The Importance and Impact of Email Marketing
What's Up with Email?

Email is Dead! – The Case for Enterprise Wide Social
Apr 1, 2018

What's Next?

Email is Dead, Again
John C. Dvorak  June 24, 2015 8:00AM EST

It has the same problems it did 20 years ago.
Who is this guy, anyway?
Why Email?
Email is Stable
Email is Intimate
Email is Mobile
Email is for Selling
Email Marketing

Your customer’s inbox is the most valuable property on the internet.

@therichbrooks
List Building
List Growing Tools

- Website
- Email Service Provider
- Conversion Optimizer
- Analytics & Reporting
Website

Get The Newsletter!
Sign up to receive the latest news and updates

You have Successfully Subscribed!
Popups
Segmentation

SUBSCRIBE TO MY NEWSLETTER

First Name
Rich

Email Address
rich@takeflyte.com

Receive Announcements?
- Arts Accessibility Info
- Available Sculptures
- Commissions Open Up
- New Blogs/Tutorials
- New Product Releases
- Upcoming Classes/Workshops
- Upcoming Events (Art Exhibit/Show)

Submit
Website

- Popup
- Footer/Header
- Blog
- Page specific value-adds
- Contact form
- Squeeze pages
Sticky Headers/Footers
Landing Pages
Increase Opt-Ins

- Draw attention
- Build trust
- Establish expectations
- Create an offer
Get Your FREE Copy of the Social Media Marketing Industry Report

Wondering how your peers are using social media? Get this free report (49 pages, 77 charts) and never miss another great article from us. Join more than 545,000 of your peers!

INSTANT DOWNLOAD

No Thanks

Offers

› Downloads
› Webinars
› Free online courses
› Contests
› Store discounts
Welcome Email

- Open Rate
  - 0%
  - 25%
  - 50%
  - 75%
  - 100%

- Regular Email
- Welcome Email
Typical Welcome

Your subscription to our list has been confirmed.

For your records, here is a copy of the information you submitted to us...

Email Address: rich@takefylo.com
First Name:
Last Name:
Birthday:
Zip or Postal Code:

If at any time you wish to stop receiving our emails, you can:

unsubscribe here

You may also contact us at:
[redacted] @gmail.com
ESP Benefits

- Scheduling
- Personalization
- Segmentation
- Triggered Emails
- Reporting
Getting Opens

- Subject Line
- From
- Personalized Subject Line
- Graphics
Getting Clicks

- Personalization
- Segmentation
- *Some* graphics
- Mobile friendly
- Clear CTA
Segmentation

- 15% more opens
- 101% more clicks
- 9.4% lower unsub rate
Segmentation

- 208% increase in conversions
- 760% increase in revenue
How to Segment

- Merge field
- Signup date
- Interests
- Activity
Automation

- Drip campaign
- Triggered email
- Cart abandonment email
Content Ideas

- Blog posts
- Unique content
- Behind the scenes
- Events
- Sales
Social Ads
Evaluate
Google Analytics

Top Channels

- Organic Search: 58.9%
- Direct: 14.6%
- Email: 10%
- Referral: 7.9%
- Social: 6%
- (Other): 4%

Users

- Users

Graph showing users from June 18 to July 9.
### UTM Codes

A table showing data for different mediums:

<table>
<thead>
<tr>
<th>Medium</th>
<th>Users</th>
<th>New Users</th>
<th>Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>email</td>
<td>251 (90.94%)</td>
<td>210 (92.92%)</td>
<td>324 (92.57%)</td>
</tr>
<tr>
<td>li</td>
<td>16 (5.80%)</td>
<td>10 (4.42%)</td>
<td>16 (4.57%)</td>
</tr>
<tr>
<td>instagram</td>
<td>2 (0.72%)</td>
<td>2 (0.88%)</td>
<td>2 (0.57%)</td>
</tr>
<tr>
<td>social</td>
<td>2 (0.72%)</td>
<td>2 (0.88%)</td>
<td>2 (0.57%)</td>
</tr>
<tr>
<td>twitter</td>
<td>2 (0.72%)</td>
<td>1 (0.44%)</td>
<td>2 (0.57%)</td>
</tr>
<tr>
<td>fblive</td>
<td>1 (0.36%)</td>
<td>0 (0.00%)</td>
<td>1 (0.29%)</td>
</tr>
<tr>
<td>fbpost</td>
<td>1 (0.36%)</td>
<td>0 (0.00%)</td>
<td>1 (0.29%)</td>
</tr>
<tr>
<td>post</td>
<td>1 (0.36%)</td>
<td>1 (0.44%)</td>
<td>2 (0.57%)</td>
</tr>
</tbody>
</table>
## Email Reports

<table>
<thead>
<tr>
<th>Email Name</th>
<th>Open Rate</th>
<th>Click Rate</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabre Dealers Email 2019 Edition</td>
<td>30%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>SENT Newsletter Email, Sent Feb 26, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Google Analytics Masterclass 3/12</td>
<td>20%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>SENT Card/Announcement Email, Sent Feb 12, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local SEO MasterClass Jan. 30th</td>
<td>14%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>SENT Card/Announcement Email, Sent Jan 9, 2019</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Follow up from Marketing on a Budget</td>
<td>71%</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>SENT Newsletter Email, Sent Dec 14, 2018</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Email Journey
Take Aways

‣ Build your list
‣ Segment and personalize
‣ Measure clicks and conversions
Free Stuff
Thank you.

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