



E-mail Marketing

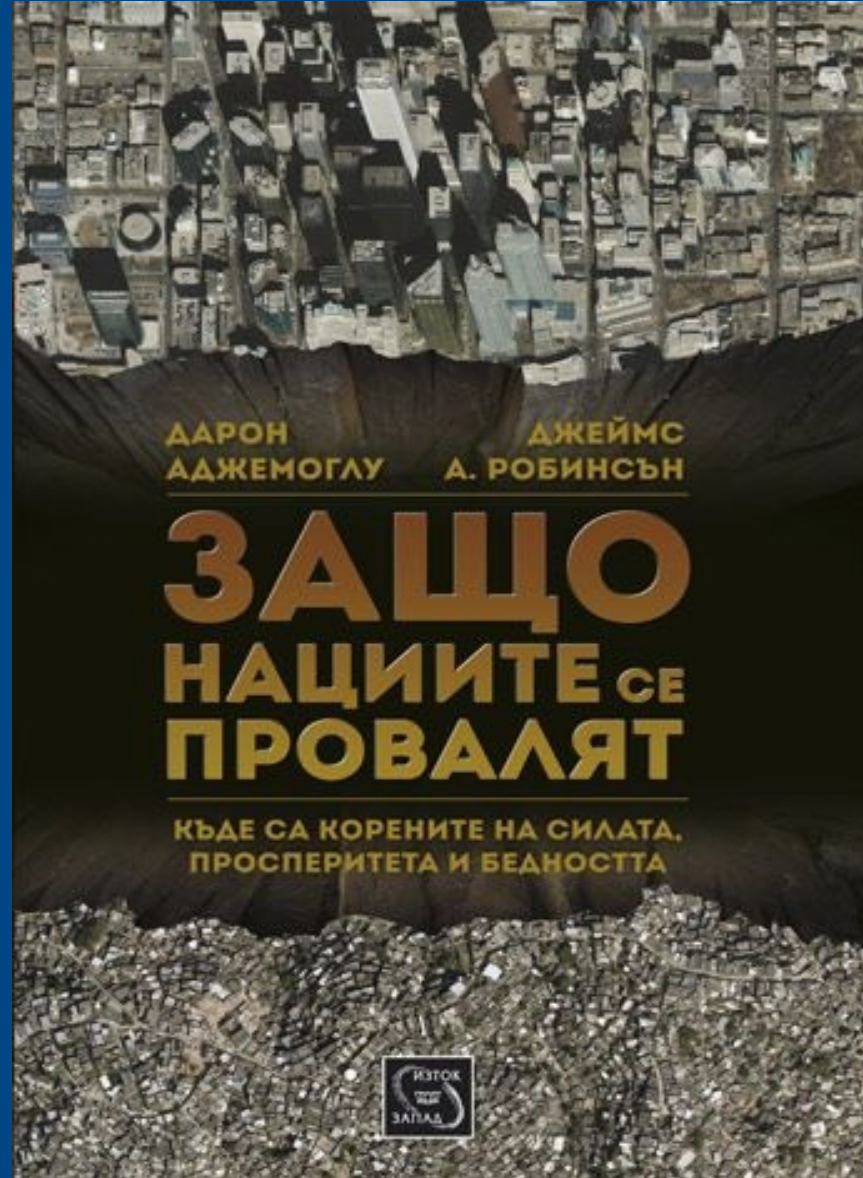
B2B / B2C

Реални примери в детайл

Как измерваме и анализираме резултатите

Justine Toms

За четене



The anatomy of an email

In this guide we've dissected an email campaign into 12 'anatomical' elements. In each section you'll find out how that element works, why it's important and practical tips for implementation.

1. Planning your campaign
2. Sender recognition
3. Subject line
4. Layout
5. Style and branding
6. Headers and headings
7. Content
8. Personalisation
9. Call to action
10. Signature
11. Footer
12. Plain text version



1. Planning your campaign

1. Planning your campaign - audience

Your audience

Put yourself in the shoes of your subscribers. Understanding your audience will help you generate a campaign which is more highly attuned to their needs and expectations.

Your relationship – is your campaign for new subscribers or those who are already familiar with your brand? Ideally your communication style will depend on how well you are acquainted.

Their anticipation – when your subscribers sign up you enter into a permission based relationship. A key component is an expectation of the type and frequency of messages that they'll receive.

1. Planning your campaign - objective

Next, consider what you wish your campaign to achieve. What are the key elements of your message, how do you want your concept to be perceived and how (if at all) do you want your subscribers to act? You might have a specific goal but it's also common for a campaign to have multiple objectives.

Brand awareness – even if they don't engage further at this time, a regular schedule of email campaigns arriving in their inbox will serve to keep your brand in the consciousness of your audience.

Drive web visits – email campaigns are often relatively light in terms of directly included content. Driving people to click through to additional online information is a great way to gain further exposure for your offering.

Complete online goals - it may not be the case, but completion of an online goal such as a product or service purchase, an event registration or content download like a guide or white paper is a common objective.

1. Planning your campaign – measuring your performance

Brand awareness – open rate (therefore assuming reading of the content) is typically used to measure awareness. However, if you can include the essence of your brand and message into your subject line alone then just a successful delivery can also help build brand awareness.

Drive web visits – click-through rate (also click-to-open) is commonly used to measure how many subscribers went on to engage with additional online content. You can track how many, what they clicked, when and by who.

Complete online goals - completion activities such as online purchases or content downloads can be tracked directly using campaign related goals. In the case of online purchases this will give a real commercial value to the success of your campaign.

2. Sender recognition

Sender recognition - identify yourself

Trust is the foundation of the permission marketing process. Identifying yourself as a genuine marketer and building your reputation as a sender of valuable content is critical to your long term success.

2. Sender recognition

Sender recognition - identify yourself

Trust is the foundation of the permission marketing process. Identifying yourself as a genuine marketer and building your reputation as a sender of valuable content is critical to your long term success.

2. Sender recognition

Things to consider:

- Your **'from name'** (and your **'from address'**) - who you are
- Your **'reply to'** address - how people can respond
- Email **authentication** - how people know you are genuine

3. Subject line

Some tips:

- Keep it short. 5-7 words is good. The first 30-50 characters are displayed on most devices but beyond this your carefully crafted words may not be immediately visible.
- Get to the point. Try to front-load your subject line with any important words that you want to be seen.
- Avoid typical spam words and overuse of capitals and punctuation. It's not the only aspect that will get you junked but it's also likely to have your subscribers deleting you.
- Remember your tone of voice. Be consistent with your brand style and the rest of the main copy of your message.
- Be interesting - after all, it's an invitation to open and read on. Asking a question can work well.
- People are suspicious so be careful of being cryptic, but surprise can work and adding a little intrigue is worth a try.

3. Subject line

Here are a few nice examples that we've received recently.

- Awards, product launches and cows! Our March Newsletter
- Paid search: everything you've ever wanted to know
- The UK's most exciting business event is back
- 24hrs left to register - the Tech Showcase opens tomorrow
- Pureism is here! Watch our remastered video
- All Things Bright and Beautiful. Your new catalogue is here
- Top 5 reasons to attend THE show this weekend!
- Be included. Nominate your Hospitality Hero... today

3. Subject line – split test

- The Exit Festival Newsletter
4.3% CTO
- Get to Exit this July for the ultimate festival experience
4.8% CTO
- Make this summer unforgettable - check out Exit Festival!
7.0% CTO



4. Layout

- The importance of mobile - and responsive design
- Display width - narrow, wide and ultra-wide
- Single and multi-column layouts - what works best?

4. Layout

Scalable vs responsive design

A word of caution. Don't be confused between '**responsive**' and '**scalable**' design. Scalable design simply shrinks your desktop layout and content to fit a smaller screen.




Responsive design is more intelligent, automatically adjusting things like layout, images and other content so that it is optimised for whatever screen size it is read on. That's a big difference.




4. Layout

Desktop view



Mobile view



4. Layout

More things to consider...

- Remember your fonts and line heights. Make sure to increase your font size by at least 2px. At least 16px for body copy and between 18px and 20px for header styles works well.
- Clear call-to-action. Make your call to action buttons are prominent and easily accessible. Dedicated call to action buttons generally work better than text links for mobile.
- Images vs. text. Mobile devices need to download images so bandwidth optimisation is something to keep in mind.

4. Layout - templates



Create great email with ease

Hi there and welcome to our new editor. You can change any and all aspects of this template to suit your needs.

From structure and layout (take a look at the "Component" tab) to uploading and adding images (the imaginatively named "Image" tab), you can make your beautiful email your subscribers will love.

To add a text area, simply click and then edit in the box on the right:

- Use the toolbar below the text entry box to add style such as bold, italic and Link.
- You can also create headings and Links.
- Plus add personalization and lots more.

