



Email Marketing Essentials: From Basics to Brilliance

Gurpreet Purewal

10/11/2023

Agenda



01 Introduction

02 Email Marketing... in 2023?

03 8 Key Steps Campaign Strategy & Email Design

04 Email Automation

05 Closing Remarks

Who am I?

Quick Introduction

Gurpreet Purewal

Senior Digital Marketing Executive
Gurpreet.Purewal@anicca.co.uk



Introductions

About Anicca



2007

Established

Digital marketing for over 15 years

23

Staff

Multi-award-winning team

40+

Clients

Spanning multiple sectors

7

Services

Full-service integrated digital marketing

Introductions

Meet the team

Directors



Ann Stanley
Founder & CEO



Darren Wynn
Managing Director



Angie Longman
Operations Director

Strategy & Commercial Team



Ange Padfield
New Business



Holly Kelly
Paid Media



Ed Truman
Analytics & Data



Brad Longman
SEO



Emil Ougendal
Social Media



Katie Ford
PR & Content

Technical & Support Team



Rajal Prajapat
Client Services



Mark Janes
Client Services



András Lorinczi
Creative



Amy Hayward Paine
PR & Content



Zak Averre
Content



Ebony Hutt
PR & Content



Jordan Munton
Paid Media



Pete Keyworth
Paid Media



Rachel Cryan
Social Media



Gurpreet Purewal
Marketing



Lucy Hammond
Training & Events

Introductions

Our pedigree

- We have vast experience of working with companies and organisations across many industries and parts of the UK
- Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.
- This is also why our internationally renowned clients stay with us year after year.



Uber
for Business



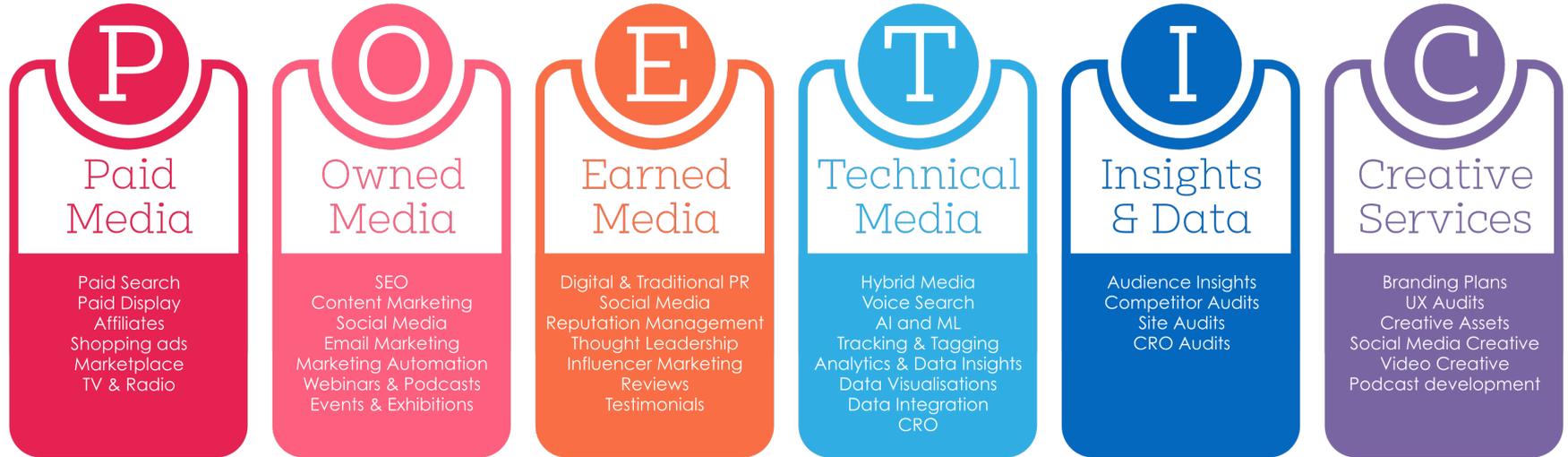
CHARLES
BENTLEY
EST. 1860



PALLEX

Introductions

Channels & services



Introductions

Recent news



- Large Paid Media Agency of the Year 2023
- Best Shopping Campaign
- Best Retail Campaign
- Best Use of Conversion Attribution
- Best use of Paid Social





Email Marketing... in 2023?

Benefits & Types of Emails

Benefits

Why Email?

