

LAST UPDATED | SEPTEMBER 7, 2021

Introduction to

Email Marketing

BOOST SALES, LEVERAGE AUTOMATIONS, CAPTURE REVIEWS



- 🛒 Ecommerce
- 🔗 Web Development
- 🏷️ Branding
- ✉️ Email Marketing
- 📷 Film & Photography
- 🎓 Education
- 📈 Crowdfunding
- 📱 Digital Advertising

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People First Marketing

Using transparency and communication to build business relationships.



Aron Murch | Co-Owner, CIO

- Worked in marketing since 2005
- Joined 2H Media in January, 2020
- Built his first ecommerce store in 2014



Matthew Herchel | Co-Founder, CFO

- Certified in programmatic advertising
- Founded 2H Media in August, 2017
- Has helped over 26 merchants succeed on Shopify



What you'll learn

1. The Value of Email Marketing
2. Best Email Marketing Platform
3. Email Marketing Terminology
4. Email Campaign Best Practices
5. Top 3 Email Automations
6. Q&A

Value of Email Marketing

INVEST IN YOUR BUSINESS INFRASTRUCTURE

EMAIL MARKETING IS THE BEST USE OF A LIMITED BUDGET

When you build email marketing infrastructure, you are investing in a long-term sales strategy. A month of ad-spend can drive sales now. Applying that same budget to email marketing can drive sales for a year or more.

EMAIL MARKETING FACTS

- It's effective
- It's measurable
- It's affordable

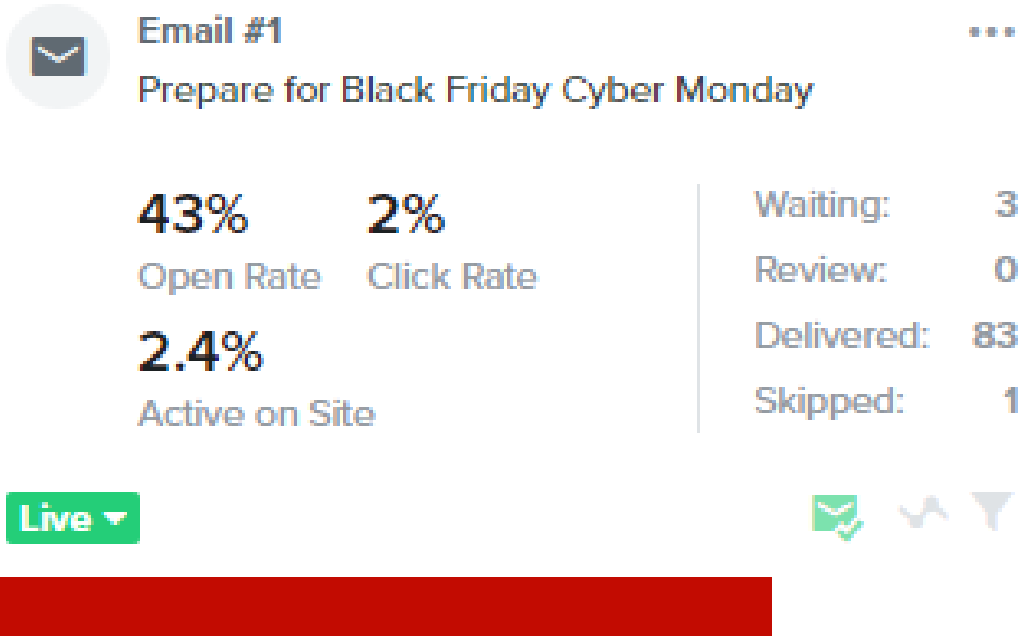


It's Effective

TRUST THE NUMBERS

Average CTR for email is around 3% compared to 0.5% for a tweet.

4.24% of visitors buy something compared to 2.49% from search engines and 0.59% from social media.



It's Measurable

TRACK RESULTS

The best email marketing platforms include built-in analytics so you can see which emails are performing, what percentage are being opened and what percentage of recipients are clicking links.

