



Email Marketing 101:

Start Here Before Sending Your First Campaign

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Introduction

Email marketing is one of the most efficient and engaging ways to build a relationship with your prospects and customers. In fact, the average ROI for email marketing is \$44.25 for every \$1 invested*. (Ca-ching!)

New to email marketing? Don't worry! We're here to help you understand the basics as your first stop on the road to email marketing #success.

*Source: The Direct Marketing Association





What is a Contact List?

A contact list is a collection of email addresses for people who've given you their permission to contact them. Grow your contact list by engaging more than just your current customers!



Leads

Give a discount or exclusive content to people who sign-up for your emails. Then stay in touch with helpful info to keep them engaged until they're ready to consider a purchase.



Partners

Create a newsletter that will give valuable updates to your community, partners and those who support your business. Keep them in the know so they can continue spreading the word about you!



Event Attendees

Already hosting an event? Find a creative opportunity to incorporate your email sign-up and get extra return on your event investment.



Point of Sale

Always use a point of sale sign-up to encourage new customers to join your email list. Offer content that's valuable to them and they'll keep coming back for more!

TIP:

Grouping your contacts into segments (customers, leads, partners, etc.) allows you to send emails that will best engage and motivate your readers to action.





Know Your Terms: **Opt-In & Double Opt-In**

What Does it Mean to have a Contact Opt-In?

Opting in is like raising your hand to be included - it's a clear sign that your contacts want to receive emails from you. Opting in is important for two key reasons:

1 It's the law. In most countries prior consent is required before sending emails to your contacts - both in business-to-business and business-to-consumer communications.

2 It produces the best results. Customers who want and are expecting to hear from you are most likely to open and respond to your emails. Plus, you'll turn off future prospects if you try to spam them!



Opt-In

Opt-ins most often occur through a digital sign-up form (on your website, point-of-sale device, etc.), however some companies still receive opt-ins through paper sign-up sheets at events and on customer comment cards.



Double Opt-In

A double opt-in process requires contacts to explicitly agree to receiving communications not once, but (you guessed it!) twice.



TIP:

Most brands offer a sign-up form on their website giving customers an easy way to opt-in by submitting their email address and other contact info.

Double opt-ins would send a follow-up email to the contact asking them to click a link to verify that they signed up to receive your emails.