Return of Investment

- The return on investment for **email is £35 for every £1 spent.**

Instant Impact

- Time-sensitive emails can drive the prospect to complete the action desired faster.
- e.g. Black Friday and Cyber Monday

Segmentation

- Targeted emails have one of the strongest conversion rates with lead nurturing and sales channels.
- Grouping audiences in to specific lists e.g. Newsletter readers, abandoned cart, etc

Accessibility & Device Reach

- Mobile has become the most popular medium for opening emails. Most email opens come from mobile devices (41%).

Types of emails

Have you received an email like this before?

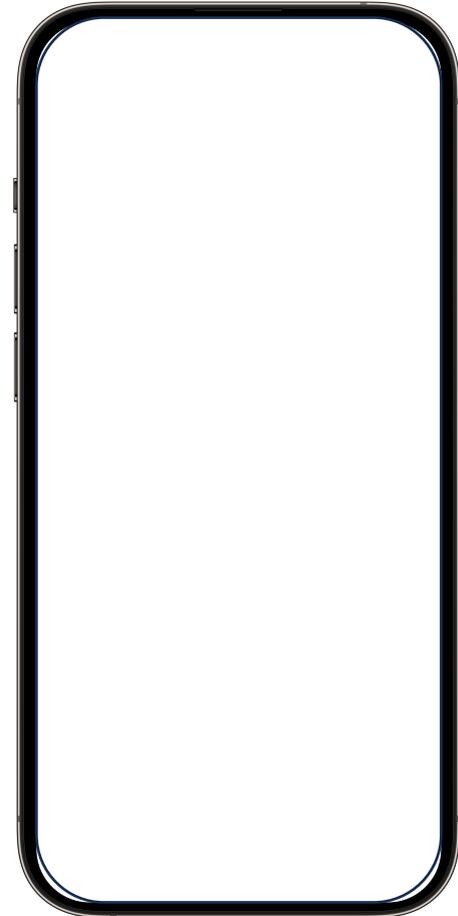
Functional: Newsletters, event announcement

Action Based: Based on their actions and behaviour. E.g. Thank you for downloading X

Individual: Emails based on demographic. E.g. Birthday offers, gender etc.

Sales Lifecycle Page: Emails are based on a prospect is position in the cycle. e.g. Prospect, First-time buyer, repeat customer, lapsed.

Transactional: Purchase of confirmation, order invoices, password changes





Email Strategy

Subscriber List & 8 key steps & Design

Subscriber lists & Opt-In Permission

A subscriber list lists all contacts who wish to receive your email communications.

- **Build and maintain relationships** with an audience
- **Drive engagement and conversations** about your business
- **Increase sales** and conversions

There are two methods of granting permission:

- **Single Opt-in:** Once a prospective subscriber has filled in their information, they are immediately added to the list. There is no additional confirmation needed from the subscriber.
- **Double Opt-in:** Once the prospective subscriber has submitted their email to join your email list, a confirmation email is sent to confirm their email address; once confirmed, they are added to your list.

Email Strategy

Single Opt-in

Easy for the subscriber: The subscriber enters their email address, and no additional steps are to be taken.

Faster method to grow email list: A one-step process results in higher conversion.

Lower email deliverability rate: As the process is so simple, your list could be filled with bots, emails with typos, recycled spam traps etc.

Low-quality mailing list: The above highlighted the types of emails that could become a part of the list. Resulting in a lower-quality list to send comms to.



Email Strategy

Double Opt-in

Long-term quality: More likely to receive quality subscribers who genuinely want to read your comms.

Higher deliverability: With emails being double-checked and added, emails are less likely to bounce or filter into spam.

It takes more time to grow the list: The above highlighted the types of emails that could become a part of the list—resulting in a lower-quality list to send comms to.

Maintaining engaging content: Double opt-in to keep the subscriber on the email list.

GDPR is an essential legislation to follow, to find out more about it – Click the link here: [GDPR and Digital Marketing](#)



8 Key Steps

1. Set your email goals
2. Pick the necessary email marketing tools (ESP)
3. Select the appropriate list-building tactics
4. Who's receiving the email?
5. Divide your mailing list into segments
6. Test the email – AB Testing
7. Create a schedule for sending emails
8. Optimise and monitor

1/8 Key Steps

Setting Email Goals & Type

Define the **category, objectives, and results** you want the email to achieve.

e.g. The **unsubscribe rate** of our email list is maintained at **X%** for a **Loyalty** email.



Select exactly what type of email you want to send and what the messaging of this email would be.

Setting Email Goals

Awareness

Only some subscribers on your email list are ready to purchase. Content should create awareness to keep subscribers engaged with the brand.

Be aware of the volumes subscribers are receiving, try not to overwhelm them.

