

Email Marketing & Campaign and Content Marketing

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Email Marketing

The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between. Mail chimp can help you design, build, and optimize your email marketing to get the best ROI in your marketing program.

What is email marketing?

Email marketing is a powerful marketing channel, a form of direct marketing as well as digital marketing that uses email to promote your business's products or services. It can help make your customers aware of your latest items or offers by integrating it into your marketing automation efforts. It can also play a pivotal role in your marketing strategy with lead generation, brand awareness, building relationships or keeping customers engaged between purchases through different types of marketing emails.

A brief history of email

The very first email was sent in 1971 by a computer engineer named Ray Tomlinson. The message he sent was just a string of numbers and letters, but it was the beginning of a new era of communication. Tomlinson was also the person who introduced the usage of the "@" symbol in email addresses.

In 1978, a marketing manager at Digital Equipment Corp named Gary Thuerk used this new method of direct communication to send out the first commercial email to let people know about a new product.

By the '90s, the internet had become commercially available to the masses. The way people communicated with one another began to change dramatically, and marketers discovered that email could be an effective way to advertise. The emergence of marketing emails also ushered in the need for regulatory updates; the U.K.'s Data Protection Act, for example, was adjusted to require an "opt out" option for all marketing emails.

Advantages of email marketing

Email has become such a popular marketing tool for businesses partly because it forces the user to take some kind of action; an email will sit in the inbox until it's read, deleted, or archived.

Email marketing can help you **build a relationship** with your audience while also **driving traffic** to your blog, social media, or anywhere else you'd like folks to visit. You can even **segment your emails** and **target users by demographic** so you're only sending people the messages they want to see most.

Email marketing also allows you to run A/B tests of a subject line or call to action to identify the best performing message by using email marketing software that can also be configured to easily send out emails. Check out Mailchimp's **email templates** to see more of what you can do with email marketing.

Disadvantages of email marketing

While email marketing seems like the perfect way to reach out to customers, create new prospects, and grow important business relationships, there are some drawbacks. In fact, many businesses are opting to use EZ Texting as another form of communication.

Here are some of the significant downsides to email marketing campaigns.

Spam

It seems like our inboxes are filled with worthless information. "Lose 25 pounds in two weeks," "Click here for a big discount." We all get them and nearly instantly hit delete. In addition, we never even see many of these emails because they end up in our junk or spam folders. Unless you are actively **avoiding spam filters**, these are messages are often just a waste of time for the company that sent them.

Size

If your email is too large, it might take a long time to load—or even not load at all. In that time it takes to download, a potential customer has just lost interest, costing you business.

Competition

Disadvantages aside, email marketing is a popular form of marketing, which means that your email isn't going to be the only one flooding users' inboxes. This means that to stand out from competitors, you might need to invest in strong copywriters or offer additional promotions to capture your audience's attention.

Engagement

Frequently, a customer sees an ad and signs up for emails based on that 1 instance or offer. They may or may not use it. In any case, they are now in the clients' database, but that doesn't mean they will keep opening up your emails and clicking through to your site. You have to continuously

find ways to engage your audience, or you might find yourself with high unopened rates or a lot of people unsubscribing.

Design

Today, you can access an email across a range of devices, such as phones, tablets, and computers. This means that unless you're designing an email for each platform, your customers might see a less than ideal version of your email.

Email marketers don't know what type of operating system the recipient is using. In many cases, what was once a visually appealing email, can have odd breaks, missing visuals, and logos. These are annoying to the recipient and are quickly deleted—especially if the recipient mistakes it for spam or a scam. These emails are hard to read in most cases and are of very little value.

Cost

While many email services purport to be free, many still charge fees for additional actions such as adding images or exceeding a word count. Make sure that you know exactly what the guidelines are for free emails or understand what additional charges you may incur. When you have someone design an email template, help build a database of relevant contacts, and the dissemination of the email may start stressing the budget.

Email marketing types and examples

There are many different types of email marketing. Each one serves a different purpose and takes a different avenue to engage with your audience. We are going to look at some of the many different types, so you can create the best email marketing campaign for your company.

