

Digital Masterclass Series

The Importance of Going Digital in a Post COVID World

Email Marketing Basics

Collaboration, Respect, Service Excellence,
Integrity, Innovation



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Today's Topic



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Email Marketing Basics

Agenda



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1. Why bother with email marketing?
2. 4 types of email marketing
3. Email marketing vs. spam
3. Key elements of a marketing email
4. Example of an EDM

Why bother with email marketing?



Email marketing is a valuable relationship development tool.

- Can be used any stage of the buyer journey
- Preferred form of customer communication
- High ROI (return on investment)
- Engages Australian audiences

Types of email marketing campaigns

- **Email newsletters**
- **Acquisition emails**
- **Retention emails**
- **Promotional emails**



The spam trap

spam

noun

\ 'spam \

Definition of *spam*

: unsolicited usually commercial messages (such as emails, text messages, or Internet postings) sent to a large number of recipients or posted in a large number of places

The name comes from a Monty Python sketch in which Spam is ubiquitous, unavoidable, and repetitive. (Unwanted)



The spam solution



Give the people what they want

- Develop campaigns based on what your customer **wants**, not what your business thinks they should know
- Email with purpose
- Email sparingly

Recipe for an effective EDM

- Personalisation
- Specific timing
- A strong, compelling message
- Minimal jargon/selling
- Clear call to action



Example of an EDM



A local mechanic wants to contact their existing customer base via email to boost revenue after COVID slump.

Subject: Summer road trip season is over, it's time for a tune-up!

Content:

We hope you had a lovely COVID-Safe summer exploring our beautiful state.

Now's the time to book for a tune up to ensure your vehicle remains in top condition coming into winter.

Hurry! Spaces are filling up.

Example of an EDM

A local mechanic wants to contact their existing customer base via email to boost revenue after COVID slump.

Subject: Kate, it's time for a tune-up

Content:

Hi Kate,

It's been six months since your last tune up. Given the age of your Volkswagen, we recommend booking it in for a service in March just to make sure everything is working well.

[Book your service online](#) and use the code VROOM* get a free headlamp polish.

We look forward to seeing you soon.

The team.

*promotion ends 28/2/2021

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