



Certified Digital Marketing Associate

Web and Email

PRESENTED BY
INSERT NAME



Margaux Denneulin

Customer Support Specialist @ HubSpot

- One year working at Twitter as a Product Marketing Coordinator
- Expertise in Twitter Ads products, content, talking points, and best practices
- Two years' agency experience in creative teams
- Master's Degree in Media Studies, and Bachelor's Degree in Integrated Marketing & Communications



Web and Email



[LECTURER NOTES]

In this module, we're going to look at the importance of having an online presence for business.

According to recent research, over 90% of business-to-business customers carry out online research BEFORE making a purchase decision.

When customers have a need or a problem to solve, the first port of call is to search for an answer online. Today, we're going to look at how customers search for solutions to their needs and how businesses can match those searches, with the right online profile. We'll also see how an online presence can be designed which engages customers, communicates with them and builds strong relationships to support your business.

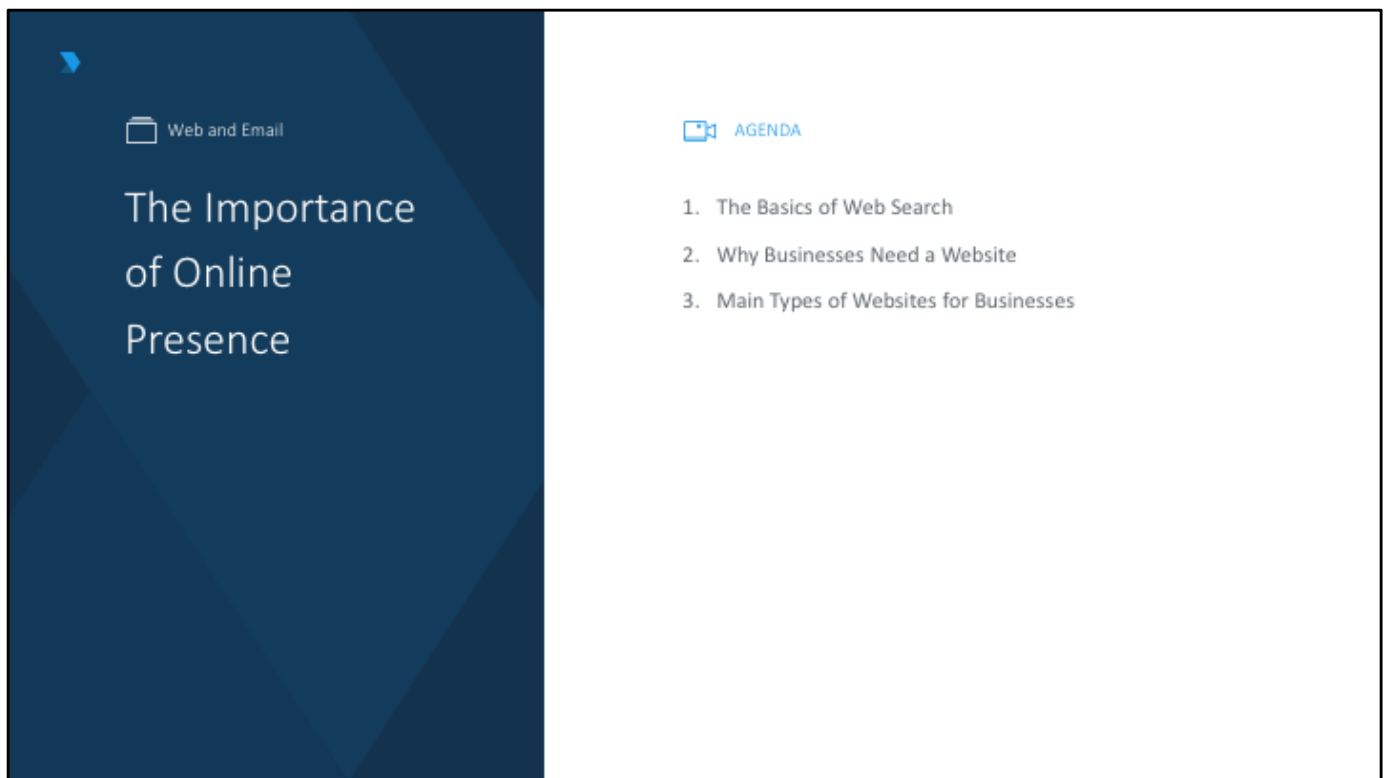
An important area we'll cover is how you can increase conversion in a number of ways, by considering search in conjunction with website content.

Finally, we will also take a close look at the role of email marketing, which continues to provide one of the highest return on investment (ROI) of any digital channel. We will look at the elements that go into compelling email communications, how it aligns to the customer journey and also helps you achieve your business objectives.



Web and Email





[LECTURER NOTES]

Now, we're going to look at why it's important for businesses to have an online presence and the different type of website which businesses use. First, we'll go over some of the fundamentals of search, through the eyes of customers and the role of search engines.

We'll also look at the advantages of websites for business as well as some of the most important pages on a website such as the home page, the about page, contact page, blog and product pages. We'll also look at the different kinds of website, such as e-commerce, brochure websites, dynamic and web applications.

And finally, we'll explain the link between overall business strategy and your web presence, as well as considering some of the high level goals for business websites – like increasing sales through having more customers and conversions, increasing awareness and satisfaction and saving time and money.

The Basics of Web Search



Key Terms: The Importance of Online Presence



Blog

A web log (or online journal) for sharing personal opinions or updates. Blogs are often about specific topics and appear on a web page.



Domain Name

A (usually easy-to-remember) website name, which enables Internet users to access your website.



Search Engine

A system that searches for and returns content in response to a web search query.



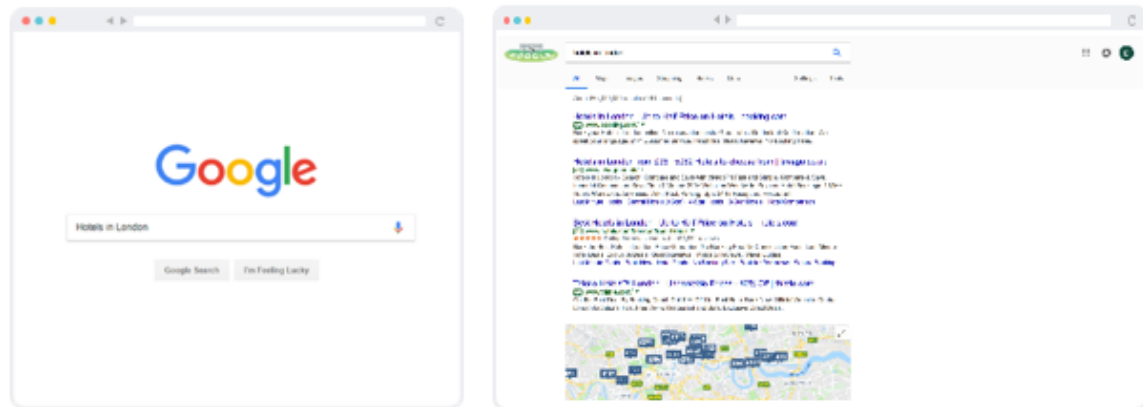
Keyword

A word or phrase that users type into search engines to search for a website. Your web pages should contain keywords relevant to your business.