Welcome emails

This type of email welcomes customers and encourages them to learn more about your product or service. They often offer a trial or other bonus. It is used to introduce a potential new customer to the business.

Newsletter emails

Newsletter emails are very popular, and they often highlight new products and services. They may also include articles, blogs, and customer reviews. Usually, there will be a call to action to move the reader to do something, whether that is reading a new blog post or checking out a new product.

Lead nurturing emails

This type of email targets a specific audience through a series of emails in the hope of eventually converting them. Typically, **lead nurturing** emails focus on a group that is interested in a specific product or service and then build their interest through more emails that offer additional information or relevant promotions. The goal is to push users from the consideration stage to the purchasing stage.

Confirmation emails

Those that have recently signed up for emails or newsletters, or have purchased an item online for the first time may get a confirmation email. This ensures the prospect that the information has been received and they are on the list to receive additional information. These are also a way to let users

know that their purchase has been received or that their sign-up was successful and can include more actions for them to take.

Dedicated emails

If you want to reach out to only a portion of your email list, this is called a dedicated email. Its list may be based on recent purchases, inactive clients, new members, and other specific types of criteria.

Invite emails

These types of emails often announce upcoming events, new product launches, and seminars. Most companies use these types of emails when there is something special going on to gain attention and increase awareness about special events.

Promotional emails

These types of marketing emails are very common and tend to be generic and go out to a large audience. They are usually used to maintain awareness and may tease new products and services.

Survey email

Feedback from customers is one of the best tools for a business. Sending out these emails communicates to your customers that you value their opinion and want to create an experience, product, or whatever you're offering that they'll enjoy. Businesses can also take the feedback from these surveys and apply them to their offerings, creating what is hopefully a better product.

Seasonal marketing emails

Many companies take advantage of the holiday season or special occasions to reach out to their customers and prospects with information on upcoming sales and promotions. They are often tied to holidays like Christmas, Valentine's Day, Mother's, and Father's Day.

Tips for building your email marketing list

But how do you build an audience of people to send email to as part of your internet marketing efforts in the first place? There are a few ways, and all of them have to do with treating your customer's right, taking into consideration marketing best practices.

Don't buy email lists. Many email marketing companies (including Mailchimp) have a strict, permission-based policy when it comes to email addresses, which means that sending to purchased lists is prohibited. Instead, concentrate on encouraging folks to opt into receiving messages from you by using lead magnets. You could offer a discount on your customers' first orders when they sign up for your email list via a custom signup form. Or maybe you can offer new subscribers free shipping on their next order—or give them a chance to win a prize when they join your list. Here are some more tips to help you build an email list. Be aware of national (and international) email regulations. Make sure you adhere to any legal requirements and applicable laws in your area when sending automated emails, like the CAN-SPAM Act in the United States, the Canadian Anti-Spam Law (CASL), or the General Data Protection Regulation (GDPR) in the European Union for the treatment of personal information. The regulations are based on both your location and the location of your subscribers, and it's your responsibility to know which laws apply to you.

Use email to have a conversation with your customers. Email is a great marketing tool, but it can help your business in other ways, too. Consider taking the occasional break from your regular marketing content to send out surveys, tell you customers how much you appreciate them after buying from you, following up after an abandoned cart, or just say hello. Not only does it give your audience a chance to provide you with valuable feedback, but it also allows them to get more insight into the person behind the business.

Only send when you really need to. Once someone has trusted you with their email address, don't abuse that trust. Flooding your audience's inbox with superfluous emails will cause them to lose interest or unsubscribe entirely. Focus on sending them relevant, engaging messages about the stuff they like, and they'll be loyal for a long time to come.

How to Create a Successful Email Campaign in 11 Steps

What is an email campaign?

An email campaign is a formal and organized effort of email marketing. Email marketing is a type of digital marketing technique involving sending mass emails to customers and prospective customers. The goals of an email campaign include announcing a new product or service, gaining new customers and prompting existing customers into new sales activity. Email campaigns can happen as one-off events or regularly scheduled marketing exercises that occur daily, weekly, monthly or quarterly.

Why do companies create email campaigns?