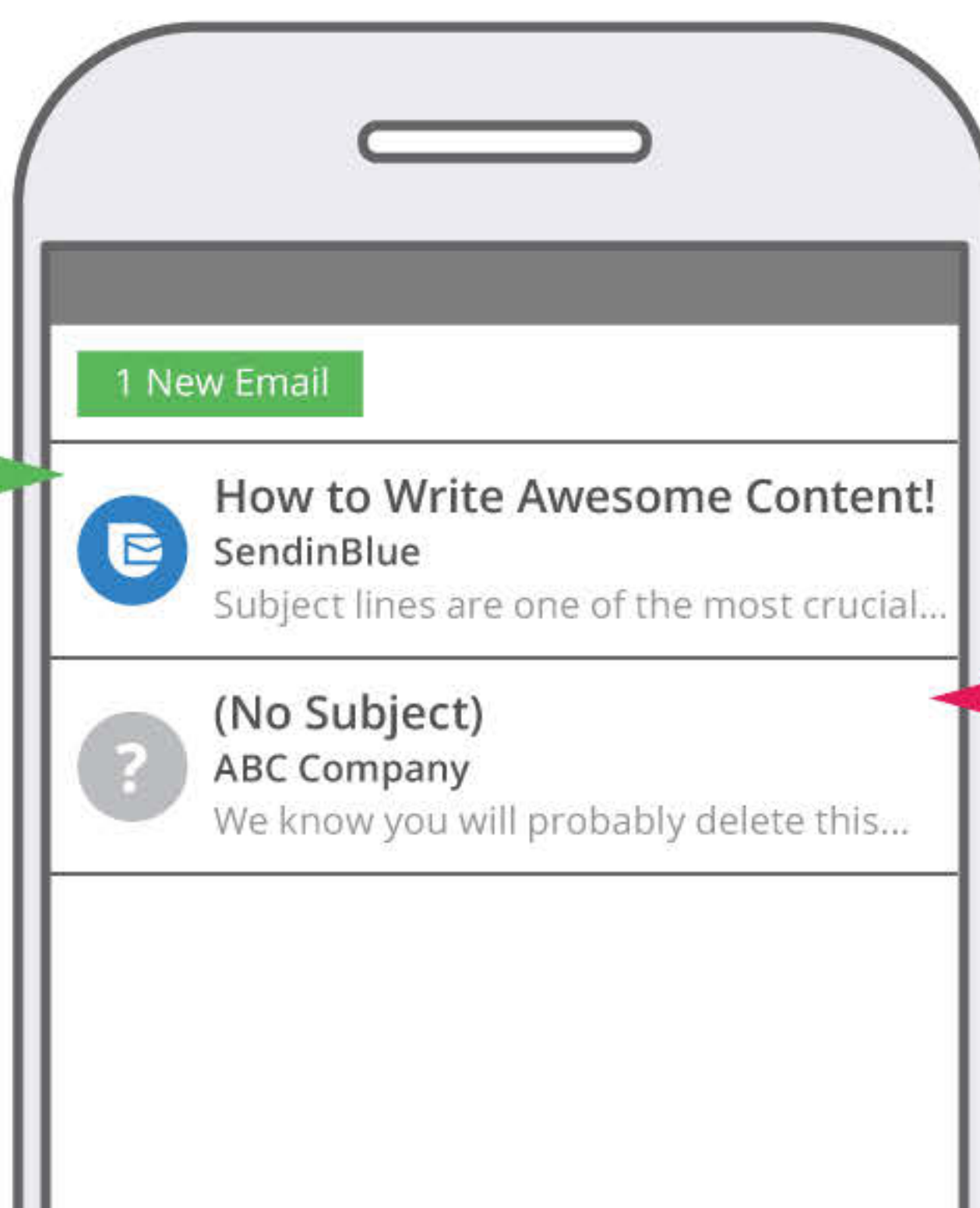
Know Your Terms: **Subject Line**

What is a Subject Line?

It's the **title of your email**. Just like a newspaper headline, use it to describe the contents of your email and entice recipients to keep reading.

GOOD SUBJECT LINE:

Includes a preview of what's inside and gets the reader excited.



BAD SUBJECT LINE:

A vague subject line (or worse - NO subject line) can make readers ignore your emails.

TIP:

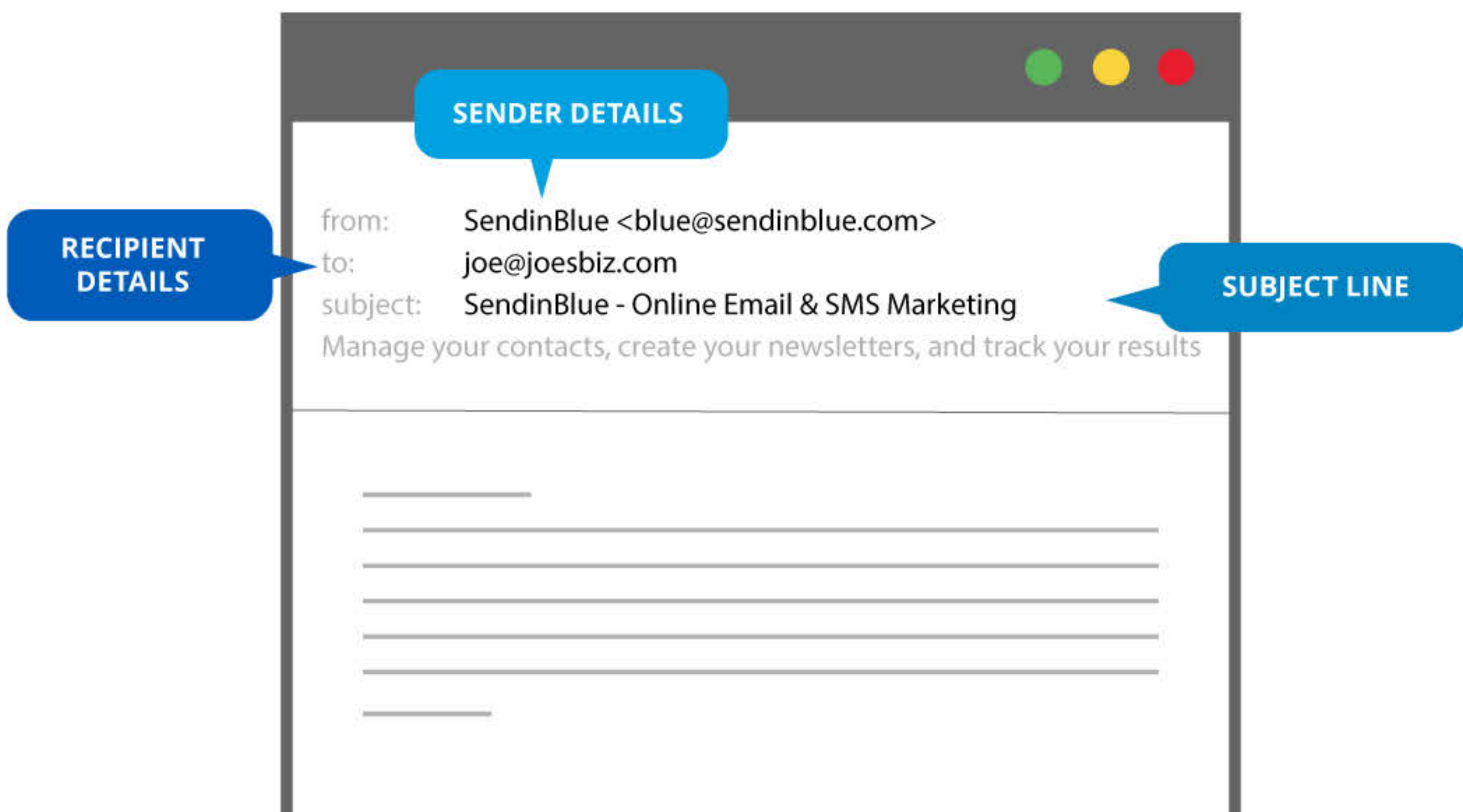
Test multiple subject lines to see which type motivates your readers the most. Popular subject lines promise savings, helpful information, valuable offers and other benefits.