Contents of awareness emails include:

Newsletters

Sale emails

Educational content

Welcome emails



Setting Email Goals

Lead Nurture

Lead nurture emails are to accelerate the interest in certain products and services. These emails are more upfront and more focused on purchase intent.

Avoid sending lead nurture emails to new subscribers, as it can be discouraging. You don't ask someone to marry you on the first date.

Contents of the emails will include more copy like:

“Buy Now”

“Get in touch”

“Add to Cart”

“Shop Now”



Setting Email Goals

Loyalty and Retention

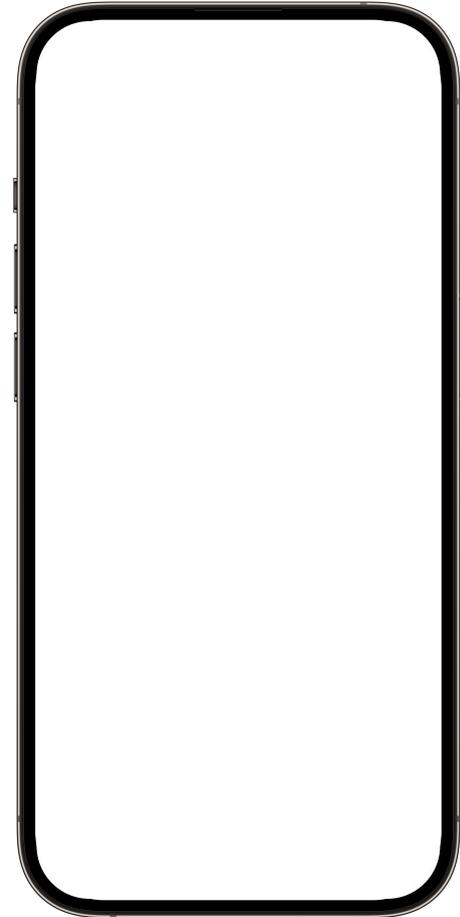
Loyalty and retention emails are built on deepening relationships with your subscribers.

The aim is to increase lifetime value and repeat sales.

There are several methods for building loyalty:

Using subscribers' data: Subscribers Habits

Demographic data: Birthdays, special event reminders



2/8 Key Steps

Email Service Providers

Email Service Providers are an online interface that allow you to manage the elements surrounding your email campaigns.

Most EPS are cloud-based, which removes the burden from your office servers to maintain emails.

Some key features an ESP manages:

Template builder

Email testing (A/B Testing)

Segmentation

Management of lists

Metric measurement (CTR's, engagement rate, unsubscribe rate etc.)

Automation



3/8 Key Steps

List Growth

There are a variety of strategies to grow your email list:

Gated content that requires an email address to access.

Website elements serve well to grow email lists—elements such as pop-up banners, light boxes, and CTAs on landing pages.

Email signatures could have a CTA which takes the subscriber to a sign-up page.

Using CTAs on social media pages. e.g. Facebook has a signup feature on business pages.

Referral programs allow your subscribers to share your brand's message.



4/8 Key Steps

Defining Audience Segmentation

Demographic

The essential subscriber information. This is not an in-depth analysis of the subscriber.

This includes:

Age, gender, marital status

Geographic

This refers to the subscriber's location.

This allows targeting for specific cities, regions, countries etc.

Psychographic

Psychographic data focuses heavily on the subscribers traits and allows a more detailed look into the subscriber.

This includes:

Interests, hobbies, social class, beliefs.

Behavioral

This is monitoring how subscribers engage with your website.

This includes:

User purchasing behaviour, usage rate, landing pages, customer loyalty, etc.

5/8 Key Steps

Selecting Audience Segmentation

Email campaigns relevant to the subscriber are more likely to be opened and interacted with by the subscriber. Segmentation is grouping similar groups and sending content based on these criteria.

There are numerous methods of segmentation:

- **Demographic:** Age, gender, etc.
- **Email Engagement:** Active Vs inactive subscribers
- **Stage in the sales cycle:** Emails based on where the subscriber is in the sales cycle
- **Website Behaviour:** Basket abandonment, content downloaded, video viewed, popular landing pages visits
- **Psychographic:** Preferred content to interact with, email stats (CTR, Unsubscribes)
- **Purchase history:** Use their past purchase data. Is there a specific product/ service they are interested in
- **Geographic Location:** Location-specific content and the appropriate times to sent an email
- **Customer Type:** Prospect customer, loyal customer?
- **Time since the last purchase:** Frequent buyers or lapsed buyers?
- **Amount spent:** Use their purchase data to send tailored emails depending on their budget

6/8 Key Steps

Email Testing

- Quality control is vital before sending out an email; this allows any potential issues to be fixed.
- There are numerous elements to test, such as subject lines, email copy, images, offers, CTAs, etc. This will further your understanding of the subscriber.
- One of the most popular methods of testing content is A/B Testing.