Email	SMS	Email & SMS
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Estimate your price for email

Region
United States

What's your total number of email contacts?

500

Calculate

Estimated Total
\$20
each month

Price Includes

- Up to 500 contacts
- Unlimited email sends
- Email and chat support

It's Affordable

OWN YOUR AD-SPEND

With email marketing, your budget goes towards infrastructure instead of ad-spend.

Monthly fees are manageable and can be easily estimated based on the size of your mailing list.

Email Marketing Platform

CHOOSING THE BEST EMAIL MARKETING PLATFORM TO SUIT YOUR NEEDS

HOW AN AGENCY EVALUATES SOFTWARE

Choosing a software platform is a lot like hiring an employee; the goal is to properly vet them to insure they are reliable, easy to work with, here to stay, and will grow with your company. Just about any email marketing platform will do the job but some will do more than others.

DESIRED FEATURES

- Affordable Pricing
- Powerful Automations
- Painless Integrations
- Bold Visual Designs
- Strong Customer Service



Klaviyo

WHERE ECOMMERCE BUSINESSES GROW

Klaviyo is the best software platform for marketing any business that sells online. They drive billions of dollars of revenue for brands large and small, all over the world.

Email Marketing Terms

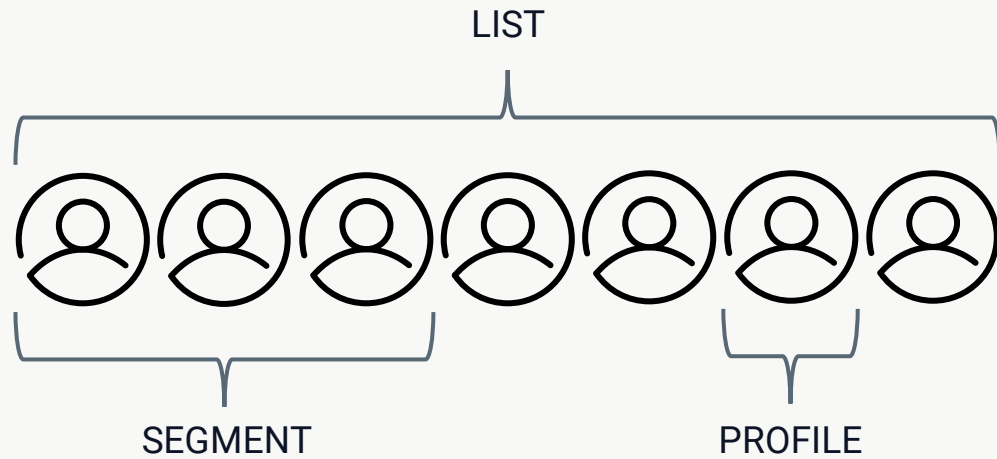
UNDERSTANDING KEY TERMINOLOGY

THE LANGUAGE OF EMAIL MARKETING

Understanding the language of email marketing is the first step to building an email marketing plan that leverages all of the available features.