Companies use email campaigns because email is used regularly among many people, and it's a highly effective means of making sales online. Here are four key reasons email campaigns are so effective at both making new sales and increasing existing sales:

Email usage is widespread Vast quantities of customers and potential customers are known to check their email at least once daily, making the chances of emails from an email campaign being seen highly likely.

A company's email list is proprietary The list of customers and prospects that your company builds and maintains is entirely owned by your company and can't be taken from it in the same way that other social media contacts can be. Social Media accounts and in turn contacts can be suspended or canceled whereas email contacts cannot.

An email campaign's success is easy to track Using data and analytics, companies can keep statistics regarding purchasing trends related to email marketing. If the stats show a consistent increased amount of spending by consumers versus those who have not been targeted in email campaigns, then the marketing team can use that data to inform their actions.

Inbox messages increase awareness Sending customers and prospective customers regular emails is helpful for maintaining brand awareness. Increasing brand awareness and product awareness are crucial to generating sales and revenue.

How to create an email campaign

Here are 11 steps to follow to create an email campaign to reach your audience and meet your goals:

1. Consider your stakeholders

Identify who the ultimate stakeholders of your company's email campaign are. Email campaigns are generally joint efforts between the sales and marketing teams, and these people are often ultimately responsible for the success of the campaign. Consider what tools, resources, and human capital are needed to bring the campaign to fruition.

2. Meet with your creative team

Your creative marketing team will play a critical role in the execution of your email campaign. Schedule regular meetings and touch points with the creative team during the campaign drafting process to ensure that look and wording of the emails are consistent with your goals and campaign message.

3. Determine your purpose for your campaign

Email campaigns can have multiple simultaneous purposes and goals. They act as driving factors in the content creation and strategy of the campaign. Here are six common reasons for using an email campaign:

To entertain: An entertaining email campaign is one that produces engagement through exciting and captivating means such as humor, intrigue or celebrity endorsement.

To inform: An informative email campaign provides new and interesting information that can help convince the reader of the value of a product or service.

To persuade: A persuasive email campaign provides evidence and anecdotes of the effectiveness of a product or service, with the intention of persuading the reader into thinking that making a purchase is in their best interest.

To increase brand awareness: Email campaigns that center around brand awareness are used to bring a new company to the marketplace or to help launch a new sub-brand, product or product line..

To increase sales: At the core of most email campaigns is the goal to increase sales both by engaging existing customers and acquiring new customers.

To increase subscriptions: Email campaigns can also be used to generate increased numbers of new subscriptions or ensure existing subscribers renew or extend their subscriptions.

4. Identify what products or services you're pitching

Clearly identifying the products or services that are being pitched in the emails, helps the target audience quickly identify and understand the intent and purpose of a message. Most people receive a large number of emails per day, so brevity and directness are important for connecting with customers and potential customers.

5. Know your target audience

Crafting language in your emails that speaks directly to the motivations and desires of your audience is critical to email campaign success. Knowing the target audience and how to best interest and entice them is an essential component of how to design an email campaign.

6. Compile a recipient list

Mining your company's contact list of current customers, former customers and prospects is a crucial step in compiling the recipient list of the email campaign. Contact details are regularly found in internal customer databases or tools such as a customer relationship management system.

7. Decide the specifics of your campaign

It's important to clearly define the specific logistical parameters of the email campaign. Here are five elements to consider when designing your email campaign:

Length of time

Determine the length of time the campaign will last, as length may differ based upon the goal of a campaign. A campaign focused on a new product being launched may only run up to the day of launch for example.

Total number of emails

Decide how many total emails you want to send to each recipient throughout the campaign and the length of time between them. This way, you can monitor progress based on how long recipients have had access to your email campaign.

Time of day

Choose the best time of day for maximum engagement with your emails. Research existing data studies on the times of day that most people open and read their emails to determine this.

Overall message

Defining the overall message of the email through the careful choices of wording, length and tone is a crucial success factor in an email campaign. Consider creating a list of different mission statements that describe your campaign's goals and ask other people on the team for feedback to choose the best one.

