# Email Marketing & Automations By TDH



THE DIGITAL HACKS

# What we will cover:

- What is Email Marketing

- Advantage & Disadvantage

- Marketing Automation

- Example of Emails & Workflows

- SMTP & Transational Emails

- Integrate Email with Other Automation Tools

- Suggested Tools

# What is Email Marketing

Email marketing is a form of marketing aimed at informing subscribers who opted-in to your newsletter. This type of marketing can be used to send informative emails or to promote new offers and products of your business.

# Disadvantage of Email Marketing

## Cost

The bigger your list and the higher the number of emails to send, the higher the costs of the tools.
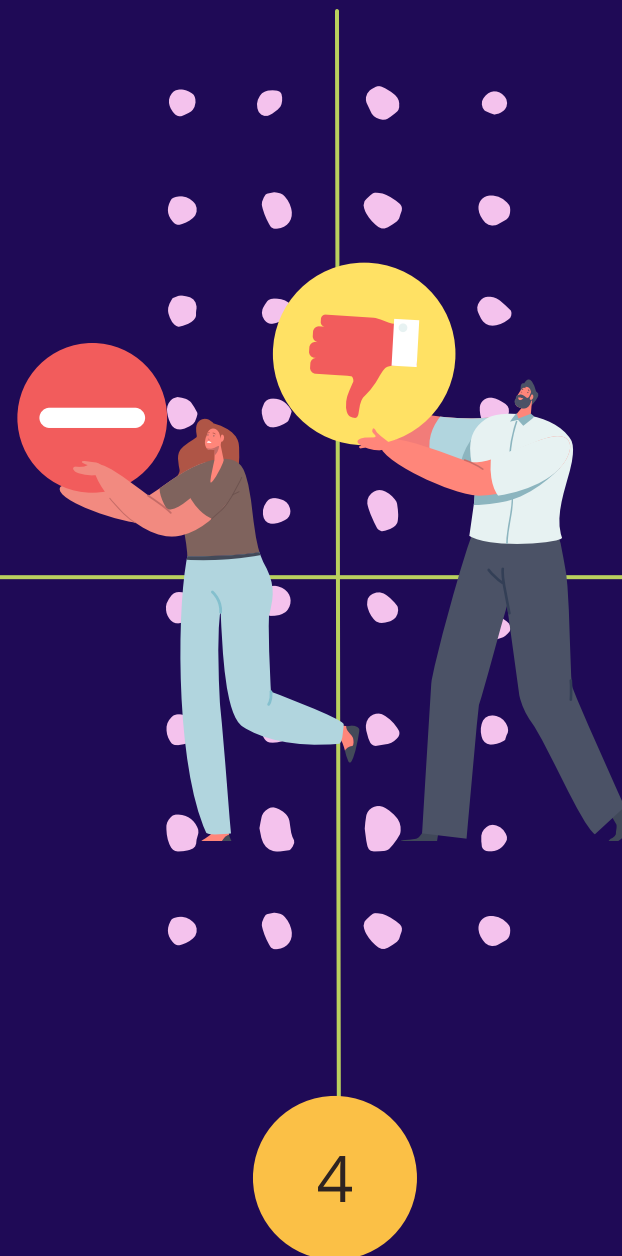
## Spam

The number of emails tagged as SPAM is increasing year by year.

## Design

You have to design high-quality emails to be different and succeed.

## Engagement

The number of emails tagged as SPAM is increasing year by year.

4

# Advantage of Email Marketing

## Build Relationships

You can use this tool to remain in touch with your followers and email them anytime.

## Data Ownership

Unlike other tools, through the email marketing platform, you own your customer list.

## A/B Testing

Through email marketing, you can test many options in terms of design and copywriting to understand what converts the most.

## Segmentation

You can send particular messages depending on what a specific audience is interested in.

5

# What is Marketing Automation

Marketing automation is software that handles routine marketing tasks without the need for human action.

*Via @Hubspot*

# Strengths of Marketing Automation

## Save Time

By automating these processes you can save many hours of work in actions that would have to be done manually.

## Understand Audience

Get to know your audience through A?B testing - workflows and segmentation.

## Scale Market

You can reach large numbers of users with continuous email flows by creating different stages in the acquisition process.