6/8 Key Steps

A/B Testing

This is a head-to-head test of two specific email elements to see which email performs the best. Most ESPs provide this within their platform, making it easy to undertake.

Top Tips for A/B Testing include:

- **Test only one element:** Attempting to test more than one element will overcomplicate the testing, and you won't know which element had the most significant impact on the subscriber.
- **Split your sample size fairly and randomly:** This creates a fair test.
- **Test both emails simultaneously:** Time and date play a crucial role in the success of an email; sending the two emails simultaneously allows a fair test.
- **Give the A/B test time to collect data:** Make sure this is not rushed and allow the test to gather rich data. This can vary from days to weeks. This depends on your sample.

There are plenty of top tips to follow when conducting an A/B Test. This blog is highly insightful - [How to conduct A/B Testing](#)

7/8 Key Steps

Scheduling emails

Consistency is vital with emails as it sustains and builds on a relationship with your subscribers. There are several methods to determine precisely what is best for your email sending. Most ESPs provide a scheduling tool.

Top tips for scheduling include:

Identify the top days and times to send your email

- **Run A/B test** to find out best times
- **Consider the time zones**; you don't want to email subscribers in the middle of the night

Use the metrics' open rate and click-through rates to determine the best times and dates

8/8 Key Steps

Optimising and Monitoring

The optimising process can begin once your campaign has begun, and the results show. Optimising is improving an email to ensure the messaging is working successfully.

There are multiple methods of optimising an email.

- **Choosing a recognisable sender name:** At Anicca, we use Ann@Anicca, which adds more personality than Info@Anicca.
- **The subject line should be concise and relevant:** It is the first impression of your brand to the reader; it should set the expectations for the reader and grab their attention.
- **Personalised email content:** CRM and ESP tools allow you to add subscriber names to the email; this allows a more personal approach to the email and develops a relationship between you and the subscriber.
- **Mobile Optimisation:** The email should be optimised for mobile devices; 85% of emails are opened on mobiles.

There are plenty of top tips to follow when optimising an email. This blog is highly insightful - [How to optimise an email](#)

Engagement Metrics

Positive Metrics:

- Open rate
- Click-through rate
- Increased conversion rate
- Increase opt-in rate

Negative Metrics:

- Soft bounce
- Hard bounce
- Opt-outs
- Complaints
- Spam

To work out the formulas – Check out this website, which lists them all: [Key Email Marketing Formulas](#)

Post Email

Email Hygiene

Email hygiene is verifying or removing invalid, undeliverable or bounced email addresses from an email list.

Email hygiene allows you to improve your:

Sender Reputation

Reduce chances of landing in spam folder

Boost engagement rates

Top Tips for keeping email lists squeaky clean:

Frequent cleaning

Remove bounced and invalid accounts

Don't hold on to unengaged accounts

Use double opt-in (It will help you in the long run!)

Make it easy for the subscriber to unsubscribe in the actual email

Post Email

Minimize bounces and unsubscribes

Email content: Is this what the subscriber signed up for?

Email campaign reports: Review an email report post sent to determine why a subscriber unsubscribed. This is through several different metrics.

Deliverability problems: Double checking for typos, bounce problems and sending correct names to addresses.

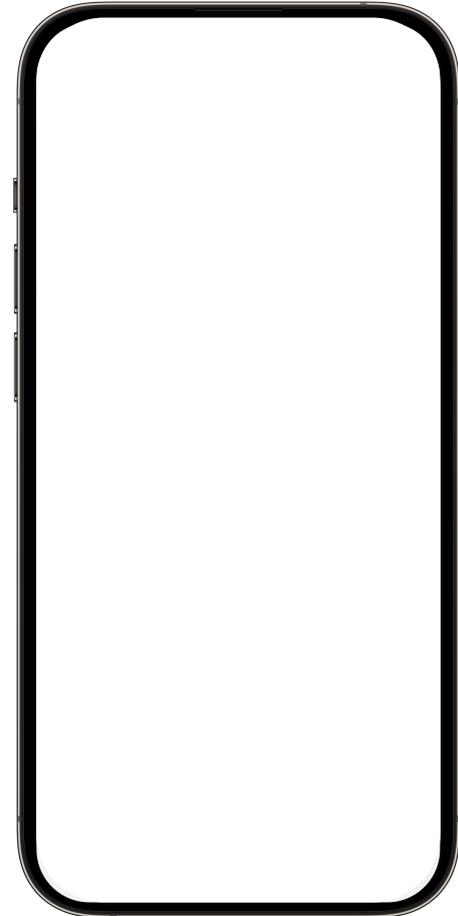
Email Preference Centers: Filter down precisely what each subscriber wants to receive.

