Transforming Prospects into Buyers:
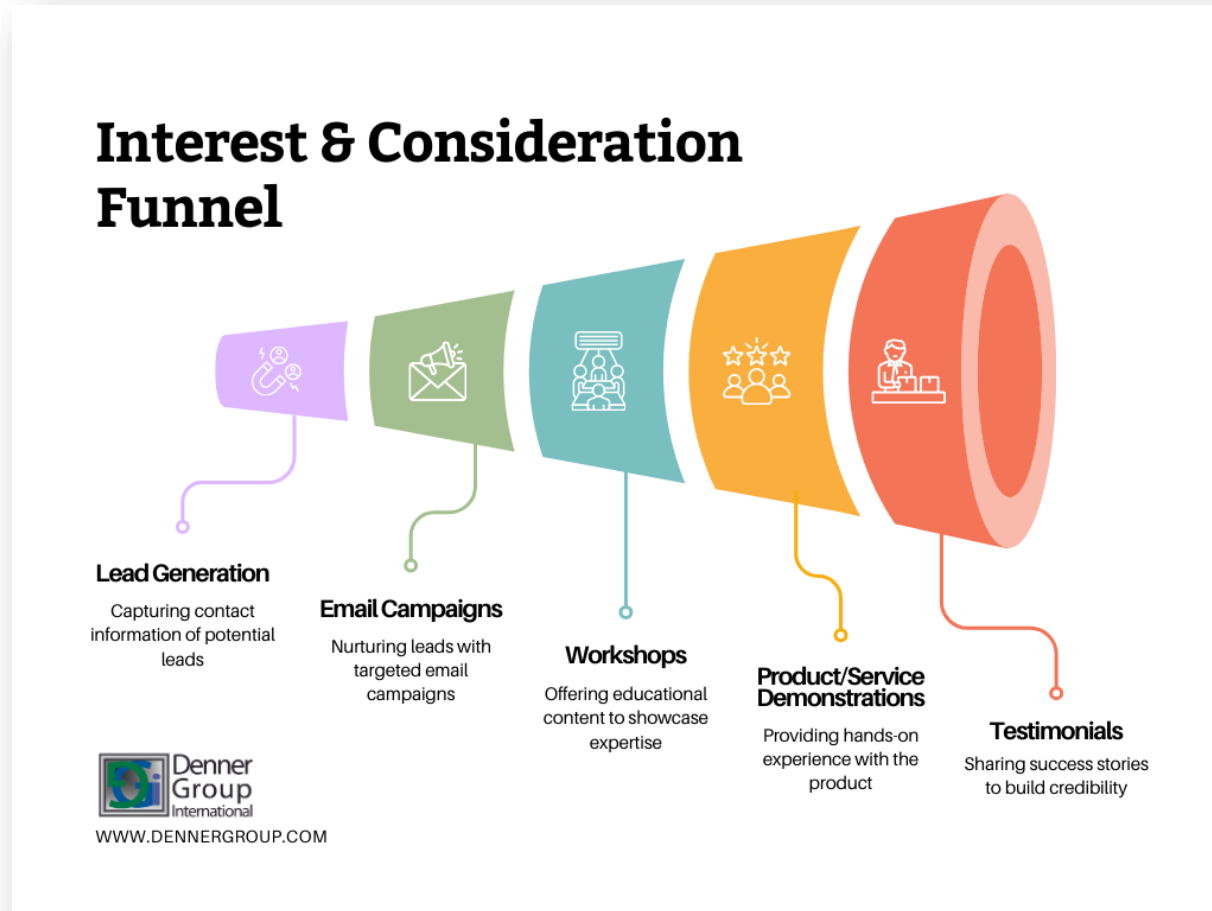## The Power of Email Marketing & Automation

