

## Lesson no. 1: Introduction of Email Marketing

### 1. WHAT IS E-MAIL MARKETING?

*Email marketing* is a form of *direct marketing* that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every *email* sent to a potential or current customer could be considered *email marketing*. At its best, email marketing allows businesses to keep their customers informed and tailor their marketing messages to their customers.

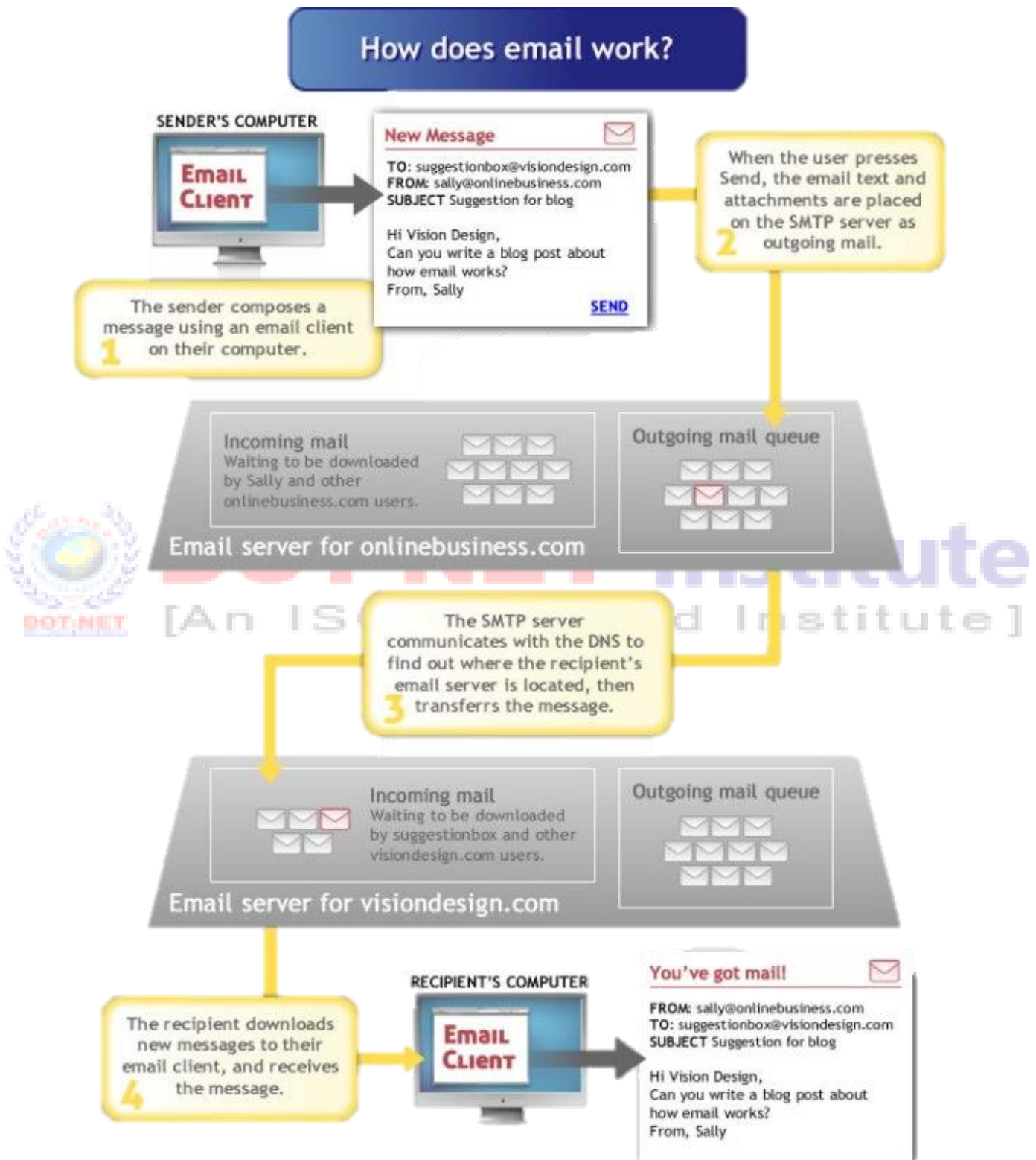
#### ADVANTAGES

The two big advantages of email marketing are **price** and **ease**. Emailing is an inexpensive way to advertise your company and its products and/or services compared to many other types of marketing. It's also extremely easy to set up and track an email marketing campaign, making it a very accessible type of marketing for small businesses.