# Example of Emails

These email marketing examples have the goal of informing, getting more info about your audience or selling products.
Start implementing these types of emails into your business.

## WELCOME EMAILS

Welcome new subscribers by offering them something in exchange for their membership.

## NEWSLETTER EMAILS

Send daily / weekly or monthly newsletters informing customers about company news.
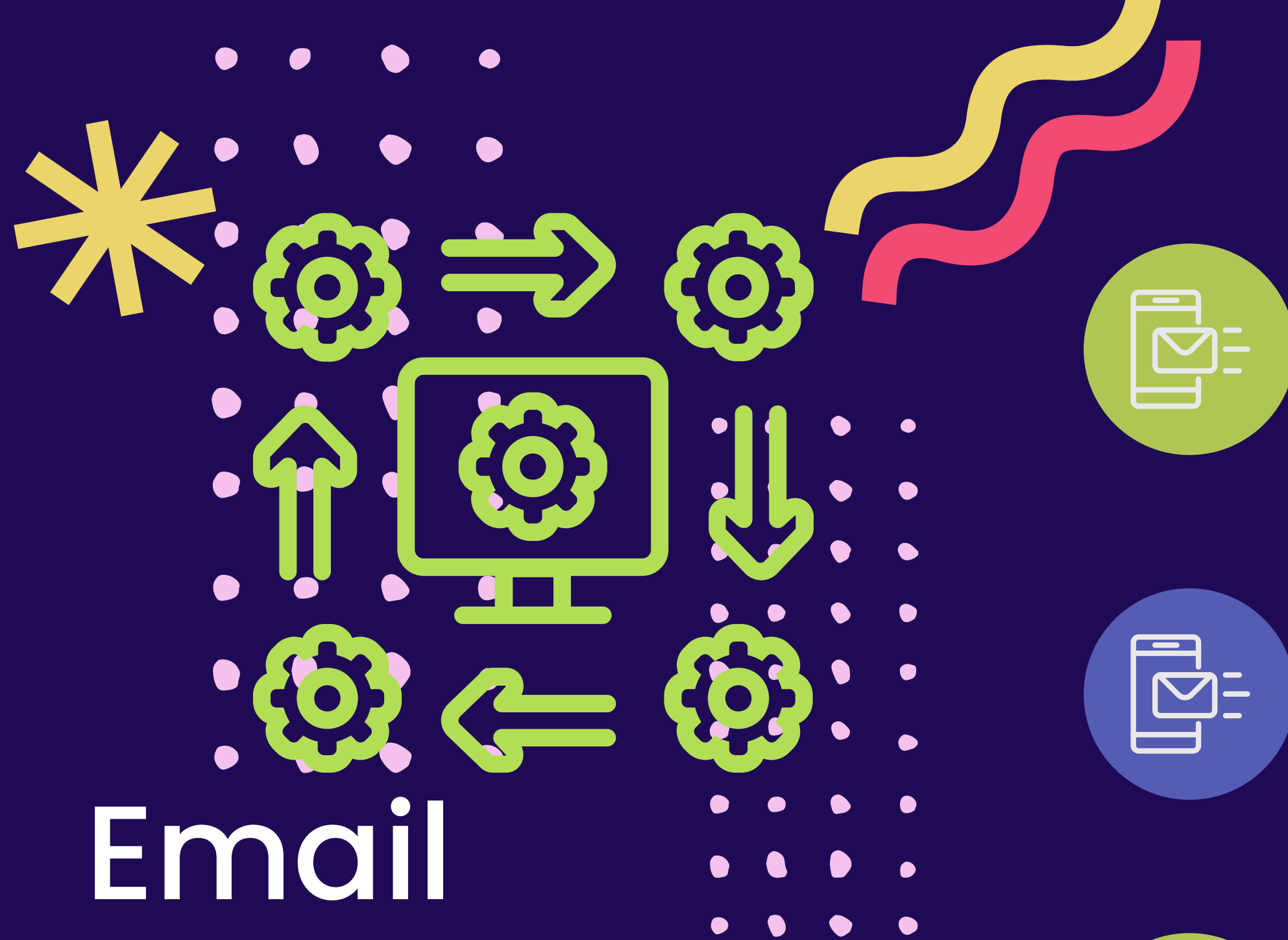
## LEAD NURTURING EMAILS

Build customer interest through an email sequence that offers info or relevant promotions.

