



The Importance and Impact of
Email Marketing



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What's Up with Email?



Who is this guy, anyway?





THE

BARE

ESSENTIALS

OF DIGITAL MARKETING

Why Email?



Email is Stable



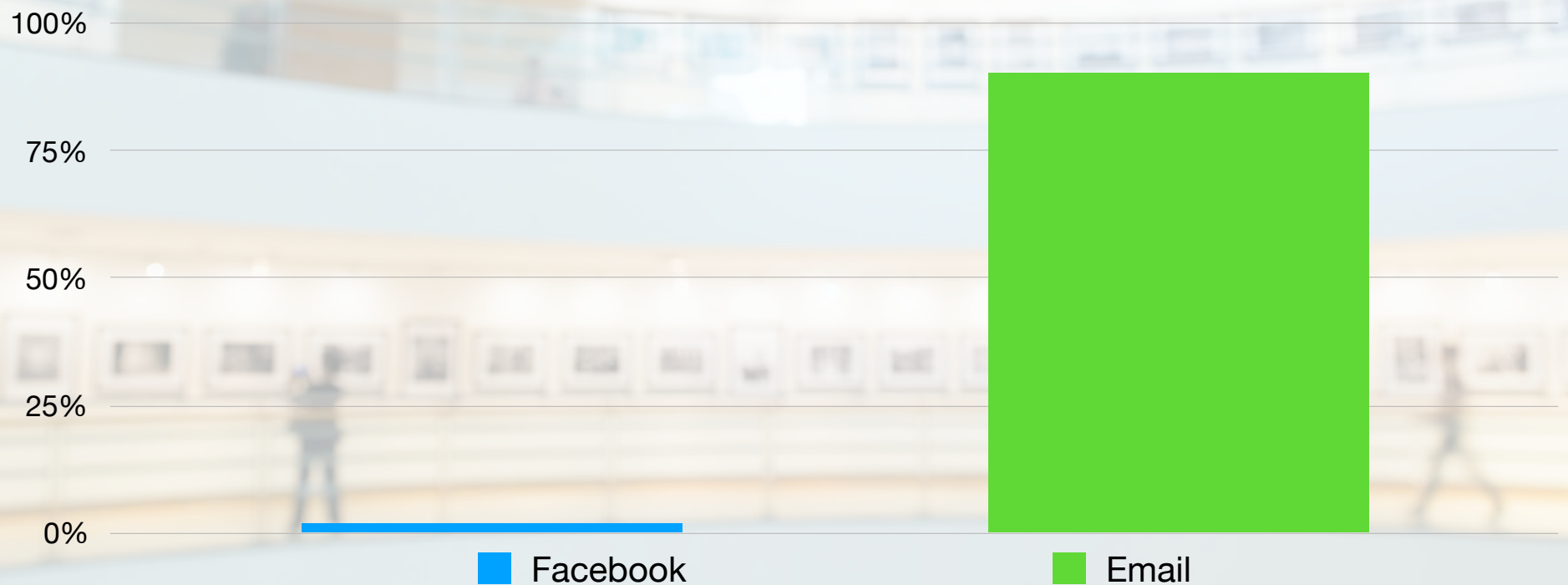
Email is Intimate



Email is Mobile



Email is Unavoidable

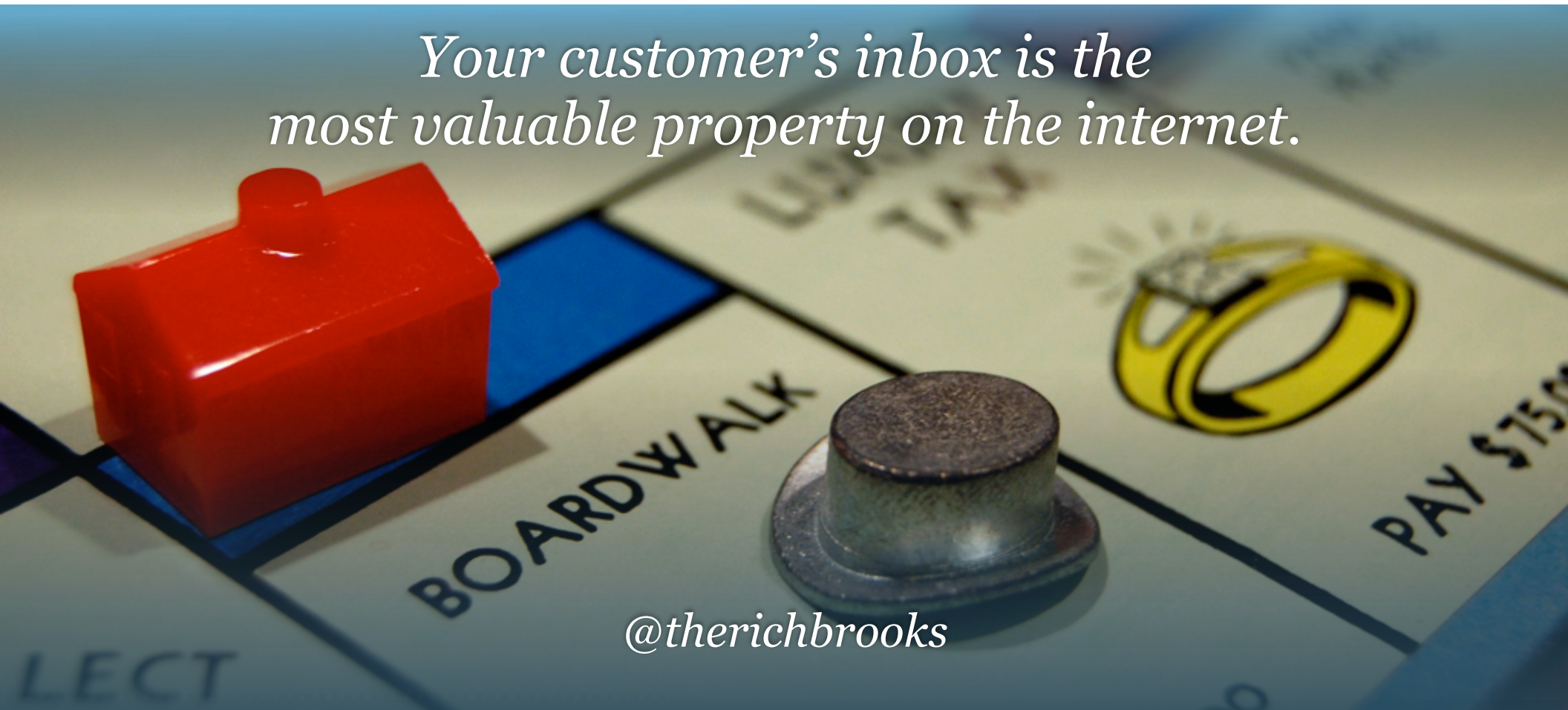


Email is for Selling



Email Marketing

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



List Building