Newsletters can be sent to the email list you've built from the people who provided the necessary information on your website, for instance, providing these potential customers with news updates about your company, upcoming events and/or special offers – and, of course, reminding them that your business exists and that maybe it's time for another visit.



## 2. HOW DOES EMAIL WORKS?



- a. The sender composes a message using the email client on their computer.
- b. When the user sends the message, the email text and attachments are uploaded to the SMTP (Simple Mail Transfer Protocol) server as outgoing mail.
- c. All outgoing messages wait in the outgoing mail queue while the SMTP server communicates with the DNS (Domain Name Server—like a phone book for domain names and server IP addresses) to find out where the recipient’s email server is located. If the SMTP server finds the recipient’s email server, it will transfer the message and attachments. If the recipient’s server can’t be found, the sender will get a “Mail Failure” notification in their inbox.

The next time the recipient clicks “Send & Receive,” their email client will download all new messages from their own email server. You’ve got mail!



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## Lesson no. 2: Types of Email Marketing

### 1. TYPES OF EMAIL MARKETING

#### a) OPT-IN EMAIL:

Opt-in email is any commercial email sent to people who have specifically signed up to receive it. Permission, in this respect, is clear-cut. If you have a list based on people who have signed up to receive emails about travel in general but not your travel agency, it doesn't qualify as specific permission.

### EXCITING UPDATES TO OUR APP



1

#### MODCLOTH IS A *Pinterest* PIONEER!

Our app is one of the first to give you the power to pin. Pin items from our app by 6 p.m. PT on 5/23 for a chance at a \$200 gift certificate. The top 10 most-pinned items will go on sale, too!

2

#### REVIEW ITEMS ON THE GO

We love hearing your first-hand feedback, & it's easier than ever to share straight from your iPhone® or iPad®.



3

#### YOUR PICS OF OUR PIECES

Fashionable fan photos from our Style Gallery now appear right on the product pages, so you can easily discover unique ways to style an item!



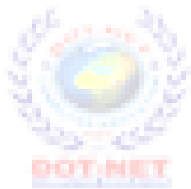
Make sure your push notifications are on so you don't miss a thing!

