

# EMAIL MARKETING GUIDE

**FOR BEGINNER**

# WANT TO START EMAIL CAMPAIGNS?

*But Struggling Big Time From  
Where to Start.*

*No worries!!! We are here to  
guide you.....*

# WHAT YOU WILL GET TO KNOW?

- What is email marketing?
- Why email marketing?
- Steps to leverage email marketing.

# FIRST, LET'S UNDERSTAND WHAT IS EMAIL MARKETING?

*In Simple Term, Email marketing is a highly effective digital marketing strategy that **help businesses to promote** their brand and services via emails.*

*More to say check out ->*

*@MarketerBoard*

*Broadcast emails* to potential prospects to acquire them as a lifetime customer.

It helps to keep the *users updated* with new product launch, services, discounts and seasonal offers.

Also use to *develop and maintain relationship* with customers and clients

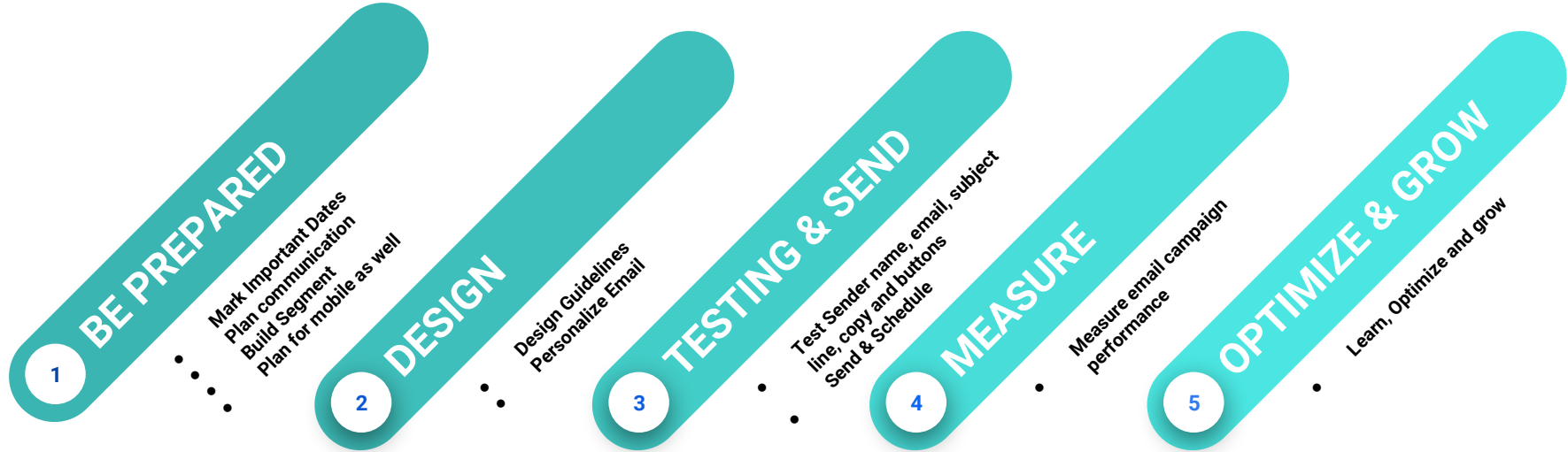
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# WHY EMAIL MARKETING?



# Check Out the 5 Simple Steps to Leverage Email Marketing...

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# STEP 1 - BE PREPARED

*Planning in advance can really help, Take a few minutes to brainstorm and jot down the important points/communication and dates you wish to highlight or showcase.*

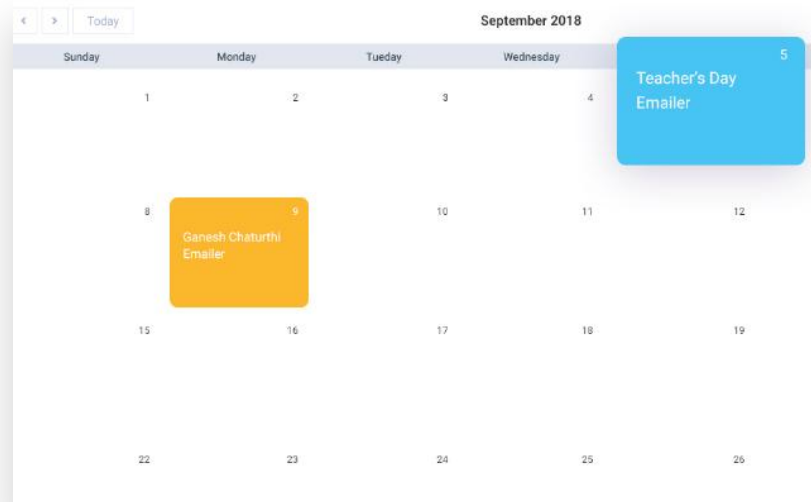
*More to say check out ->*

# STEP 1 - BE PREPARED

*Mark Important Dates in your Calendar*

Fill in with Holidays.