[REF.] 2.1.1.1



Web Search: Finding Solutions to Problems



[REF.] 2.1.1.2

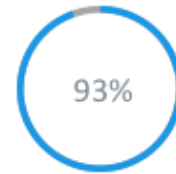
[LECTURER NOTES]

When consumers are faced with problems or issues that they're not sure how to solve, what do they usually do? In most cases, they'll "google" in order to understand the problem and find possible solutions. In the business world, it works in exactly the same way when a potential customer has a problem.



Search Engine Results

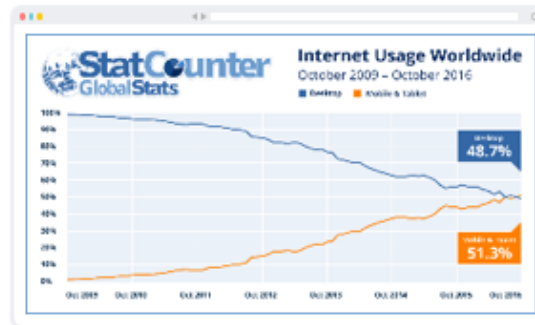
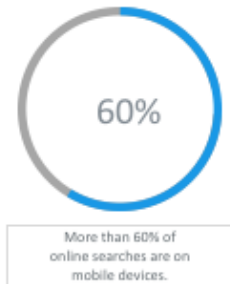
Search engines find and return the best matches for a user – the results are presented in order of relevance as a set of links to web pages.



93% of all online experiences begin with a search engine.

[REF.] 2.1.1.3

Online Searches and Mobile



[REF.] 2.1.1.5

[LECTURER NOTES]

Today, most searches actually happen on mobile. According to The Webmaster, more than 60% of all online searches are on mobile devices. This has important implications for websites. It means they need to be optimized for mobile – so that users can easily navigate and move around the site on mobile. If that isn't the case, customers will quickly leave the site.

[REFERENCES]

<https://www.thewebmaster.com/seo/2017/may/2/60-percent-online-searches-mobile-devices/>

Why Businesses Need a Website



Advantages of Websites for Businesses



[REF.] 2.1.2.1

[LECTURER NOTES]

It's important that a business is positioned to fulfil customer needs by appearing on top of the search rankings.

Visibility

Sites that link to your website will refer more customers. Having a website also allows you to be found through web searches.

Tracking

You can track everything that happens on the site.

Convenience

It is easier for customers to visit your website than travelling to your business (especially for remote customers).

Less Expensive

Online advertising costs less than traditional advertising.

Accessibility

An online site can be visited 24 hours a day, 7 days a week.

Trust

A website allows you to build trust and credibility with your customers.



Key Website Pages

Home	About	Landing Page	Blog	Contact
				

[REF.] 2.1.2.2

[LECTURER NOTES]

Think about the most important pages on a website.

Home: This is often the first page customers arrive at when they visit your website. It needs to grab their attention and also direct customers to other key pages on your website.

About: The About page is your opportunity to tell customers a little more about the people behind the business. In today's business landscape, people are increasingly looking to understand more about the people and values of a business. In addition, potential customers will be keen to learn a little more about the business, including how and why it started; what the journey has been to date; and even what the future plans are.

Landing page: Landing pages are designed for a specific purpose, such as promoting a product or service.

Blog: A blog is an ongoing communication channel for your business. It allows key individuals within the business to provide their thoughts on relevant topics. Often, businesses will let all employees contribute, and blog readers will typically have the opportunity to post comments or feedback that can be useful to the organization.

Contact: The Contact page is an important one to maintain. You need to give customers the opportunity to reach out to the business in a variety of ways. Typically, that can include:

email, social media, online chat, phone, physical address, and a comments box if customers want to communicate directly on the website itself.

Main Types of Websites for Businesses



Main Types of Websites for Businesses

E-Commerce Website	Brochure Website	Dynamic Website	Web Application
A site where products and services are purchased.	Many products and/or services displayed, but they are not normally ordered through the website.	Much more engaging, but requires regular content management.	Website requiring a lot of bespoke functionality.

[REF.] 2.1.3.1

[REFERENCES]

<https://digitalmarketinginstitute.com/blog/what-are-the-benefits-of-e-commerce-to-your-business>



Website and Business Strategy








[REF.] 2.1.3.2 & 2.1.3.3

[LECTURER NOTES]

Typically, the type of website a business uses depends on the overall business strategy and how products or services are sold.



Common Goals for Business Websites

Increasing Sales	Increasing Awareness	Improving Customer Satisfaction	Saving Time	Reducing Costs
				

[REF.] 2.1.3.3



Summary

The Importance of Online Presence

- Web search allows customers find a solution to a problem or perceived need. Without web search, customers may never hear of a product or service. Search engines provide a trustworthy resource for users.
- Advantages of having a website for business include:
 - Visibility
 - Convenience
 - Accessibility
 - Tracking
 - Lower cost
 - Trust
- Key pages on a website:
 - Home
 - Contact
 - Blog
 - Product page
- Common goals for business websites:
 - Increasing sales
 - Increasing awareness
 - Improving customer satisfaction
 - Saving time
 - Reducing costs

[LECTURER NOTES]

We've covered a lot of ground in this section! At this stage, you'll understand why it's important for a business to have a strong web presence, by considering the needs of customers and how they look for solutions to their problems.

