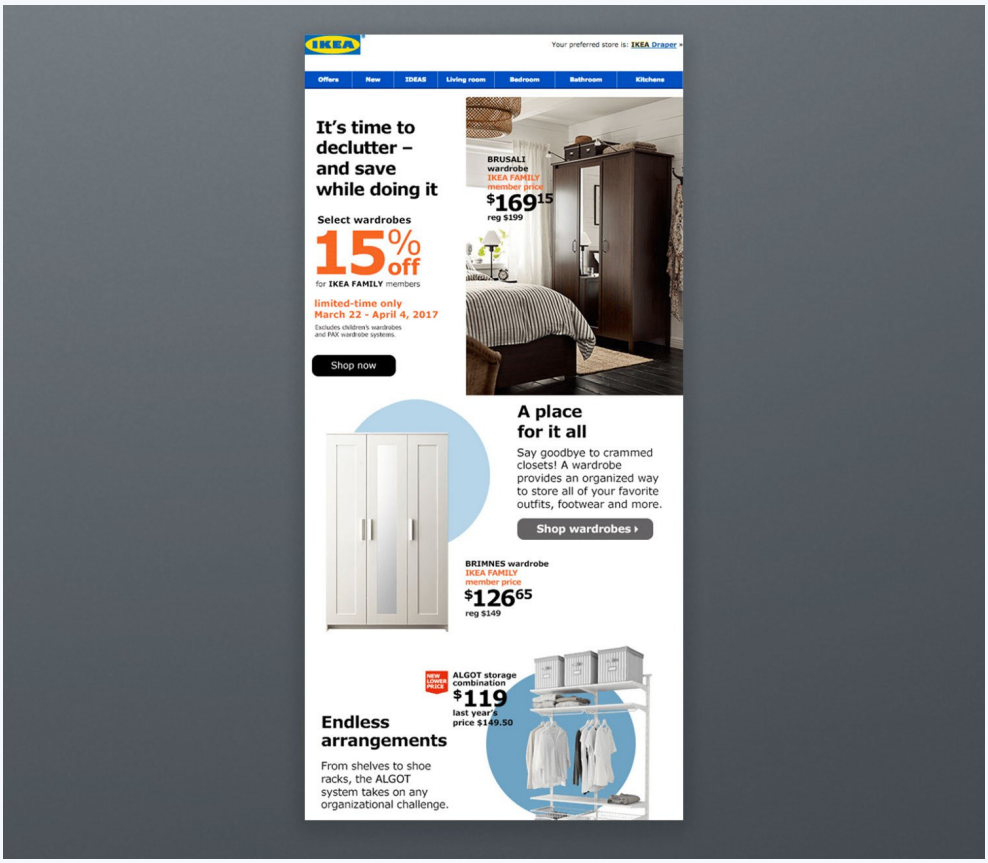
Spotify is a well-known business which is very successful in reaching their customers with customized content. Spotify forms an end-of-year playlist for each of their subscribers and sends it as an email. This email contains their most-played songs, top artists and genres, the time they have spent on Spotify, and their most active days. The email continues with a call-to-action link that customers can click and reach the playlist made for them.

It is an excellent example of building a sustainable relationship with existing customers!

Email Marketing Offer

A marketing offer is any campaign that you send to drive direct response from a customer. It needs to include a call-to-action button. An email about the latest stock, discount or special promotion may be given an instance to a marketing offer.Let's have a look at a great marketing offer of Ikea:

Ikea



Ikea has created a compelling sales discount email because the campaign;

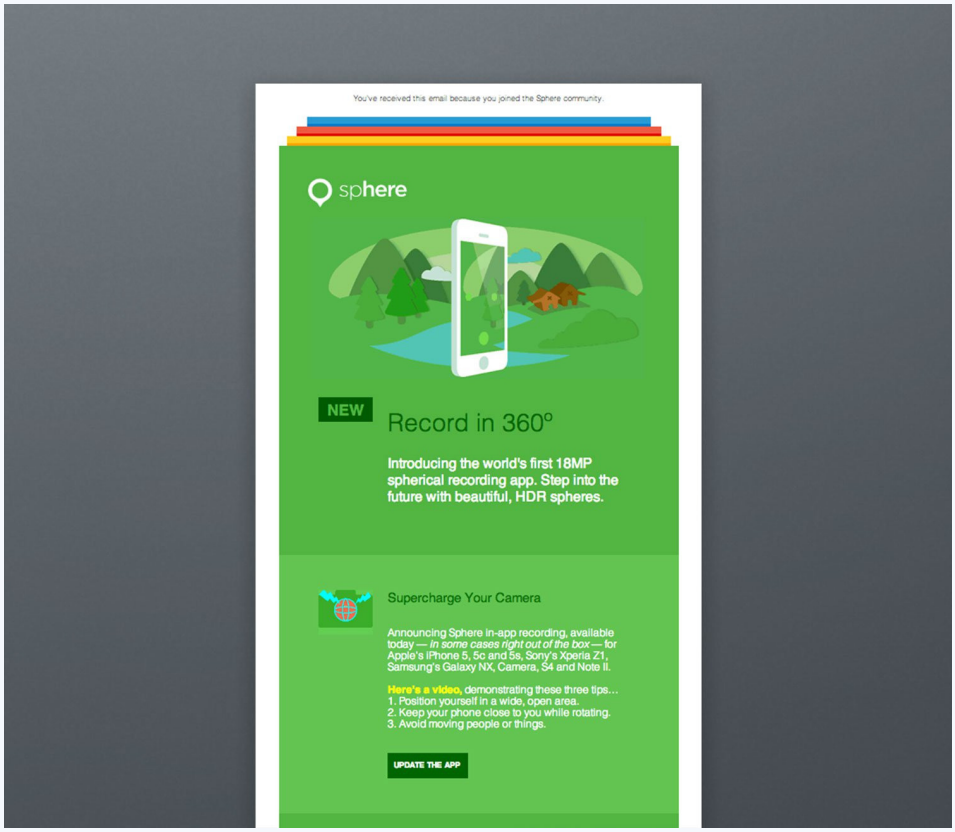
- Is easy to skim,
- Has adequate pictures, specific sections, and paragraphs,
- Encourages readers to go to their webpage to seek more information,
- Has call-to-action links and buttons that are clear and easy to find.

Announcements

Announcement emails are used when launching or updating a new product, a feature, or a service. This is a great category to choose if your email marketing goal is to keep your audiences engaged.

Let's have a look at a well-designed announcement email example of Sphere:

Sphere



Sphere has generated a mobile app update announcement email by using the power of GIF. Because announcement emails require customer engagement, amusing your subscribers with animated GIFs will definitely work!

Event Invitation

Event invitation emails are designed to increase awareness about your event and to encourage your subscribers to attend. Events lead to an increase in communication with your audience, so arrange some creative activities!