KEY TERMS

- List
- Segment
- Profile
- Flow
- Campaign
- Template



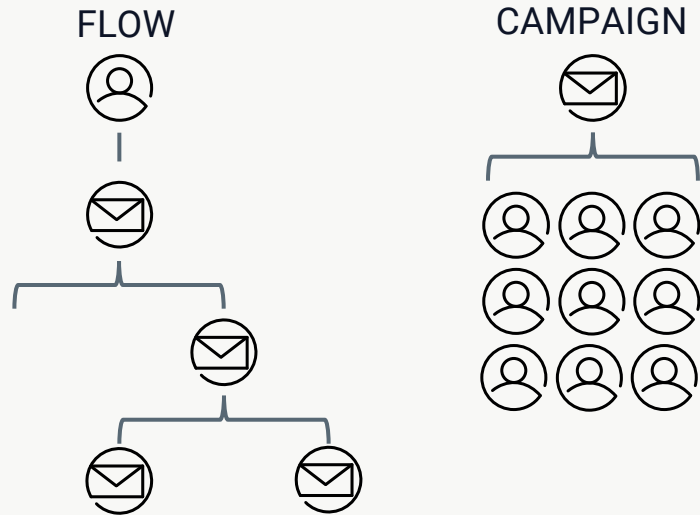
List, Segment, Profile

GROUPS OF INDIVIDUAL RECIPIENTS

List: your entire mailing list

Segment: some part of a list

Profile: an individual recipient

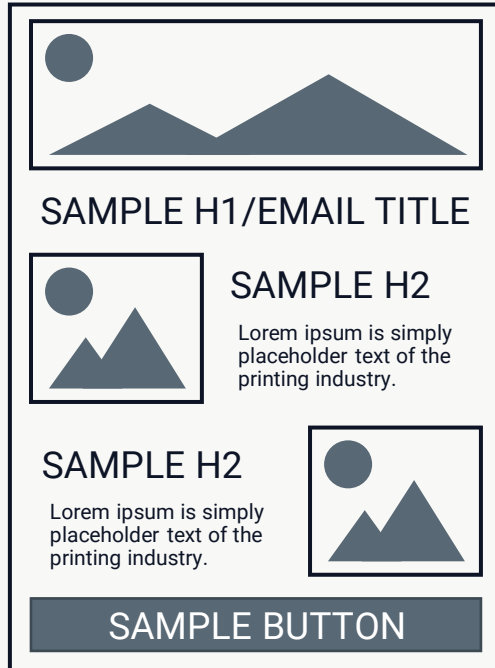


Flow vs Campaign

AUTOMATED VS SINGLE-SEND

Flow: A series of emails sent to individual Profiles when they meet certain requirements

Campaign: A single email sent to a List or Segment



Email Template

SEND CONSISTENT CONTENT

A template is a re-usable collection of placeholder text, images, and buttons that can be used repeatedly as a starting point to create consistent content.

Campaign Best Practices

AVOID THE LAST-MINUTE RUSH

AUDIENCE

- Don't purchase mailing lists
- Capture double opt-in
- Segment your audience
- Capture sign-ups on your website
- Capture signups in-store
- Capture signups at events
- Drive high quality signups

DESIGN

- Use consistent branding (fonts, colours, logos)
- Use structured templates
- Use large, engaging images
- Make calls to action stand out
- Include calls to action early
- Make it easy to unsubscribe
- Keep it simple and scannable

CONTENT

- Include a strong subject
- Include an offer in the preview text
- Include personalization
- A/B test different emails
- Include a mix of sales content and fun content
- Keep your emails relevant



