EMAIL MARKETING
IN A NUTSHELL

METHOD

Every email your business sends will fall into one of these three categories:

1. **Transactional Email -** Emails sent containing information about a transaction or a process such as shipping notifications, purchase receipts and support tickets. According to Experian, the average revenue per transactional email is 2X - 5X higher than standard bulk email. Most marketers are underutilizing this type of email.

2. **Relational Email -** Any email that follows through on a promise made to a subscriber including new subscriber welcome emails and newsletters containing valuable content.

3. **Promotional Email -** Emails sent to generate leads or sales including sale announcements, webinar or event announcements and new product releases.

Each of these email categories has an obvious primary goal:

- Transactional email provides customer service.
- Relational email increases engagement and nurturing.
- Promotional email is responsible for generating sales.

But each category of email actually accomplishes much more than its primary purpose. In addition to these obvious primary benefits, email also provides brand awareness, lead generation, and an increase in the retention of your existing customers.

	CUSTOMER SERVICE	BRAND AWARENESS	LEAD GENERATION	RETENTION & LOYALTY	ENGAGEMENT & NURTURING	SALES & UPSELLS
TRANSACTIONAL	✔	✔	✔	✔	✔	✔
RELATIONAL		✔	✔	✔	✔	✔
PROMOTIONAL			✔	✔	✔	✔

RELEVANT ROLES

Email marketing should be studied by members of the following departments:

MARKETING & OPERATIONS

Every marketing professional should understand how the email marketing channel can be leveraged to move prospects through the customer journey.

ECOMMERCE, SALES, & BUSINESS DEVELOPMENT

One of the most effective ways to create sales ready conversations is via email.

CONTENT & EDITORIAL

Any team member that is producing content (blogs, podcasts, videos, press releases, etc) must understand how that content can be distributed via email.

IMPORTANT METRICS

Deliverability Rate - The percent of messages delivered to the recipient's inbox relative to the number of emails sent.	**Open Rate -** The percent of messages opened by the recipient relative to the number of emails sent.	**Click-Through Rate (CTR) -** The percent of email messages clicked relative to the number of emails sent or, in some cases, relative to the number of emails opened.	**Unsubscribe Rate -** The percent of emails that lead to an unsubscribe relative to the number of emails sent.	**Complaint Rate -** The percent of emails marked as Spam relative to the number of emails sent.

IMPORTANT LINGO

Customer Journey - The development of a relationship with a prospect that takes them on a path from awareness of your business, products and brand to rabid fan.	**Broadcast Email -** An email sent out to all email subscribers or a segment of your email subscriber list.	**Triggered Email -** An email sent as a result of a specific action taken by a customer or a prospect. For example, a specific offer might be sent automatically to someone that fills out a lead form.	**Promotional Calendar -** The 30 and 90 day calendar containing the planned email campaigns that will intentionally move a prospect through the customer journey.	**Email Storyboarding -** The process of planning the structure, timing and content of an email campaign.

CERTIFICATION OVERVIEW

EMAIL MARKETING SPECIALIST ★ CERTIFIED ★

Email marketing consistently generates the highest ROI of any marketing activity, but sadly most businesses are doing it wrong (or ignoring it completely). In this mastery course, you'll learn the three types of email campaigns and how and WHEN to use them. You'll also learn how to architect the perfect promotional calendar, and how to use automated email marketing to literally "sell while you sleep." By the time you finish, you'll be able to effectively monetize any email list, while simultaneously increasing engagement with your subscribers.

- How to create the PERFECT promotional calendar for your business... (Do this right and you'll see revenue AND engagement hockey stick straight up!)
- How to use proven tricks to get MORE opens and MORE clicks from even your most engaged and loyal subscribers
- Which goals and metrics you should be tracking on a day to day basis to measure your Email Marketing success.