Let's have a look at a suitable event invitation email of Hidden Dinner:

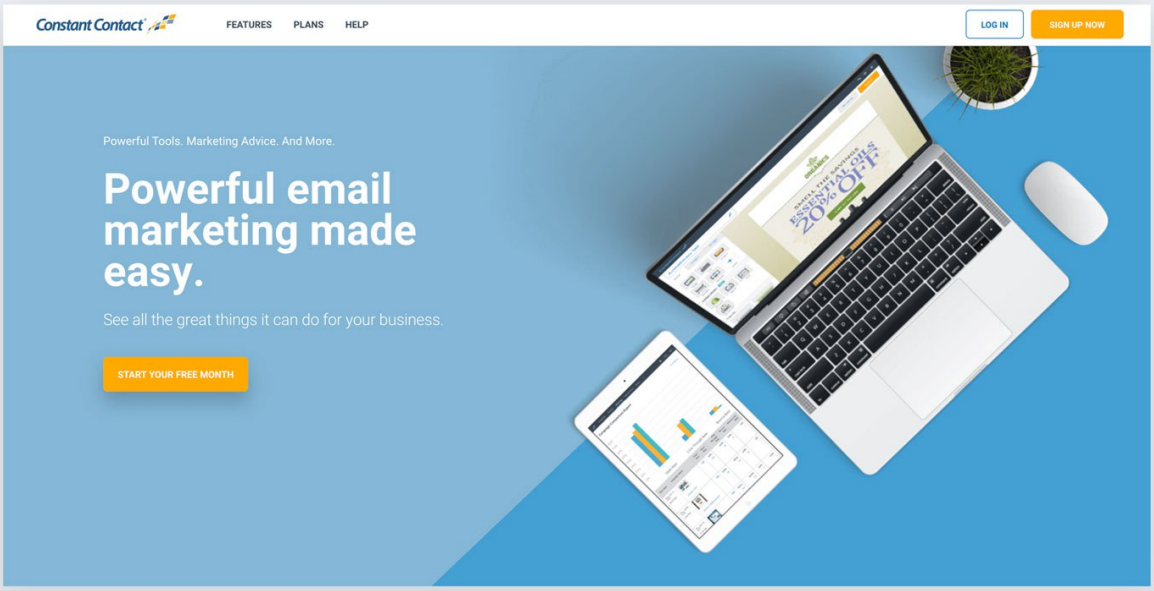
Hidden Dinner

Hidden Dinner has generated an attraction-grabbing event invitation email because;

- The design of the campaign is unique and in line with their website,
- The email contains a little information about the event, which triggers a curiosity,
- Call-to-action is descriptive and encouraging to click the button,
- Offering a passcode makes people feel special, so it increases ticket sales and event attendance.

Email Marketing Service Providers

1. Constant Contact

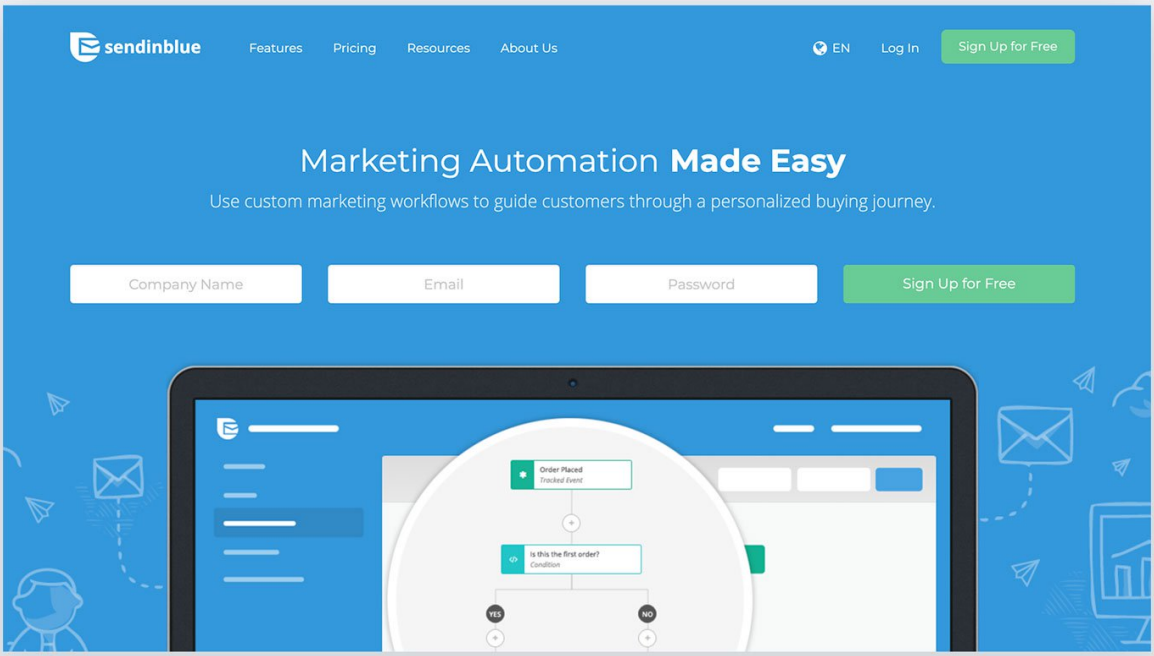


Constant Contact is the most popular email marketing service for _small businesses_. It has customizable email templates and offers high-quality support.

Pricing:

Constant Contact gives you full access to their tools for 60 days. After the trial, the subscription starts at $20 per month for up to 500 subscribers.

2. Sendinblue

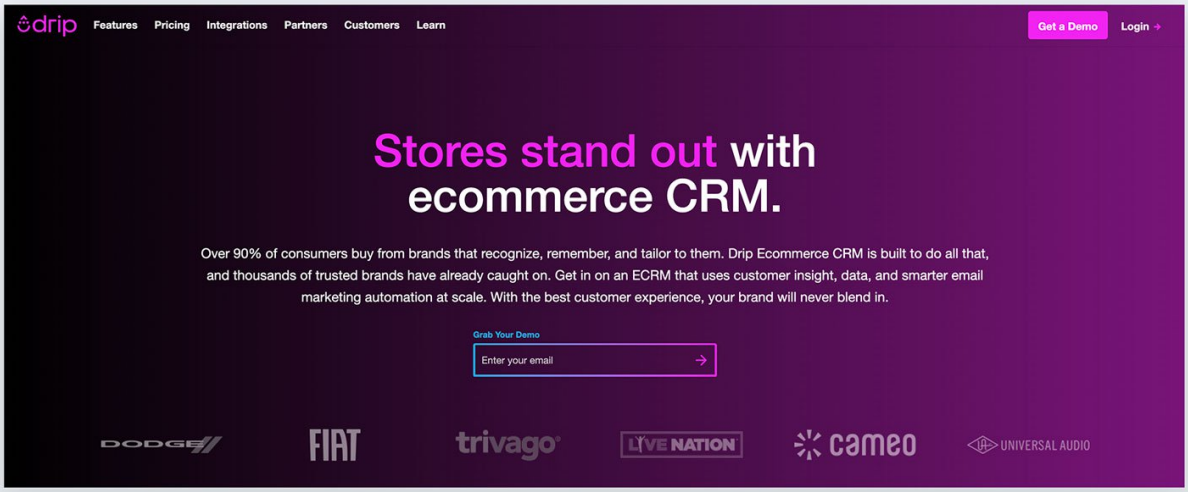


SendinBlue is an email and SMS marketing software that you can begin to creating marketing campaigns without strong knowledge.

Pricing:

They offer a free account with unlimited contacts, but you can send only 9000 emails per month. The premium plan starts at $25 per month for up to 40,000 emails per month.

3. Drip

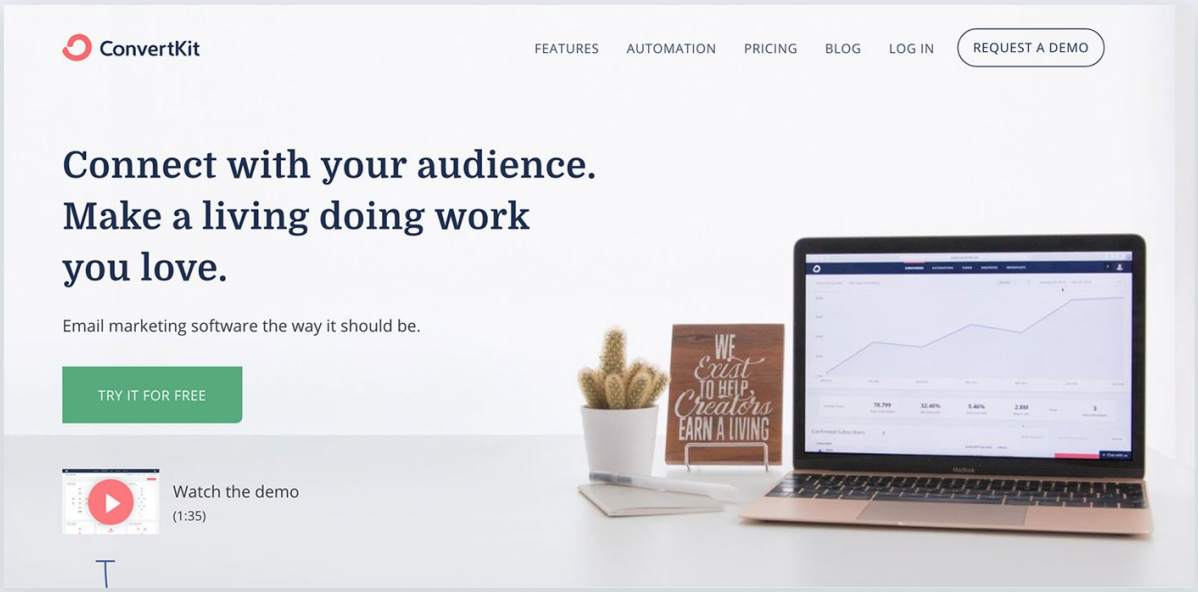


Drip is the perfect solution for you if you're an _e-commerce merchant_ who wants to send emails at the right time by understanding their purchase intent and behavior. You can customize your messages based on actions like cart abandonment, first-time users, returning website visitors, people who clicked a link on your site, and so on.