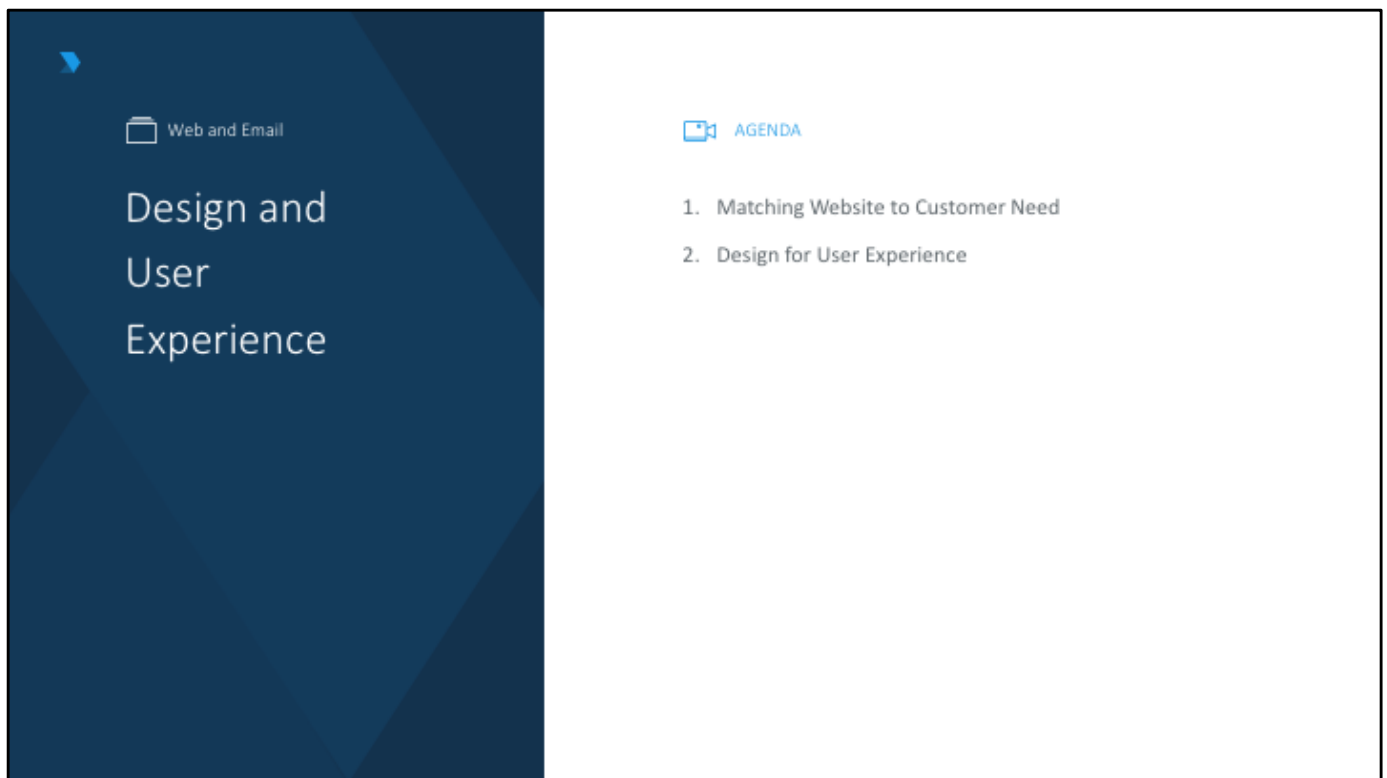
We've also covered the specific advantages in terms of visibility (for search and referrals), convenience and accessibility (for customers), tracking. A website is less expensive for advertising (than traditional advertising) and it allows you to build trust and credibility with your customers.

Finally, we've looked at the main types of business websites and their common goals from a high-level perspective; as well as the key pages and their purpose.



Web and Email





[LECTURER NOTES]

Next, we're going to look at the importance of overall design and user experience in attracting visitors to your website. In this section, we'll look at the factors that go into where a website is listed in customer's search results and why you should be aware of them.

We'll also go through the concept of User Experience (UX) – how it not only provides benefits for customers, but delivers better results for the company. On the flip side, we'll also look at the effect negative user experience can have on your business.

Matching Website to Customer Need



Key Terms: Design and User Experience (1/2)



Backlink

A link from another website to yours. Backlinks are also used to determine a site's relevance with search engines such as Google.



Hosting

The service that houses and serves your website files. When a user requests a web page from your site, it is served by a web server which is hosted by your hosting service.



Responsive Design

Makes your web page look good on all devices (desktop, tablets, and phones).



SEO

Search engine optimization refers to the process of tweaking web content to achieve the best possible search engine ranking.

[REF.] 2.2.1.2, 2.2.1.3, 2.2.1.4



Key Terms: Design and User Experience (2/2)



User Experience (UX)

Commonly referred to as UX, this is the overall experience of a person using a website, rather than just the look of the site.



Ranking

The position in which a particular site appears in the results of a web search.



Traffic

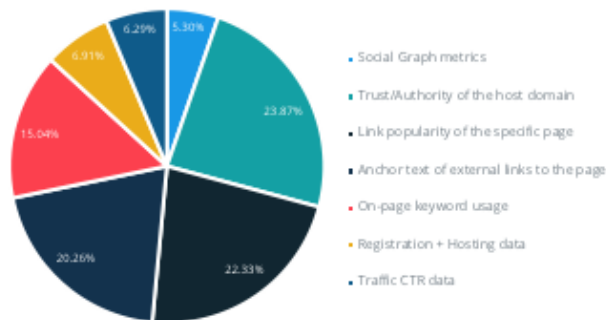
The number of visits a website receives. This is determined by the number of visitors and the number of pages they visit.

[REF.] 2.2.1.1, 2.2.2.1



Using Digital to Streamline Processes

Components of Google's Ranking Algorithm



[REF.] 2.2.1.3

[LECTURER NOTES]

There may be opportunities within your own role to streamline or improve processes using digital.

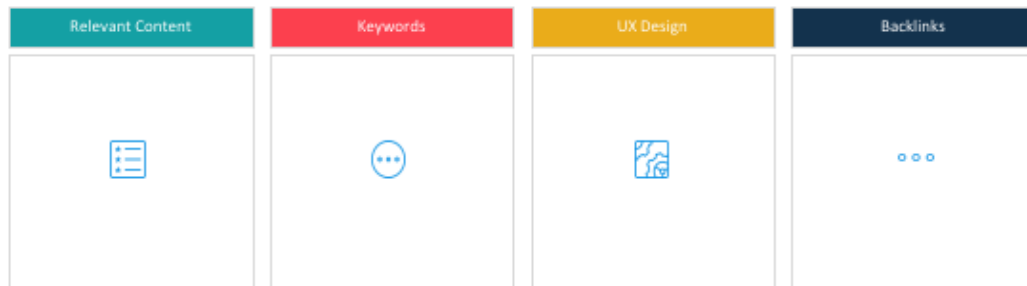
As we've seen, it's very important for a business's website to appear in the search results of potential customers. There are a range of factors that determine how prominent your website features in search results. These include the content, so when people search for particular items, the search engine lists you higher up than your competitors. But it's not just about quantity; it's also about the quality of your content. Search engines use algorithms to detect if users are engaging in the content or quickly leaving. If users are engaging, then the search engines will make your website more prominent than others that do not have the same quality of content.

[REFERENCES]

<https://digitalmarketinginstitute.com/blog/2017-10-24-7-basic-seo-mistakes-your-blog-is-making>



Search Engine Optimization



[REF.] 2.2.1.1, 2.2.1.4, 2.2.2.1

[LECTURER NOTES]

A range of factors influence how high a website appears in search engine results.

Relevant content

Content produced on any site should be high quality and useful for a user. If users find your content engaging, search engines make your website more prominent.

Keywords

Figuring out the optimal type, number, and placement of keywords, as well as where to place them, is really at the core of making sure your website ranks well. Learning how to research what goes where is crucial.

UX design

A visually appealing website that is easy to navigate, fast, and mobile-friendly is key to good UX. Something as simple as a page loading slowly or a non-responsive site can put you behind in the rankings simply because it creates a less favorable experience for the user.