GET THE NEWEST VERSION



**b) BULK EMAIL SPAM:**

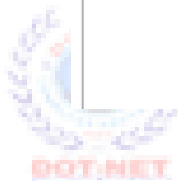
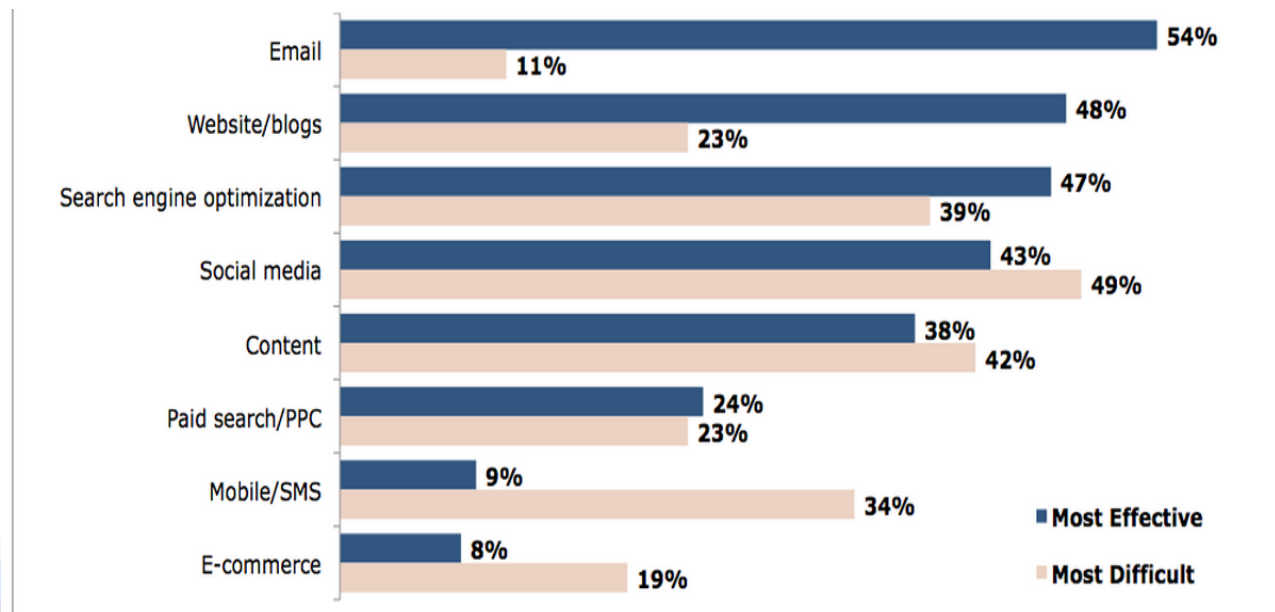
Spam is any email sent for commercial purposes without permission from the receiver. This means that if you're sending emails to your friends, family and colleagues, it does not qualify as spam. However, if you're sending a batch of emails to people who never asked to receive them from you, promoting your latest line of shaving products, you're most definitely sending spam.



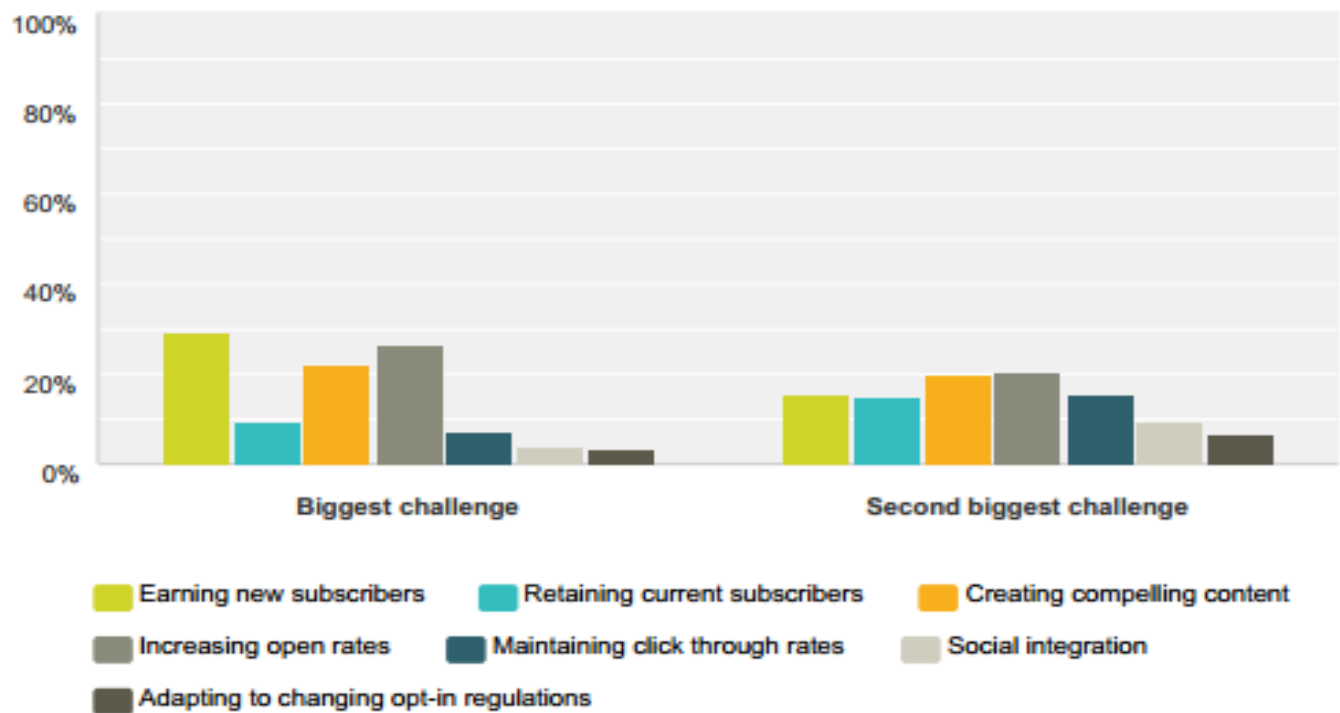
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## Lesson no. 3: Challenges faced in sending bulk emails