Design aesthetic

A visually catching and pleasing design to the email itself can be a decisive factor in the recipient's decision to engage with the message. If you have any graphic designers or creative individuals on your team, consider reaching out to see if they can create any custom logos, designs or any other visual content to elevate your campaign.

8. Create enticing and engaging material

The words and images you choose to use in an email campaign are extremely important. They contribute to the overall effectiveness of your design aesthetic, and they play a crucial role in the success of your campaign. Here are four areas to focus on when trying to create an enticing and engaging email campaign:

Email subject lines

An attention-grabbing email subject is needed to ensure your audience is compelled to click on the message and read further. The exact number of words is less important than arranging the subject line in a way that communicates the most important information first.

Attention-grabbing copy

Content and copy represent the language used in advertising and marketing. It's important that the people viewing your emails feel compelled to continue reading.

Images that evoke specific emotions

Imagery that evokes the desired emotion of the message, is a powerful tool for successful email campaign composition. It's especially effective when paired with attention-grabbing text.

Easy-to-navigate links

Readers should be able to identify and navigate to embedded links very easily. Leverage these links to direct viewers to shopping pages, social media sites or your company homepage.

9. Review marketing regulations for email campaigns

Many countries have laws and regulations that companies must follow. These rules are designed to protect email users from unwanted communications and spam. Consult with the company's compliance team during the planning and design of your campaign to ensure proper adherence with rules.

10. Test and review

Before officially launching the email campaign, it's important to review, edit and test the message. Ensure that it is free of spelling and grammar errors, the layout is correctly being displayed across multiple platforms like mobile phones and tablets and that all embedded links work and direct to the correct place. Consider conducting a small focus group to see how people react to the text, images, links and layout of the email before going live with your entire distribution list.

11. Track your performance

Keeping track of metrics and key performance indicators will provide insight into the level of success of an email campaign. Here are four key areas to track:

Open rate

Click rate

Website traffic from embedded links

Sales from embedded links

Segmentation

Segmentation is the division of email subscribers into smaller segments based on set criteria. Typically, segmentation is used as a personalization tactic to deliver more relevant email marketing to subscribers based on their geographic location, interests, purchase history, and much more. Segments are created so that the marketer can cater specifically to each different email list and that list's independent interests, rather than creating one mass message for all.

Many businesses still imagine their email subscribers should simply all get the same content. It's one big list, with minimal effort put in. That minimal effort shows. Nearly half of those who subscribe to email lists end up trashing those emails.

If all you have to give them is something generic, then they're not getting something back that is worth the value of their information. This is why segmentation is so important; it's equally important whether you are marketing B2C or B2B.

Listed below are the top 5 ways you can segment your list:

Geographic email segmentation: The most obvious way to segment emails is through geography. For instance, imagine your business is hosting a special event. You send out content to a full email list, which includes contacts both local and distant.

B2B and specialization email segmentation: You work with other businesses. You may sell or provide services to other businesses. And because of the different people you work with, you

wouldn't send the same email to a vendor contact as you do to a sales manager, a marketing specialist, or an administrative assistant. They each require their own messaging.

Content-specific email segmentation: For this, you need to rely on data collected about specific contacts. What pages did they visit on your site? What did they download from it? What tools did they use? Did they purchase anything?

Behavior-specific email segmentation: This goes into a level of email marketing segmentation that's even deeper. How long is a customer lingering on a page? How many pages do they view on an average visit? Do they visit and buy quickly, like an impulse buyer? Or do they visit a few times in a week, loading the same items into an online cart and canceling, like a nervous buyer?

Influencer email segmentation: This is more complicated than the title alone suggests. Customer loyalty is no longer just about purchase totals and the frequency of purchases. Today, it's about who recommends your brand. Who's given you testimonials or reviews? Who shares your brand on social media? Which platform? How effective are they? Send superlatives to those customers—and show them some love for being a voluntary brand ambassador.