## SURVEY EMAILS

Send email asking feedbacks from your clients.

## SEASONAL EMAILS

Send emails on specific holidays and occasions.

# Email Workflows

Email workflows are more complex email sequences triggered as a result of a specific user action.

## Website Event

Start an email sequence after the user has signed up for a form, visited a page, or clicked on a product.

## User Tag / Info

Start an email workflow on a specific date (Ex: The user's birthday) or when the user get tagged.

## Email Opening

Start a specific email workflow depending on whether or not the user has opened one or more past emails.

# What is SMTP

SMTP stands for Simple Mail Transfer Protocol, and it's an application used by mail servers to send, receive, and/or relay outgoing mail between email senders and receivers.

*Via @Sendgrid*

# What are Transactional Emails

All emails that are sent automatically and instantly following a specific action or event on your website can be considered 'transactional'.

*Via @Sendinblue*

11

# Common types of transactional emails

## Notification Emails
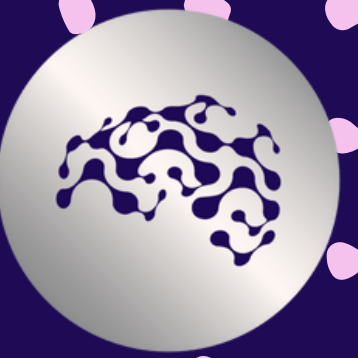
Order Notification.
Delivery Notification.
Shipping notifications.

## Password reset emails

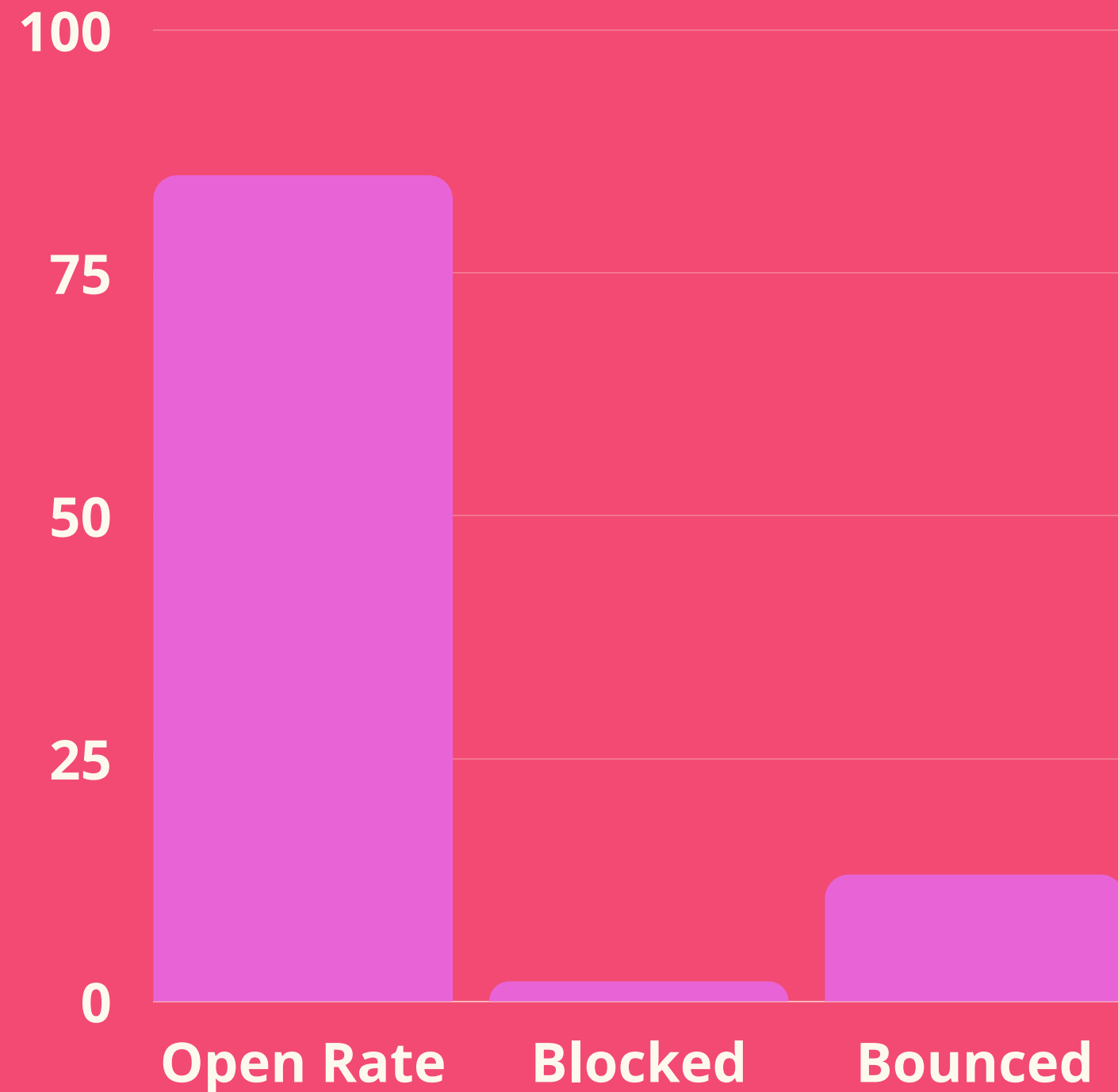Forgot Password email procedure.