### 1. CHALLENGES FACED IN SENDING BULK EMAILS



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## **a) Earning New Subscribers**

A recent report from Campaigner on the biggest email marketing challenges for 2016 revealed that earning new subscribers is #1. The report was based on a survey of 506 email marketers who claimed that increasing open rates was the biggest problem for them the previous year.

## **b) Increasing Open Rates**

The Campaigner report shows that increasing open rates continues to be one of the biggest email marketing challenges marketers will face in 2016. While 26.3 percent of respondents felt that it will still be the top issue, 20.2 percent believed it will be the second biggest challenge in email marketing.

## **c) Improving Deliverability**

It won't matter if you craft a compelling email with an interesting subject line if all your emails get sent straight to the spam box. Passing the spam filter has always been one of the huge email marketing challenges for marketers. There are also deliverability issues arising out of a full inbox or non-existent email address.

When your deliverability rate is exceptionally low, you may get blocked by Internet service providers. Low deliverability is also a sign of wasted time, money and effort.

## **d) Retaining Subscribers**

What's the point of growing your email list if you're also losing subscribers every minute? According to the Campaigner report, retaining current subscribers makes it to the top five biggest email marketing challenges for marketers. If you have a bunch of active subscribers, make every effort to keep them.

## **e) Low Click-Through Rates**

Another of the top email marketing challenges for marketers is improving email click-through rates and maintaining a constant number. Even if recipients open your emails, it doesn't mean they'll read through the entire thing and click on the links inside. If they're not clicking, you don't have a good chance of converting them into paying customers.

## **f) *Achieving Measurable ROI***

Last but not least, measuring the performance of campaigns is another of the significant email marketing challenges. As a result, marketers often have difficulty in achieving measurable ROI. Maybe you saw a four percent increase in CTR for your latest email blast, but did you experience any increase in conversions or leads?

## **2. HOW TO OVERCOME THESE CHALLENGES**

### **a) *Earning New Subscribers***

The best way to overcome the issue of earning new subscribers is to clearly state the benefits to your customers.

Let people explicitly know why they should subscribe to your emails and how they will benefit from doing so.

Remember to always grow your email list organically instead of buying subscribers. You could promote the email subscription on your website by launching a sidebar opt-in box.

You could also add a signup button at the end of your posts. Offering an incentive like a free trial or sample in exchange for subscriptions is another solution.

### **b) *Increasing Open Rates***

There are a number of ways you can increase the open rate for your marketing emails. Your focus should be writing eye-catching email subject lines because it's the first thing recipients will notice about your message. You'll need to craft a subject line that's short and concise to immediately grab the attention of the recipient.

Great subject lines make subscribers want to read the rest of the email.



## c) Improving Deliverability

You can avoid getting filtered into the spam box by avoiding spam words in your subject lines. The variety of words that can set off spam filters varies by industry. However, some common examples include: buy, cash, earn \$, save \$, sale, subscribe, make \$, click, free, trial, cost, cheap, prize, and unlimited. Avoid these as much as possible to thwart email marketing challenges.