Email Automation

The use of predefined rules to trigger email messages and personalize your messages based on specific actions customers take—or don't take, using email or marketing automation software. Some examples include when you automate welcome emails sent when a customer signs up for a mailing list, similar product recommendations after a user has bought from your site, or a quick reminder that the customer placed something in their cart but never finished checking out. Email automation takes repetitive tasks off your to-do list to free up your time for other valuable tasks, such as responding to customer questions. It can help customers learn more about your brand, encourage them to keep coming back, or remind them of why they bought from you in the first place.

As a business owner, finding ways to conserve precious resources—including time—is vital. You want to spend your time focusing on growing your business, not sending out emails or responding to customer service inquiries. There are some things you simply shouldn't have to take on by yourself, and email marketing is one of them. Fortunately, you can save time and money with email automation.

What is email automation?

Email automation is a way to create emails that reach the right people with the right message at the right moment—**without doing the work every time**, sending automated messages leveraging a **marketing automation tool**.

When you link your website **analytics** with your **email marketing platform**, you can **target people based on behavior, preferences, and previous sales**. Then you can personalize each customer's experience and increase the relevance of your automated campaigns.

The benefits of email automation

Email automation lets you:

1. Personalize your customers' experiences.

Research backs up what most marketers already know: Customers love [personalization](#).

- [90% of consumers](#) find personalized content very or somewhat appealing.
- The leading type of personalization experience that marketers use is [email](#).

With email automation you can even create a [series of automated emails](#) to help grow your relationships with your customers—and your business. Improving email marketing efficiency as a marketing channel through the sales funnel.

2. Make the most of your marketing team.

Automation is changing the way that all kinds of teams do business. For [email marketing teams](#), for example, this could mean less time spent on manually compiling email lists and scheduling messages. Instead, team members could use that time to focus on other important tasks, such as [in-depth customer relationship building](#).

3. Improve your customer retention rate.

It's much easier and [more cost effective](#) to [sell](#) to an existing customer than to [convert](#) a new one, and with automation, you can stay in touch better than ever before. Schedule your messages so that your [customers hear from you](#) regularly—and be sure the copy is relevant to maximize its impact.

An email that reads “Hey, we haven't heard from you in a while. Pay us a visit!” is likely to end up in the trash. Compare that to this one:

"Dear Joe, we haven't heard from you in a while, and we wanted to make sure that you heard about our latest offer. The printer you've been buying parts for came out with a new model, and it's 20% off! Come check it out."

That's an example of a message that fills a need, which is more likely to [bring back a customer](#).

4. It makes your marketing strategy scalable.

When you send out an email series manually, the size of your staff limits the number of customers that you can reach. Would you be able to stay on schedule if your customer base suddenly doubled in size? What if it tripled?

When you send automated emails you scale your email marketing efforts. When you've set it up so that your platform sends a message every time someone signs up for your mailing list via a [custom signup form](#), you don't have to make sure a staff member is available to do it. Check out more [email marketing campaign tips](#) for more ideas.

Their **behavior** tells your system what messages to send them next without any additional demands on your limited resources.

Using email automation to grow your business

In email automation, a trigger is a specific date, event, or contact's activity that tells your system to send out a related message. You can **choose triggers and triggered messages** based on your contact's journey.

Here are a few examples to get you started:

Trigger: New subscriber

Email: "Welcome!"

Even if your **website** is an **e-commerce** store, many of your first-time visitors won't be ready to make a purchase. If you capture their interest with a "subscribe now" button, what should you do with an email once you have it?

Welcome emails have become like thank you notes after a job interview. There's no rule that you have to send them, but **people notice when you don't**:

- 74% of people expect to **receive a welcome email** when they subscribe to a mailing list.
- Welcome messages get **4 times more reads and 5 times more clicks** than standard marketing emails.
- They generate as much as **320% more income per email** than other promotional messages.

When you get a new subscriber, **following up with a warm welcome** can help turn **new leads** into customers without any extra effort.

Trigger: Cart abandonment

Email: "Forget something?"

It only takes 1 click to add an item to your cart, but following through takes more steps. **About 70% of e-commerce shoppers** abandon their carts for many reasons, including high shipping costs, having to register for an account, or concerns about the site's security.

Abandoned cart emails can help you recover lost sales. Once you get to know your audience and write a clear, timely email, you can start recapturing the interest of your shoppers.