Font size, colours and font are managed from the "Themes" tab. This makes it simple to style across your email (say to make sure it looks great!). You can save themes and use them on different emails.

If you want to add more content, simply drag a layout component from the "Component" tab. You can move components around to easily re-arrange your design.

When you add images, they'll automatically be resized to fit the content area. You can add images directly from the "Image" tab.



English Cheesecake Company

Shop | Weddings | Corporate | About us | Drop us a line

Don't forget: FREE UK delivery!

NEW KID ON THE BLOCK

Cheesecake Cupcakes | minis

Hi there (Subscriber profile name)

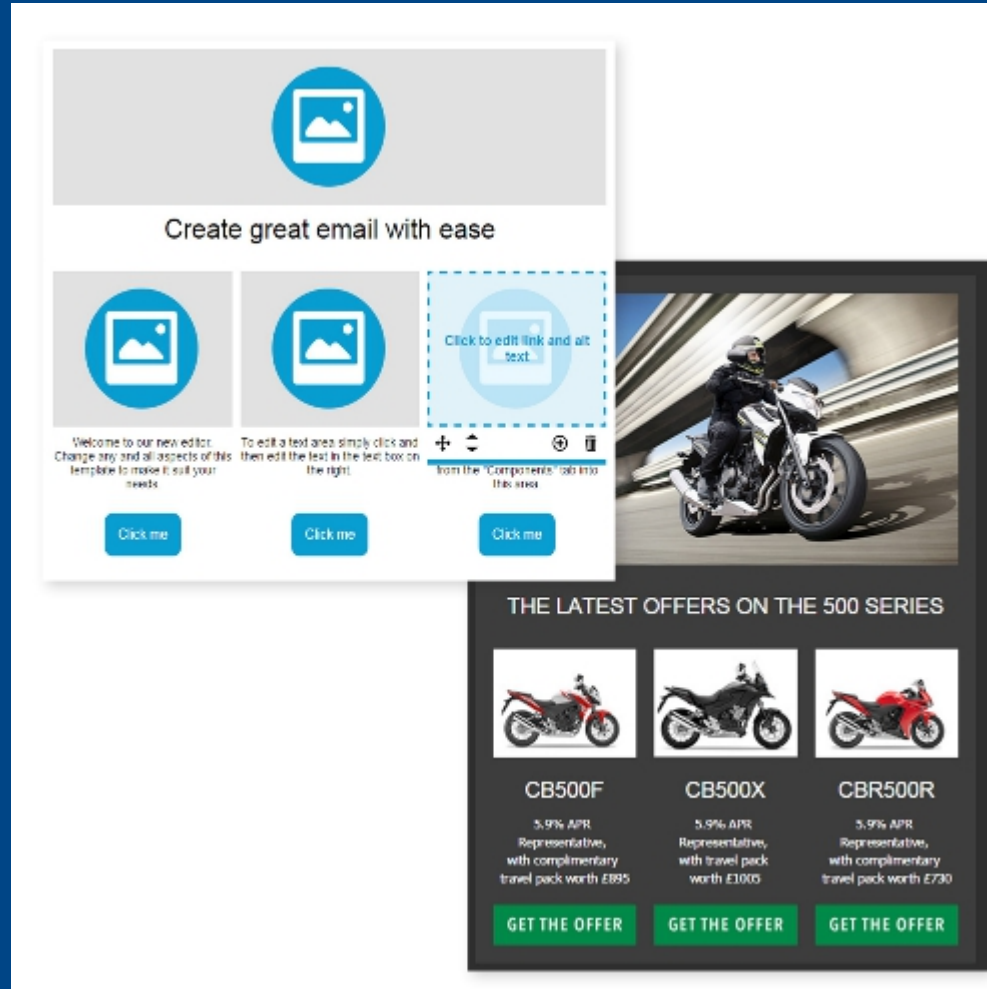
Lovers of our delicious cakes, we're excited to announce that we've just launched our new range of cakes. It's our most exciting yet, and we think you'll love it. It's all about our new range of cakes. It's our most exciting yet, and we think you'll love it.

say it best with Cheesecake! Mothers Day 15th March

say it best with Cheesecake! Mothers Day 15th March

Get the special's

4. Layout - templates



The screenshot displays an email editor interface with a template for motorcycle offers. The editor includes a header area with a large image icon, a main content area with three columns, and a footer area with a large image of a motorcycle rider. The editor also features a 'Click me' button in each column and a 'GET THE OFFER' button in the footer.

Create great email with ease

Click to edit link and alt text.

Welcome to our new editor. Change any and all aspects of this template to make it suit your needs.

To edit a text area simply click and then edit the text in the text box on the right.

from the 'Components' tab into this area

THE LATEST OFFERS ON THE 500 SERIES

CB500F	CB500X	CBR500R
5.9% APR Representative, with complimentary travel pack worth £895	5.9% APR Representative, with travel pack worth £1000	5.9% APR Representative, with complimentary travel pack worth £730
GET THE OFFER	GET THE OFFER	GET THE OFFER

5. Style and branding

Things to consider:

- Your overall theme, look and feel
- Size, layout and optimum orientation of your message
- The size and placement of your branding and logo
- Colour for your background, surrounds and sections
- Use of font for paragraphs, headers and links
- Call to action buttons - what, where, how many?

5. Style and branding

Web safe fonts

- Arial
- *Comic Sans MS*
- Courier New
- Georgia
- Lucida Sans Unicode
- Tahoma
- Times New Roman
- Trebuchet MS
- Verdana







Web safe colours



6. Headers and headings


Pre-header - this is the short summary text which appears immediately after the subject line when your email is viewed in the inbox. It's not universal to all email clients, but many include the pre-header as a way of adding additional information to the viewer before an email is opened. The pre-header is generally taken from the first line of text in the body of your email.

6. Headers and headings

<input checked="" type="checkbox"/>			Matt - Sign-Up.to	Your subject line goes here - Your pre-header goes here View this email online Sig
<input type="checkbox"/>			Tony - Sign-Up.to	The A-Z guide to email success - 26 handy tips. View this email online Sign-Up.to .
<input type="checkbox"/>			Matt - Sign-Up.to	New features, improving email performance and more... - March 2016 - Create te



6. Headers and headings

This is a pre-header. [View this email online](#)



This is a primary heading

Hi there and welcome to our new editor. You can change any and all aspects of this template to make it suit your needs.



This is a section heading

This is a section heading

From structure and layout (take a look at the "Components" tab), to fonts and colours (check out "Themes"), to uploading and adding images (the imaginatively named "Images" tab) - it's quick and easy to build a beautiful email your subscribers will love.

Font sizes, colours and fonts are managed from the "Themes" tab. This makes it simple to keep consistent style across your email (key to making sure it looks great!) You can save themes and use them across different emails.

To edit a text area simply click and then edit in the box on the right.

If you want to add more content, simply drag a layout component from the "Components" tab into this area. You can move components around to easily re-arrange your designs.

- Use the toolbar below the text entry box to add styles such as **bold**, *italic* and Underline
- You can also create headings and [links](#)
- Plus add personalisation and lists

When you add images, they'll automatically be resized to fit the content area. You can also crop and rotate images directly from the "Images" tab.

7. Content

7. Content



7. Content

Writing copy

Writing effective email copy takes time and is a specific skill. There's a wealth of information available as to what makes good email content. Here are our top recommendations:

Have something to say - it might seem obvious, but if you don't have valuable information then consider skipping a regular newsletter. Expectation is high and trust can easily be eroded.

Keep it short - generally speaking, emails are short. People have a limited attention span, especially on mobile devices, so get to the point quickly. You can always use links for additional content.

Find your voice - it depends on your brand and the nature of your relationship with your audience but emails are generally informal. Try to write in a natural voice that suits your style.

Write to an individual - it's easy to forget that email is essentially a personal one-to-one communication. Write your copy as you would to a single recipient rather than as if you are addressing a crowd.

7. Content

Be clear - try to condense the essence of your message into a few simple points and then present these in a coherent way. Remove any distractions from your key objective. Jargon and complicated language can be off-putting.

Tell a story - many marketers adopt the AIDA approach, that's Attention, Interest, Desire, and Action. However you do it your content should guide your reader through your message to your conclusion and point of action.

Include an action - it's not always the case, but the objective of many emails is to drive further action. If so, make it clear and obvious what you want people to do, why it will be of benefit and why they should do it right now.

Add personality - even relatively formal communications can benefit from a dash of personality. You have a lot of competition so making your emails remarkable by adding enthusiasm and energy will help you stand out and be remembered.

7. Content - images



JPG/JPEG - Joint **P**hotographics **E**xpert **G**roup. Probably the most common format. It's ideal for photographs and complex illustrations with multiple and graduated colour variations. JPG files are generally small in size but can lose quality when compressed.



