

Email Marketing

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Market Segment

- 3.9 Billion Email user
- 293.6 Billion Email send on daily basis
- For Every 1\$ you spend you gain 43\$ return.
- 80% of small companies use email marketing

What is Email Marketing ?

- Email Marketing is a Digital Marketing Strategy, where you send emails to prospects and customers promoting a service or a product.



Email Marketing Main Goals:

- turn prospects into customers.
- get more sales and conversions from your existing customers.
- get your website more traffic by sending updates and newsletters to your followers.

How Email Marketing Works?

- Prepare and Configure your Email Marketing System
- Collect Targeted Emails (Build Email Lists)
- Send Emails
- Monitor, analyze, and optimize.

Why Email Marketing?

- Email is the #1 communication channel.
- Your own private email list.
- Emails convert better.
- People want to see your emails!
- Emails are cheap.
- Automation and simplicity.

Types of Marketers

- Regular Email Marketers
- Cold Email Marketers
- Bulk Mailers

Regular Emails

Sending Newsletters, promotions, or anything to **your subscribers**. So People **allow you to send them emails**. And want to follow you.

This is the traditional way of email marketing.



Cold Emails

Search for targeted email lists (ex: CEO of certain companies) and send a cold email trying to turn the target prospect into a customer.

Overdoing this may look like spam.



Bulk Mailers

People who collect, scrape, or buy emails and start sending **promotional emails** (mainly **affiliate links**) to earn some commission.

They are considered as spammers.



Email Marketing System



Email Marketing System Structure

- EMS = EMA + SMTP
- Email Marketing System (EMS)
- The sender: (SMTP) this is the technical part that allows you to send emails over the internet.
- The Email Marketing Application (EMA), where you can configure and manage your Email Lists, Marketing Campaigns, monitor and analyze results, manage your sending servers, etc.

What is the SMTP?

- Simple Mail Transfer Protocol
- SMTP is simply a "Thing" that allows you to send emails over the internet. So whenever an email is sent online, there is an SMTP server that sent it.
- To make things more simple, Memorize This:
- SMTP = Send Mail To People

Email Marketing Services

- **Sendinblue**– Best bulk email service for beginners & startups
- **ConvertKit**– Best email tool for creators
- **GetResponse**– Best email blast service for webinar marketing
- **AWeber**– Most popular email service company
- **Drip** – Best email marketing automation tool
- **Mailchimp** – Best all-in-one marketing automation suite
- **Constant Contact** – Best email service provider
- **MailerLite** – Most Affordable mass email service



mailchimp

How we use Mail chimp?

- Overview
- How to Create audience?
- How to Create Contact form?
- How to send Regular email ?
- Mail chimp integrations

Thanks