Jeri Denniston, SMP
Denner Group International

06/10/2024

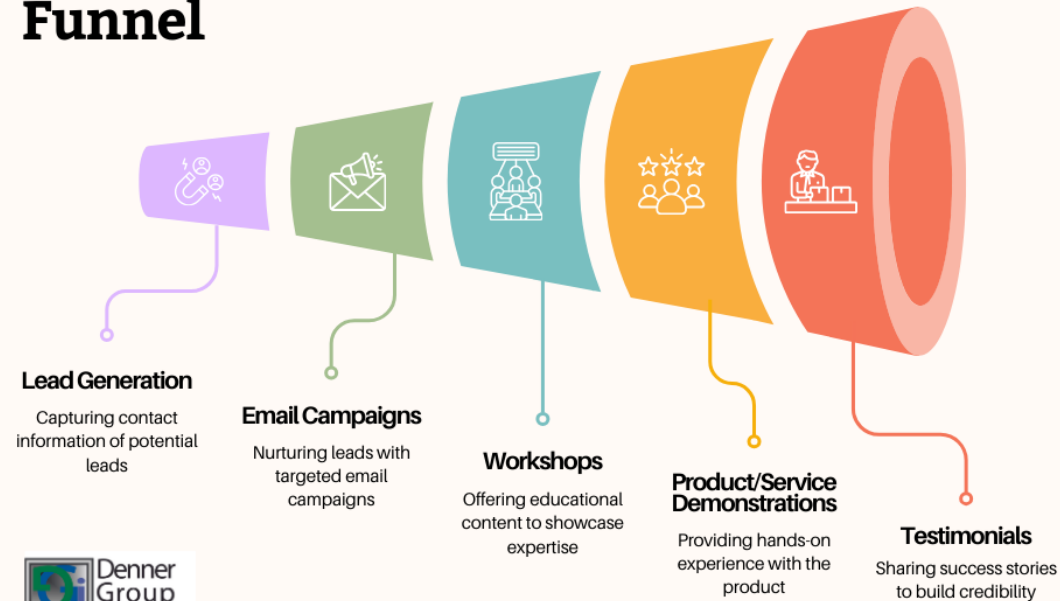# Leveraging Email and Marketing Automation

Today's Agenda

- The Buyer's Journey & the Role of Email Marketing
- Capturing & Nurturing Leads
- Segmenting Your List
- Crafting Engaging Content
- The Power of Automation
- Designing Automation Campaigns
- Lead Scoring
- Measuring Success
- A/B Testing and Optimization
- Measuring ROI
- Moving Leads Through the Customer Journey
- Challenges & Solutions
- Best Practices and 2024 Trends

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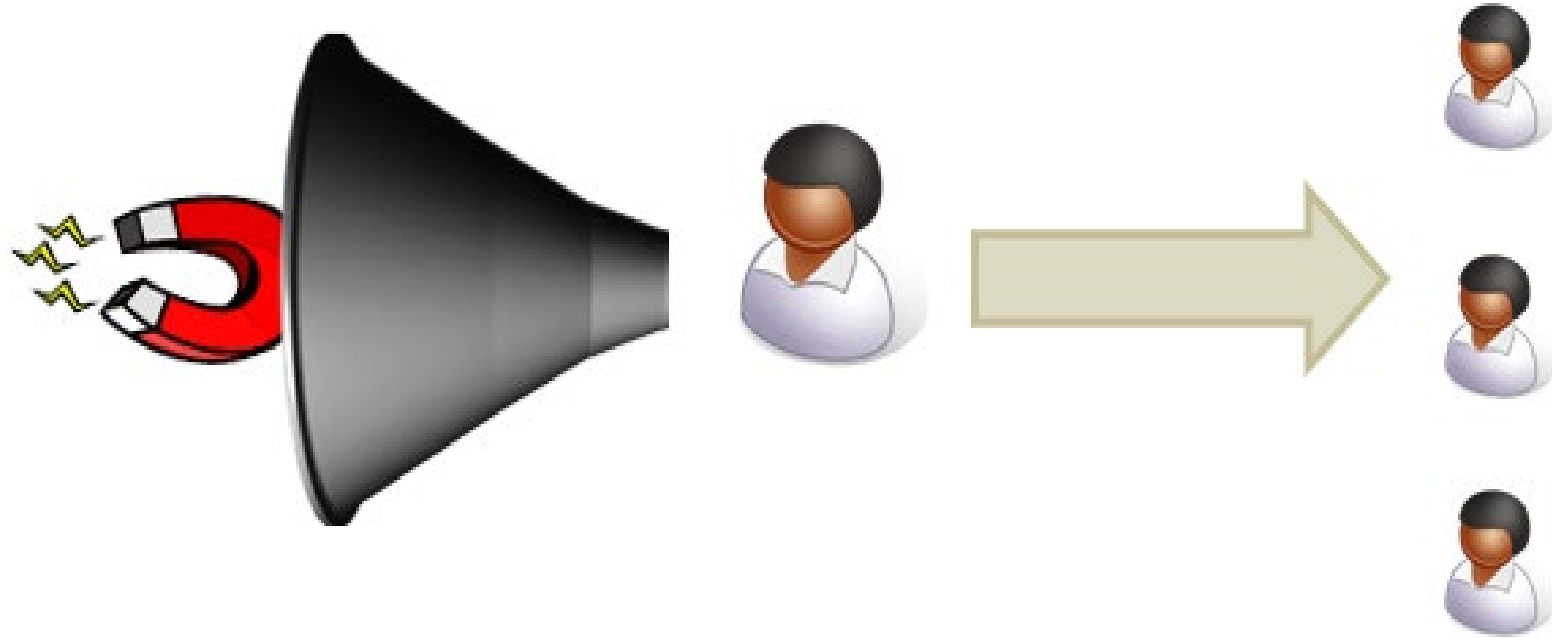
The Buyer's Journey