PNG - **P**ortable **N**etwork **G**raphics. Similar to JPG with similar applications, but compressed files have no loss of quality so may be larger than the equivalent JPG format. PNG files also support transparency - very useful for blending images with coloured email backgrounds.




GIF - **G**raphics **I**nterchange **F**ormat. Only supporting 256 colours means it's not suitable for complex images, but it's perfect for text and line based illustrations. It supports transparency and also animation. File sizes can be large so use sparingly.

7. Content - images

Hurry - last chance to save

Easter 25th March



HURRY!
Last chance to save
We've re-launched our early booking offers across selected favourite holiday dates
Limited time - offers end 28th February

Book now >

BOOK WITH A SPECIAL
£50
LOW DEPOSIT

BOOK NOW AND SAVE
UP TO **£100**
ON SELECTED 7 NIGHTS

EASTER
25th MARCH
£259
Book now >

MAY HALF TERM
27th MAY
£349
Book now >

JUNE
3rd JUNE
£249
Book now >

AUGUST
27th AUGUST
£519
Book now >

August Bank Holiday Savings
Save 25% on two week holidays
Book your holiday >

8. Personalisation

- Profile personalisation - simple drop-in information
- Manual segmentation - audience specific content
- Dynamic content - automatic content variation

8. Personalisation



8. Personalisation



8. Personalisation

Hi Catherine

Thank you for registering for our seminar.

Details of your booking are included below.

Name: Catherine Crowley

Company: Halcyon Hotels

Preferred date: 8th April

Location: London

Special requests: Vegetarian

9. Call to action

- Tracking - how will you track your subscribers' actions?
- Mechanism - text, images or dedicated buttons?
- Style - how best to get your call to action noticed
- Message - how to get it clicked
- Placement - where it should go in your campaign
- Single or multiple - more calls to action = more action?

9. Call to action

We're offering a [free coffee voucher](#) just for you.


Images give the opportunity for a larger interaction area but they may not be obvious as a call to action, or always displayed.



A dedicated HTML **call to action button** is the best option. It's accessible even if images are not displayed, has a small download footprint (ideal for mobile) and is customisable.

[Get your free voucher here](#)

10. Signature



5 NEW WAYS WE GOT BETTER FOR YOU. [Learn more](#)

Hi there

Wow, even those of us without children still get that "back to school" feeling at this time of year. Now we've really gone "back to school" to re-focus on [how we can serve you better](#):

- PLUS - We're finishing off the new Autumn menu (it's a corker!)
- We've finished your new [Christmas Menu](#) (Goodness I hear you cry!)
- Your new [Dessert & Pudding Menu](#) is out now!
- Oh, and we've [won the highest accolade from official UK Tourism Taste Award](#) (2 awards actually!)

As I said, it's been a busy and at times glorious summer, now it's time to get ready for Autumn, our favourite time of year.

Will Lyons
(CC on a real piece!)

10. Signature - P.S. Adding a postscript

- Re-emphasise your main campaign objective
- Incentivise completion with an additional benefit or offer
- Add urgency to your call to action - do it now!
- Include a persuasive customer reference or testimonial

11. Footer

- Your company's registration details - **legal requirement!**
- Unsubscribe and preference options - **legal requirement!**
- Link to your privacy policy
- Social sharing icons

12. Plain text version

From: Power BI event / ФТС България <info.bg@fts-eu.com>

To: jtoms@abcbg.com

Subject: Първото Power BI Dashboard in a Day събитие в България!

Date: Thu, 6 Dec 2018 08:25:33 +0000 (UTC) (6.12.2018 10,25,33)

Ако писмото не се визуализира правилно, моля натиснете [тук](#)



ERP WITH KNOWLEDGE AND EXPERTISE 02/ 818 36 63

ФТС България

www.fts-eu.com



Горди сме, че ние от ФТС България, получихме възможността от Майкрософт да организираме първото [Power BI DIAD \(Dashboard in a Day\) събитие](#) за България на 12 Юни 2018г.

Целта на събитието е да помогне да разберете как можете да вдъхнете живот на данните си, да изградите отчети с помощта на [Power BI](#) и да анализирате данните по изчерпателен и увлекателен начин.

По време на семинара участниците ще придобият уменията да:

- Съвързват, качват и трансформират данни от различни източници
- Анализират своите данни с мощни инструменти за визуализация
- Изграждат изчерпателни отчети
- Споделят изградените отчети с екипа/ите си

Семинарът е изцяло практически насочен и е подходящ за бизнес анализатори, системни администратори, ИТ мениджъри, ИТ специалисти.

РЕГИСТРИРАЙ СЕ

*вход свободен, но местата в залата са ограничени и е необходима предварителна регистрация до 10 юни 2018г.

[Вижте мястото и програма на събитието](#)



Ние от ФТС България помагаме на компаниите да изберат най-подходящото ERP / CRM / BI решение по пътя към дигиталната трансформация на бизнеса си.

[Повече за ФТС България](#)

Ако желаете да продължите да получавате мейли от ФТС България, моля последвайте линка

[АБОНИРАМ СЕ](#)

Можете да се откажете от получаването на информация от ФТС по всяко време [тук](#)

Ако имате въпроси, моля не се колебайте да се свържете с нас
на тел: 02/ 8 18 36 63 или info.bg.fts-eu.com

From: Йорданка Христова от ФТС България <info.bg@fts-eu.com>

To: jtoms@abcbg.com

Subject: BG_Financial Data Talk & Beer

Date: Thu, 6 Dec 2018 08:23:07 +0000 (UTC) (6.12.2018 10,23,07)

27 Ноември 2018, 15:00 часа, Microsoft Innovation Center

Ако писмото не се визуализира правилно, моля натиснете [тук](#)



Data, Data & Data. Информацията е все по-ценна и в по-големи количества. Как обаче финансовите услуги се променят извличайки полза от нея?

На 27 ноември, вторник, заедно с колегите от A4E и Microsoft България ще обсъдим на по бира това и още много.

27 ноември 2018 г.

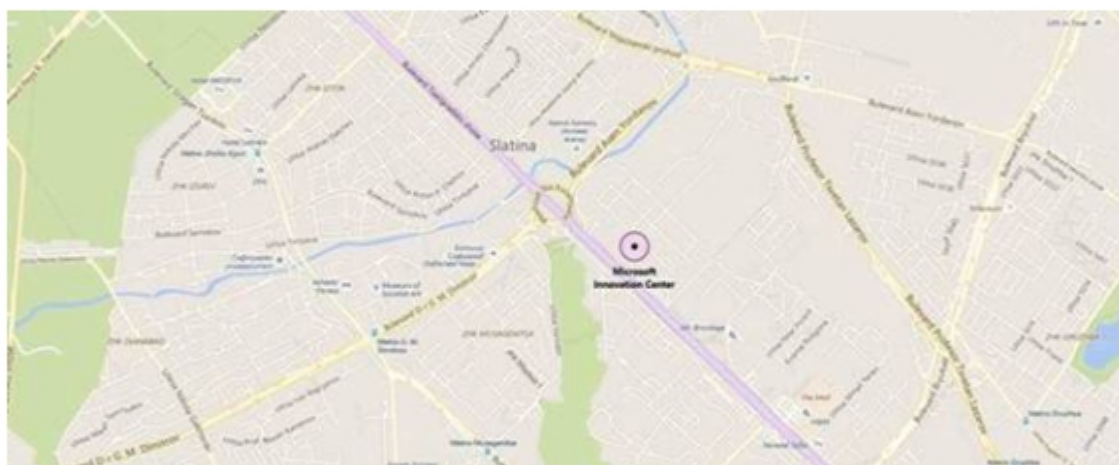
15:00 – 17:00

Microsoft Innovation Center

сграда Инкубатор, етаж 1

Регистрирайте се!

Очакваме ви на 27 ноември в Microsoft Innovation Center!