## Email Spam Words to Avoid

### Commerce

As seen on	Buy	Buy direct
Buying judgments	Clearance	Order
Order status	Orders shipped by	shopper

### Personal

Dig up dirt on friends	Meet singles	Score with babes
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### Employment

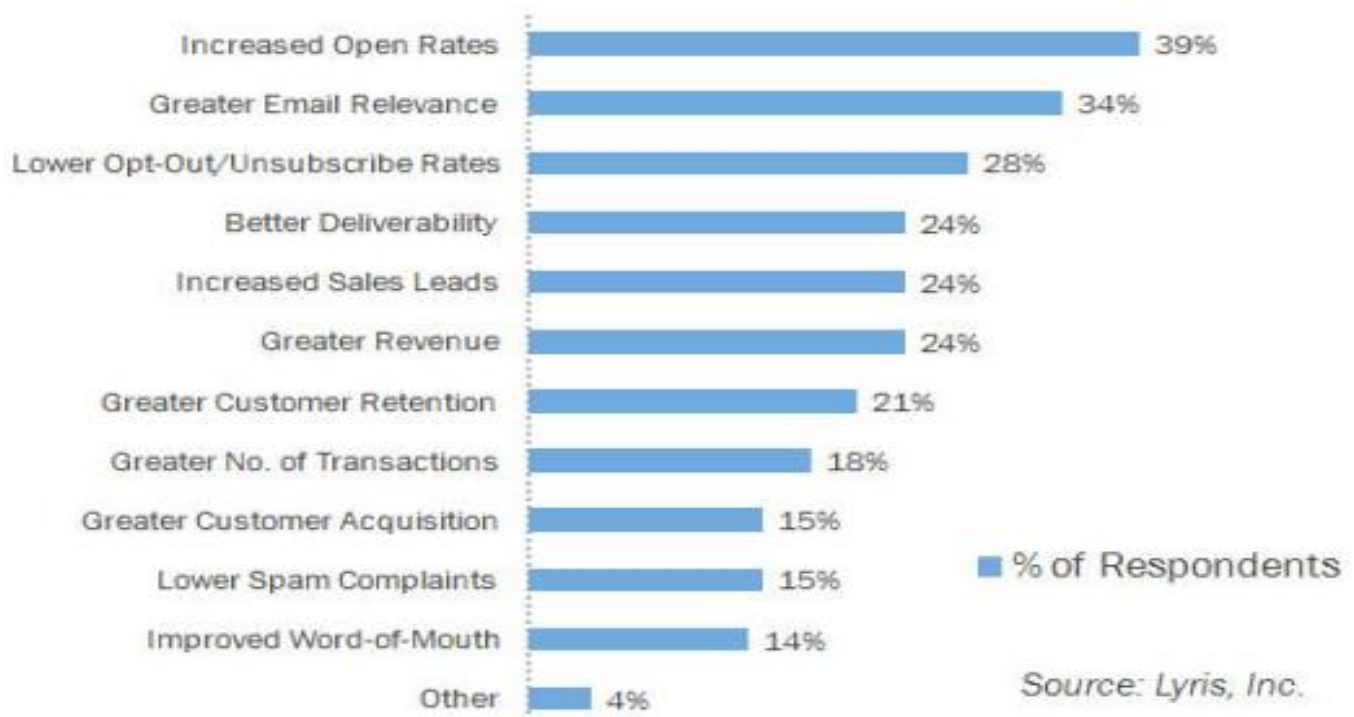
Additional Income	Be your own boss	Compete for your business
Double your	Earn \$	Earn extra cash
Earn per week	Expect to earn	Extra income
Home based	Home employment	Homebased business
Income from home	Make \$	Make money
Money making	Online biz opportunity	Online degree
Opportunity	Potential earnings	University diplomas
While you sleep	Work at home	Work from home

## d) Retaining Subscribers

The best way to ensure that your current subscribers continue to subscribe is by sending out relevant emails to the right audience. This means that you'll have to correctly segment your email subscription list. Using segmentation, you can address the different pain points of various buyer personas. According to Lyris, email list segmentation results in a lower unsubscribe rate for 28 percent and greater customer retention for 21 percent of marketers.