Pricing:

Drip offers a 14-day free trial. Their pricing starts at $49 per month up to 2500 subscribers.

4. Convert Kit

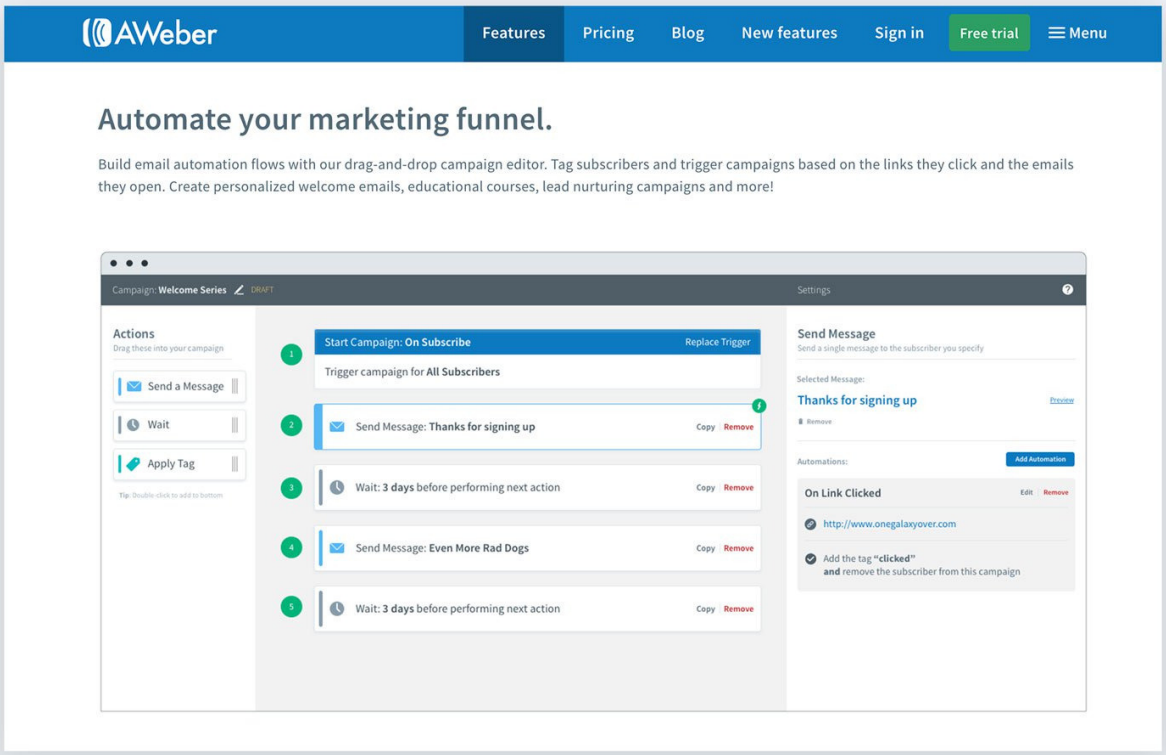


ConvertKit is the best email marketing tool for _bloggers and publishers_. With ConvertKit, you can create attractive forms and send custom-tailored emails to individual subscribers.

Pricing:

ConvertKit allows you to sign up for a free 14-day trial; then the pricing starts at $29 per month for up to 1000 subscribers.

5. AWeber

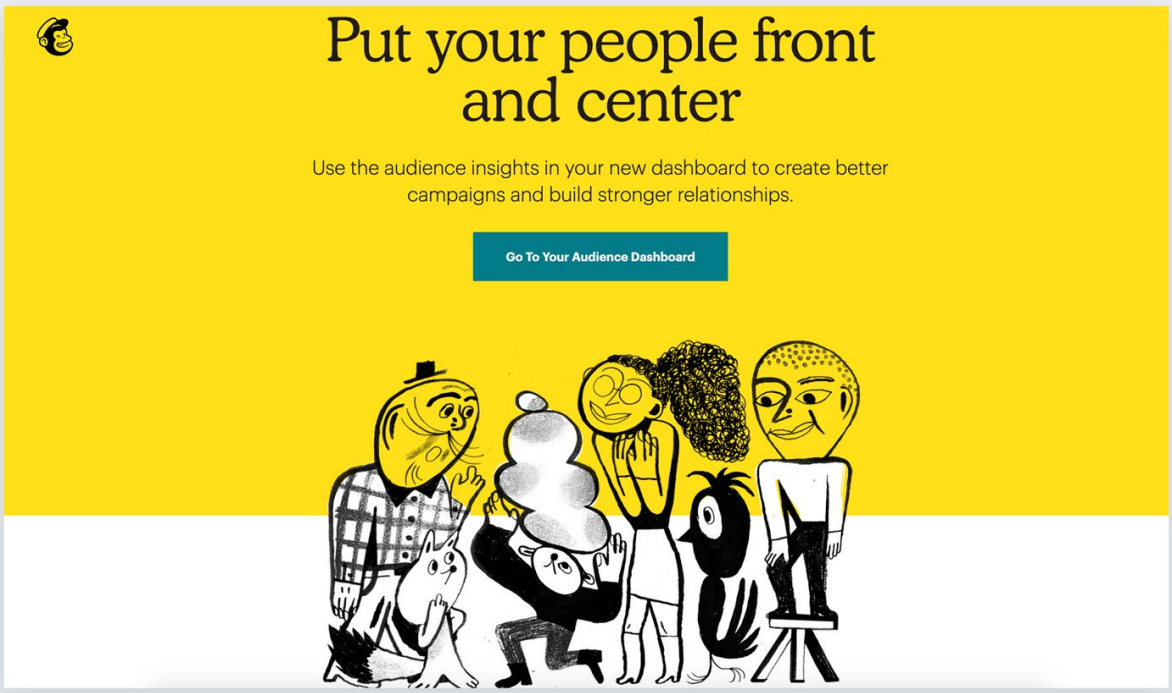


AWeber is one of the most popular lead generation services for small businesses. You can design email newsletters with the drag and drop builder, automate email sequences, and create mobile-responsive sign-up forms that function well on any device.

Pricing:

The pricing starts at $19 per month for up to 500 subscribers.