Backlinks

Effective link building will continue to give you value over time. Backlinks (links from

other websites to yours) indicate trust and are a good way to improve your website's search ranking, as they indicate relevance or importance to a search engine.



Search Engines and Trust



Google penalized BMW for three days over manipulation of search results!

Potential Traffic Loss:

71,600



[REF.] 2.2.1.8

[LECTURER NOTES]

It's important that search engines are trusted by users. Websites that have incomplete information or that try to “trick” search engines into directing visitors will be penalized in the search rankings.

BMW penalized by Google

In February 2006, BMW was caught manipulating search results for the term “used car” by redirecting searches to the regular BMW company page when they clicked through.

The site was completely removed from search results for three days, with the potential traffic loss totaling 71,600!

[REFERENCES]

<https://marketingland.com/10-big-brands-that-were-penalized-by-google-69646>

Design for User Experience



User Experience (UX)



Focusing on the
User Experience



User Experience
= Overall Experience



Putting Yourself in the Customers'
Shoes

[REF.] 2.2.2.1, 2.2.2.2

[LECTURER NOTES]

If you want to maximize the effectiveness of your website, and “delight” customers and increase sales, you need to focus on the user experience – especially during website design.

User experience is the overall experience of a person using a website, rather than just the look of the site.

The key is to always “put yourself in your customer’s shoes” and focus on how the site helps move customers through the user journey.

Positive User Experience



[REF.] 2.2.2.2

[LECTURER NOTES]

A great user experience doesn't just increase customer engagement, it also delivers better results commercially.

For example, if you want to buy a particular item from a website, but you find it difficult to navigate, or it's not clear how to pay, or you don't get confirmation of delivery - the likelihood is you'll become frustrated and confused. This will more often than not result in you leaving the site and not returning. You had a need, you found what you were looking for, but the website made it so complex that you chose not to buy from them. This is damaging for both the customer and the business. If the user experience had been positive, the likelihood is that you would have been happy and the company would have made a sale.



Improving User Experience



[REF.] 2.2.2.3

[LECTURER NOTES]

Review and trust seals: Add reviews and trust seals to your product pages. You can build trust and encourage conversions by allowing your customers to leave reviews on your products and also by including trust badges and SSL certificates on your website.

Plugging "Add to Cart" button: Your product page should always include a clear call to action (CTA). For example, US retailer RIPT Apparel changed the color of its Add to Cart CTA and added a countdown timer next to the product. These small strategic changes earned the company 6.3% more conversions.

Video marketing: Companies such as Amazon and Zappos have seen an increase of between 6% and 30% by adding video content to their product page.

Analyze user behaviour: In a recent survey, Nielsen found that 79% of users scan content rather than reading it word-by-word, a figure that highlights the importance of UX design within your product pages. A balance between aesthetics and data is recommended when designing product pages. For example, heatmaps provide a simple, yet informative, way of designing for success.

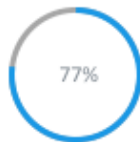
Imagery: If your content includes compelling images, you can garner on average 94% more views than pages with dull, poor quality images. ASOS is one of the world's leading online fashion brands. By displaying one main product image with a zoom function and accompanying it with several thumbnails, it enables the customer to view the image in detail from multiple angles, giving them a better idea of the look and feel of the garment.

[REFERENCES]

<https://www.nngroup.com/articles/how-users-read-on-the-web/>



Web Page Abandonment



Over 77% of filled baskets are abandoned before the customer pays.



53% of mobile users abandon sites that take longer than 3 seconds to load.



Around 6 out of 10 online shoppers abandoned their purchase because trust badges were not available.

[REF.] 2.2.2.4

[LECTURER NOTES]

Many users “abandon” a shopping cart or website after visiting only one page because:

- They didn't find what they were looking for.
- They didn't like the value, price, or options.
- The website or shopping experience was too tedious and confusing.

[REFERENCES]

<https://digitalmarketinginstitute.com/en-gb/blog/16-11-2017-reduce-your-shopping-cart-abandonment-rates>



Summary

Design and User Experience

- Search engine optimization: Website content, quality of content, and backlinks from other trusted websites.
- User experience (UX): The overall experience of a person using a website - not just the look of the site.
- Positive user experience: Benefits customers and delivers better results.
- Negative user experience: Users will leave (abandon), never to return and may share experience

[LECTURER NOTES]

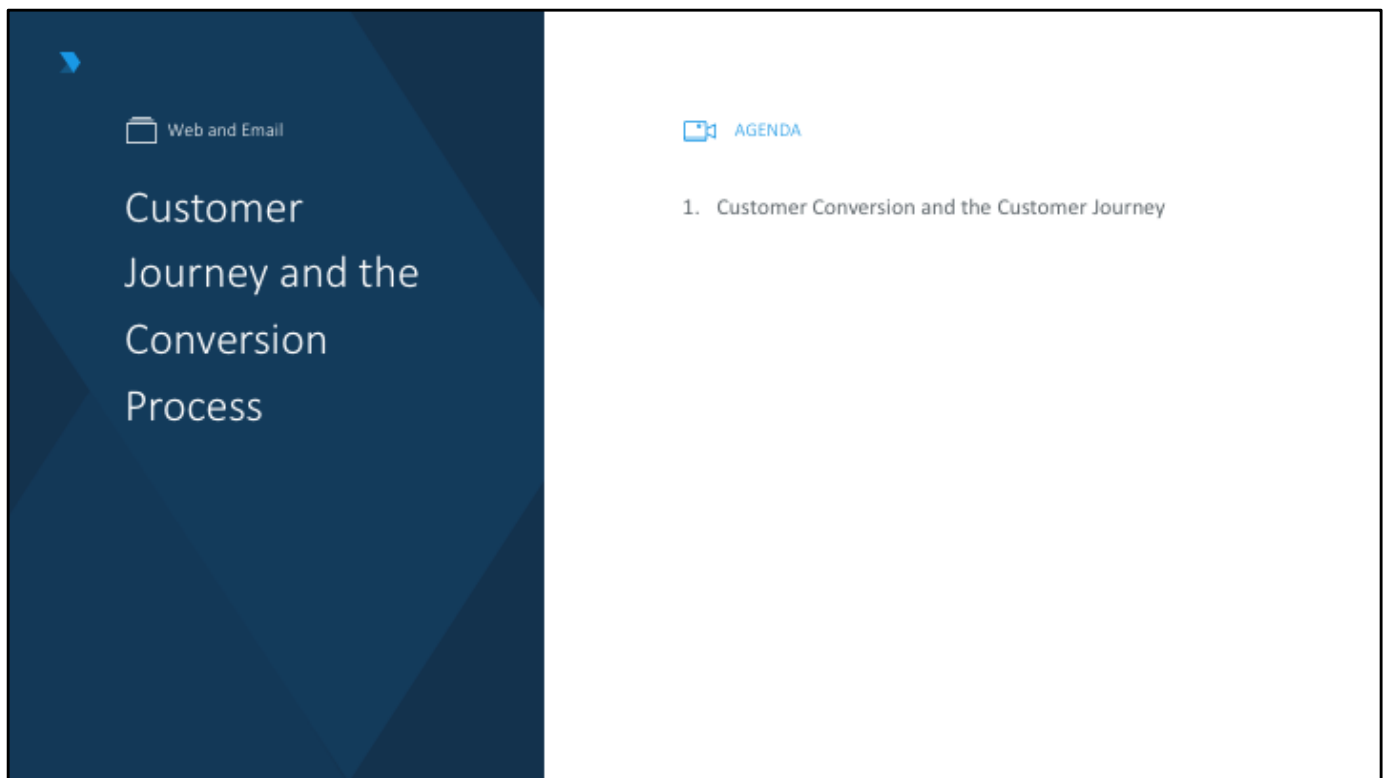
To summarize, in this section, we looked at some of the key factors to be aware of that influence your website's search ranking – including the content on the website and its overall quality. And one of the ways that a website's importance is determined by search engines is how many other sites are linking to it.