Поздрави,
Йорданка Христова
Marketing Executive
FTS Bulgaria | ERP, CRM, ECM, BI, Services
yhristova@fts-eu.com

Повече за нашата Политика за поверителност и защита на личните данни може да видите [тук](#). Записвайки се за събитието, вие се съгласявате данните ви да бъдат съхранявани и


List(s) netpeak_bg

Newsletter ● Бюлетин за месец ноември 2018
Sent date: 2018-11-30 14:33:46 [view message](#) [re-use](#)

Total	Opened	Clicked	Goals	Social
Sent: 2870	1673	207	0	0

Summary Unique

Total sent: 1498



37.20% open rate

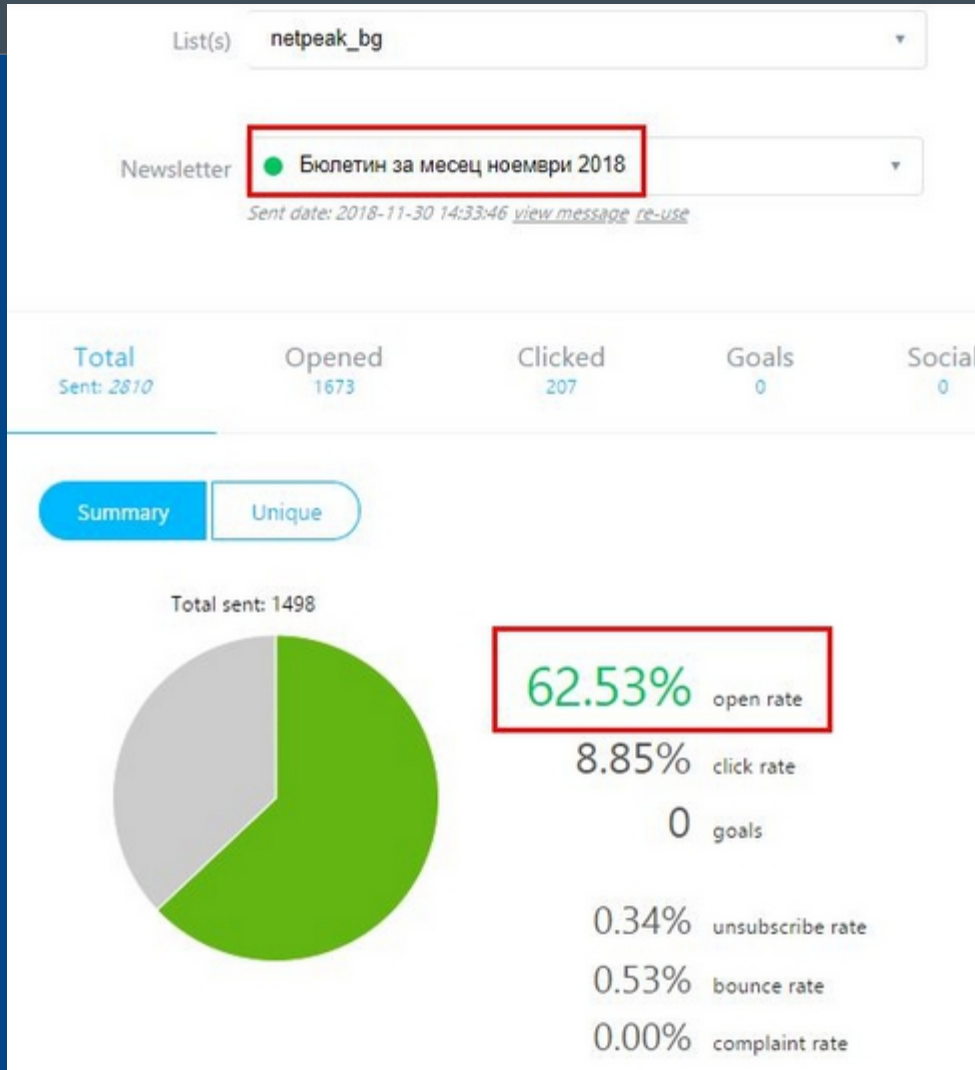
4.83% click rate

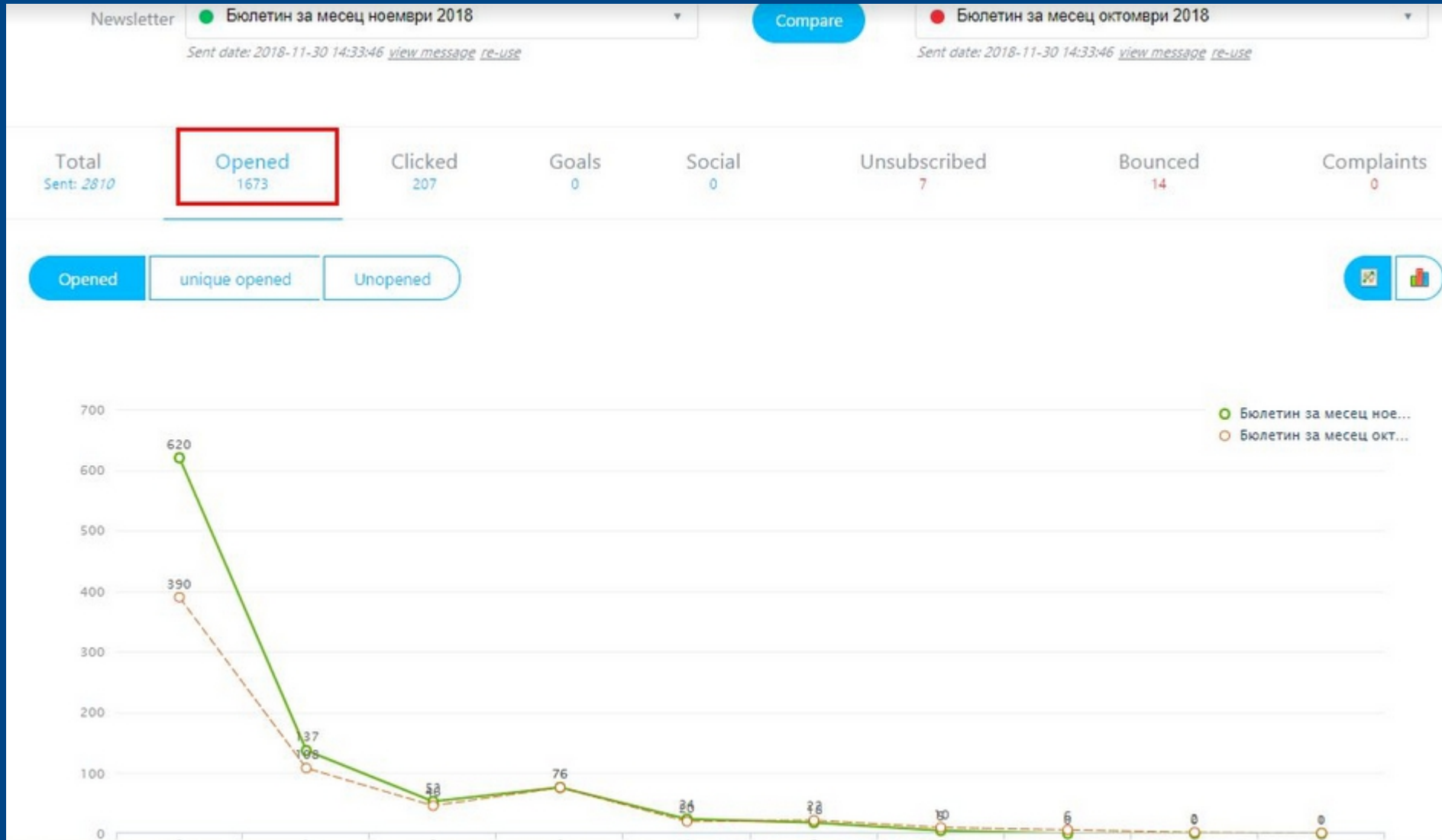
0 goals

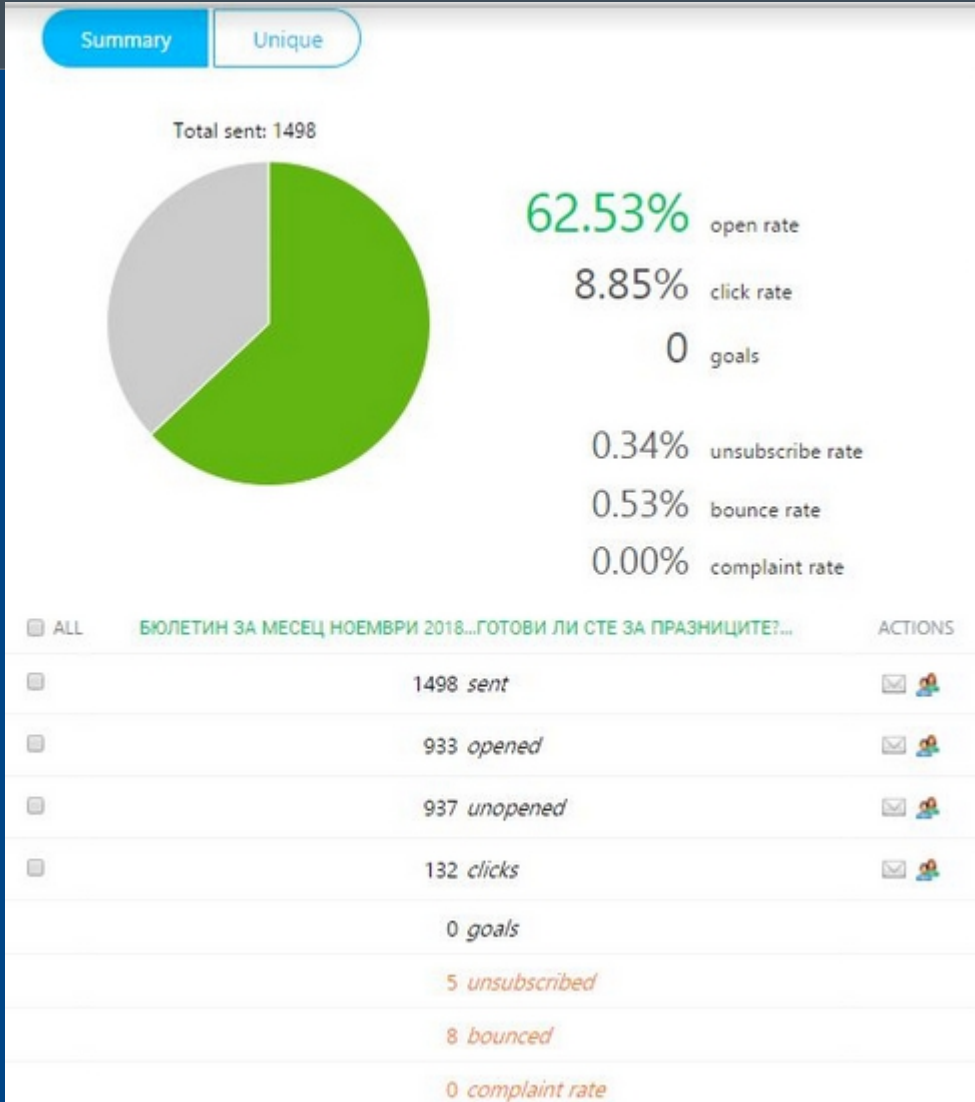