6. Mail Chimp

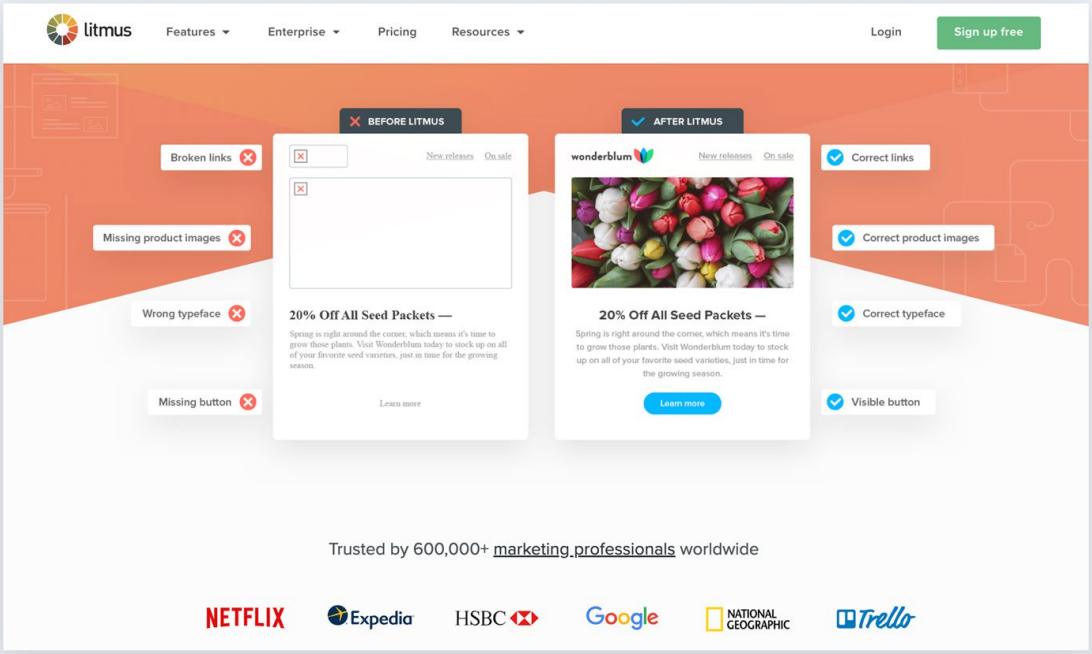


MailChimp's features are robust and affordable for marketers of all sizes, whether you're a blogger, local business, or a company with off-the-charts growth.

Pricing:

You can sign up for their free plan up that allows you to grow up to 2,000 subscribers and 12,000 emails per month.

7. Litmus



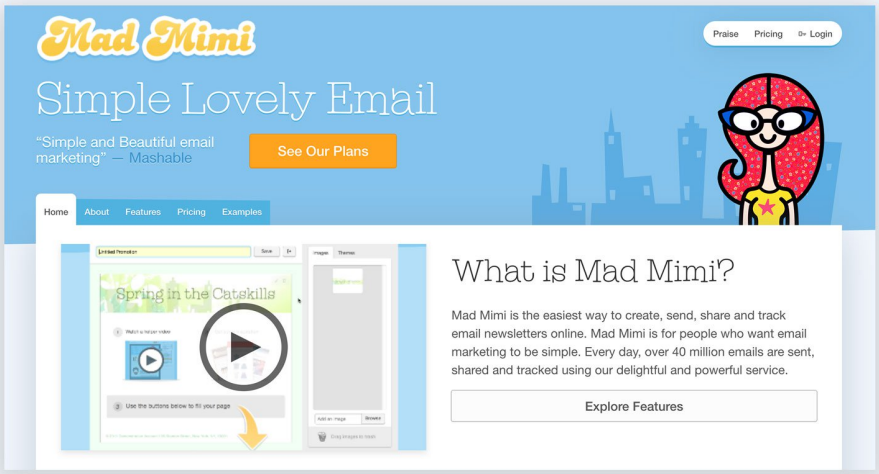
Litmus enables you to;

- Build and preview your emails in real-time either by using templates or designing by yourself,
- Make sure your email looks great on both mobile and computer,
- Get a guided check of elements that may affect your email performance like broken links and load time,
- Have a spam test and get actionable advice to fix your email,
- Improve segmentation and targeting strategies with email analytics,
- Get the protection of your sensitive data without carrying any risk.

Pricing:

Litmus comes with a free 7-day trial, while the premium version costs for $399 a month, $149 for the Plus version, and \$79 for the basic version.

8. Mad Mimi



Mad Mimi is a tool that helps you to create, send, share, and track email newsletters online. It makes email marketing as simple as possible by the help of a straightforward WYSIWYG editor.

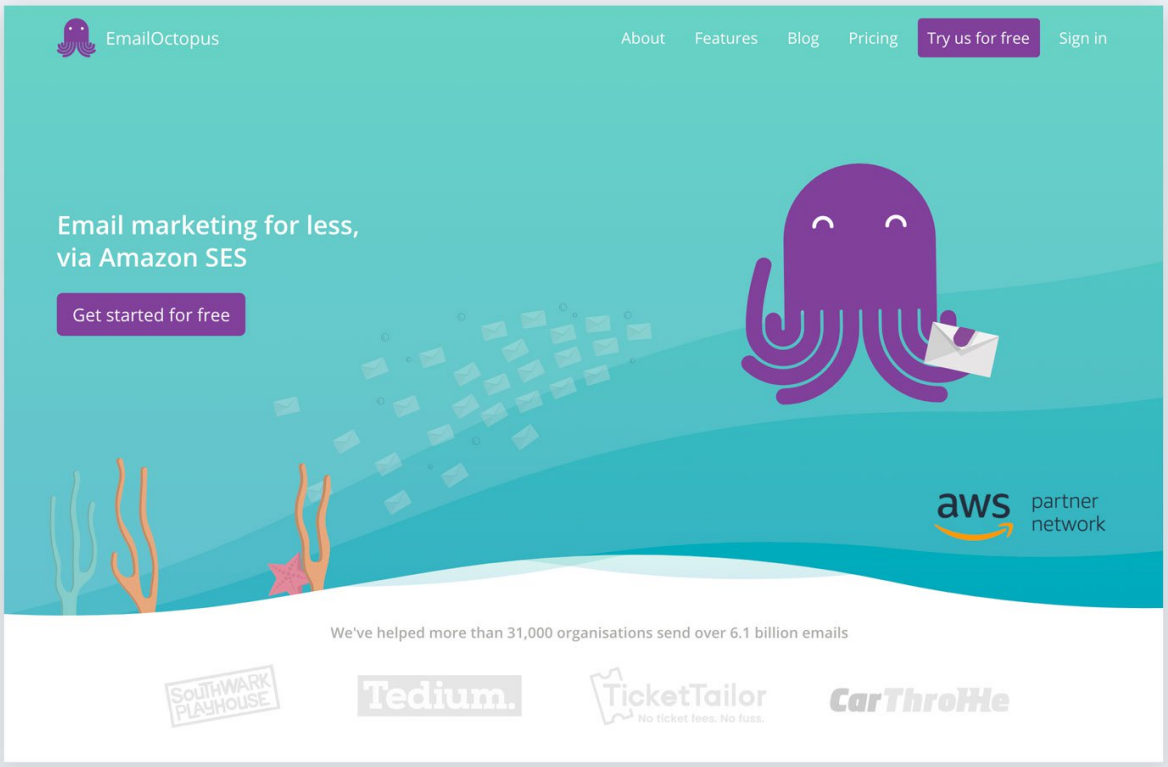
To customize your emails, you can choose and add links from 39 social networking buttons like share, like, pin and _retweet. _It also offers services such as;

- Creating mobile-friendly email,
- Copying or adjusting your previous campaigns using the clone tool,
- Having detailed reports to see how many of your emails were opened, the number of embedded links, how many shares you had on social media and the number of user clicks,
- Integration with Google Analytics to track in-depth statistics and click.

Pricing:

Mad Mimi pricing initiates from $10 per month basic account for 500 contacts, and the pro package costs $42 for 10,000 contacts.

9. Email Octopus



Email Octopus is a tool that helps you manage your email marketing campaigns with the help of Amazon SES. You can send email newsletters and drip emails, create and customize HTML email templates.