We also covered the concept of user experience and the importance of creating a website that puts the user at the heart of its design and looked at the negative consequences of a poor user experience.



Web and Email





[LECTURER NOTES]

One of the fundamental aspects of a successful web presence is understanding the customer journey and the process that leads to conversion. In this section, we will explore what a conversion actually means and some of the most common types of conversion.

We will uncover the steps to understanding how your customers go through your website and the decision-making process that is considered. We'll also look at the concept of the conversion funnel and how this model is used to help drive our website traffic from being passive receivers of information, to actually engaging and making purchases through the website.

Customer Conversion and the Customer Journey



Key Terms: Customer Journey and the Process of Conversion



Bounce Rate

The number of times people leave a website (having just entered) without clicking through to any other page.



Call to Action

A prompt on a web page for users to perform an action (e.g. clicking a button or link). Usually written as commands, such as "Sign Up" or "Buy Now".



Content Marketing

Involves the creation and marketing of online material to stimulate interest in products or service.



Conversion

A term for how many visitors to your website convert, often to (but not always) paying customers.



Landing Page

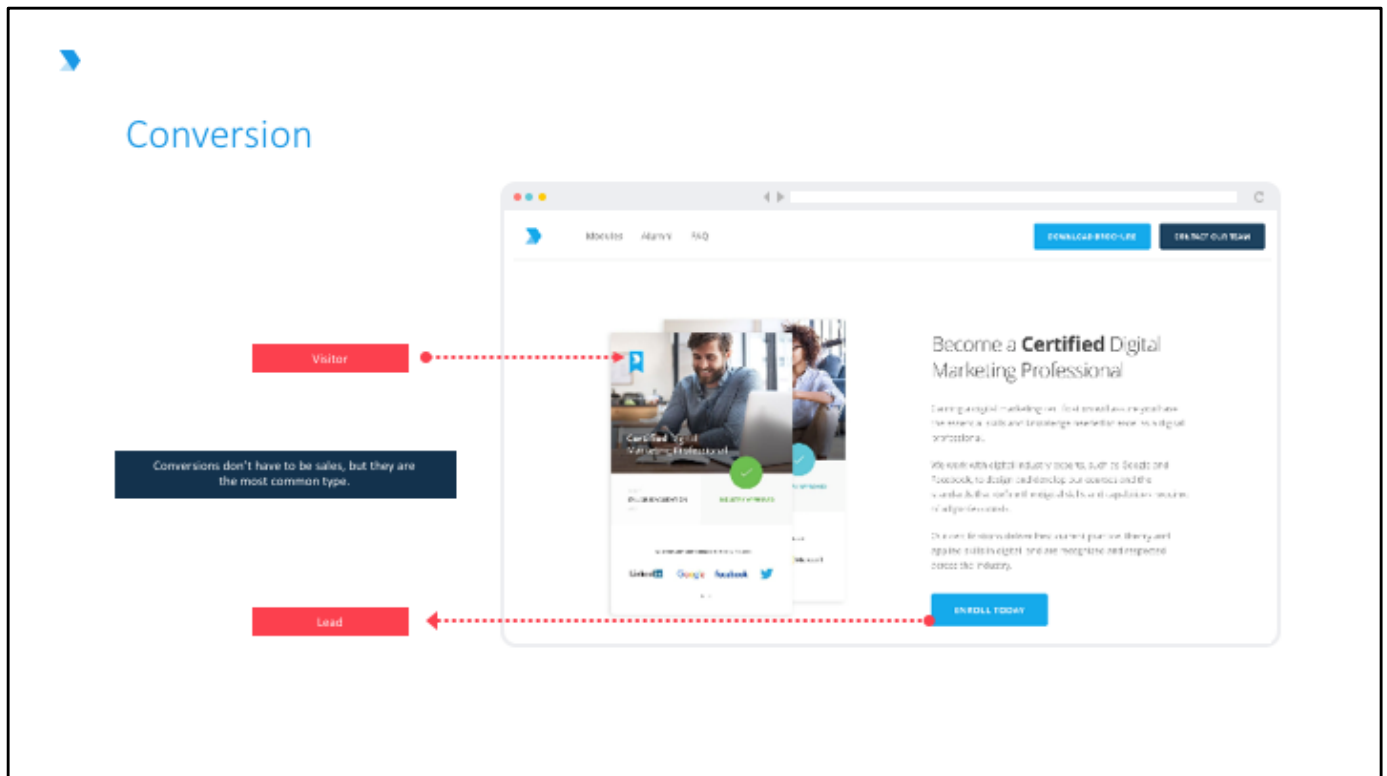
The web page that a user lands on when they follow a link (often from a marketing campaign or search result). Landing pages usually have a specific call to action.



Navigation

The system of links that allows website visitors to move around the site. (This can be menu items, links within pages etc.)

[REF.] 2.3.1.1, 2.3.1.2



[REF.] 2.3.1.1

[LECTURER NOTES]

Website conversion is the most important factor to the success of your online marketing strategy. It means getting your visitors to do what you want them to do, whether that is to buy your product, sign up for your newsletter, register for a webinar, download a whitepaper, or fill out a lead or contact form.

[REFERENCES]

<http://www.digitalmarketinginstitute.com/>



Customer Journey



[REF.] 2.3.1.3

[LECTURER NOTES]

Awareness

Customers can easily find solutions on your website.

Interest

Product pages, blog posts, or other content will move the customer through to consideration.

Consideration

CTAs and links to social on your site make it easier for customers to find out more about your company online.

Conversion

Ensure there are opportunities for conversion throughout the site.