Interest & Consideration Funnel

Lead Generation
Capturing contact information of potential leads

Email Campaigns
Nurturing leads with targeted email campaigns

Workshops
Offering educational content to showcase expertise

Product/Service Demonstrations
Providing hands-on experience with the product

Testimonials
Sharing success stories to build credibility

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- Awareness
- Consideration
- Decision
- Purchase
- Post Purchase Satisfaction

The Role of Email Marketing & Automation

PR

BLOG

Radio
TV
Print

Attract Traffic

Capture Leads

Nurture Prospects

Convert Sales

Deliver & Satisfy

Upsell Customers

Get Referrals

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The Role of Email Marketing & Automation

	Email	Social Media
Open/View Rate	15-25%	2-4% organic
Click-through Rate	2.90%	1.36%
Conversion Rate	8%	3%
ROI	3600%	180%
Maximum Reach	limited to list size	Unlimited

source: www.emailtooltester.com

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Building an Effective Email List

- Importance of a Quality List

- Techniques to Grow Your List
  - Opt-In Forms
  - Lead magnets
  - Landing Pages
  - Webinars & Workshops

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Segmenting Your List

Lists vs Segments vs Tags

- Lists
  - Static, not automatically updated unless someone joins or unsubscribes

- Segments
  - Dynamic groups of contacts with similar characteristics
  - Example: those who bought in the past 90 days or contacts in similar age groups or ethnicities
- Tags
  - Action-based information added to the customer profile based on contact engagement with your emails (clicks, purchases)
  - Example: the type of product or service purchased, date purchased, $ spent

Source: https://www.sendlane.com/blog/lists-v-tags-v-segments#s3

When to Use Lists vs Segments vs Tags

- **Lists**
  - Send a welcome email every time someone joins your list or buys.
  - Collect customer feedback about your products or brand.

- **Segments**
  - Send a special announcement or promotional email to a specific group of contacts. Female contacts who purchased a piece of jewelry or cosmetics

- **Tags**
  - Purchased a particular product such as sunglasses
  - Send targeted emails about product updates that might interest them, like a new brand of sunglasses

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Source: https://www.sendlane.com/blog/lists-v-tags-v-segments#s3

Key Elements of Effective Email Content

Subject Lines & Preheader text

➢ The subject line states the problem

➢ The pre-header text expands upon it and creates curiosity

Don't do this

● **Real Simple**   Saturday ›
Enter For A Chance To Win A Trip To T...
Having trouble viewing this email?
Click Here to view as a web page....

Do this

Subject line >>>>

Preheader text >>>>

Independence Day Footwear sale starts today.

Get an extra 10% off in-store.

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Source: https://bit.ly/4ciDxXD