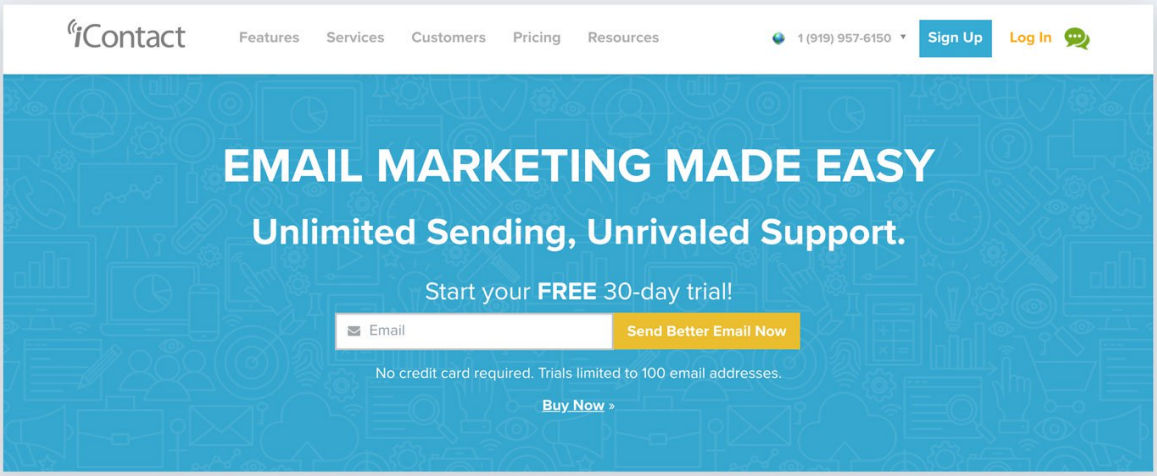
You can also have designed templates, analyze and optimize campaigns, and automate your email sending workflow.

If you would like to learn more about Amazon SES Email Marketing, you may read our blog post.!

Pricing:

The basic free plan is available for 14 days, and the premium plan costs \$19 per month.

10. iContact



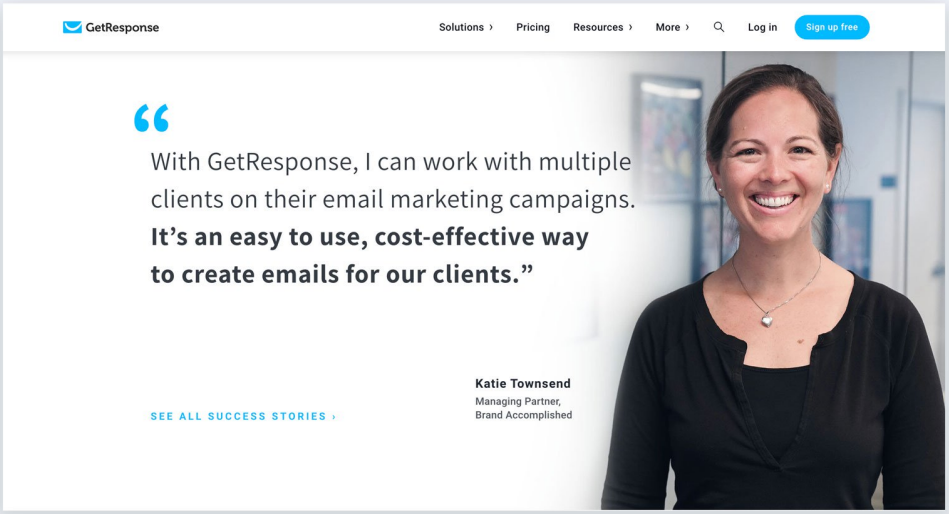
iContact offers intuitive and straightforward packages which cover;

- HTML coding options and different pre-designed marketing templates,
- Easy-to-navigate interface,
- Tabs at the top half of the screen letting you create and measure your email campaigns,
- Sign-up form options for your website,
- Importing a list of subscribers from a CSV or Excel file,
- Segmenting your email list,
- Integration of social media-friendly features,
- Automation of email sending workflow

Pricing:

iContact has special packages starting from $14 to $299 per/month depending on your subscriber list size.

11. Get Response



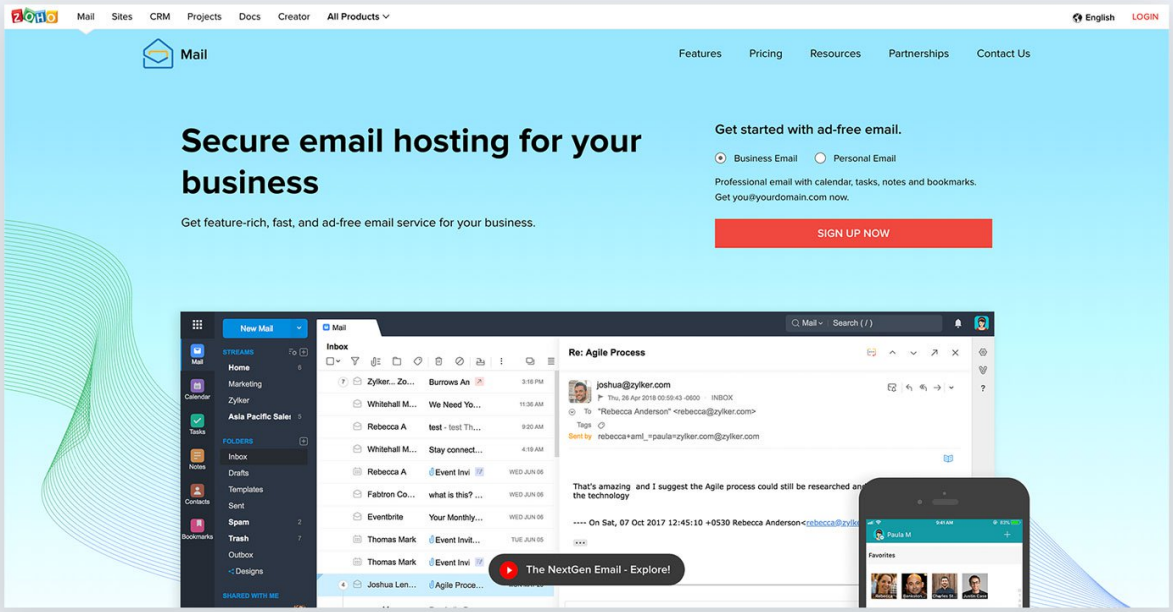
Get Response is a tool helping you to create professional-level marketing campaigns with an effectively maintained email contacts list. It offers packages containing the services of;

- Segmentation of email list,
- Importing existing subscribers from other files,
- Conducting searches about your contact list,
- Tracking your open rate, complaint rate, number of unsubscribes, click rate of links,
- Displaying email marketing campaign results and survey outcomes in the form of pie charts and bar graphs,
- Live and chat support in the form of FAQS, webinars, PDFs, video tutorials, a glossary and learning center articles.

Pricing:

Get Response offers various packages; the basic one costs you $15 per month with 1.000 subscribers. The price goes up to $1.199 depending on the number of features.

12. Zoho Mail



Zoho Mail is a tool to create your email marketing campaigns. The process is divided into three sections:

Necessary Details: campaign name, email details

Content

Audience

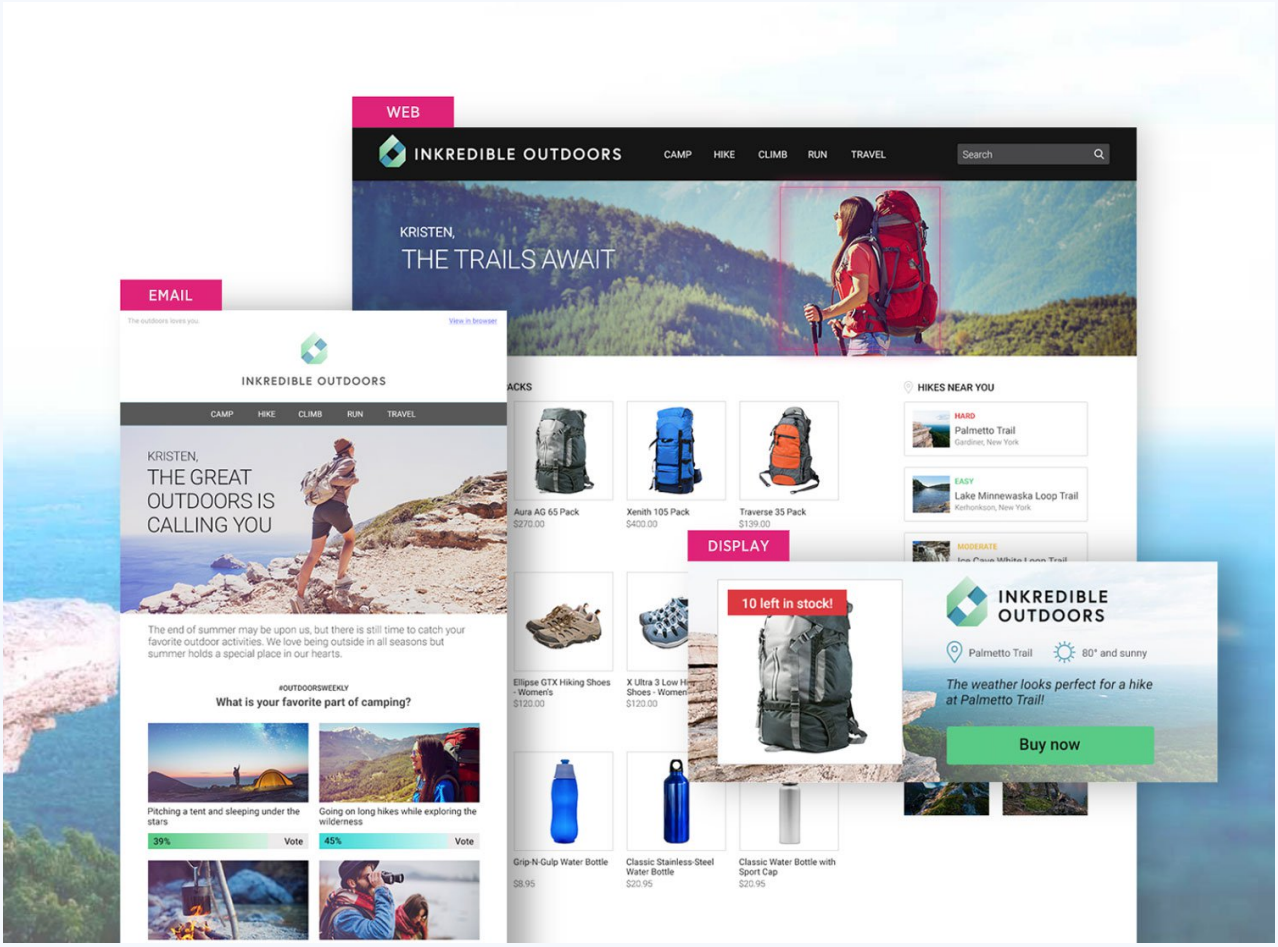
You may use a WYSIWYG editor used for HTML content in the second step. Then, you can add images, drop items, format text in your email.

Pricing:

The free test plan enables 2,000 subscribers/12,000 emails in a month. The price is \$5/month.

Email Template Builders

1. Movable INK



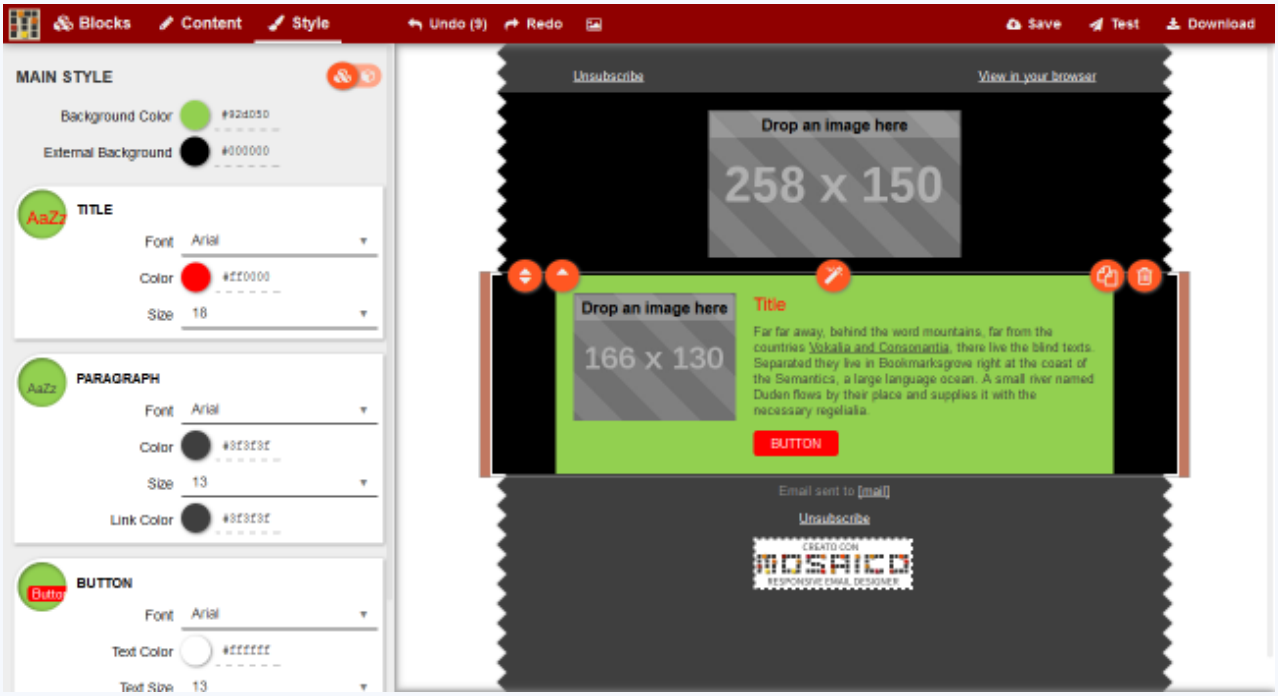
Movable INK offers free email template builder to easily and quickly create good looking emails. It provides services such as;

- Developing fully responsive emails,
- Photoshop system,Color awareness guidance system,
- Preview arrangement,
- Opportunity to define layout.

Pricing:

Movable INK gives its user an opportunity of a free trial, but they have not mentioned what will be the price after the demo time expires.

2. Mosaico



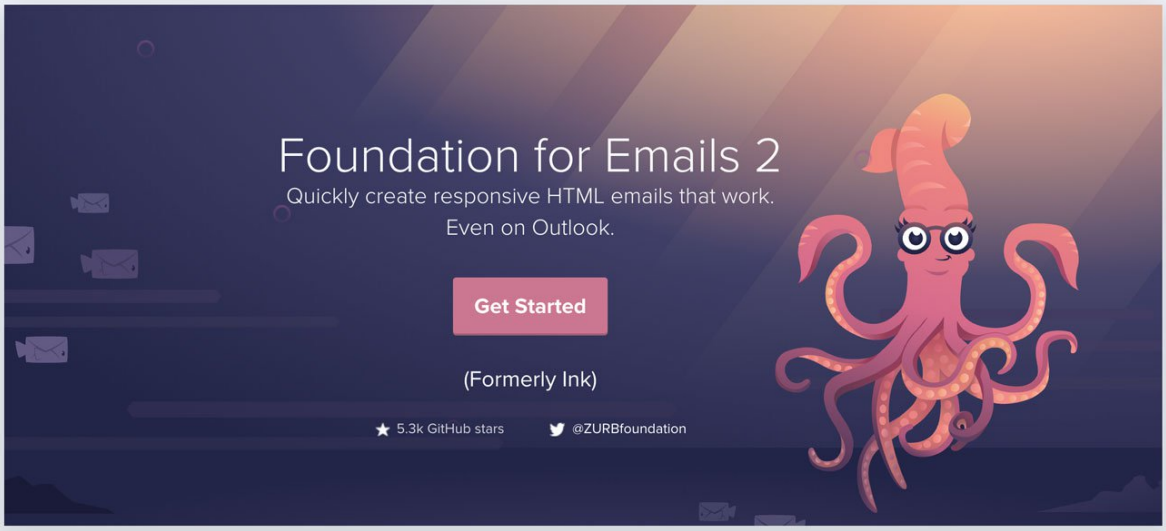
Mosaico offers an open-source email template editor which enables you to;

- Create beautiful emails that can be viewed on any device,
- Use "Drag and Drop" editor,Find pre-designed responsive templates,
- Have flexibility in creating emails,
- Customize your emails,
- Benefit from WYSIWYG email editor of Mosaico.