Retention

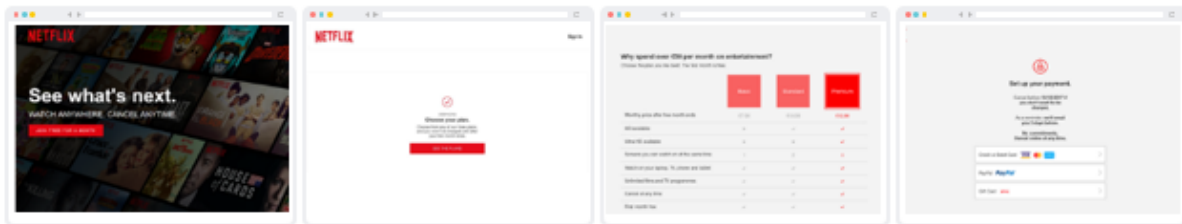
Elements such as buttons, banners, and related content suggestions will ensure the user stays engaged with the company.

[REFERENCES]

<http://www.digitalmarketinginstitute.com/>



Customer Journey and Website Design



[REF.] 2.3.1.4

[LECTURER NOTES]

A well-designed website takes the customers through each stage of the customer journey.

Consider the Netflix website. The login screen is simple. It focuses on simplicity, is risk averse and has a clear CTA.

The free trial is emphasized, and no unnecessary information is given. The page is clear and concise.

The Plans page automatically highlights the premium package. This kind of choice architecture is clever because it reflects the fact that most people will assume that the pre-picked choice is best, even if it is most expensive.

The Payment page, the last step, is then clear, hammers home the no-risk nature of signing up one last time and the process is then complete.

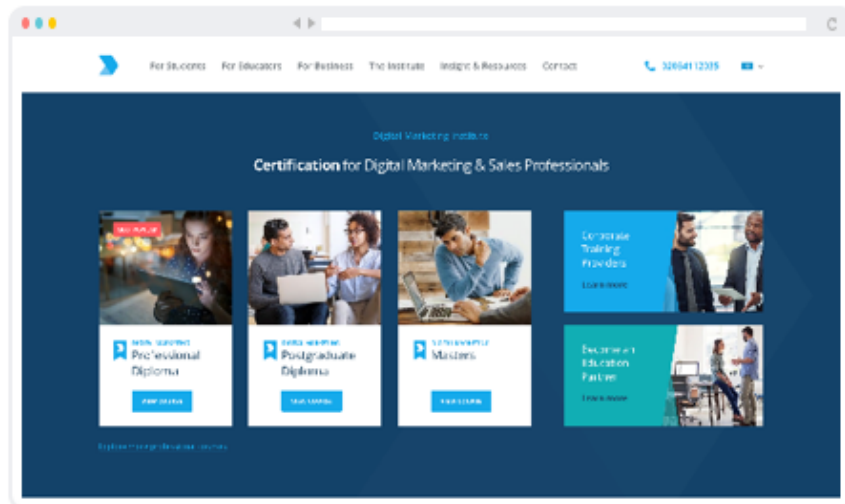
[REFERENCES]

<https://digitalmarketinginstitute.com/blog/20-03-2018-how-to-identify-leaks-in-your-sales-funnel>

<https://www.netflix.com/gb/>



Landing Page



[REF.] 2.3.1.5

[LECTURER NOTES]

The landing page is a key part of the customer journey through a website. It is the page on which users land when they follow a link from search results or a marketing campaign. Landing pages are usually designed to promote a product or service, with a clear objective and CTA.

[REFERENCES]

<http://www.digitalmarketinginstitute.com/>



Call to Action



[REF.] 2.3.1.6

[LECTURER NOTES]

A call to action (usually abbreviated as CTA) is a prompt on a web page that tells the user to perform some action such as clicking a button or link. CTAs are usually written as a command (such as “Sign Up” or “Buy Now”), pushing the customer through to conversion (to becoming a paying customer).

A CTA can be placed anywhere in your marketing – on your website, in an e-book, in an email, or even at the end of a blog post.

[REFERENCES]

<https://teamtreehouse.com/>



Summary

Customer Conversion and the Customer Journey

- Conversion means getting your visitors to do what you want them to do – such as buy a product, fill out a contact form, or download a whitepaper.
- Customer journey stages:
 - Awareness
 - Interest
 - Consideration
 - Conversion
 - Retention
- Landing pages: Web pages that users land on when they follow a particular link. Often designed to promote a product or service.
- Call to action (CTA): A prompt on a web page telling the user to perform an action such as clicking a button or link (e.g. "Sign Up" or "Buy Now").

[LECTURER NOTES]

In this section, we explored the concept of customer conversion and specifically looked at the conversion funnel. It's important to note that conversion doesn't always have to be a sale, but could be a wider objective of the business strategy.

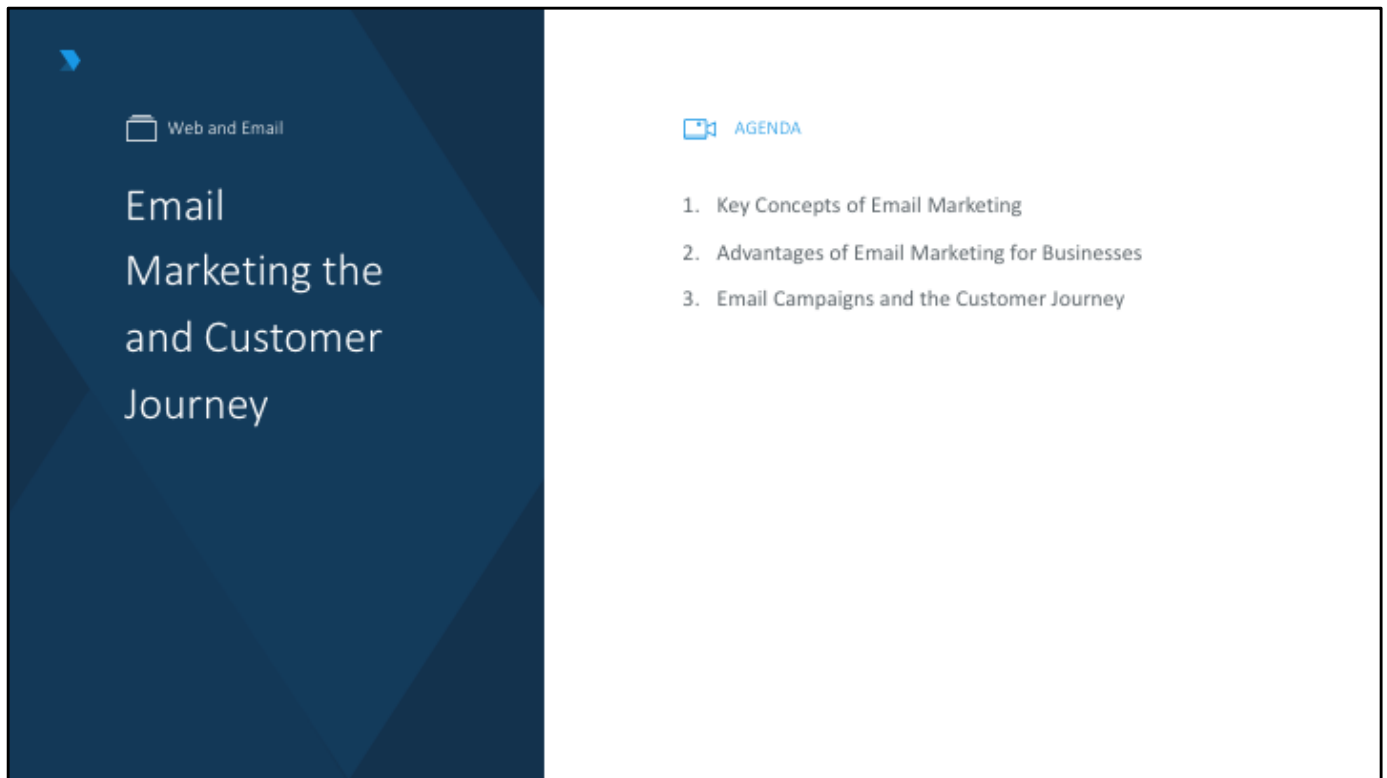
We covered the stages a customer will typically go through as they use a website, including; awareness, interest, consideration, conversion, and retention. However, it's important to recognize that the amount of time and engagement will also depend on industry, product, and customer trends.