0.34% unsubscribe rate

0.53% bounce rate

0.00% complaint rate







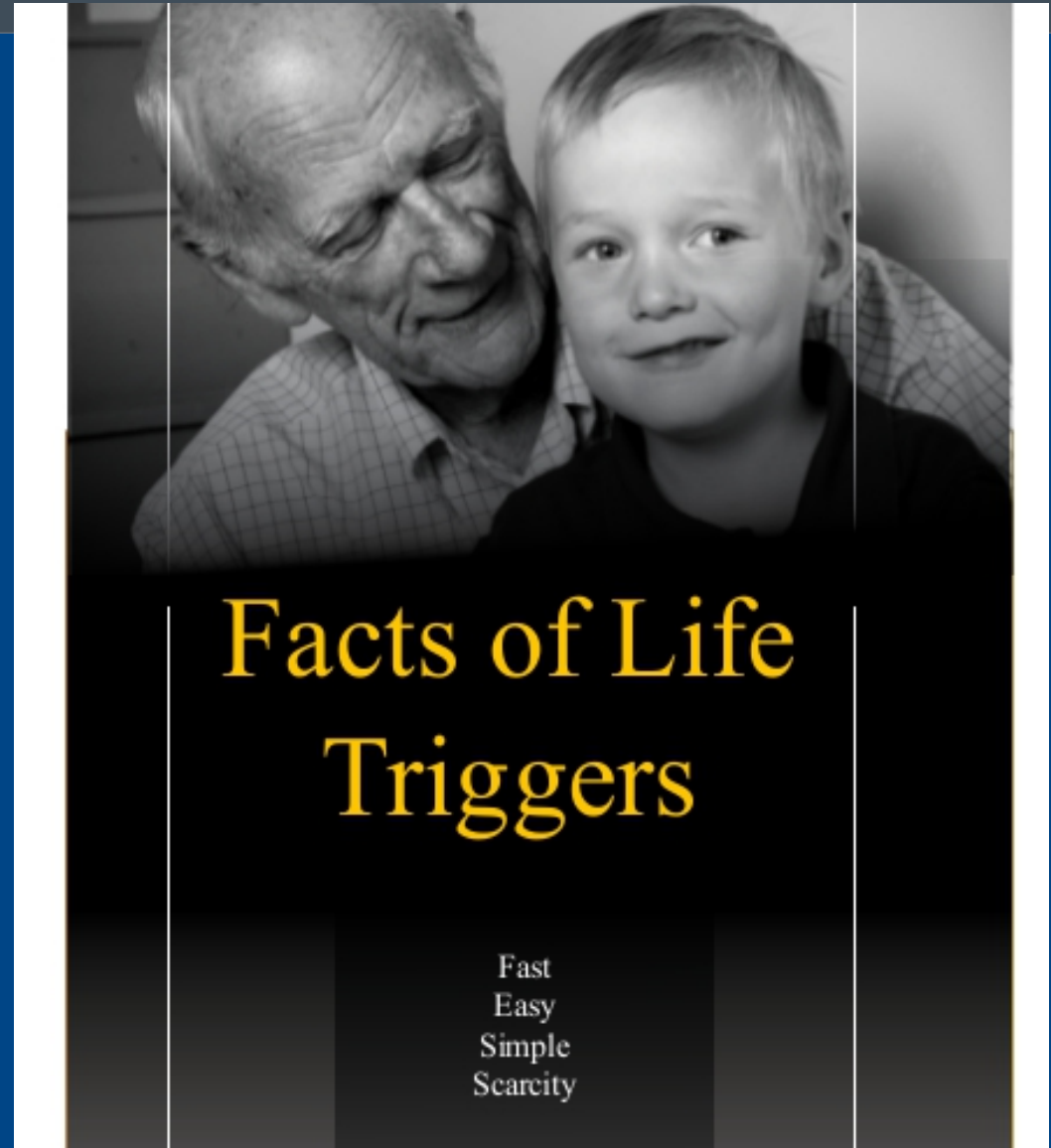
Triggers

Attention getting Triggers



Surprise & Unexpectedness
Novelty
Controversy
Anticipation
The Event

Facts of Life Triggers



Fast
Easy
Simple
Scarcity

Trust Triggers



Intimacy

Likeability
Personal Revelations
Achilles Heel
Special group

Credibility

Track Record
Qualifications
Endorsements
Concreteness / Specific

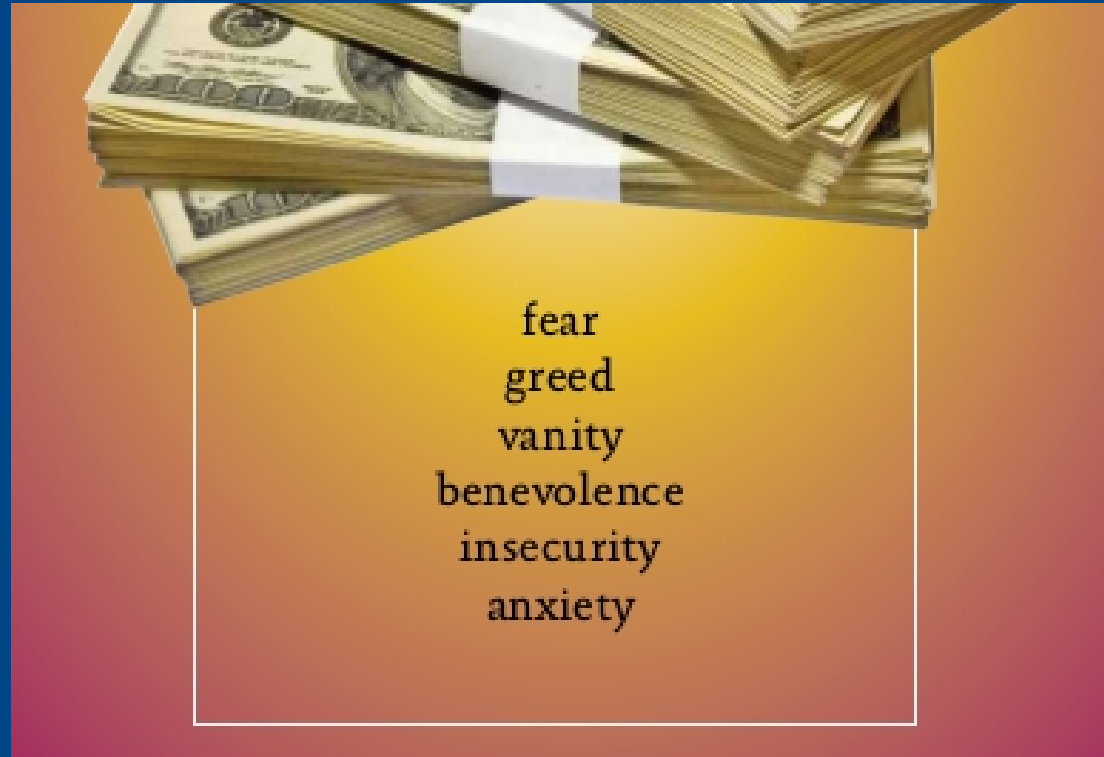
Community Triggers



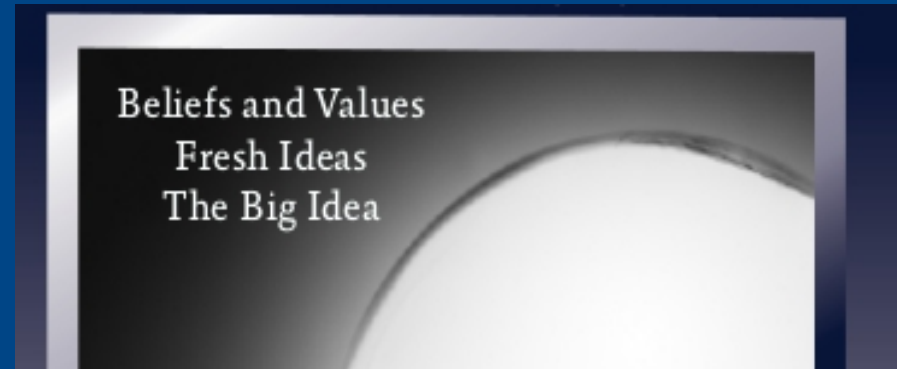
Community Triggers

- Social Proof
- Reciprocity
- Common Enemy
- Competition
- The “I Don’t Want You” Trigger
- Interaction and Conversation