Pricing:

It is open-source and free!

3. Zurb



Zurb is a design company which provides a free email template builder for you to create responsive emails. It has five types of templates, namely Basic, Hero, Sidebar Hero, and Newsletter.

Pricing:

Zurb offers fabulous email templates for free!

4. NewsLetter Creator

NewsLetter Creator provides a reliable and slickest downloadable email editor tool that makes designing emails easier. It also has features like;

- Drag and Drop interface,
- Free tools to build emails,
- Variety of magnificent email templates.

To reveal NewsLetter Creator's success, I should say that they provide service to very well-known brands like Microsoft, P&G, Hugo Boss, and so on.

Pricing:

NewsLetter Creator gives its user an opportunity of a free trial, but they have not mentioned what will be the price after the period of free trial ends.

5. Stripo.email

Stripo.email offers over 300 predesigned templates and over 10,000 available images. They also have;

- A blog with many useful articles about marketing,
- Drag and Drop interface,HTML email template builder,
- Mobile-friendly email builder,
- Four templates export opportunity in a month for free.

Pricing:

You can create a free account and use it forever, but to obtain more features, Stripo. Email offers packages starting from $8.33 to 20.83$ per month.

Measure the Effectiveness of Your Email Marketing Campaigns

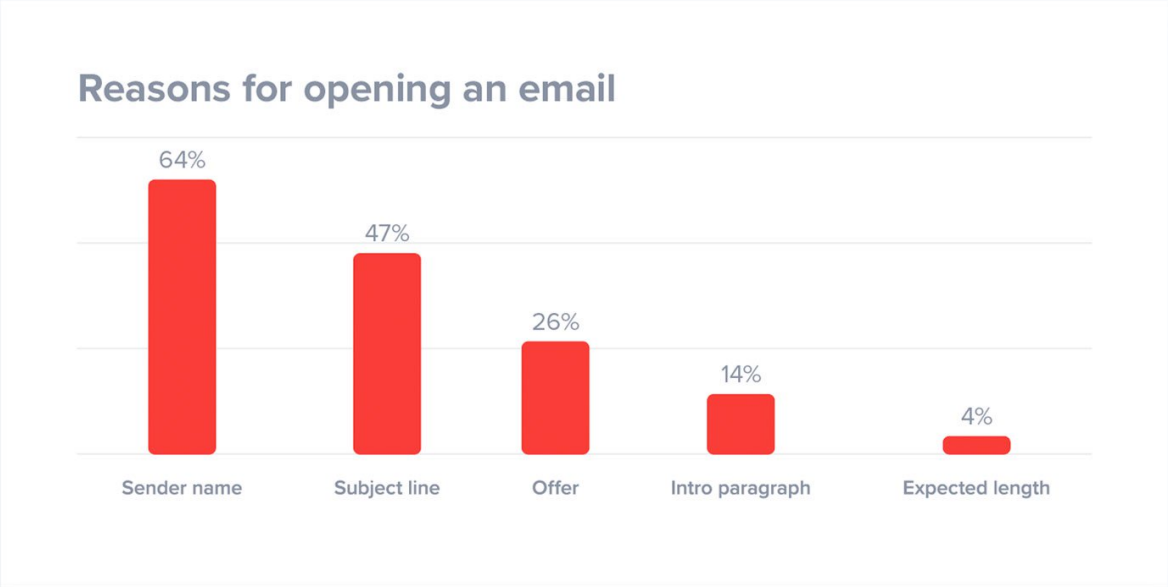
You need to track the success of your email marketing efforts, because

You cannot improve something that you did not measure.

Email marketing tools like Campaign Monitor show your email campaign results correctly. There are six crucial email marketing metrics that you need to be calculating on a regular basis (weekly or monthly):

1. Open Rate

Open rate is the percentage of recipients who opened your email. This is one of the fundamental metrics to measure because your email efforts go down the drain if your subscribers are not opening and reading them. You need to track your open rate on a weekly basis.



Four major factors are affecting your email open rate;

Sender's name

Email subject line

Offer

Intro Paragraph

Open Rate Calculation:

Total Opens/(Emails Sent-Bounced Emails), or

Total Opens/Emails Delivered

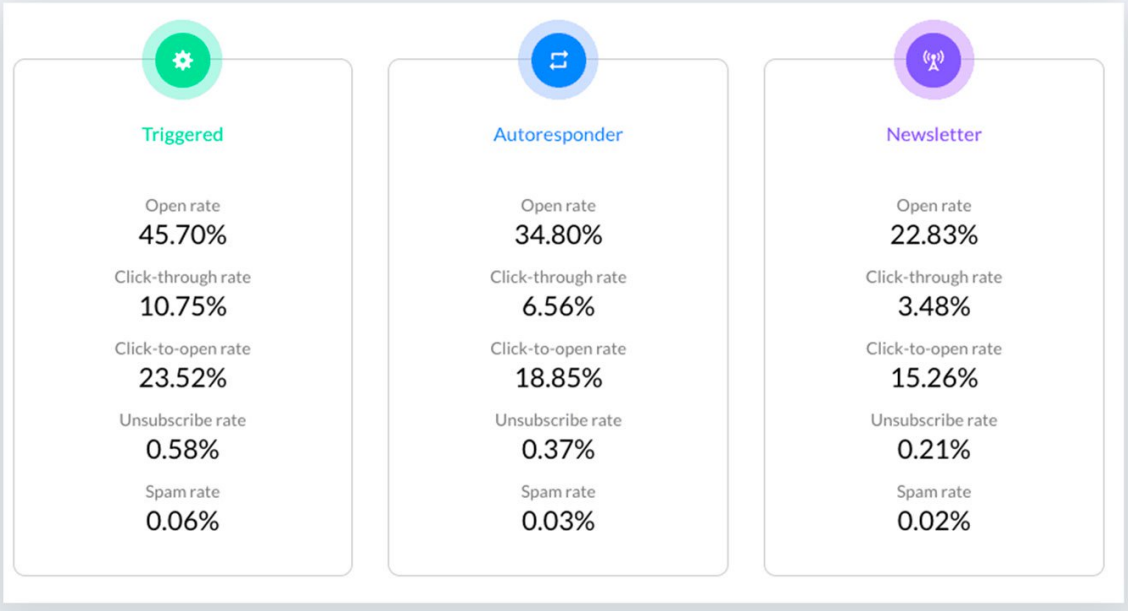
You can increase your email open rate by using tips given below;

- Keep your list fresh,
- Segment your audiences,
- Avoid being flagged as spam,
- Customize your emails,
- Send mobile-friendly messages,
- Write great content and an attention-grabbing subject line.

2. Click-Through Rate

Click-through rate is the percentage of recipients who clicked on a link in your email. Because your primary goal in an email marketing campaign is to make your audience engaged, it is a fundamental metric to measure. You need to measure your click-through rate on a weekly basis.

CTR rates differ according to the email types.