Finally, we looked at key elements that form part of the customer's journey through the website, such as landing pages and CTAs.



Web and Email





[LECTURER NOTES]

In this final section, we will look at the importance of email marketing and the role that it plays in forming strong relationships with customers as a way to support sales and referrals. We'll cover the key concepts of email marketing, including the kinds of emails and the importance of obtaining permission and the usage of email addresses.

We'll then look at some of the advantages of email marketing versus other channels like increased conversion rate, customer retention and automation. Lastly, we'll also look at the importance of alignment with other channels and how it can be optimized it to maximise the impact and reach for the business.

Key Concepts of Email Marketing



Key Terms: Email Marketing and the Customer Journey



Bounce

When an email comes back with an error message, it is "bounced". Emails often bounce because the email address is incorrect.



Permission

With email marketing, permission is important – it is getting consent from subscribers before sending them commercial email marketing messages.



Spam

Junk email that is normally sent out in bulk. Spam is often filtered by mail servers.



Webmail

Also known as web-based email. Email that users can check using a web browser.

[REF.] 2.4.1



Types of Email Marketing

Newsletters	Promotional	Re-Engagement
A newsletter is designed to offer its subscribers interesting, relevant, and up-to-date information that is enjoyable to read.	A promotional email is designed to move a potential customer towards conversion. (These often include discounts or promotions.)	With a re-engagement email, you send a targeted message to rebuild the relationship with your subscriber.

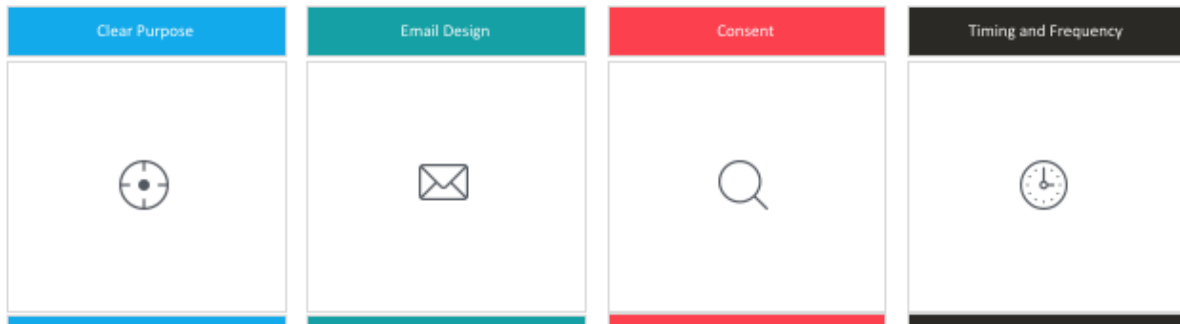
[REF.] 2.4.1.1

[LECTURER NOTES]

Email marketing is a commercial channel used to deliver advertisements, offers, education, and other marketing content directly to an interested user's email inbox.



Essentials of Email Marketing



[REF.] 2.4.1.3, 2.4.1.4, 2.4.1.5, 2.4.1.6

[LECTURER NOTES]

Clear purpose

Understand why you're sending the email and what result you want to achieve. Designing with an objective in mind will help you know if it worked.

Email design

You need to consider three elements with each email design—subject line, layout, and offer(s) or CTAs.

You should also:

- Avoid spam subject lines.
- Use simple layout with an optimal combination of copy and visuals.
- Think wisely about what resources you have to offer.

Consent

You have to get permission from subscribers before sending commercial email messages. When asking users for their email address, you must give them a compelling reason – that adds value to them in return (e.g. informative newsletters, discounts etc.). And you must follow up soon after subscription.

Timing and frequency

With newsletters, you also need to consider the frequency – it might be appropriate (depending on factors such as the audience and content) to send it monthly, quarterly, or even weekly.



Newsletters

Newsletter content could include a round-up of industry or company events, and new content such as blogs, videos, or promotions. It's important to always provide value in a newsletter to customers, or they'll quickly lose interest.



[REF.] 2.4.1.4, 2.4.1.5

[LECTURER NOTES]

A recent Nielsen study found that email newsletters remain the Internet's best tool for supplementing a website. However, they also found that the number of new or unread messages is now 300% higher than it was just 4 years ago, meaning that brands are competing for space in increasingly crowded inboxes.

They also asked users to "receive updates" from companies, with only 10% electing to do so through Facebook, while 90% opted for a newsletter. This highlights that email newsletters are generally a better way to stay in touch with customers than updates posted on social networks.

[REFERNECES]

<https://www.nngroup.com/articles/e-mail-newsletters-usability/>



Email and Spam

It's very important that your emails are not marked as spam!

You can do a number of things to avoid this – including not sending too many emails, making sure you have a valid sender email, and adding an “unsubscribe” link to your email.



[REF.] 2.4.1.6

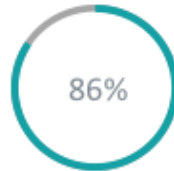
Advantages of Email Marketing for Businesses



Email Marketing Success



75% of companies agree that email offers excellent to good ROI.



86% of customers would like to receive promotional emails at least monthly from companies they do business with.



86% of professionals prefer to use email when communicating for business purposes.

[REF.] 2.4.2.1

[LECTURER NOTES]

Email marketing still delivers one of the best returns on investment (ROIs) of any channel. It's often a key part of an overall strategy – bringing the audience back to your website.