Trigger: New products or promotions

Email: "Something special for you!"

If you announce every new product release, upgrade, or promotion to every customer, your messages can start to lose their effectiveness.

Email automation helps you avoid this trap because it lets you **announce products** to particular customers based on their interests. In fact, if you include **personalized recommendations** in your **email campaign**, you can increase **sales per email opening** by an average of **150%**.

Email Marketing Metrics

1. Open rate

Open rate has long been one of the simplest and most universally used metrics by email marketers. Tracking the percentage of subscribers who open a specific email, open rate gives us insight into how engaged our subscribers are, as well as how effective different subject lines are.

That said, when Mail Privacy Protection is made publicly available by Apple, the feature will effectively disable open-tracking for users who opt in to using it, making open rate a relatively unreliable metric. And with more inbox providers set to follow suit, open rate will only become more and more unreliable.

2. Click-through rate (CTR)

CTR is another common metric that can help you determine how well your campaigns are performing. CTR measures how many people clicked on the links in your email. For example, if you included a link to redeem an offer, the CTR would measure what percentage of subscribers clicked on your links.

When crafting an email, there are a few ways to increase click-through rates. For instance, include links throughout the email in appropriate places and add an eye-catching and conspicuous call-to-action button that subscribers can click on to redeem your offer.

Click-through rates are typically much lower than open rates. The average click-through rate for most campaigns is slightly over 2%.

3. Conversion rate

Your click-through rate measures how many people clicked your link, while your conversion rate will assess how many people clicked on the link and then completed a specific action. For example, if you included a link in your email for your subscribers to participate in a Black Friday sale, the conversion rate would tell you what percentage of the people who clicked the link made a purchase.

Conversion rates give you unique insight into your return on investment. When you know how much you have spent and how many subscribers are converting, it's easier to determine whether or not the money you are putting into your campaign is paying off.

4. Bounce rate

When sending an email campaign, you also want to track the bounce rate. Bounce rate measures how many subscriber email addresses didn't receive your email. Soft bounces track temporary problems with email addresses and hard bounces track permanent problems with email addresses.

Measuring bounce rates against open rates will give you a more solid idea of the quality of your subscriber lists. If you have a high percentage of hard bounces, your list may be full of fake email addresses, old email addresses, or addresses with mistakes in them.

You can preemptively decrease your bounce rates by requiring a double opt-in, which asks subscribers to verify their email address and confirm that they want to receive emails from your brand. A double opt-in requirement is a great option to help ensure higher quality email lists and lower bounce rates.

5. Number of unsubscribes

Measuring unsubscribe is very simple. Any email provider will tell you how many people unsubscribed upon receiving an email from you. This email metric can usually be found in your main dashboard or your metrics dashboard.

A high number of unsubscribe can be discouraging. However, email marketers prioritize this email marketing metric and often view unsubscribe as a good thing because they indicate that you are fine-tuning your subscriber list.

Additionally, clearly giving subscribers the opportunity to unsubscribe lets them know they have a choice as to what kind of content they will receive from your brand and when, which helps to build trust.

6. List growth rate

List growth rate is the metric to track the rate at which your list is growing.

You can calculate this by taking the number of new subscribers minus the number of unsubscribes, then divide that by the total number of email addresses on your list, and then multiply it by 100.

It's natural to experience some attrition, so focus on ways to continually grow your list, engage subscribers, and find new loyal subscribers.

7. Spam complaints

It can be very discouraging for your emails to get marked as spam. You may prefer to ignore these instances but it's important to pay attention to spam complaints.

Email service providers want to ensure quality and track spam complaints. If this rate gets too high, it's possible your email service provider will take action against you and block your account.

Your email service provider will likely track this number for you, but you may want to keep an eye on it yourself to make sure that nothing is technically wrong with your emails and that your copywriting meets your desired standards. Avoiding spam filters is an important part of maximizing the opens, clicks, and conversions you get from your email campaigns.

8. Forwarding rate/email sharing

Forwarding rate/email sharing measures the percentage of recipients who either shared your post via social media or forwarded it to a friend.