There are three significant factors that influence your click-through rate;

Anchor text on the link

The link's location in your email

Number of times the link is included

Click-Through Rate Calculation:

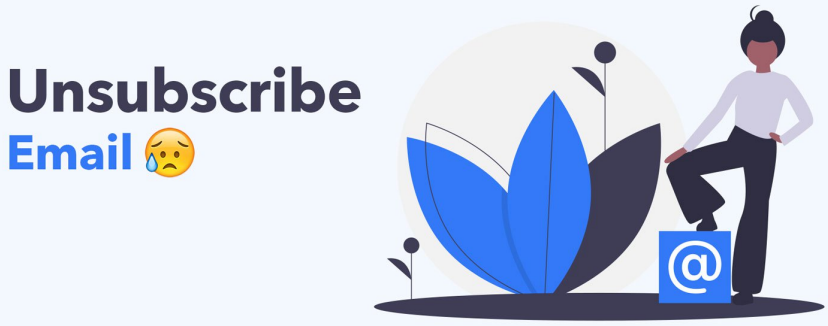
Total Number of Clicks/Number of Emails Delivered

You can increase your click-through rate by following the advice given below;

- Make your email simple and easy to skim,
- Motivate your readers (encourage them to take action, set due dates),
- Include the same link more than once in an email,
- Announce something exciting,
- Use call-to-action buttons additionally.

3. Unsubscribe Rate

Unsubscribe rate is the percentage of recipients who have clicked on the “unsubscribe” link inside your email. You need to measure the unsubscribe rate on a weekly basis.



Three major factors influence your unsubscribe rate;

Sender's name

Misleading subject lines,

Email sending frequency

Unsubscribe Rate Calculation:

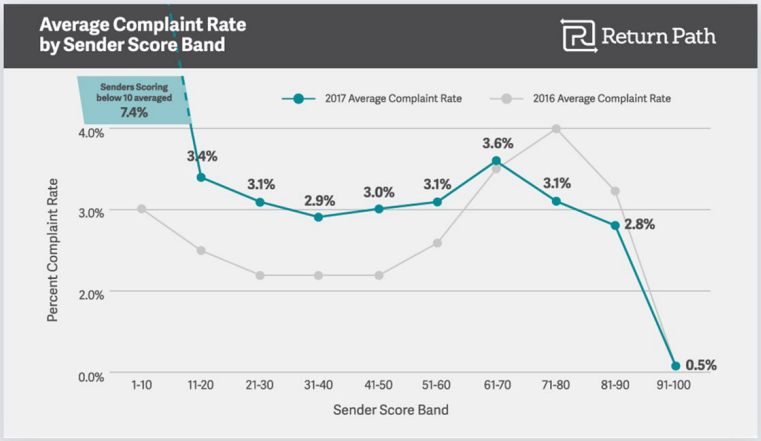
Total Number of Unsubscribes/Number of Emails Delivered

You can decrease your unsubscribe rate by doing things given below;

- Use double opt-in,Segment your audiences,
- Create unique and useful content,
- Write catchy subject lines,
- Customize your emails,
- Be careful with your email sending frequency,
- Send mobile-friendly emails.

4. Complaint Rate

Complaint rate is the percentage of recipients who flagged your email as spam. You need to measure your complaint rate on a weekly basis.



There are five main reasons why your complaint rate may be high;

Purchased email lists,

Not including an unsubscribe link,

Irrelevant content,

Incorrect email addresses,

Email sending frequency.

Complaint Rate Calculation:

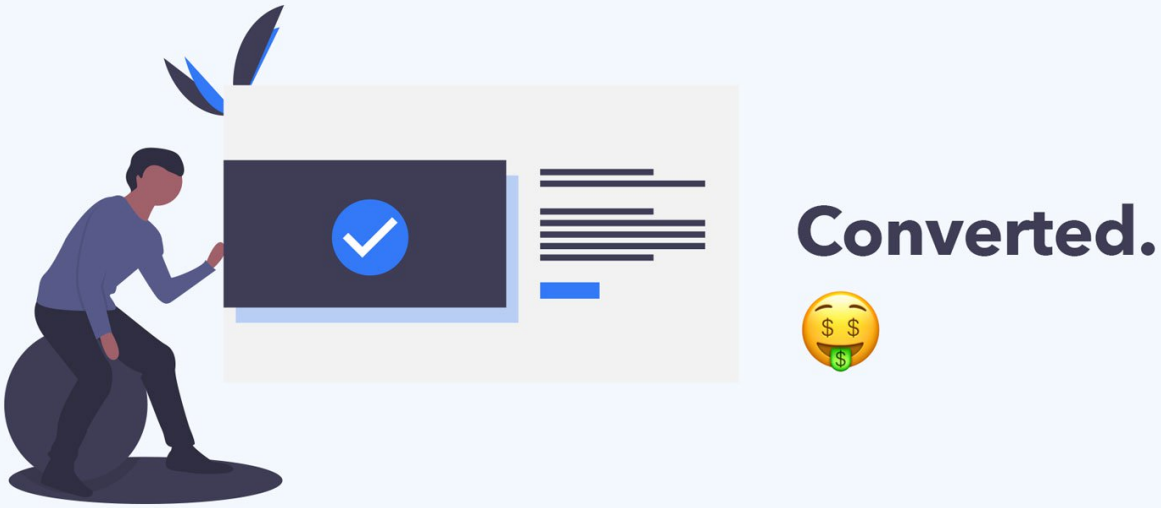
Total Number of Complaints/Number of Emails Delivered

You can decrease your complaint rate by following tips given below;

- Create a win-back campaign,
- Regularly remove inactive users from your list,
- Set expectations in your customers' mind,Maintain consistency,
- Make it easy to unsubscribe,
- Use double opt-in.

5. Conversion Rate

Conversion rate is the percentage of recipients who completed your willed action (e.g., buying a product). The more your conversion rate is, t he better. You need to measure your conversion rate on a monthly basis.



Conversion Rate Calculation:

(Number of Conversions/Number of Delivered Emails) x 100

You can raise your conversion rate by using three strategies given below;

Measure where you are in conversion actions,

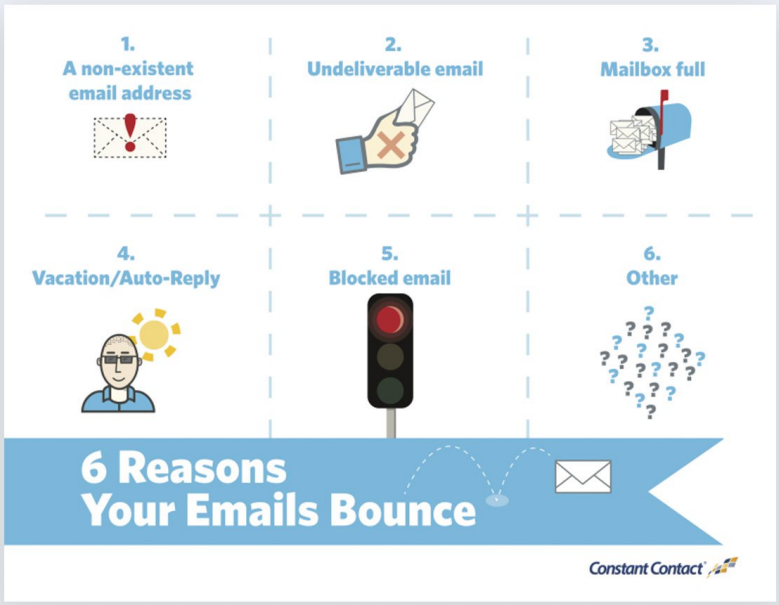
Form an idea about what you need to test,

why, and what improvement will need,

andMake the necessary changes and see if it is working.

6. Bounce Rate

Bounce rate is the percentage of emails sent which weren't successfully delivered to the targeted inbox. You need to measure your bounce rate on a monthly basis.



Four possible factors are affecting your bounce rate;

- You may send emails to inconsistent email addresses,
- Recipient mailbox may be overloaded, full or unavailable,
- ISPs may block your email due to spam issues,
- The subscriber can be on vacation with auto-reply.

Bounce Rate Calculation:

(Number of Bounces/Number of Emails Sent) x 100

You can decrease your bounce rate if you regularly clean your email list and remove inactive subscribers from your list. Email List Cleaning Services may help you to determine and take action about the issue.

I hope this content would be beneficial for you! If you have any questions or suggestions, please do not hesitate to communicate with me via chat.