

3 Email Marketing

What is Email Marketing?

Email marketing is the use of email communication to increase awareness, generate leads and build relationships with prospective and existing customers. It is one tactic used as part of a larger campaign designed to build relationships and engage buyers.

Why do I need Email marketing?

Every email campaign offers the opportunity to:

- Listen to the ways your customer respond using the open and click through rates.
- Maintain relevancy with your audience.

What Email marketing is NOT

Email marketing is not spamming customers without their permission or any consideration to the relevancy of the message.

Email marketing – Basic techniques

- Start with existing customer and contact lists.
- Personalize email messages based on contact fields like name and company.
- Consider both the times of day and week that you execute your email campaigns to maximize open and read percentages.
- Ensure readability by proofing the campaign in several different email readers
- Review email for any content that may set off SPAM filters.

Email marketing – Advanced techniques

- Create personalized email templates for your sales team and experiment with different calls to action.
- Establish a standard set of emails that covers communication in

the different stages of the buying process.

- Include more advanced segmentation that combines online behaviors with demographic data.

Email optimization

When executing an email campaign always keep in mind the ultimate campaign goals. Every email should support the overall campaign goals.

- Always use the same name and email address when sending a message. This allows customers to recognize the name.
- Always keep your emails in the same style as other branded content so the email feels familiar.
- Each email should have a call to action. Try to keep these limited to avoid overwhelming email recipients.
- Only communicate with customers that have opted in.

Top Resources

Email marketing overview:

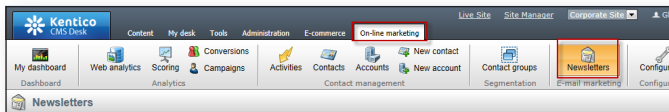
http://devnet.kentico.com/docs/onlinemarketingguide/email_marketing_overview.htm

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Email Marketing quick start

Email quick start

1. In **CMS Desk** select the **On-line marketing** tab and then click the **Newsletter** button as shown in the following screenshot.

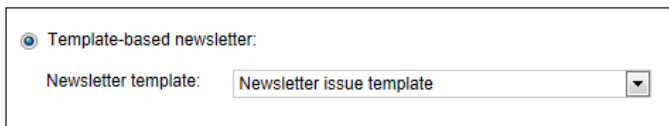


2. In the **Newsletter** tab select the **New newsletter** link as shown in the following screenshot.



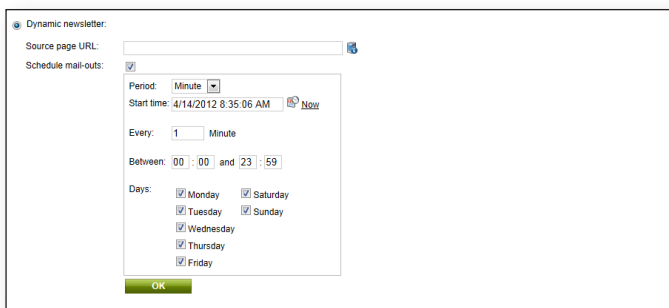
What is a template based newsletter?

Newsletters are based on pre-defined templates and sent manually.



What is a dynamic newsletter?

Newsletters are based on a **Source page URL** and sent automatically at specified intervals.



Email tracking configuration



Option Name	Description
Track opened e-mails	Tracks emails opened by subscribers.
Track clicked links	Tracks the number of clicks that subscribers perform on hyperlinks placed in the newsletter issue.
Log on-line marketing activities	If checked the newsletter is included as part of the site's on-line marketing activity statistics.

Double opt-in configuration



Option name	Description
Enable double opt-in	If checked, users click a link in a confirmation email before their subscription to the newsletter is activated.
Double opt-in template	Selects the template for the subscription activation emails sent to users.
Approval page URL	Sets the URL of the page to confirm a subscription using the Subscription approval web part.
Send double opt-in confirmation	If checked, a confirmation email is sent after a subscription is activated.