Hot emotions Triggers



More Triggers





имаме победител

effect

**ТЕ СА НОВИТЕ ЗВЕЗДИ
НА КОЛЕДА!**

Вижте, чујте, опознајте ги! Те са тук с
амбициите си да станат част от
голямата коледна сцена. Гласувајте за
участника, който според вас има най-
много качества, и неговата мечта ще се
превърне в реалност.

ТОВА Е СВЕТЪТ НА XMAS EFFECT –
НАЙ-СКРОМНОТО ШОУ ЗА СКРИТИ
ТАЛАНТИ В СВЕТА!

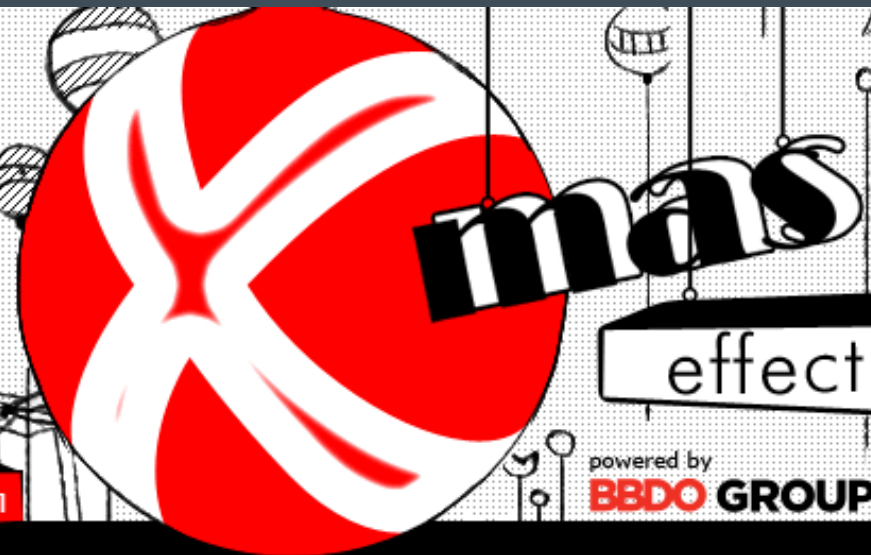
powered by
BBDO GROUP BG

Тази Коледа BBDO Group BG организира състезанието Xmas EFFECT – Без сцена и водещ. Без песни и танци. Без блясък и пудра. Без SMS-и и сълзи.

Единствено и само с герои, които се борят за мечтите си, и жури, което сте Вие!

Открийте света на Xmas EFFECT – най-скромното шоу за скрити коледни таланти в света!

EN
BG



effect

powered by
BDO GROUP BG

участници

класиране

новини

победител



Селската Пръчка - амбицирана да печели пари

Родом от малка, но доста китна горичка край Голо бърдо. Било пролетен ден и овчиците блеели някак по-така. „Тая пръчка не е съвсем обикновена“, пророкувала баба ѝ, Старата Дряновица още тогава. Г-ца Пръчка е расла в гората и понякога това си личи. Това, което ѝ липсва като класа и финес обаче, тя компенсира с всепомитаща амбиция и природен чар, до голяма степен, дължащ се на леката ѝ вдървеност при светски изяви. Голямата ѝ цел е да докаже, че произходът няма

[Web](#) [Images](#) [Maps](#) [News](#) [Shopping](#) [Email](#) [more](#) ▼

Google
Maps


Find businesses, addresses and places of interest. [Learn more](#)

[Search Maps](#)

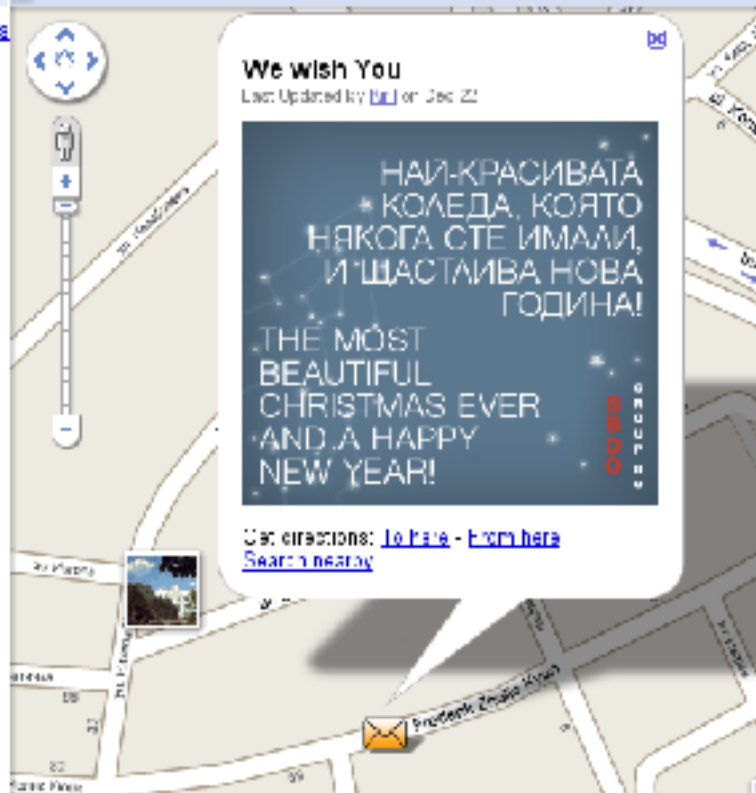
[Get Directions](#) [My Maps](#)

[Save to My Maps](#)

BBDO Group BG wishes to friends
788 views - Public
Created on Dec 22 - Updated Dec 22
By [Kral](#)
[Share this map](#) - [Write a comment](#)

 [We wish You](#)

[SCPTB248-FR22VDELE](#)



We wish You
Last Updated by [Kral](#) on Dec 22

НАЙ-КРАСИВАТА
КОЛЕДА, КОЯТО
НЯКОГА СТЕ ИМАЛИ,
И ЩАСТЛИВА НОВА
ГОДИНА!

THE MOST
BEAUTIFUL
CHRISTMAS EVER
AND A HAPPY
NEW YEAR!

Get directions: [To here](#) - [From here](#)
[Search nearby](#)





Vorsprung durch Technik





Merry Christmas

May your holidays be the brightest and your
Christmas full of creative ideas with us

PARAGON
MARKETING COMMUNICATIONS



View online version
Christmas hampers: last chance to shop

HARRODS.COM



LAST ORDER DATE
FOR UK DELIVERY*
DECEMBER 16TH

DON'T MISS OUT
THIS CHRISTMAS

Get into the Christmas spirit with one of our festive Food Hall hampers.

SHOP HAMPERS



UK DELIVERY



GLOBAL DELIVERY



GIFT CARDS



IN-STORE EVENTS



HARRODS REWARDS

HARRODS.COM



Harrods 87-135 Brompton Road, Knightsbridge, London, SW1X 7XL, United Kingdom
Harrods Limited is registered in England No 30209.

To unsubscribe from this newsletter please [click here](#)

*The last order dates for Christmas hampers are as follows: Sunday 16th December 2012 (week commencing delivery option) for the UK, Wednesday 12th December 2012 for Europe (all zones), Sunday 9th December 2012 for all other destinations.

Having problems viewing this email? [click here](#)

MADE⁺

★ [Invite friends, share £30](#)



From £59

Typical High Street £149*

[SHOP ALL PIGGY BAGS](#)



What we do...

We believe in making great design accessible to everyone.

With no wholesalers, importers or expensive-to-run stores we can offer up to 70% off the high street prices. Come and see for yourself – visit our Ninth Floor Showroom at 45 Notting Hill Gate, Newcombe House, London, W11 3LQ.

Our newsletter will keep you up to date with our latest product releases and exclusive offers.