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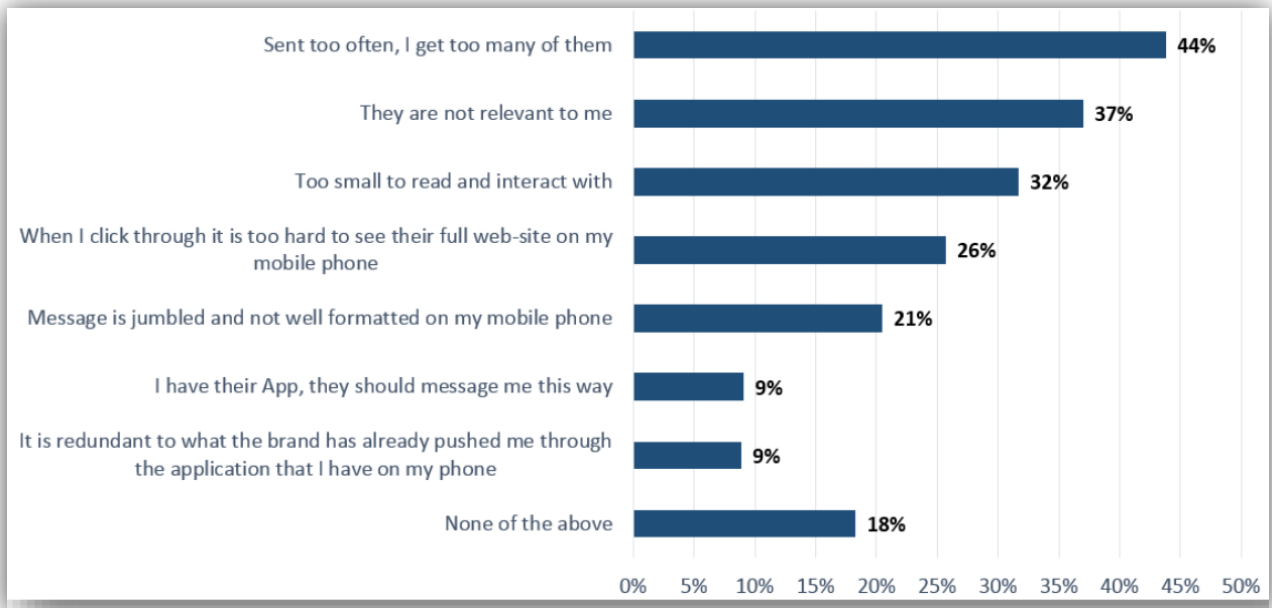
## Email List Segmentation Results



### e) Low Click-Through Rates

Email list segmentation not only helps with subscriber retention but also with click-through rates. Yet your low click-through rates may be simply a result of disinterested subscribers. What you can do to fix this issue is run a re-engagement campaign every year. Send out emails asking subscribers if they want to keep receiving your emails and offer an opt-out option.

Low click-through rates can also be email marketing challenges because you're sending emails too frequently. In fact, The Relevancy Group and LiveClicker conducted a research study which found that high frequency of emails was the biggest reason why consumers disliked getting marketing emails on their phone. Give subscribers the chance to customize the frequency based on their preferences.



## f) *Achieving Measurable ROI*

Closed-loop marketing can help you in achieving measurable ROI for resolving your email marketing challenges. Close-loop marketing would require you to follow a subscriber from the first point of contact (visiting your website) to their final conversion into a paying customer.



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## Lesson no. 4: Best Email Marketing Tools

### **Why Choosing The Best Email Marketing Service is Important?**

Email marketing is one of the most cost-effective marketing strategy for small businesses. According to the Direct Marketing Association, email marketing on average sees a 4300 percent return on investment (ROI) for businesses in the United States.

This is because email marketing is easy to manage, gives you full control, and allows you to establish a direct contact with your customers.