Email Design

Email Components

The email design can be broken down into six key parts:

- **Sender Name:** Who are you sending it from?
- **Subject Line:** The subject line is the first line the subscriber will read; it must be compelling and concise.
- **Email Copy:** The text in the email should be straightforward to scan.
- **Imagery:** Use imagery where appropriate
- **CTA:** The CTA (Call to Action) is the desired action you want your subscriber to do. Placing the button at the email's top, middle, and bottom allows it to be seen.
- **Alternative reply address:** Some ESPs allow the email to be sent from one email address and then if the subscriber replies it goes to another. e.g Name@companyname → Subscriber (Writes an email back) automatically goes to Enquires@companyname



Email Design

Good Practice for Subject Lines

A subject line's success depends on the conciseness of the copy. Adding a sense of urgency or deadline to the subject line will prompt the subscriber to click on the email.

Some Examples include:

- Jetblue: (Your Name) You are missing out on points

Fear of missing out and Personalisation

- HP: Stop wasting money on Ink

Customer Pain Points

- Target: The price dropped for something in your cart

Retargeting method

- Ann@Anicca.co.uk: #AskAnicca Newsletter - What's New in Digital Marketing?

Staying up-to-date and curiosity

Email Design

Good or Bad Practice?

For this example we are looking at:

- **Email Copy:**

The copy has a single goal, strong sentences, and is straightforward to scan. It links very well to the CTA

- **Imagery:**

The imagery is the centrepiece of the email and demonstrates the product

- **CTA:**

Clear CTA and great placement on the email



Email Design

Good or Bad Practice?

For this example, we are looking at:

- **Email Copy:**

Too many messages at once, there are various fonts, colours and CTA's.

- **Imagery:**

Image distracts you from the rest of the copy, there should be a nice balance.

- **CTA:**

How many CTAs can you see because I've lost count!



Email Design

Good or Bad Practice?

For this example, we are looking at:

- **Email Copy:**

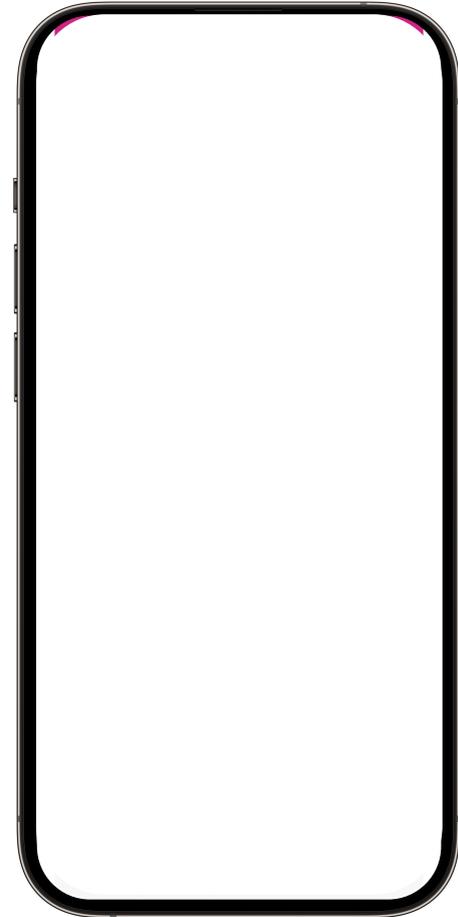
Concise, as it has taken the subscriber's data as the primary message

- **Imagery:**

Uses brand colours, linked back to Spotify Wrapped

- **CTA:**

Clear where the CTA is on the email, with clear direction on what the subscriber should do next



Best Practice

Design Tips

- **Brand Synergy is King:** The email design is a mini web experience and is an extension of your brand. Ensure it follows brand guidelines in colours, typography and imagery.
- **Personalisation is a success:** The most successful emails use personalisation to establish connections to drive engagement.
- **Clear and concise email copy:** The email does not need to be an essay, just simply straightforward to scan. You have not got the reader's attention for long, so make the time worthwhile!
- **Map out the elements:** Ensure you map the elements to create a clear layout. e.g. The Anicca email clearly maps elements and sections (Webinars and blogs etc.).
- **Don't forget about mobile:** Make sure your email is optimised for mobile; try using images 600px width. An ESP design template feature would greatly assist this.