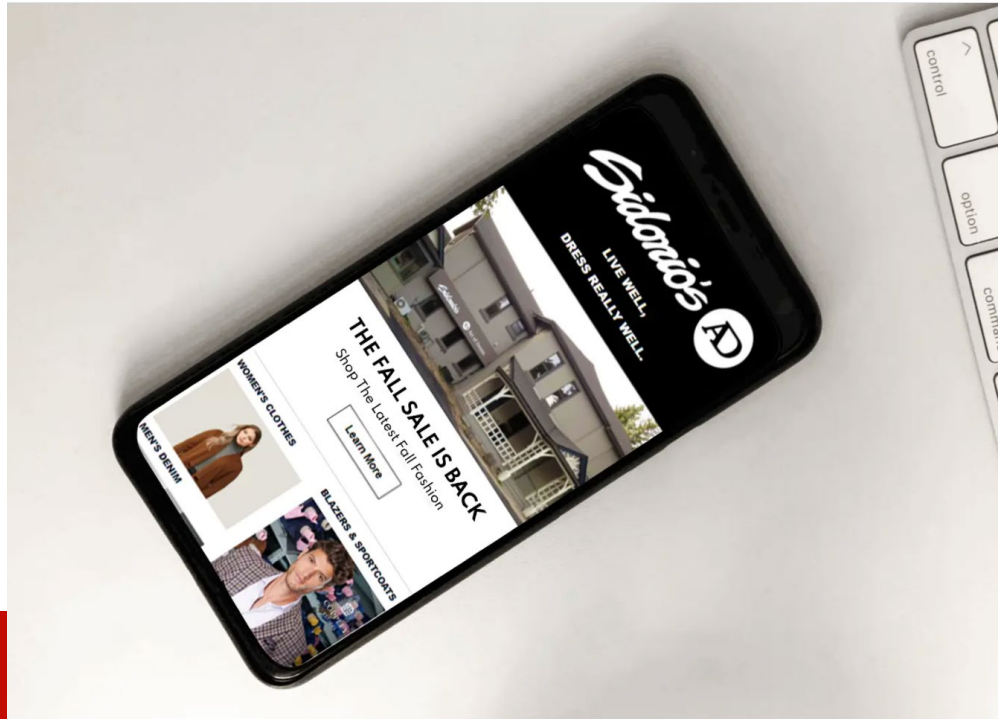
Audience: Top Rules

IF NOTHING ELSE, GET THESE RIGHT

Don't purchase mailing lists: Purchasing mailing lists leads to more bounces.

Capture double opt-in: This is required under EU law, and has become the standard.

Segment your audience: More specific segments mean more targeted emails.



Design: Top Rules

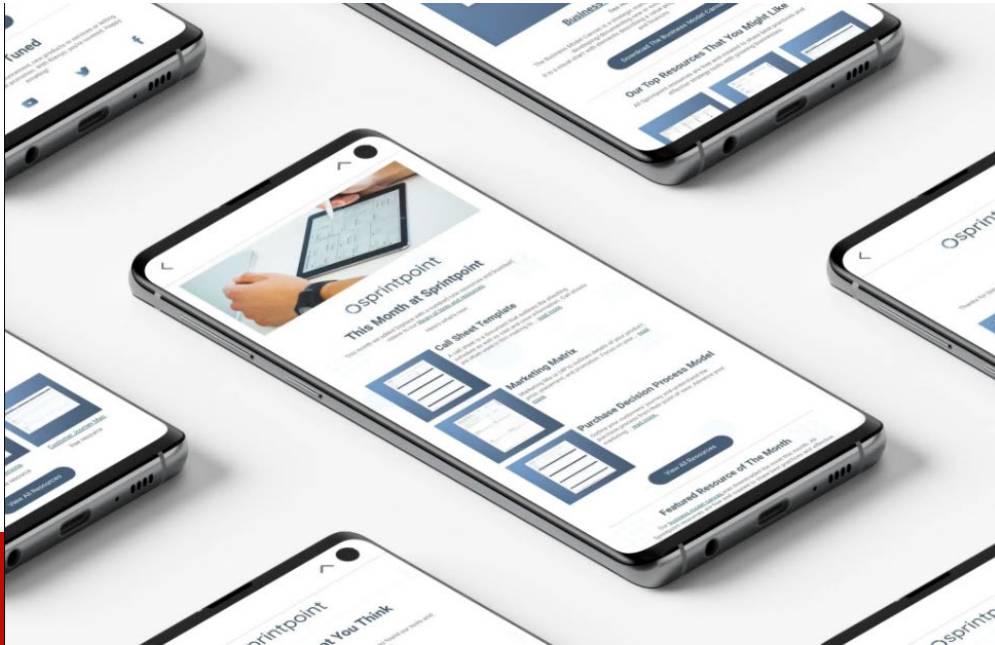
CORE FEATURES OF SHARP EMAILS

Use consistent branding: This is the minimum for professionalism in official communication.

Use structured templates: Take the time to build from a template. Plain text emails are not engaging.

Use large, engaging images: Images are more impactful than text. A picture is worth 1000 words.

Make calls to action stand out: Calls to action drive traffic. These are your “buy” buttons.