You'll never get more than three a week, but if you'd rather not, [unsubscribe here](#).



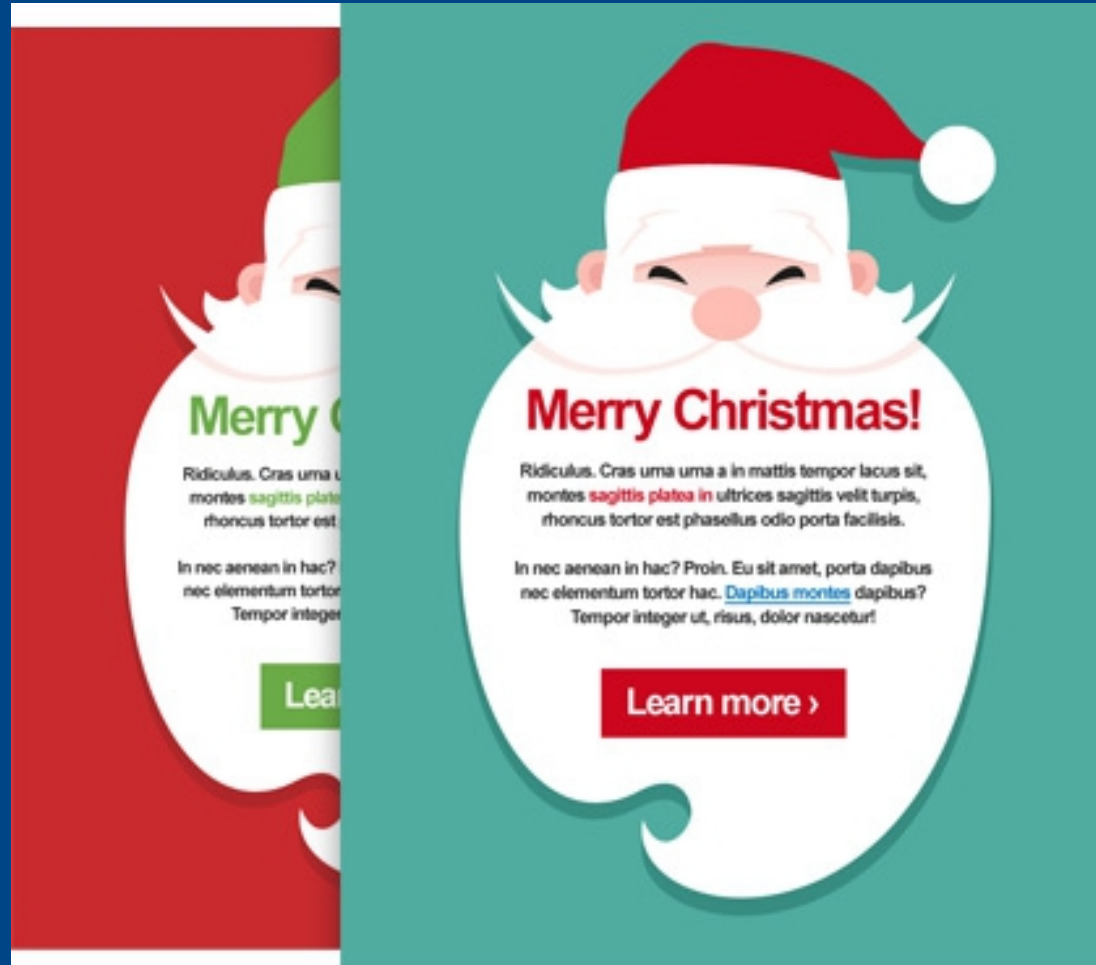
12 DAYS OF CHRISTMAS DEALS

Our 12 Days of Christmas Deals starts on
Day 1 the 7th December, to Day 12 on the 18th December.

Just call into Tralee Sports Complex and let our staff at reception
know the great value Christmas Deal or Deals you want to use.

Thank you and Merry Christmas from all of us here at
Tralee Sports Complex





Още идеи за email маркетинг кампании по Коледа?

Още идеи за email маркетинг кампании по Коледа!

1. Безплатна доставка

Още идеи за email маркетинг кампании по Коледа!

2. Безплатна / на символична цена коледна опаковка

Още идеи за email маркетинг кампании по Коледа!

**3. Безплатни / на символична цена коледни картички към доставката
3-5-10 на брой**

Още идеи за email маркетинг кампании по Коледа!

4. Към доставката – хартиена картичка за клиента от Вас!

Още идеи за email маркетинг кампании по Коледа!

5. Коледен подаръчен ваучер

Още идеи за email маркетинг кампании по Коледа!

6. Коледна благотворителна акция

Още идеи за email маркетинг кампании по Коледа!

7. Коледна томбола с награди от всички клиенти / поръчки

Още идеи за email маркетинг кампании по Коледа!

7. Коледна томбола с награди от всички клиенти / поръчки

Michaels

Store Locator | Weekly Ad | Classes

For Holiday DIY Décor ...



Just Add:
Cheer



Our online DIY Holiday Décor Guide is here to help simplify your holiday. Check it out for easy DIY projects, decorating ideas and tips to make the holiday season even happier.

See It Now

Holiday
Helpline

Just Add Michaels

Our DIY experts are standing by to answer all your holiday crafting questions.

Call 1-800-MICHAELS

M - F 9am - 1 PM CST. Now through December 24th (except Thanksgiving).
Need help after hours? Email us at holidayhelp@michaels.com.
Or visit us on Facebook using #AskMichaels.

Get social



KOHL'S

FREE SHIPPING WITH \$50 PURCHASE Free standard shipping. No exclusions. No Promo Codes. Surcharges still apply.*

FOR HOME WOMEN MEN KIDS **CLEARANCE**



Merry Christmas

from our family to yours.

*With the warmest of wishes,
All of us at Kohl's*

P.S. Enjoy **25% OFF** online today only
(you know, just in case).*

Promo code **STOCKINGS**

[SHOP NOW](#)

GOT A GIFT CARD? Redeem it in store or online now!



EARLYBIRDS

SATURDAY, DECEMBER 26
ONLINE: 12AM-3PM (CT)
IN STORE: OPEN-1PM (LOCAL TIME)*

AFTER CHRISTMAS SALE 60-70% OFF

Select styles.

WITH **CLEARANCE YOU DON'T**

WANT TO MISS!

Ends December 30.

BEN SHERMAN®

HOLIDAY GIFTING SHIRTS POLOS CHINOS KNITWEAR TAILORING SALE

FREE SHIPPING ON ALL ORDERS OVER \$200



Last Holiday DELIVERY DATE

ORDER BY MIDNIGHT
MONDAY DECEMBER 17TH

SHOP NOW



© 2012 Ben Sherman

 Join us on Facebook

 Follow us on Twitter

*Terms & Conditions apply.

Sent to sekervital@ecompsight.com

Ben Sherman Clothing LLC registered office is at 222 Piedmont Avenue, N.E., Atlanta, GA 30308

To ensure that our emails are sent straight to your inbox and not to your junk or bulk email folders please add no-reply@bensherman.co.uk to your address book.

[Click here](#) to update your profile or [here](#) if you no longer wish to receive emails from Ben Sherman.

✕

\$2 Off Coupon

12 DAYS	14 HOURS	38 MINUTES	52 SECONDS
------------	-------------	---------------	---------------

Till the Show Ends!

Instantly receive a \$2 off coupon code to use online for the Christmas Lite Show!

GIVE ME THE COUPON CODE!



Happy
Holidays

CHRIS

YEARS OF CHEER

CHRISTMASLITESHOW.COM

Rudolph Fun Run & Walk

Emails Are **Still King** Because...



You can include a lot more information in emails—links, images, long-form content—and your audience can check them out when they have the time.



Email Marketing's ROI

For ten years in a row, email is the channel generating the highest ROI for marketers.
For every \$1 spent, email marketing generates \$38 in ROI.