List Growing Tools



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

Website

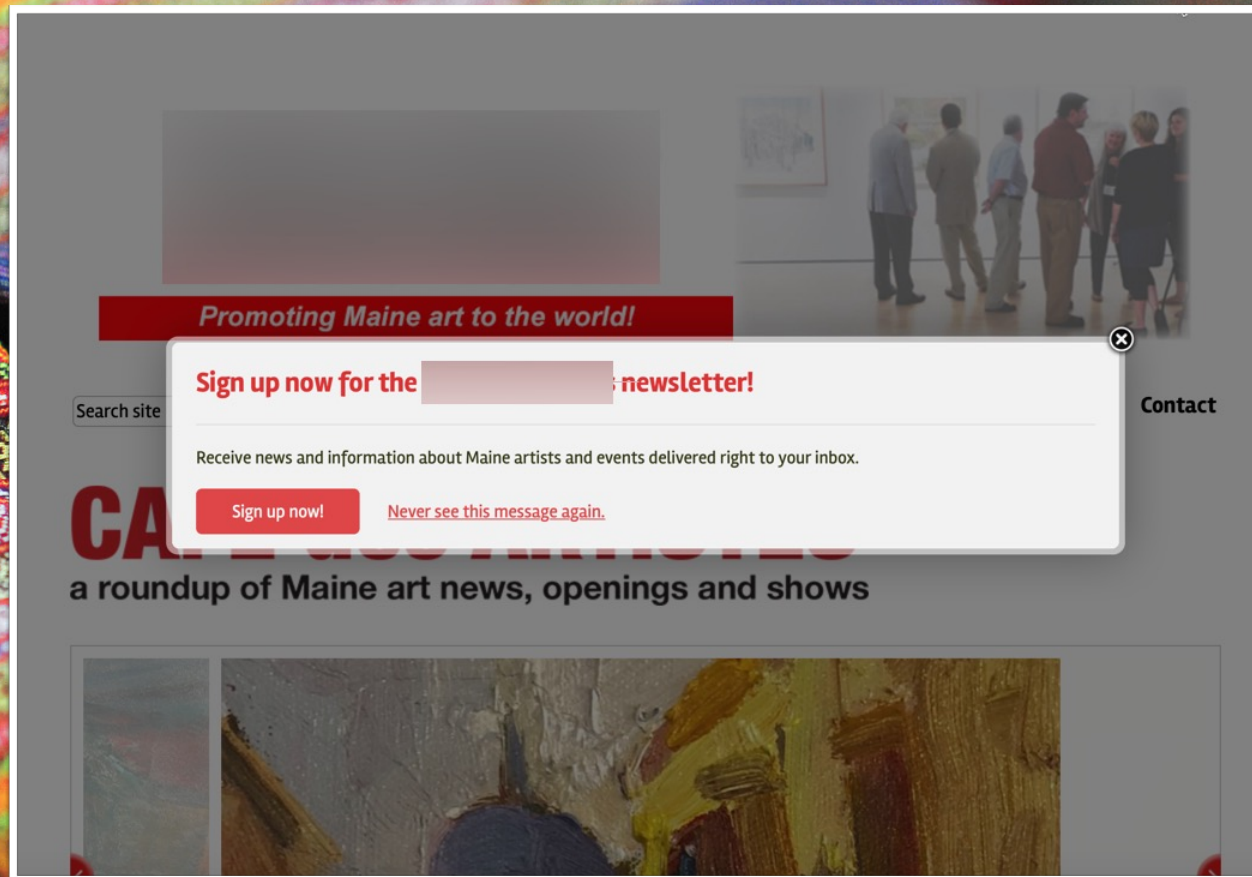
**Get The [REDACTED]
Newsletter!**

Sign up to receive the latest news and updates



You have Successfully Subscribed!