Email Automation

Benefits Conditions and Examples

Marketing Automation

Benefits

Marketing automation significantly enhances the efficiency of email communication by using an ESP to send emails every time a subscriber makes an action.

There are several benefits surrounding marketing automation:

Time-Saving: All automatic

Data management: Assists the team in managing their time. (e.g Sales can contact segment group X)

Improves the personal experience: Enhances the user experience due to a personalised approach

Cost-effective solution: Included in some free packages of ESPs

Creating a marketing automation sequence

A sequence should be simple and built from a series of steps that include:

Entry Points: This includes website activity, contact details, form submission and email activity

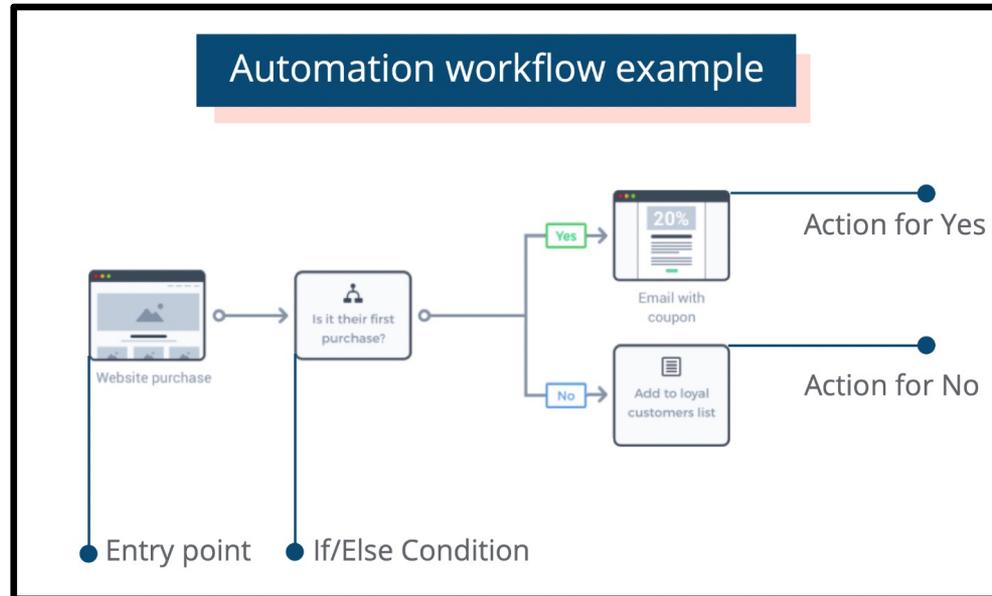
Conditions: There are several conditions; the four main conditions are adding a delay, wait until, if/else and A/B split

Action: Send one alternative or another alternative

If/Else Condition Example

If/Else is a popular condition which allows you to segment your contacts within a workflow.

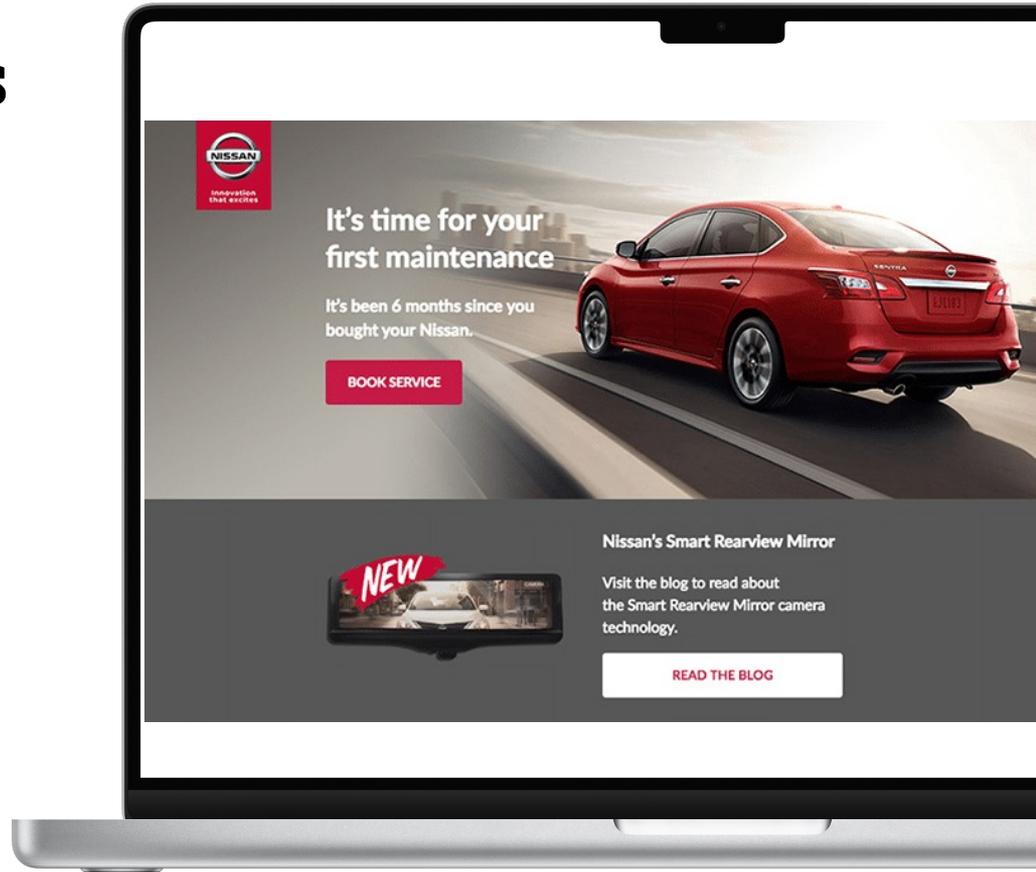
The contacts are divided into two branches: Subscribers meet the condition (YES), and subscribers don't meet the condition (No).