Key Elements of Effective Email Content

Personalization

➤ Add the contact first name

➤ Use humor

➤ Ask a question

- **Subject line**: Need some sunscreen for your boating trip?
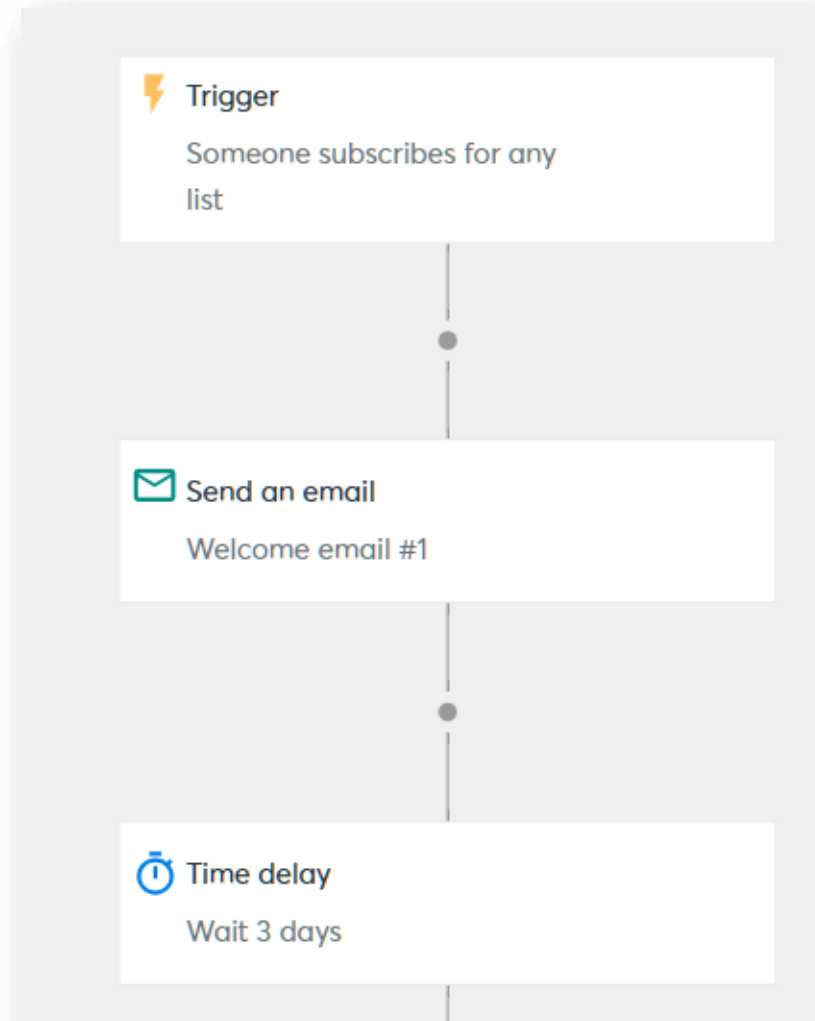- **Preheader text**: We've got you covered, Dave

- **Subject line**: Y'all, we are breaking the internet
- **Preheader text:**: But who needed it anyway?

- **Subject line**: Jen boosted her conversions by 84%
- **Preheader text**: How do you think she did it?

Source: https://bit.ly/4ciDxXD

The Power of Automation

- Drip campaigns streamline your workflow
  - Build it once; tweak it periodically as needed
- General Welcome Series
- Thank you Series
- Shopping Activity – buying or abandoning a cart
- Contact Birthday / Anniversary

Welcome series example

⚡ Trigger
Someone subscribes for any list

✉ Send an email
Welcome email #1

⏱ Time delay
Wait 3 days

The Power of Automation

- Nurture campaigns streamline your workflow
  - Keep you showing up in the inbox
  - Send hyper-targeted emails
  - Continue to educate and inform after joining your list
  - Rule of thumb:
    - 9 out of 10 are informative;
    - the10th includes an offer to buy
  - Include a link or CTA at the bottom