Always keep a ratio of 80/20 rule, don't send only promotional emails all the time. Plan for festivals and holidays as well. Your email calendar should have a mix of promotional and engagement emails.



*@MarketerBoard*

# STEP 1 - BE PREPARED

## *Plan communication*

### Know what to say?

It is always good to have clarity on what to communicate before getting into a design part. This allows you to build a better structure for your design.



# STEP 1 - BE PREPARED

## *Build Your Segment*

Segmented email campaigns can bring high open rate than the non segmented campaigns.

Make a list of target audience whom you wish to reach. By Segment, we mean to **be specific**. When you segment your database, your email campaigns become more targeted and focused. Segmentation can be done based on **industry, company size, sales cycle** and so on completely depends on you.

# STEP 1 - BE PREPARED

*Plan for mobile as well*

You cannot ignore him.

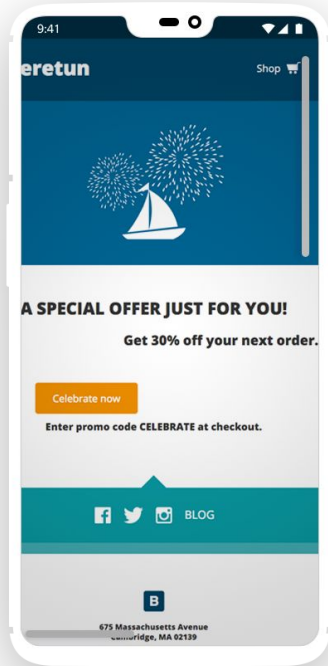
While designing for emails don't forget to optimize it for mobile devices. Simply follow these tips to create mobile-friendly email template-

Create Responsive Template

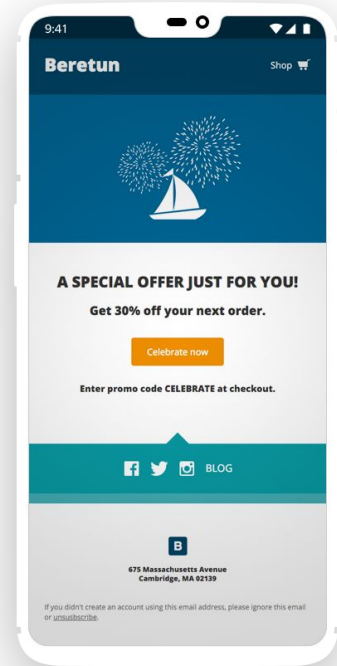
Keep Subject Line Short

Focus on CTA

Mailer  
(Not Optimized)



Mailer  
(Optimized)



*@MarketerBoard*

## STEP 2 - DESIGN

*Designing emails is all about **being concise** on what you want to highlight to your subscribers. You only get one shot, to drive an action.*