Marketing Automation

Scheduled Reminders

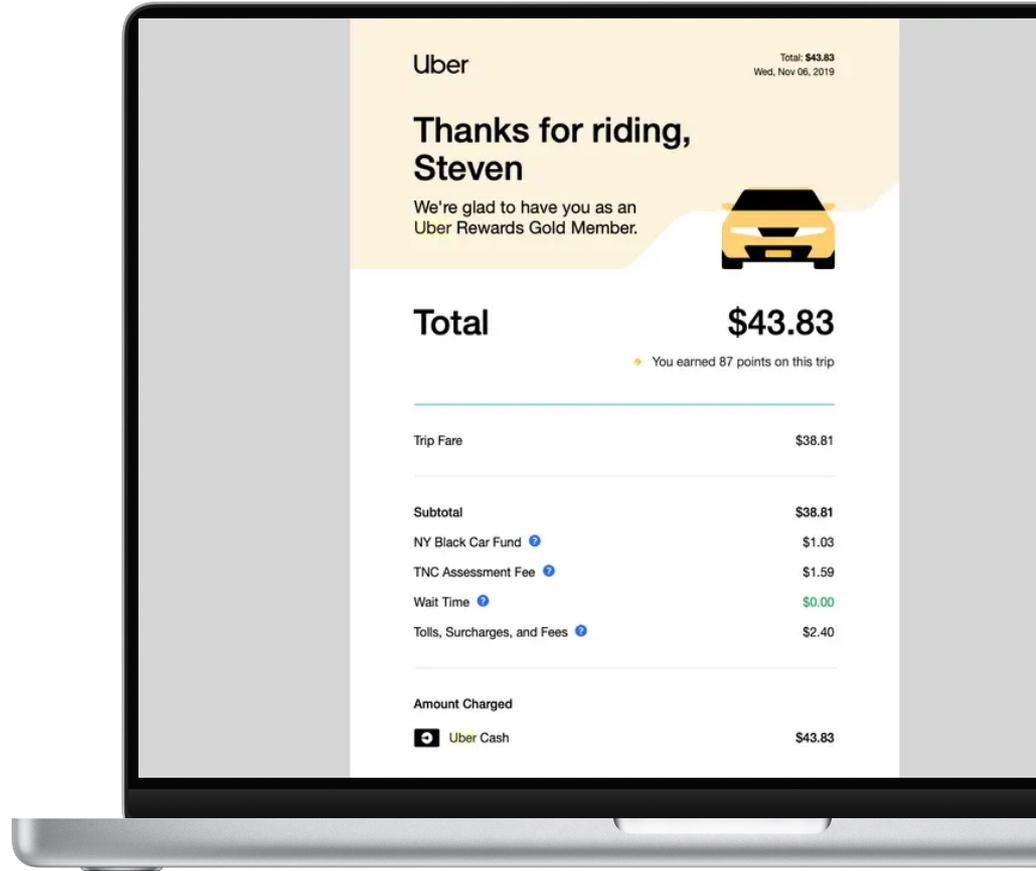
Home and insurance companies are great at sending reminders. Here is an example from Nissan.