It's important to understand that a lot of your success with email marketing depends entirely on the email marketing software you choose because they are responsible for making sure that your emails actually get delivered.

If you aren't careful, then you will end up paying a lot more money for fewer marketing features and terrible email deliverability rates (which causes you to lose even more money).

### **What to Look for in a Good Email Marketing Tool?**

A good email marketing service should enable you to create highly engaging email newsletters with an easy user interface (ideally drag-and-drop editor).

You should be able to easily send bulk emails that are actually personalized and targeted without a lot of work. This is also known as marketing automation.

Aside from that, your email marketing service must make it easy to manage your contact list, [segment users into groups](#), and track the performance of your email marketing campaigns.

Most importantly, a good email service provider ensures that your email campaigns do not end up in the spam folder.

Having said that, let's take a look at some of the most popular email marketing service providers and how they stack up against each other.

## 1. Mailchimp



Mailchimp is one of the most popular email marketing service providers in the world primarily because they offer a forever free email marketing service plan.

[Mailchimp](#) comes with an easy drag-and-drop email builder, autoresponders, segmenting contacts into groups, and simple tracking for analytics. It also allows you to setup delivery times based on user's timezones, and you can setup segmenting based on geolocation.

You can easily integrate MailChimp with WordPress, Magento, [Shopify](#), and many other platforms. If you are using WordPress, then see our ultimate guide to using Mailchimp and WordPress for detailed instructions.

When it comes to marketing automation features, Mailchimp platform is quite limited when compared to other providers in our list such as [Drip](#) or [ConvertKit](#).

In the recent years, Mailchimp has attempted to add many of the "advanced" features, but having tested many of these, they're not truly advanced.

Mailchimp support is offered by email, live chat, and a large tutorials knowledge-base. However their support is often slow and no match to the quality of service that you get from [Constant Contact](#).

Mailchimp offers a forever free plan which allows you to send 12,000 emails for up to 2,000 subscribers. This plan is fairly limited because you don't get features like send-time optimization, advanced segmentation, multi-variate testing, etc. You are also required to display their branding in your email. Last but not least, support is restricted to email only which is fine if you're a hobbyist but as a serious business, you need reliable support that you can count on.

Their paid plans start from \$10/month for up to 500 subscribers, and the pricing increases in the increment of 500 subscribers.

## **2. Constant Contact**



Constant Contact is one of the largest and fastest growing email marketing service in the world. It is also the most easy to use and beginner friendly email marketing service.

You can easily manage your email lists, contacts, email templates, marketing calendar, and more. Each account gives you access to easy tracking and reporting, built-in social media sharing tools, free image library, list segmentation, Facebook ads integration, and a powerful eCommerce integration for [Shopify stores](#).

Their Email Plus accounts also come with powerful features like email automation, drip campaigns, surveys & polls, coupons, online donations, and subject line A/B testing which helps you send targeted emails to maximize your open rate.

Constant Contact offers unmatched customer support with live chat, phone calls, email, community support, and a vast library of helpful resources.

Aside from online training, they also offer in-person live seminars across the United States. This allow small business owners to quickly learn the basics of email marketing and start using it to grow their business like a pro.

For all the reasons above, we rate [Constant Contact](#) the best email marketing service for small businesses.

[Constant Contact](#) has a 60-day free trial (no credit-card required). After that their pricing starts as low as \$20/month.

WPBeginner users can use our [Constant Contact coupon code](#) to get an additional 20% off.

### 3. SendinBlue



SendinBlue is a complete SMS and email marketing software for businesses. They are one of the fastest growing email marketing platforms in Europe.

It is an extremely easy to use platform with excellent tools to create beautiful and highly engaging emails. Their simple drag and drop email editor is perfect for beginners with no experience in email marketing.

SendinBlue includes beginner-friendly marketing automation tools that allow you to send transactional emails, create workflows for automatic follow-up emails, and segment users. It can also select the best time to send bulk emails using their AI algorithms to ensure the best email deliverability.