Forwarding rate or sharing is a helpful metric to track because it gives you an idea of how many brand advocates you have. It tells you what percentage of subscribers is recommending your emails to others.

Developing brand advocates through email marketing is a great strategy, especially considering 81% of consumer's purchasing decisions are influenced by friends' social media posts.

9. Engagement over time

Tracking engagement over time will give you information on the best times of day to send messages.

You can utilize automation in your email service provider to send emails based on customer behavior or trigger, but tracking engagement over time will tell you when you get the highest click rates for emails that are not automated.

Some email service providers automate this feature and will gather the data for you. However, it's not a bad idea to track this metric on your own and determine when the best send times are for your industry and your subscriber base.

10. Overall ROI

Overall ROI is an email metric every marketer should track. It tells you the overall return on investment for your campaigns. You can calculate this by taking the money you made in sales from the campaign minus the money you spent to execute the campaign, divide that by the money invested in the campaign, and then multiply that by 100. Email marketing can be an investment but it also has the highest ROI out of any digital marketing strategy.

11. Email sharing rate

The email sharing rate indicates how many times a recipient shared your email through their social media, but has nothing to do with sharing the email through email. This metric is calculated through the “share this” button on your email. To find this rate, divide the amount of “share this” clicks by the number of total emails delivered, then multiply by 100. This stat allows you to establish some helpful email benchmarks as well.

12. Mobile open rate

This metric works in the same way that regular open rate does, except that it applies specifically to mobile devices like phones and tablets. Unlike desktop open rates, which are more likely to occur during the weekday while people are at work, mobile open rates are more popular during the weekends.

Note, however, that this metric will also be affected by Apple’s Mail Privacy Protection feature — and not just because of the inability to track opens. MPP blocks our ability to see what kind of device or operating system a user is on, meaning we’ll no longer know if users are opening on a desktop device or a mobile device when they opt in to MPP.

13. Mobile click rate

Mobile click rates work the same as their desktop alternatives but are related to mobile devices like phones and tablets. Mobile click rates are usually much lower than desktop click rates because users regularly operate multiple windows and other complicated browsing maneuvers, and these habits are much easier on a desktop than on a phone. Similarly to mobile open rate, mobile click rate will be affected by MPP. But, if you’re primarily looking to reach your audience on their mobile device, it’s worth keeping in mind that weekends are typically the best time to do that.

14. Domain open rate

This rate is extremely important to ensure the success of your deliverability, which makes it one of the most important email marketing stats.

This rate allows you to see what percentage of people are opening your emails on a specific email provider. By doing so, you might be able to tell if you’re running into problems with a specific domain’s spam filter. Again, you won’t be able to track this metric accurately for Apple Mail users, but it will still work for those who don’t opt in to MPP.

15. Domain click rate

Like the domain open rate, this will allow you to see how many people are clicking on your emails in a particular email provider. This metric will help you see if there are any problems with an email domain's spam policy by comparing the click rates between providers. All you have to do is find the average click rate between all providers, then compare it with the individual providers.

16. Revenue per email

The ROI will show you your overall return on investment, but analyzing the revenue per email will show you the individual success of the emails.

Determining this figure can help you easily figure out which emails are performing best and if there are any that are bringing down the total ROI.

Content Marketing

The definition of content marketing is simple: It's the process of publishing written and visual material online with the purpose of attracting more leads to your business. These can include blog posts, pages, ebooks, infographics, videos, and more.

However, content marketing isn't just publishing a thin piece of content and hoping people will find it. It's about purposefully tailoring your pages, videos, ebooks, and posts to your target audience so that they find you the inbound way rather than the outbound way.

Today, outbound marketing strategies (or anything that interrupts your audience members) aren't as effective at resonating with and converting audience members as they once were.

Today, your content needs to reach your audience in a way that feels natural (a.k.a. inbound). A common way of doing this is by creating a narrative for your content — or telling a story. In doing so, your content will feel more authentic, engaging, and tailored to your audience.

What is content marketing?

Content marketing is the process of planning, creating, distributing, sharing, and publishing content via channels such as social media, blogs, websites, podcasts, apps, press releases, print publications, and more.