*More to say check out ->*

# STEP 2 - DESIGN

## *Ideal Design Layouts*

### Focus is required

Here are few rules to keep in mind while designing email templates -

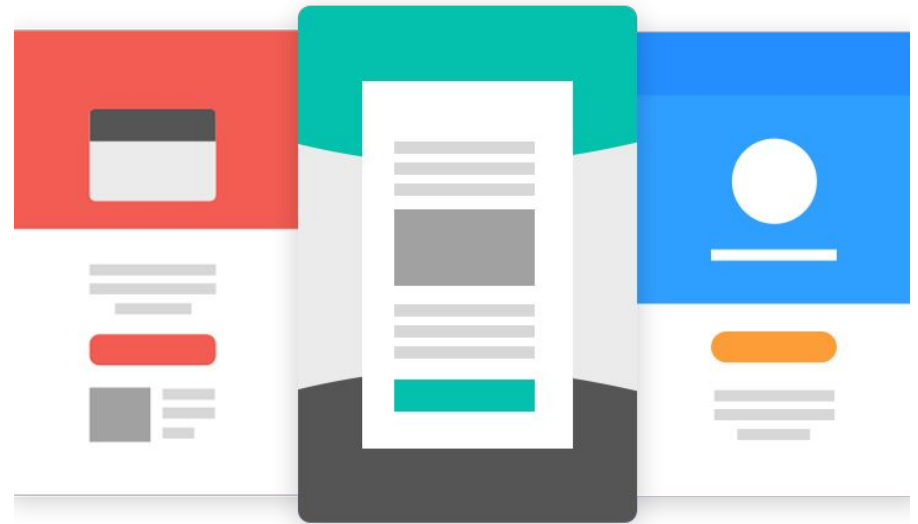
Be Transparent

Be Concise

Make it Scannable

Repeat Main CTA

Break it when necessary



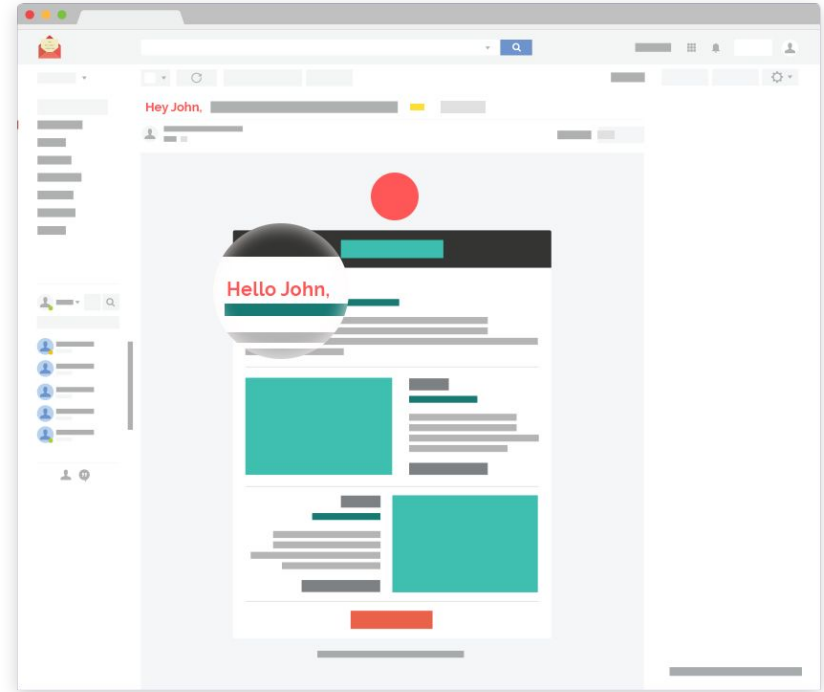
## STEP 2 - DESIGN

### *Personalize Email*

Personalize email is a key to the overall customer experience.

Personalize emails can expect up to six time more email opens and help you stand out against the competition.

Studies say, *“personalized email subject line with a subscribers first name can increase open rates by 16% higher than non personalize email.”*





## STEP 3 - TEST & SEND/SCHEDULE

*Test what you are sending and want to address. Testing allows us to make practical decision on your design and other information like - sender name, sender email id, subject line, copy, action buttons.*

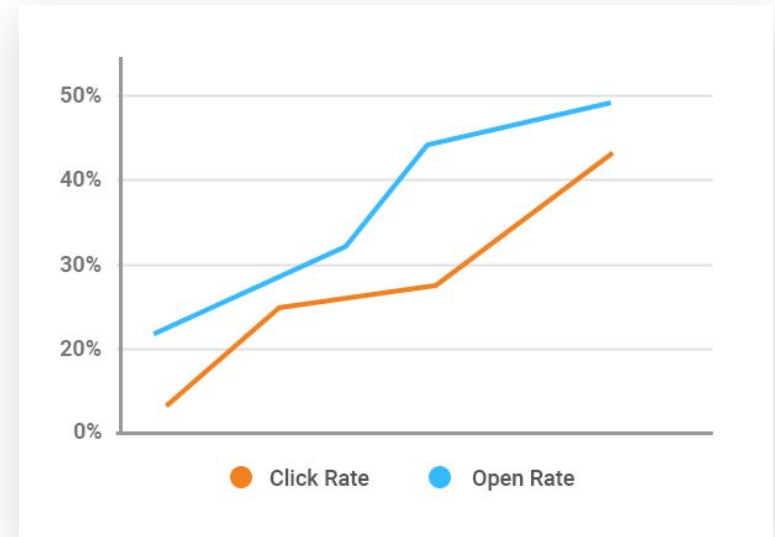
*Once you are sure and you have all the material in place, it's time to broadcast. Sit one day and schedule your emails as per your calendar planned. Through marketerboard, you can send or schedule your email campaign smoothly.*

## STEP 4 - MEASURE

*What to measure?*

*Here are the important metrics which can help you measure of your email performance-*

- *The delivered rate, open count/rate, click count/rate, unsubscribe list.*



## STEP 5 - OPTIMIZE AND GROW

*Based on your performance optimize your email campaigns and build a relationship with the target segment. Optimization can be done for creating new segment, writing new copy, taking high click rate action button and so on.*

# THANK YOU

*We would love to be a part of your journey,  
Checkout “MarketerBoard”  
the best email marketing  
alternative...*



## MarketerBoard

Hope this guide helps you in  
creating your first email  
campaign.



*@MarketerBoard*