SendinBlue offer a completely free email marketing plan that lets you send up to 300 emails per day, but all your emails will have their branding. Paid plans start from \$25 per month. You can also include SMS to your account, but the pricing will vary based on your sending requirements.

They have improved their premium plan to recently include more advanced features like landing page builder, live chat, CRM, and Facebook ads integration. This means users now get more value for the same price.



SendinBlue also offers a separate SMTP bulk email marketing service which you can use to power automated or transactional emails from your WordPress site. You do not need this for email marketing campaigns, but it's a nice to have feature if you have a large website, and you want automatic real-time content based emails.

## 4. Drip



Drip is a powerful enterprise email marketing platform for eCommerce, bloggers, and digital marketers. They offer a wide range of tools to make marketing automation, sales funnels, and personalization easy.

Their email software offer seamless integration for all [popular website builders](#) including WordPress and WooCommerce. This allows you to easily add pop-ups / sign up forms to your website and capture more leads.

What sets Drip apart from the competition like Campaign Monitor is their intelligent marketing automation tools, smarter email segmenting, split testing features, list groups, and a visual workflow builder. These features allow you to reach targeted customers in your email list to get more sales.

Support options at Drip include live chat support, webinars, automation training, detailed courses, free guides and excellent documentation.

We use Drip for several of our businesses because it allows us to send bulk emails while connecting and engaging with every customer on a personal level using their smart eCommerce marketing automation.

Even though it's a bit pricey, we believe Drip is the best email marketing software for eCommerce websites and business owners who want more advanced features to maximize their marketing efforts.

[Drip](#) offers a free trial, and their plans starts from \$49 / month which includes all their features.

## **5. ConvertKit**



[ConvertKit](#) is a robust email marketing platform for professional bloggers, authors, and marketers. It is extremely easy to use and incredibly powerful.

ConvertKit's unique feature is that allows you to easily offer [content upgrades](#) and incentives with email signup forms. It also comes with easy to manage auto-responders allowing you to send drip emails from their emailing service.

With ConvertKit, you can easily segment subscribers into those who are interested and those who have already purchased. This helps you increase conversions with automated emails that feel more personal. In marketing terms, this is called targeted email marketing.

ConvertKit offers email based support and have extensive knowledge base with great learning material.

A lot of ConvertKit features are specifically designed for creators and professional bloggers that's why we rate them the best email marketing service for professional bloggers.

[ConvertKit](#) offers a 14-day free trial, and their pricing starts from \$29/month. They also offer a 30-day refund policy.

## **6. AWeber**



AWeber is one of oldest and most popular email marketing service providers in the world. They offer a wide-range of tools for small and medium sized businesses to manage their email marketing.

Getting started with [AWeber](#) is easy. It connects seamlessly to most platforms including WordPress. For detailed instructions, see our [ultimate guide on how to connect AWeber to WordPress](#).

You get access to ready to use html email templates, list management, autoresponders, and email tracking with detailed insights.

Support options include live chat, phone support, email support, live webinars, and a vast library of how-tos and tutorials.

[AWeber](#) offers a limited free plan for up to 500 subscribers. After that, their pricing starts from \$19/month. You can also sign up for quarterly or annual plans to save even more.

## **7. GetResponse**



GetResponse is another very popular email marketing solution. It is extremely easy to use and simplifies email marketing for small businesses.

It comes with some amazing marketing automation tools which allow you to create smart automated campaigns.

With their drag and drop builder, you can create campaigns, segment contacts, and send any number of emails designed for specific groups. These tools help you create effective email campaigns to boost your profits.

GetResponse comes with beautiful responsive forms, landing pages, A/B testing, unsubscribe tracking, and autoresponders. It also integrates with third party lead generation software like OptinMonster, Salesforce, Google Docs, ZenDesk, etc.

Support is provided by phone, live chat, and email. Their help section is full of free learning material including videos, webinars, how-tos, guides, etc.

GetResponse offers a 30-day free trial. Their pricing starts at \$15/month.