Popups



Segmentation

SUBSCRIBE TO MY NEWSLETTER

First Name

Rich

Email Address

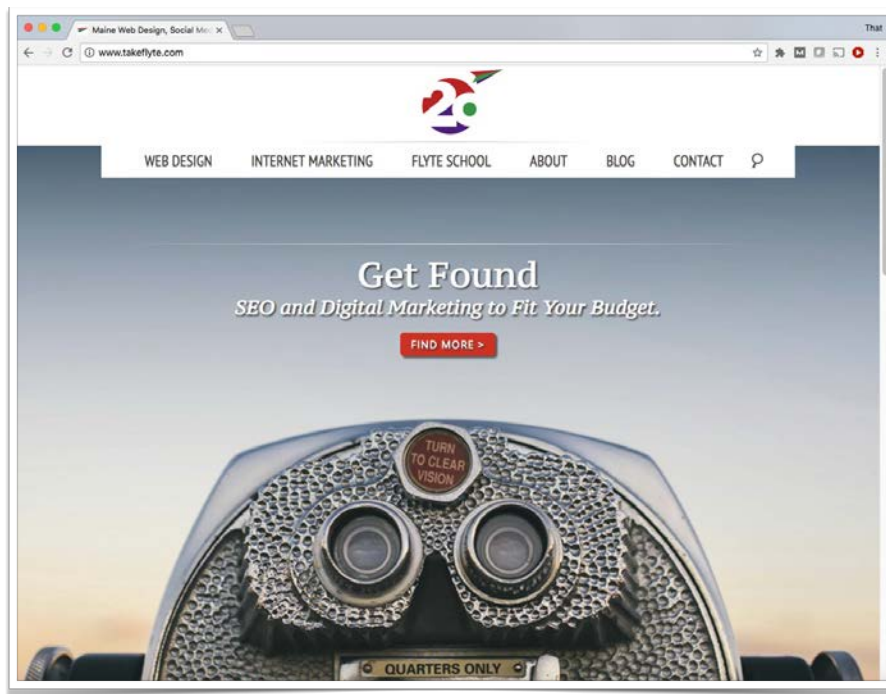
rich@takeflyte.com

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**

Headers/Footers

CONTACT

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FREE UPDATES

Get free updates on SEO, social media marketing and building websites that generate leads...delivered right to your inbox!

Only for people serious about building their business.

SEND ME AWESOME FREE STUFF!

Sticky Headers/Footers



Contact Form

ZIP / Postal Code

Country

Comments *

Join flyte club!

☐ Send me amazing free updates!

Get your inquiries answered twice as fast by signing up for our completely free email newsletter! (Not really, but you'll like it. Trust us.)

LET'S GET STARTED!

Landing Pages

A landing page for a Facebook Ad Companion. The background features a close-up of several sharpened wooden pencils with blue and yellow paint on their tips. A white rectangular box is centered on the page, containing the following text and form elements:

Companion Guide from Amanda's
Agents of Change Facebook Presentation

Facebook Ad Companion

E-mail

First Name

Last Name

GIVE ME THE GOODS!

Thanks so much! XOXO AOB

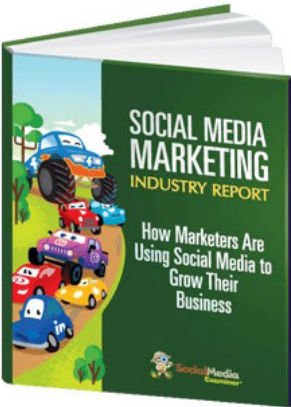
Increase Opt-Ins

- ▶ **Draw attention**
- ▶ **Build trust**
- ▶ **Establish expectations**
- ▶ **Create an offer**



Offers

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

- ▶ Downloads
- ▶ Webinars
- ▶ Free online courses
- ▶ Contests
- ▶ Store discounts

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@takeflyte.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:

[@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

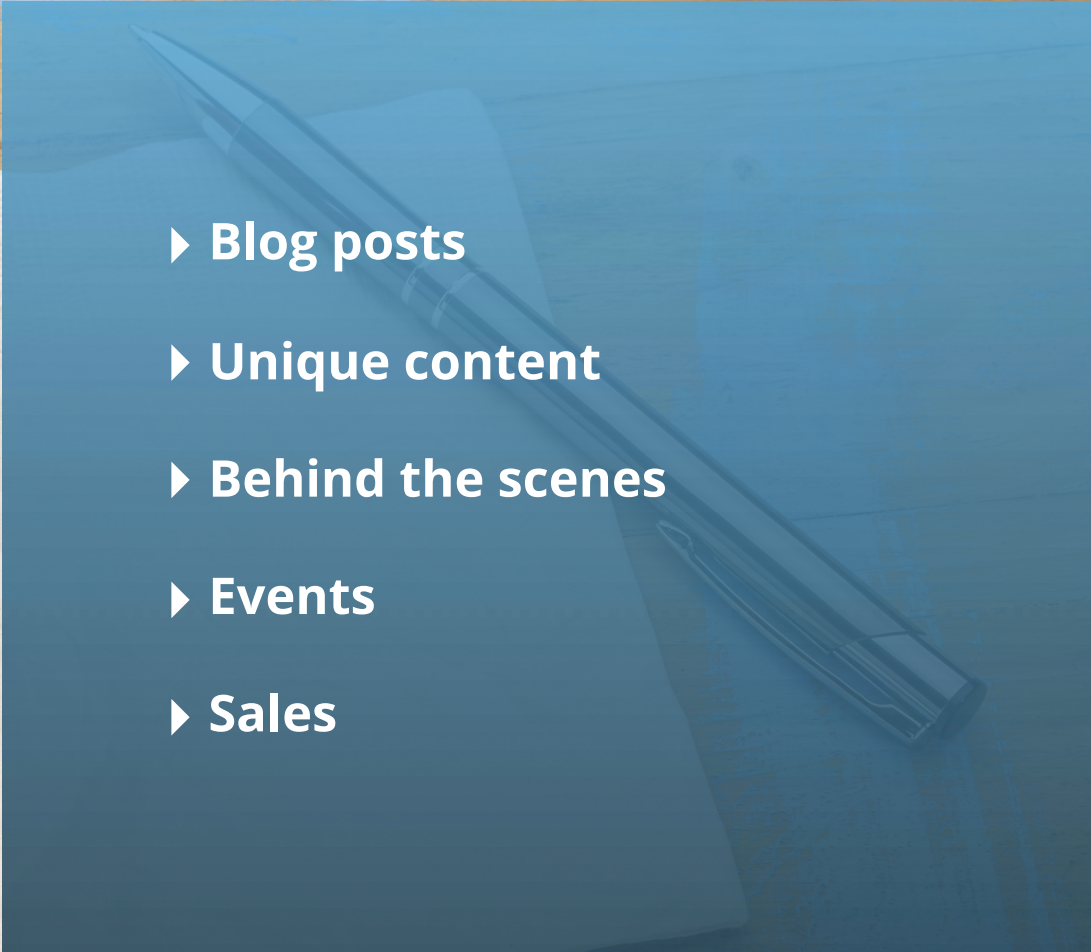
Automation

- ▶ Drip campaign
- ▶ Triggered email
- ▶ Cart abandonment email



Content Ideas



- 
- A blue-tinted background image showing a pen and a piece of paper, suggesting writing or content creation.
- ▶ Blog posts
 - ▶ Unique content
 - ▶ Behind the scenes
 - ▶ Events
 - ▶ Sales

