

SMALL
BUSINESS
**EMAIL
MARKETING**



OUR AGENDA

WHAT IS EMAIL MARKETING

EXAMPLES

EMAIL MARKETING SERVICES

EMAIL COLLECTION

REGULATIONS

What is Email Marketing?



EMAIL **MARKETING**

Communication with email

- Order notifications
- Shipping confirmations

Staying in contact

- Newsletters
 - Sales promotions
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EMAIL **MARKETING**

Inexpensive

- Email Marketing services do cost money but email itself is free

Instead of phone calls

- Contact customers asynchronously
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EMAIL MARKETING

Personalization

- Use data merge fields to personalize the contents of an email

Automation

- Send large number of emails at same time
- Send follow-up emails based on actions from previous email



Examples





NEWSLETTER

EMAIL **EXAMPLES**

Newsletters

- Updates on business
- Tips
- Articles of interest

Confirmations

- Orders
 - Payment
 - Appointments
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EMAIL EXAMPLES

Opt-in offers

- Signup with email address in exchange for digital products like a checklist or e-book

Nurturing or drip campaigns

- A series of emails to move someone through a series of messages to educate or make a sale

Email Marketing Services



EMAIL MARKETING **SERVICES**

Email lists

- Groups of email addresses
- Email address plus other data fields like name, etc.

Segments

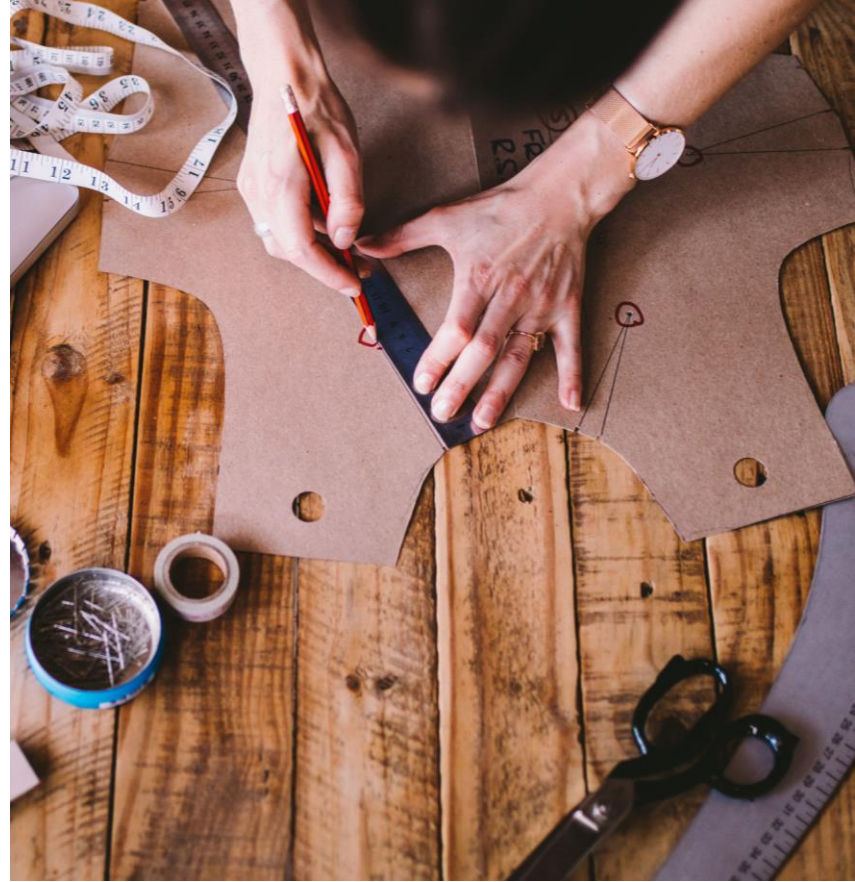
- The dividing of email lists into smaller groups related to common attributes



EMAIL MARKETING SERVICES

Email templates

- From
- Subject
- Body
- Images
- Merge data fields
- Social media accounts
- Footer information



EMAIL MARKETING SERVICES

Campaigns

- Configuration settings
- Tracking
- Trigger
- Schedule
- Email template
- Email list

C₃ A₁ M₃ P₃ A₁ I₁ G₂ N₁

EMAIL MARKETING SERVICES

Automation

- Date based
- Signup
- Joins segment
- Open email
- Clicked on link in email



Email Collection





EMAIL COLLECTION

Opt-in

- To receive something like a newsletter or free PDF, someone “options into” by giving their email address

Transactional

- Where an email address is given as part of a business transaction like ordering a product or service
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Regulations



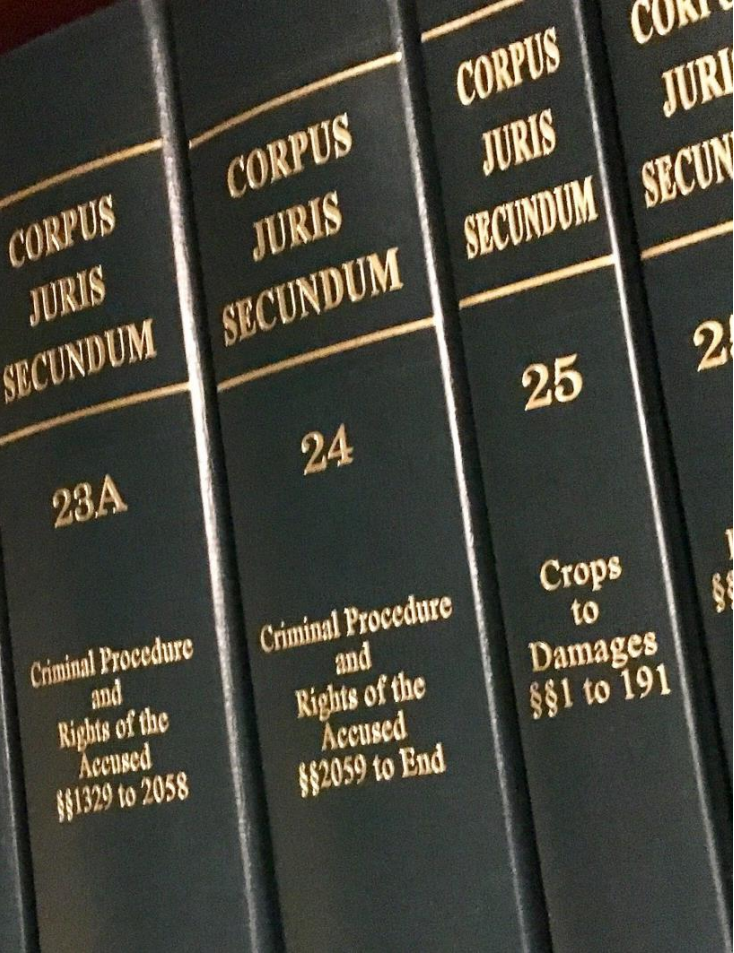


SPAM

Junk email

Unsolicited bulk email

NOTE: not legal advice



CAN-SPAM **ACT**

<https://www.ftc.gov/tips-advice/business-center/guidance/can-spam-act-compliance-guide-business>

- Don't use false or misleading header information
- Don't use deceptive subject links
- Identify the message as an ad
- Tell where located
- Tell how to opt-out
- Honor opt-out request promptly
- Monitor what others doing on your behalf

Conclusions





BENEFITS of **EMAIL MARKETING**

- 1 Stay in contact**
 - 2 Inexpensive**
 - 3 Instead of phone calls**
 - 4 Automation**
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