## Bills and receipts

Send invoices e receipts.

# Upsell & Downsell

A confirmation email with dynamic product suggestion in it to push the user to buy again.

*Amazon masters this technique.*

*- Source: Amazon*

Hello Jeffrey Cox,

Thank you for shopping with us. You ordered "Hacking Growth: How Today's...". We'll send a confirmation when your item ships.

## Details

Order

| Arriving: | Ship to: |
|---|---|
| **Tuesday, June 20** | |

**View or manage order**

Total Before Tax:
Estimated Tax:
**Order Total:**

We hope to see you again soon.

**Amazon.com**

## Customers who bought Hacking Growth: H... also bought

GROWTH HACKING — Growth Hacking: Silicon Valley's...
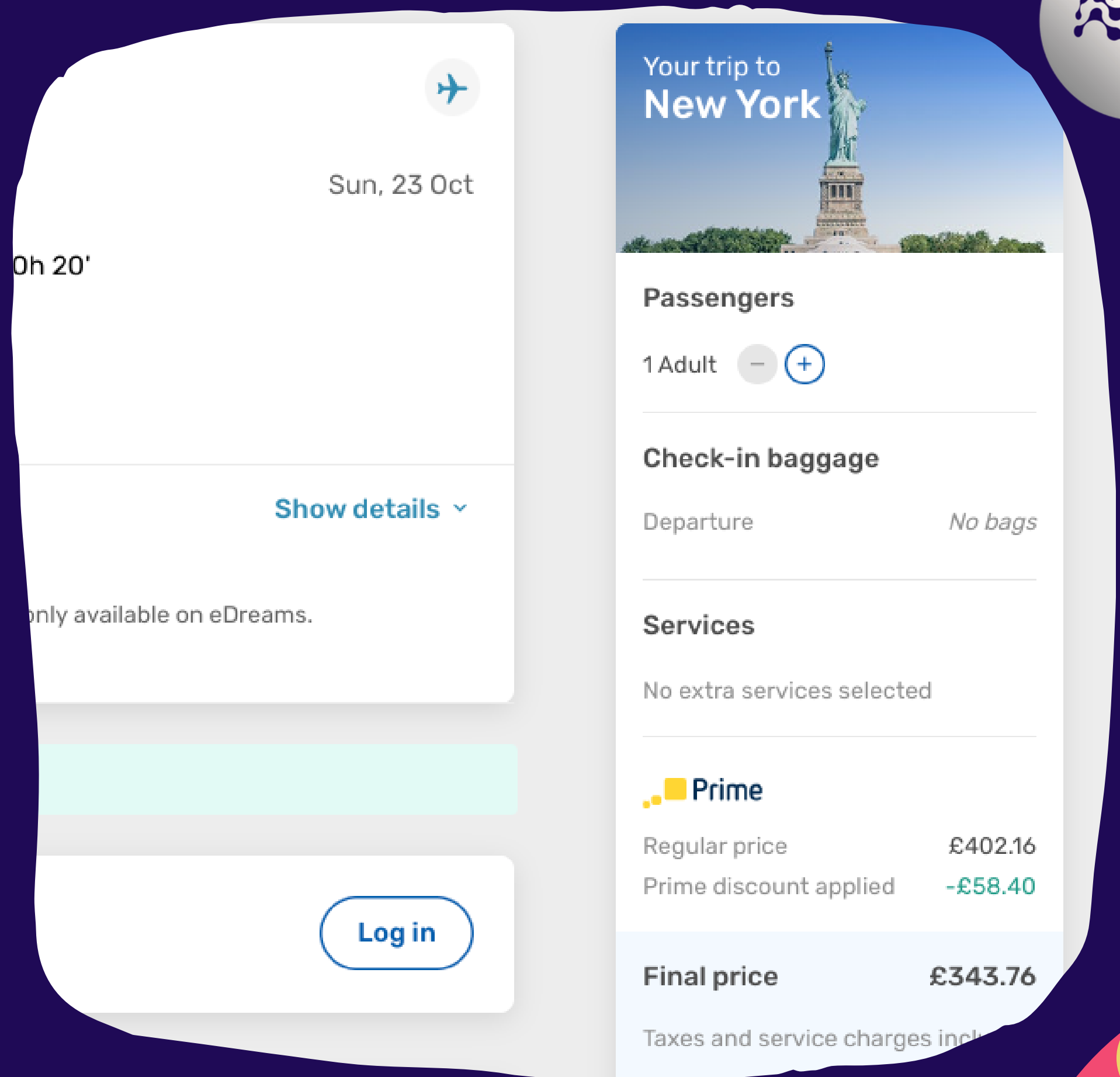
Growth Hacker Marketin A Primer...