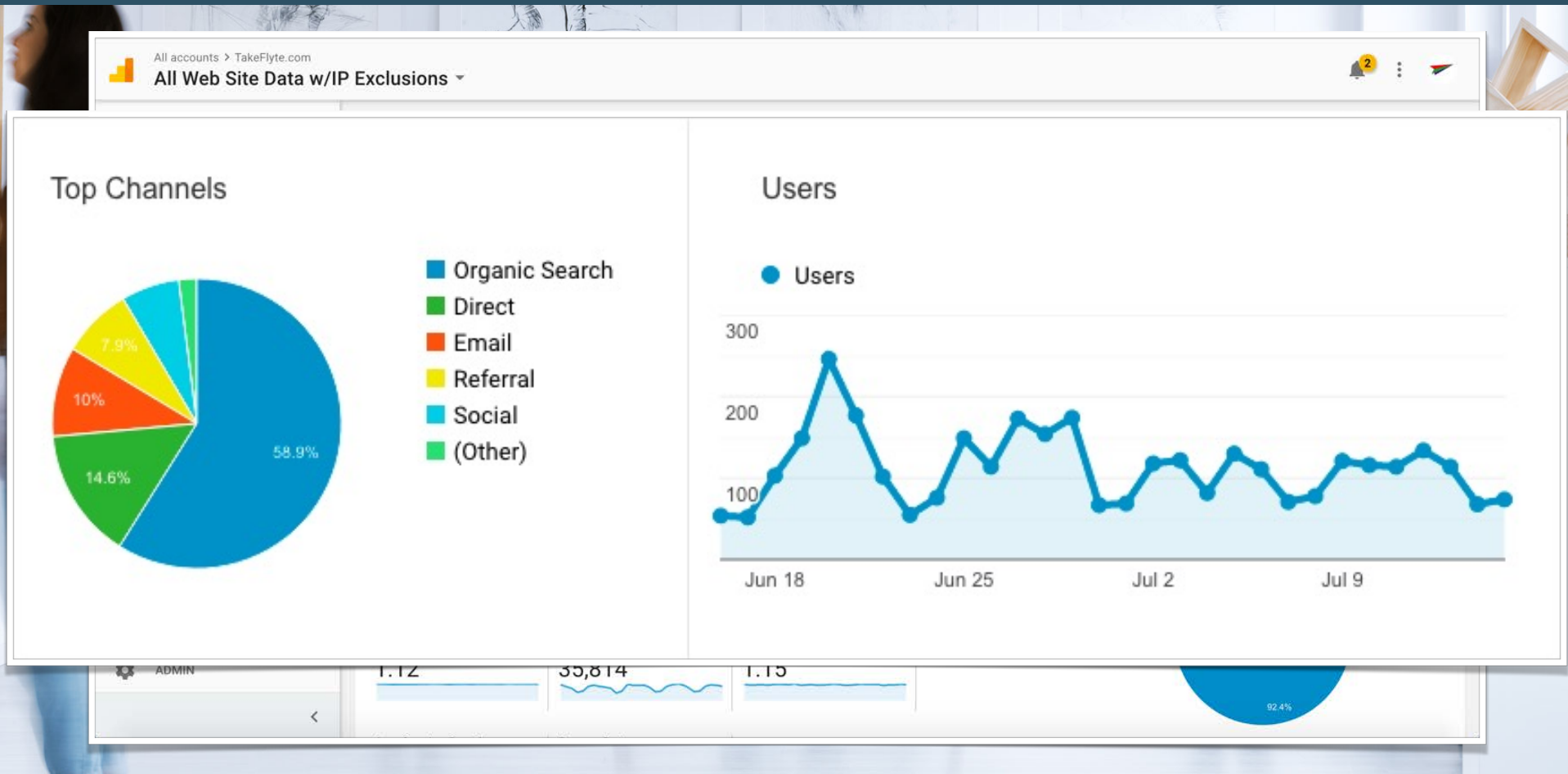
Social Ads



Evaluate







Google Analytics



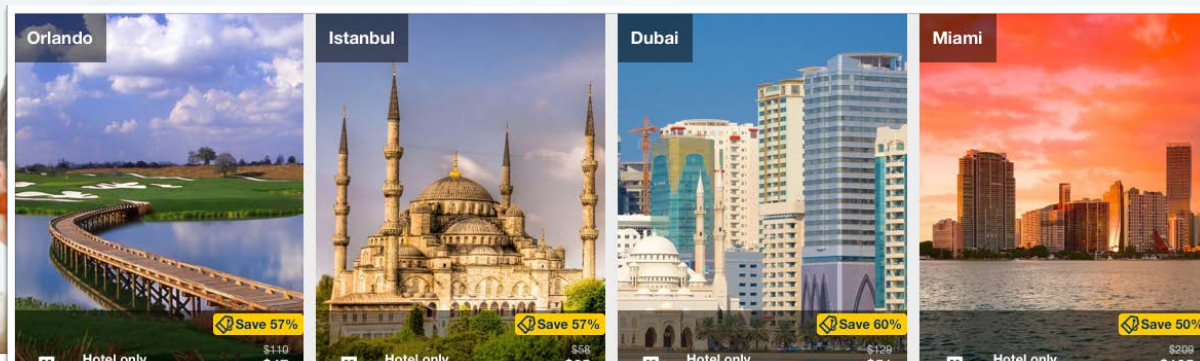
UTM Codes

Primary Dimension: Campaign Source Medium Source / Medium Other				
Plot Rows Secondary dimension Sort Type: Default				
	Medium ?	Acquisition		
		Users ? ↓	New Users ?	Sessions ?
		276 % of Total: 8.91% (3,099)	226 % of Total: 7.66% (2,950)	350 % of Total: 9.58% (3,655)
<input type="checkbox"/>	1. email	251 (90.94%)	210 (92.92%)	324 (92.57%)
<input type="checkbox"/>	2. li	16 (5.80%)	10 (4.42%)	16 (4.57%)
<input type="checkbox"/>	3. instagram	2 (0.72%)	2 (0.88%)	2 (0.57%)
<input type="checkbox"/>	4. social	2 (0.72%)	2 (0.88%)	2 (0.57%)
<input type="checkbox"/>	5. twitter	2 (0.72%)	1 (0.44%)	2 (0.57%)
<input type="checkbox"/>	6. fblive	1 (0.36%)	0 (0.00%)	1 (0.29%)
<input type="checkbox"/>	7. fbpost	1 (0.36%)	0 (0.00%)	1 (0.29%)