Marketing Automation

Transactional Email

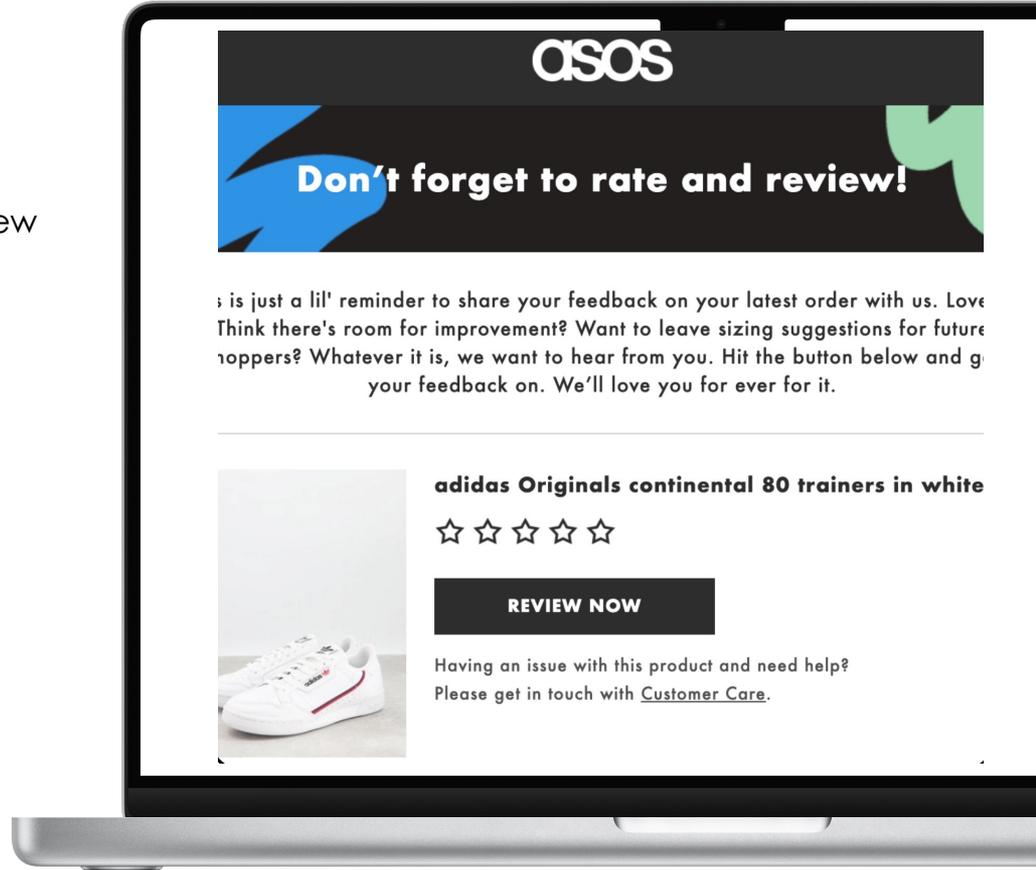
Uber are an email marketing genius with every transaction updated with an email.



Marketing Automation

Post Review Emails

Most purchases online are followed up with a review email with customer care.



Closing Remarks

Reference List & Useful links

<https://moosend.com/blog/email-metrics/>

<https://ador-info.eu/issues/email-marketing/>

<https://optinmonster.com/101-email-subject-lines-your-subscribers-cant-resist/>

<https://blog.hubspot.com/marketing/email-marketing-examples-list>

<https://www.forbes.com/sites/allbusiness/2020/10/26/email-marketing-still-the-most-powerful-tool-to-take-your-business-to-the-next-level/>

<https://mailchimp.com/resources/benefits-of-email-marketing/>

<https://www.campaignmonitor.com/resources/guides/why-email/>

<https://sendpulse.com/support/glossary/single-opt-in>

<https://www.brevo.com/blog/email-list-building/#software>

<https://blog.hubspot.com/blog/tabid/6307/bid/32028/25-clever-ways-to-grow-your-email-marketing-list.aspx>

<https://blog.hubspot.com/marketing/list-building>

<https://blog.hubspot.com/marketing/how-to-do-a-b-testing>

<https://blog.hubspot.com/marketing/best-time-to-send-email#measure-marketing-email-performance>

<https://www.gmass.co/blog/email-copywriting-examples/>

<https://econsultancy.com/email-marketing-cta-design-five-good-vs-six-bad-examples/>

<https://sendgrid.com/blog/email-list-hygiene-5-tips/>

<https://snov.io/blog/email-list-cleaning/>



Thank you!