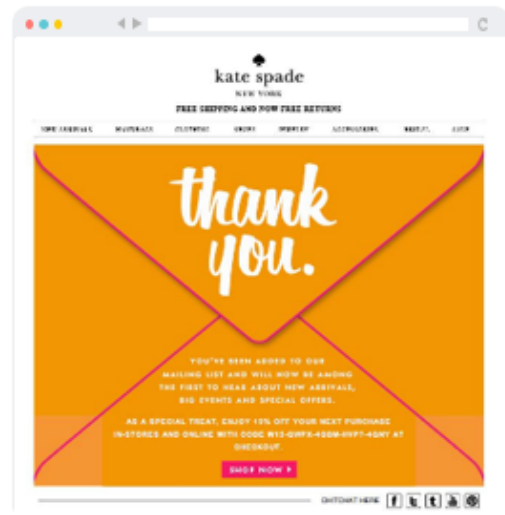
[REFERENCES]

http://content.adestra.com/hubfs/2016_Reports_and_eGuides/2016-Email-Marketing-Industry-Census.pdf



Re-Engaging Your Audience

Engage your customers through email in deeper ways and drive traffic to your website.



[REF.] 2.4.2.2

[LECTURER NOTES]

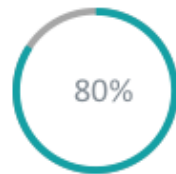
You can send reminders to complete the checkout process; or offer discounts to complete the purchase. For those who haven't purchased in a while, you can remind them that your business still has something to offer.

[REFERENCES]

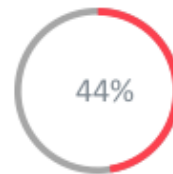
<https://www.pinterest.co.uk/flexmail/welcome-emails/>



Customer Retention



80% of retail professionals indicate that email marketing is their greatest driver of customer retention.



The next closest channel was social media, with only 44% identifying it as a primary driver of customer retention.

[REF.] 2.4.2.3

[LECTURER NOTES]

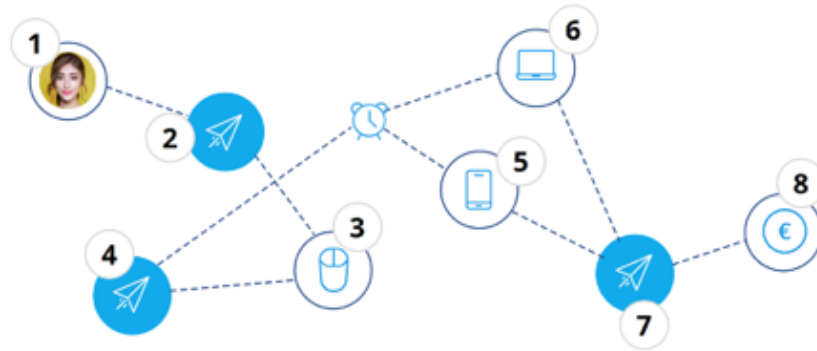
Email is also a great way to retain customers – it keeps your brand front on mind, making sure they return soon.

[REFERENCES]

<https://www.emarketer.com/Article/Email-Marketing-Double-Win-Customer-Acquisition-Retention/1014239>



Email Automation



[REF.] 2.4.3.2

[LECTURER NOTES]

Another advantage is that email can be completely automated – you can set it up to automatically send messages at designated times when customers take specific actions.

- 1) New subscription from website
- 2) Confirmation email sent
- 3) Subscriber clicks confirmation link
- 4) Welcome email sent
- 5) iPhone purchased
- 6) MacBook purchased
- 7) Email sent with CTA for purchasing extended warranty
- 8) Customer purchases extended warranty

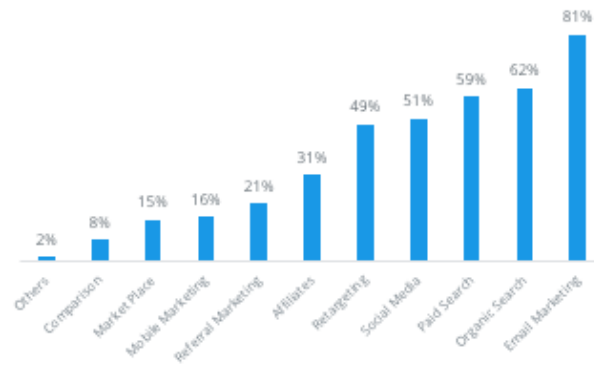
Email Campaigns and the Customer Journey



Email versus Other Channels

It's important to consider when to use email versus other channels. Email is a good way of promoting sales before using other channels to close the sale.

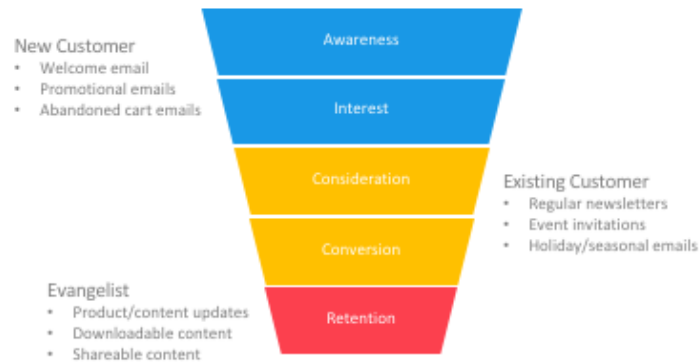
Customer Acquisition across Multiple Channels



[REF.] 2.4.3.1



Email Funnels



[REF.] 2.4.3.3

[LECTURER NOTES]

An email funnel is an automated chain of email marketing messages which guide customers towards a desired action.



Email Lists

The email sign-up process must be easy so that you can build a customer database. You should also monitor the growth of your list and the rate at which emails are actually being delivered.



Email lists are often split into more targeted groups – for example customers, leads etc. This is called segmentation.

[REF.] 2.4.3.4



Measuring Success



[REF.] 2.4.3.5

[LECTURER NOTES]

It's important to measure success with email marketing!

The most important metrics are explained below:

Open rate

Not every recipient will open every campaign you send, but those who do make up your open rate percentage.

Click-through rate

Click-through rates refer to the number of people who click on any links included in your email campaigns.

Conversion rate

Every good email campaign needs a goal. You “convert” a user each time you succeed in these goals. Your conversion rate tracks the percentage of users that you’ve managed to convert.

Unsubscribers

These are previous subscribers who have requested their email address be removed

from the mailing list.



Summary

Email Marketing and the Customer Journey

- Engagement: Newsletters - happenings, events, new content (blogs, videos) and promotions (usually monthly or weekly).
- Measuring success with email marketing: open rate, click-through rate, and unsubscribers.
- Advantages of email (versus other channels):
 - Higher conversion rate
 - Brings customers back to site
 - Customer retention
 - Automation
 - Email funnels
 - Retention

[LECTURER NOTES]

In this section, we looked at the importance of email marketing for both the customer and the business.

We explored how to generate engagement through email marketing, as well as the typical forms of media that go into an email newsletter.

We covered the advantages of email versus other channels and finally, the commercial return that email marketing can deliver for us compared to a range of other digital marketing tools.



Module complete. Well Done!