<input type="checkbox"/>	8. post	1 (0.36%)	1 (0.44%)	2 (0.57%)

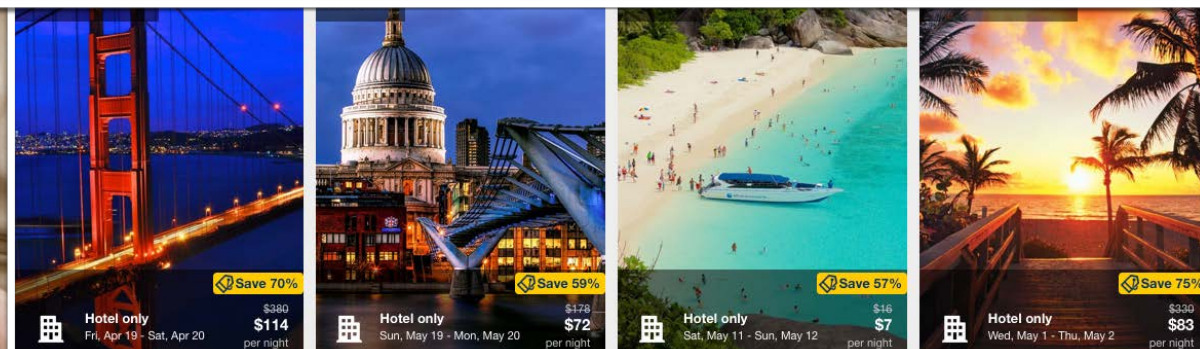
Email Reports

	Sabre Dealers Email 2019 Edition SENT Newsletter Email, Sent Feb 26, 2019	30% OPEN RATE	0% CLICK RATE	More ▾
	Google Analytics Masterclass 3/12 SENT Card/Announcement Email, Sent Feb 12, 2019	20% OPEN RATE	9% CLICK RATE	More ▾
	Local SEO MasterClass Jan. 30th SENT Card/Announcement Email, Sent Jan 9, 2019	14% OPEN RATE	4% CLICK RATE	More ▾
	Follow up from Marketing on a Budget SENT Newsletter Email, Sent Dec 14, 2018	71% OPEN RATE	80% CLICK RATE	More ▾

Email Journey



Expedia Travel Deals Kuala Lumpur hotels at a great price! Ready, set, save ... - Find more hotel deals Expedia.com Ea...



Take Aways



- Build your list
- Segment and personalize
- Measure clicks and conversions

Free Stuff





Thank you.

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