Content: Top Rules

WRITE EMAILS PEOPLE WILL READ

Include a strong subject: The best content in the world will go unnoticed if your emails are not opened.

Use A/B Testing: Try different subjects and preview text. See what works.

Include Fun Content: Follow the 80/20 rule to improve engagement.

Top 3 Email Automations

SELLING MORE WITH AUTOMATED FLOWS

SOME THINGS ARE UNIVERSAL

Regardless of your industry, these automated flows are widely applicable and crucial for performance. Every business that uses email marketing should leverage these 3 automations.

TOP 3 AUTOMATED FLOWS

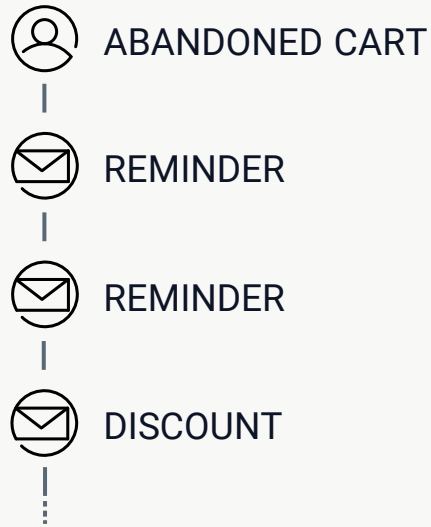
- Welcome series
- Abandonment reminders
- Post-purchase follow up



Welcome Series

IMPROVED ONBOARDING

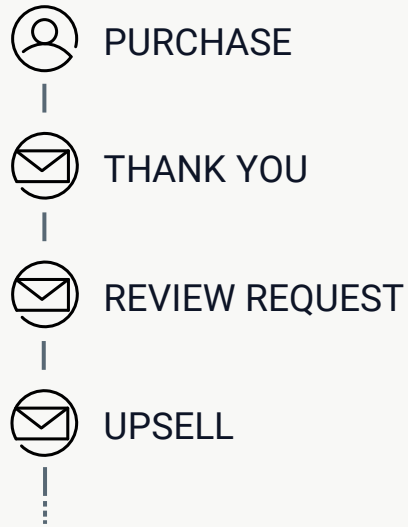
A well-crafted welcome series sets expectations, engages your audience and builds evergreen content or “owned media”.



Abandonment Reminders

INCREASE CONVERSIONS

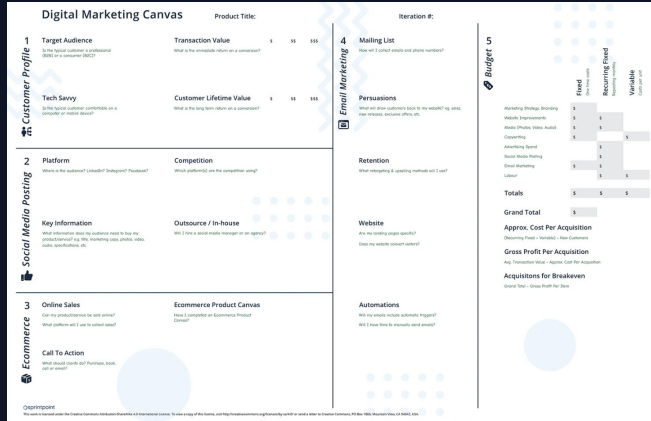
There are lots of reasons why customers may leave your website while browsing or during checkout. With browse abandonment and abandoned cart reminders, you can recapture wayward customers and drive more sales.



Post-Purchase Follow-Up

IMPROVE CUSTOMER LIFETIME VALUE

With post-purchase follow-up emails, you have the opportunity to guide the customer experience after checkout. That means better customer care and new opportunities to request reviews and suggest additional products or services.



Create your digital marketing plan with Digital Marketing Canvas, free on sprintpoint.ca

Questions?

How do I get the slides?

Visit <https://2h.media>. The slides are on the workshop page.

How do we connect?

Follow 2H Media on LinkedIn.

Specific questions?

Give us a call.

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