Source: https://www.sendlane.com/blog/lists-v-tags-v-segments#s3   06/10/2024
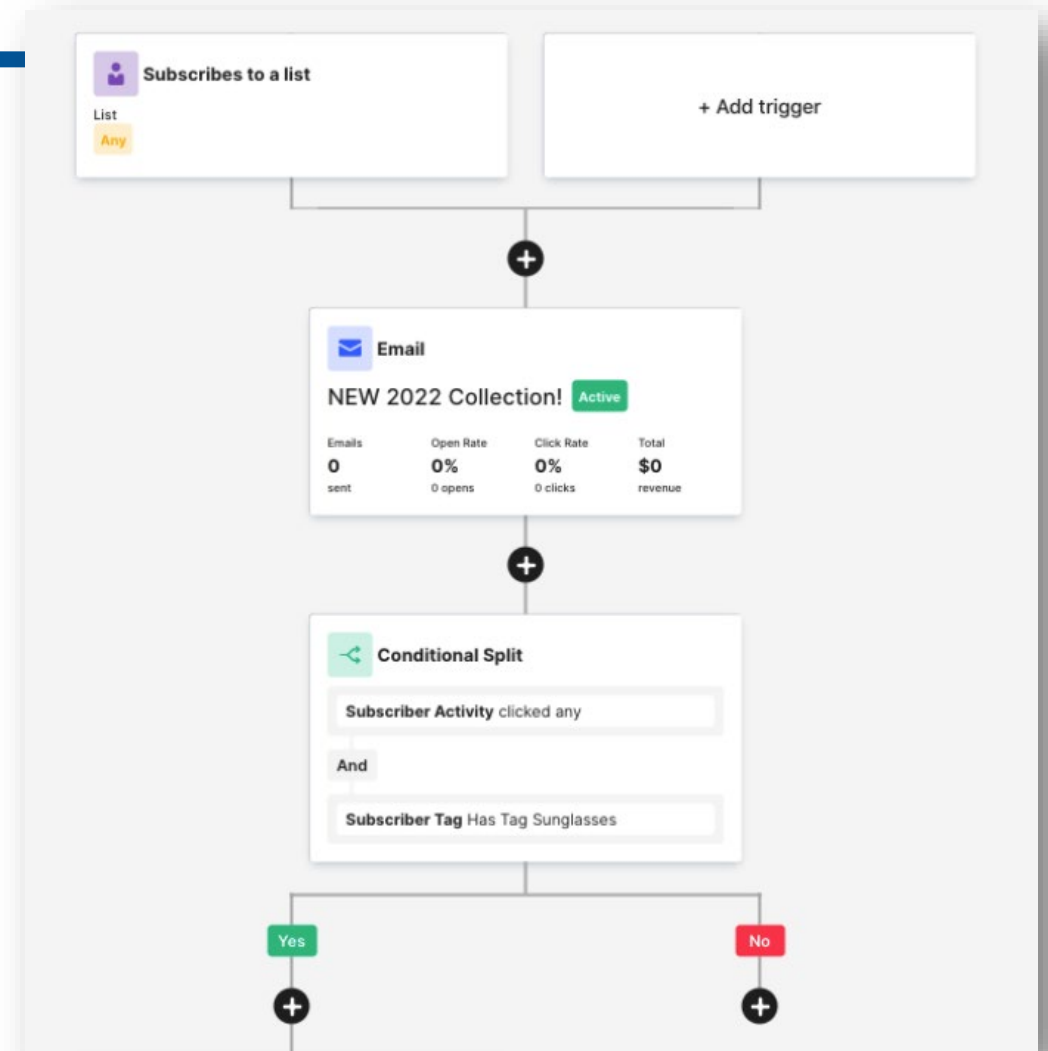
Lead Scoring

- Map out based on acquisition cycle
  - Awareness
  - Consideration
  - Decision/Purchase
  - Retention
- Assign points based on contact activity
  - Visited a page
  - Clicked a link
  - Downloaded lead magnet
  - Made a purchase