The goal is to reach your target audience and increase brand awareness, sales, engagement, and loyalty.

Content Marketing Strategy

1. Find your target audience.
2. Set SMART goals.
3. Determine your KPIs.
4. Decide on the type of content and content formats.
5. Choose your content channels.

6. Set a budget.
7. Create a content publishing schedule.
8. Create and distribute the content.
9. Analyze and measure results.

1. Find your target audience.

Creating content for the broadest possible audience sounds like a good idea. But it's hard to stand out with content that appeals to everyone.

Instead, focus on a niche of people with specific interests and needs. This can help you build a community with your content. To get started, take a look at your buyer personas.

Then, answer the following questions about your target audience to help you narrow down the right types of content for them:

What do they need from you?

What challenges are they looking to overcome?

Why do they need your product or service?

How can you help them succeed?

Where do they spend their time?

2. Set SMART goals.

The next part of your content marketing strategy is to set SMART goals. These should be specific to your business — they'll likely complement your broader marketing strategy and company goals.

Here are some SMART goal examples and SMART goal templates to help you get started.

3. Determine your KPIs.

Next, set key performance indicators (KPIs) for your SMART goals. KPIs are quantifiable data points you can use to measure your actual performance against your goal.

4. Decide on the type of content and content formats.

Next, you want to choose the type of content you'll create and your top content formats.

Types of content are the broad categories of content you plan to produce. Content formats are the specific presentation methods within a content type. For example, blog posts are a content type, and a blog can include content formats like listicles, how-tos, thought leadership, product reviews, and more.

To get started, run a content audit to see what kind of content is already resonating with your customers.

You may also want to do some competitive analysis and take a look at industry trends. This research can help you figure out what content strategy will work best for your business.

Then, take a look back at the various types of content we reviewed earlier and your target audience research to decide on content types and formats.

5. Choose your content channels.

Once you've decided on the type of content you'll market with, it's time to choose your specific content channels. Where will you share your content? Where will it live and be shared from?

For some of the content types, the channel you need to work with will be obvious. For example, if you're creating Facebook content, your channel will be the social platform itself.

6. Set a budget.

Now, set your budget. Think about the type of content you're creating and which channels you're marketing that content on.

Then, ask yourself the following questions to figure out your budget:

Do you need to purchase any software or technology to create the content (such as graphic design software like Adobe Photoshop, a subscription to Canva, a camera to take high-quality photos and videos)?

Do you need to hire any content marketers or designers (such as artists, writers, editors, designers)?

Do you need to pay for ad space?

Do you need access to specific tools or resources to enhance or measure your specific type of content?

Make note of how your responses impact your budget — whether that's an increase or decrease in what you may have already estimated.

7. Create a content publishing schedule.

To ensure you're consistently producing content and sharing it with your prospects and customers, use a social media calendar or an editorial content calendar.

This will help your team stay on top of all the content your team is creating as well as allow you to schedule it ahead of time.

8. Create and distribute the content.

Create and distribute your content so your audience members can consume it — and possibly convert.

This step is about more than creating high-quality content. Keep learning to make your content as useful and engaging as you can. Practice writing headlines, make the most of the latest content trends, and build skills in the media that your audience favors.

Next, optimize your content so it's easy for your audience to find. SEO is a useful skill for search ability. And every social media platform is unique, so check out tips to succeed on channels like Instagram, TikTok, and LinkedIn.

Finally, promote your content on email, social media, and more. Connect with influencers, build co-marketing partnerships, and post ads to get more eyes on your best-converting content.

9. Analyze and measure results.

Lastly, analyze and measure your results so you can make any necessary changes to enhance your content marketing efforts and reach more audience members.

Look at your SMART goals and KPIs to track the success of your content marketing strategy. Did you achieve your goals and KPIs? Were you close to reaching them, or were you off in your estimations?

Here are some tools to help you with your content marketing strategy analytics and results:

HubSpot Marketing Analytics Software

HubSpot Social Media Management Software

Mention

SharedCount

Sprout Social

Google Analytics

SRKC Mudhol (SMK)