# Cart Value

Push the user to increase cart value by recommend bundle offers, memberships or additional services.

*The airline sites apply this technique to perfection.*
- Source: *Edreams*

Sun, 23 Oct

0h 20'

Show details ⌄

...only available on eDreams.

Log in

**Your trip to New York**

**Passengers**

1 Adult ⊖ ⊕

**Check-in baggage**

Departure                    *No bags*

**Services**

No extra services selected

**Prime**

Regular price                £402.16

Prime discount applied       -£58.40

**Final price**              **£343.76**

Taxes and service charges incl...

15

# Our Strategies

## #1- Transactional & Workflows

We set up standard transactional emails and more complex workflows in order to retain and reconvert users.

## #2 - Audience Segmentation

We operate a segmentation of the audience according to their specific characteristics in order to offer users what they are really interested in.

## #3 - Channels Integration

Having a unified marketing strategy across different digital channels is crucial today. We use automation tools to follow the user between Email, SMS, Messenger, IG Direct, WhatsApp and Telegram.

# Our recommended Tools:

*We are happy to be their official partners.*

## Sendinblue

The perfect Email Marketing & Automation tool. It allows you to create simple newsletter and complex workflows, integrating chat on the website and SMS marketing.

## DuxSoup

This LinkedIn Automation Tool used together with LinkedIn Sales Navigator allows you to generate leads on LinkedIn and send emails via the InMail LinkedIn feature.
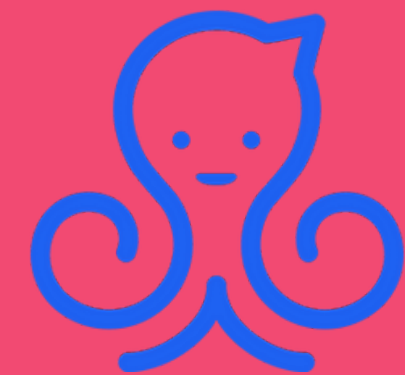
## ManyChat

ManyChat is a powerful marketing automation tool that allows you to create complex BOTs integrating Messenger, WhatsApp, Mail, SMS and Telegram.

# Conclusion:

Email Marketing & Automations are fundamental tools for your digital strategy. Building a list of loyal audiences and being able to follow them online through customized workflows according to their needs and tastes allows your online business to grow exponentially by improving the experience of your users and the positioning of your brand.

*Via @thedigitalhacks*

Ready to start with Email
& Marketing Automation?

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