Less is More in Email



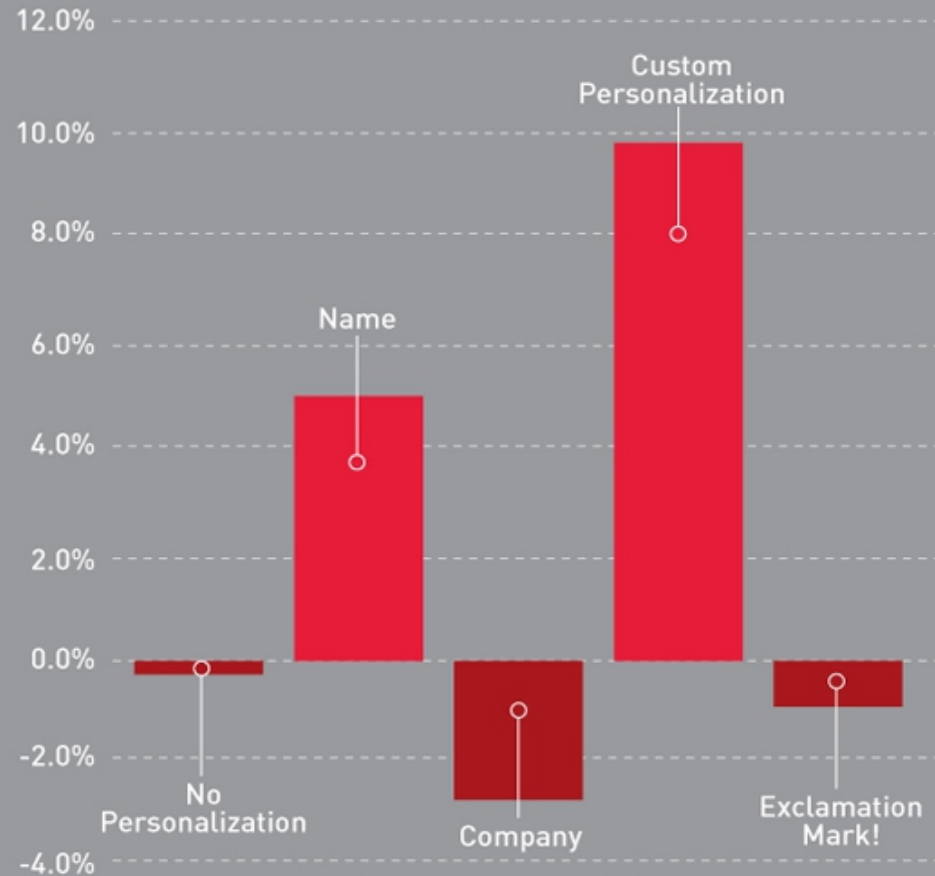
Personalized Subject Lines Key to Email Open Rates

The best-performing emails include subject lines personalized with the recipient's name and an additional data point, like location



Personalized Email Subjects and Open Rate

■ Based on a sample of 200M+ emails



Source: Eloqua Benchmark Data, January 2011

Share with your friends
and save even more!



Save \$1.00 on any ONE (1) Activia 4-pack
or share with your friends
and save \$1.50 on any ONE (1) Activia 4-pack.

Get Offer  \$1 or Share Offer  \$1.50

CAMPAIGN RESULTS

30,000

Additional customers in database

70%+

Promotion traffic from new customers

250%

Increase of traffic to promotion

REACH



40,000

shares via social media and email



90%

of new customers are now Dannon® email club subscribers

REDEMPTION DATA

22,000

redemptions



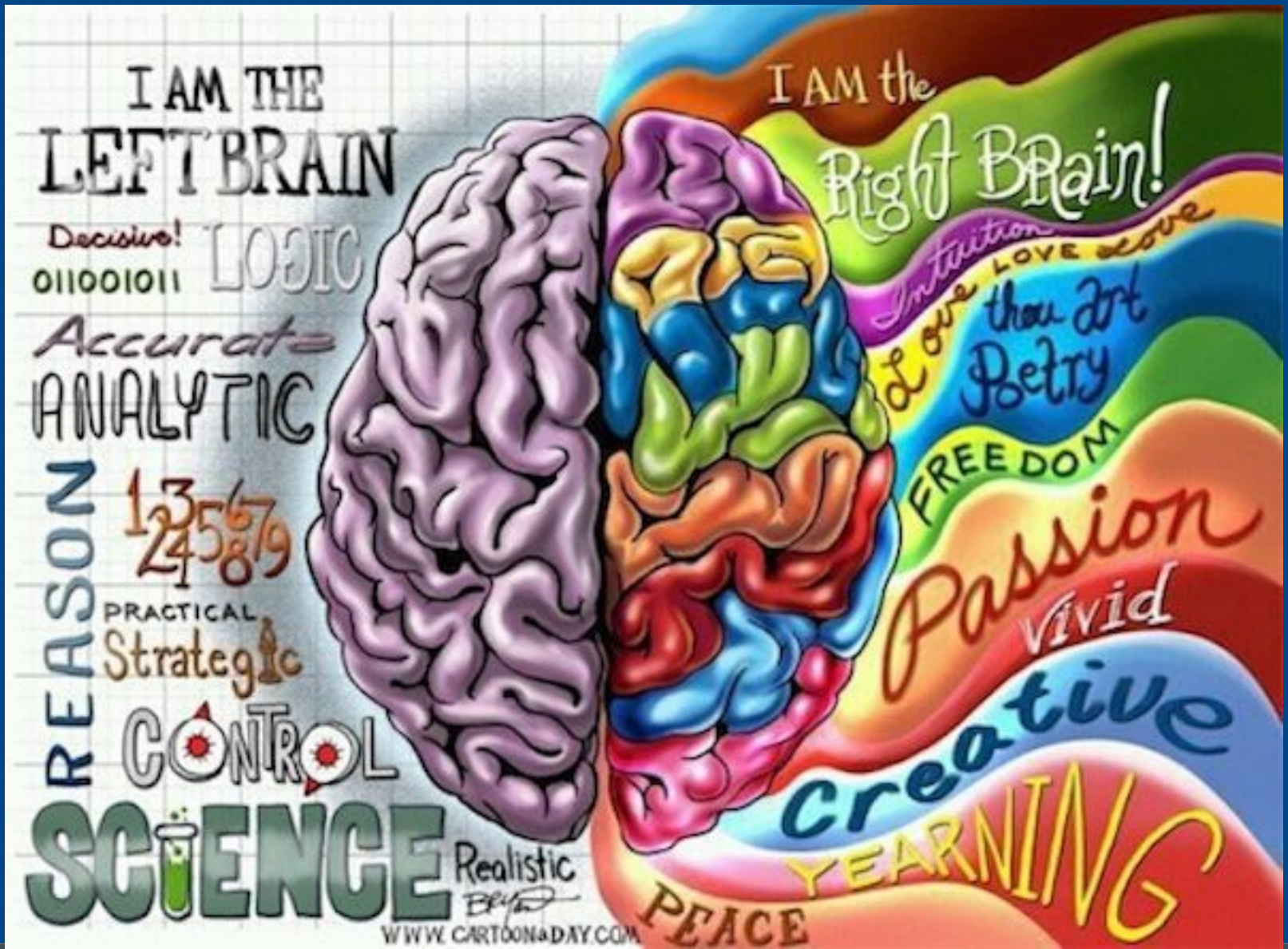
61%

redemption rate for higher-value offer print

ENGAGEMENT

5%+

of current inactive database re-engaged





Email marketing project

Общо изискване:
да е **един** файл
формат doc или ppt.

Може да е Google docs (задължително да е линк със свободен достъп) или файл (docx, pptx). Файлове, които не са достъпни или със сложени 10 отделни скрийншот снимки *няма* да бъдат преглеждани.

Email marketing strategy

Обяснете накратко какъв е бизнесът.

Каква е стратегията му.

Каква е стратегията Ви за имейл комуникациите?

За какво ще ги използвате?

Какви са целите, които си поставяте?

Email marketing software setup (inc. Listing setup)

Покажете как сте създали и настроили акаунта ви в имейл софтуера, който използвате. Как сте създали и настроили имейл списъците. Има ли подходящо наименуване на колоните (в mailchimp)?

Segmentation strategy

Направете е подходяща сегментация на база на поставените имейл и бизнес стратегии. Може да бъде описана писмено или чрез изображения да се илюстрира.

Email campaign (design and content)

Представената кампания има добра визуализация, съобразена с изискванията, които са обсъдени по време на лекция. С ограничен на брой основни фокуси и СТА, които да насочват вниманието. Правописно е изрядна. Форматирана е по подходящ за четене начин (удебелени букви, кратки параграфи, озаглавяване). Налични са добър subject line, header/ footer, бутоните за социална медия не са в началото на текста, с големи знаци и не са фокус в имейла. Препоръчително е да има личен елемент. Примерът за email campaign отговаря на заявената имейл стратегия.

List Building - 20+ collected

Обяснение защо са съставени по този начин имейл списъците. Да има над 20 имейла, които да са съобразени със стратегията за сегментиране. (напр. лист за хората от събитие; лист за партньори; лист за лоялни клиенти)

Summary/ Analysis of the results

Анализ на резултатите от имейл кампанията.

Проследяване на основните показатели. Коментар върху обема на email list-ата. Какъв е delivery rate-а? Има ли hard bounce, ако да на какво се дължи? Какъв е open rate, click rate, click-through-rate? Как се ранк-ва кампанията и нейните показатели съобразно тези в индустрията? Какви са ограниченията на изследването (ако е само с групата от курсистите в SoftUni напр. или "студен" mailing list)? Къде може да се подобри? Имейл кампанията допринесла ли е за изпълнението на бизнес целите или не?

Благодаря ви!



Thank you for your attention!

JustineToms.com