Source: Brevo blog on lead scoring

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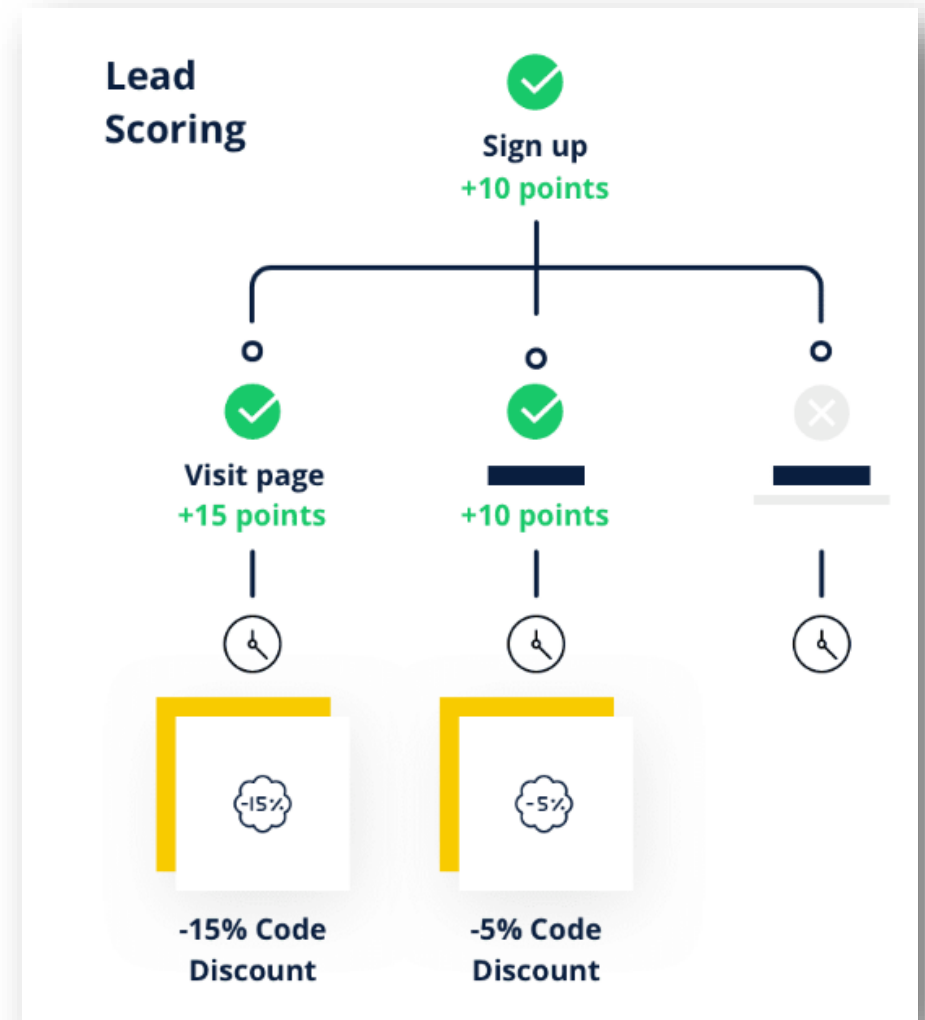
A/B Split Tests

- Goal: determine which version gets the best response

- Send 2 different versions to 2 different groups of contacts

- Make only one change
  - Title color
  - Image
  - Subject line or Preheader text

| | Version A
This Wednesday March 22nd - Automation Webinar | 35042
recipients | 36.91%
opened | 1.53%
clicked |
| | Version B
This Wednesday March 22nd - Automation Webinar | 35028
recipients | 28.90%
opened | 1.96%
clicked |

Source: MailerLite-Ultimate-Guide

Moving Leads Through the Customer Journey

Traditional Customer Journey Map

Awareness	Consideration	Decision	Purchase	Post Purchase
Social media	Website	Discounts	E-commerce platform	Follow-up emails
Learn about the brand	Research product	Evaluate options	Make the purchase	Receive product
Targeted social media campaigns	Clear product information	Limited-time offers	Seamless checkout	Customer onboarding
Influencer partnerships	Testimonials	Personalized demos	Order confirmation	Feedback surveys

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- Strategies to guide prospects from Awareness to Decision
  - Educational Content
  - Product Demos
  - Case Studies
  - Testimonials
  - Discounts/Limited-Time Offers
  - Seamless Checkout
  - Follow-up Surveys

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Source: MailerLite-Ultimate-Guide

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Measurement and Analytics

Key Metrics	Email Averages
Open/View Rate	15-25%
Click-Through Rate	2.90%
Conversion Rate	8%
ROI	3600%
Hard Bounce Rate	2-5%
Unsubscribe Rate	0.2%-0.5%

- Key Metrics to Track
  - Open Rates
  - Click-Through Rates
  - Conversion Rates
  - ROI
  - Hard Bounce Rates
  - Unsubscribe Rates
  - List Growth Rate

Source: HubSpot Marketing Metrics

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Measurement and Analytics

- Basic ROI Formula from HubSpot:

"[($ in additional sales made minus $ invested in the campaign) ÷ $ invested in the campaign] * 100

Example:

($1,000 in additional sales - $100 invested in the campaign / $100 supported in the campaign) * 100 = a 900% return on investment for the campaign"

https://blog.hubspot.com/marketing/metrics-email-marketers-should-be-tracking

Email Marketing ROI Calculator

Currency		ROI	
Dollars		**0%**	
Send volume			
		Total opens	0
Cost of email marketing campaign		Total clicks	0
$		Total conversions	0
Open rate		Cost per open	$0
%		Cost per click-through	$0
Click-through rate		Cost per conversion	$0
%		Total est. revenue	$0
Conversion rate		Total est. profit	$0
%		Conversions required to break even	0
Value per conversion			
$			

