EMAIL MARKETING STRATEGY

Practical Exercises
Lesson Goal: Outline how to develop an email strategy

When developing an email marketing strategy, it is essential to determine the different functionalities offered by different email platforms, how different users may engage with the platform, and how they utilize its functionality. Create a table comparing the in-platform features of Gmail, Outlook.com, and Yahoo! Mail under the following headings:

- Cross device use
- Social media integration
- Ease of use
- Cloud-storage integration
- Multi-level folders
- Advanced search
- Message templates
**Exercise 2**

**Lesson Goal: Recognize how to manage email data**

You work for a creative email marketing agency that looks after customer engagement schemes for a number of leading organizations.

You are commonly asked to create new email templates for campaigns and it is your role to ensure they adhere to common data protection requirements.

In a table to distribute to your team, describe the main points of the following directives/acts, with regard to data protection:

<table>
<thead>
<tr>
<th>Directive/Act</th>
<th>How this impacts on email</th>
</tr>
</thead>
<tbody>
<tr>
<td>EU Data Protection Directive (GDPR)</td>
<td></td>
</tr>
<tr>
<td>EU ePrivacy Directive</td>
<td></td>
</tr>
<tr>
<td>The US Federal Trade Commission Act</td>
<td></td>
</tr>
</tbody>
</table>
Lesson Goal: Outline how to grow an email subscriber database

You work for a start-up company that sells dog food online, in supermarkets, and in their own retail stores. Currently, you sell to over 60 smaller supermarkets. Your director has analyzed transactional data and has discovered that many of your customers have shopped with you a number of times; however, the information you have on them is limited.

Come up with ways to increase the amount of information you have on your existing customers by following these steps:

- Identify what data you need from your customers.
- Highlight various points at which you can capture bits of data from multiple channels over time – rather than all at once.
- Suggest ways to make registration, sign up for content and offers, or sales forms as easy to complete as possible.
- Identify points at which to include automated address and postcode checks, so your contact information is accurate.
- Plan for ways to avoid data duplication – consider third party service providers and CRM systems.
- Suggest three attractive resources your company should offer in exchange for the customer’s data.
Lesson Goal: Optimize email delivery and open rates

You are an email marketing manager working for a telecommunications company. Recently, a member of your team has noticed that many of the company’s email communications to customers have been landing in the spam folder of a number of ESPs.

Develop a 10-item checklist of things that your team can do to reduce the risk of this occurring. Consider the following when developing your checklist:

- Third party email lists
- Site scraping
- Response to bounced emails
- Punctuation
- Grammar
- Video
- ESP choice
- Subject lines
- ‘From’ address and origin IP address
- Testing
- Attachments
- Trigger words
- Keywords
- Email lists
- Unsubscribes