Email Marketing

Month Six Content:

Introduction to Email Marketing
- Describe how email can be used as an effective inbound marketing tool
- Describe how email marketing fits into a broader marketing strategy
- Describe the history and evolution of email marketing
- Identify how email service platforms support effective emailing marketing practice (Mailchimp,
- Constant Contact, and Hubspot)

Create an Effective Email Campaign
- Identify campaign objectives that align with the goal of a email marketing plan
- Describe the key components of an email marketing strategy
- Differentiate between SPs for email marketing that are used at the enterprise and SMB level
- Distinguish between a transactional and promotional content emails
- Determine how to categorize your email
- Distinguish between email marketing campaigns/lifecycles: retargeting, drip, triggered, and
- Winback

List Segmentation & Management
- Describe the importance of segmentation to an email marketing campaign
- Identify the rationale for segmenting by action and by audience
- Identify best practices for collecting data from leads and customers
- Describe strategies to incentivize leads and customers to opt-in to email lists
- Describe the different types of email lists and best practices for email list creation
- Describe the process of suppressing email addresses
- Describe best practices for maintaining email list hygiene
- Describe best practices for keeping track of emails sent to customers

Anatomy of an Effective Email
- Describe the key components of an effective email: from names, subject lines, preheader texts, content and calls to action
- Select the best format for an email given the campaign objectives (text vs image based)
- Explain the benefits of personalization to creating an effective email
- Apply the concept of wireframing to an email marketing lifecycle
- Identify best practices for ensuring that email content is valuable to consumers
- Produce an effective Call to Action for an email

- Identify key components of the AIDA (awareness, interest, desire, action) pyramid that help to craft email content)
- Create an effective from name, subject line, preheader text, CTA and headlines for an email
- marketing campaign
- Describe best practices for designing or selecting email templates
- Create headers and footers for an email campaign that comply with legal standards

Email Automation
- Describe triggered, automated campaigns and email workflows
- Describe best practices in timing and frequency of emails
- Describe the features of email automation tools that support effective email marketing campaigns
- Describe how email automation tools support launching multiple campaigns

Email Deliverability
- The implications of GDPR in Europe and CAN-SPAM in the United States and how those laws limit email collection
- Define the process for becoming a trusted sender and its impact on marketing to consumers
- Identify the role that ISPs play in email deliverability
- Identify how to minimize SPAM complaints
- Describe the process for unsubscribing consumers from an email list

Analyze Your Marketing Emails
- Explain benchmarking KPIs & understanding how to find industry benchmarks
- Track downstream metrics to understand the impact your email has on a product
- Calculate KPIs for an email marketing campaign
- Describe Google analytics tagging and UTM parameters
- Interpret Mailchimp email campaign reports

Test Your Emails
- Explain the benefits of A/B and multivariate testing to an email marketing campaign
- Identify best practices and resources for testing emails to ensure a positive customer experience
- Analyze results from A/B test to determine which email of two variables is more effective in meeting an email marketing campaign goals