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Sources: HubSpot Marketing Metrics; rightinbox ROI calculator   06/10/2024

Common Challenges & Solutions

Challenges

- Deliverability issues >>>>>>
- Spam Filters >>>>>>>>>>>>
- Privacy >>>>>>>>>>>>>>>>>
- Mobile-friendly design >>>>>
- Maintaining Engagement >>>

Solutions

Authenticate your sender address

Add unsubscribe links in email headers

Whitelist your "from" email address

Opt-in consent and unsubscribe options

Check how your email looks on mobile

Polls, quizzes, surveys, mini-games

Source: Oracle blog on email authentication

Email Marketing Best Practices

Follow the CAN-SPAM Act

- Avoid misleading words or phrases in subject lines or preheaders
  - Act now. Affordable. Free. Click here. Buy Now. Limited time offer. Urgent. Winner. Bonus. Earn extra cash. Discount offer.

- Honor opt-out and unsubscribe requests promptly

- Tell recipients how they can opt out

- Include your address location at the bottom of the email

- Monitor what companies you hire are doing on your behalf

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Source: business.com

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2024 Email Marketing Trends

- Leveraging AI to manage campaigns and for content creation

- Personalized, targeted content in free email newsletters

- Segmenting your list is now a regular feature

- eCommerce continues to grow and with it niche ESPs

- 62% of email is now opened on mobile devices

- Adding an emoji to subject lines can increase open rates 56%

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Source: https://explodingtopics.com/blog/email-marketing-trends

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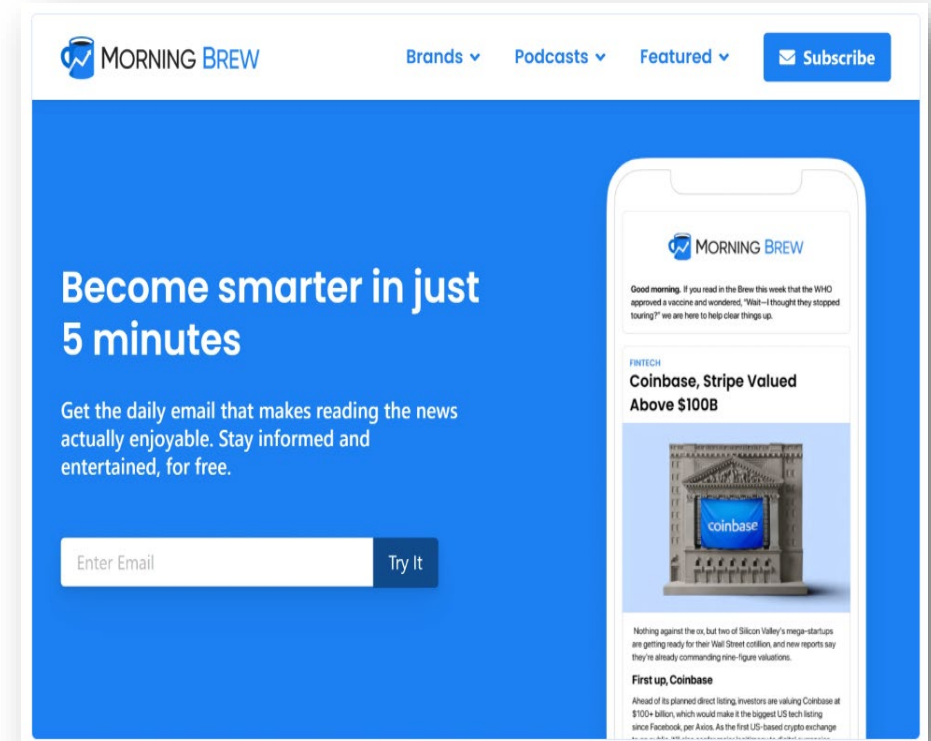
Transforming Prospects into Buyers:
The Power of Email Marketing & Automation

THANK YOU!

Jeri Denniston, SMP
Denner Group International

jeri@dennergroup.com
480-442-4593

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