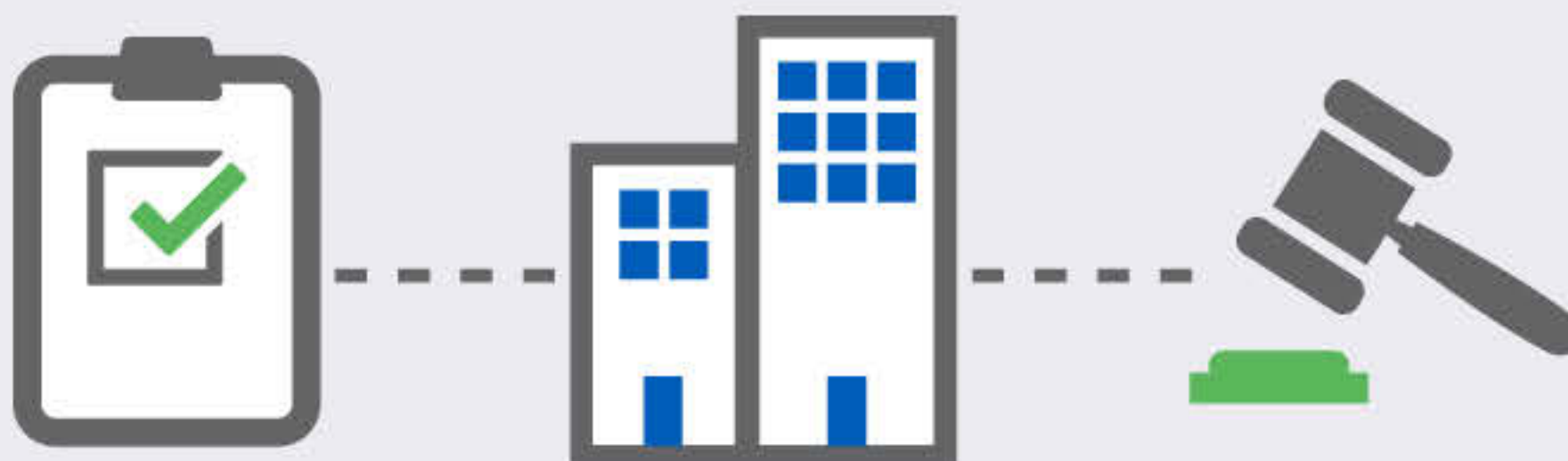
What is Header Information?

Text block at the top an email - it includes technical details about you (the sender), the recipient and the server used to send the message.



TIP:

This information **must** be correct and not mislead recipients, or your business can face serious legal implications.





What is an ISP?

Service that provides internet access, domain name registration or website hosting. ISPs include email providers such as Gmail, Yahoo, Comcast, and more. ISPs play a crucial role in whether your emails reach the inbox because they control filtering and security systems that route messages to recipients' inboxes -- or to their undesirable spam, bulk and advertisement folders.



TIP:

ISPs monitor many aspects of your email campaigns to determine how they will deliver your messages. Factors they consider include:



Sender name and email address

These appear in the "From" section of your email header information.

Content formatting and quality

Including your subject line, text, images and links.

Reputation of your sender domain (yourwebsite.com) and IP address

If they've been used to send spam in the past, this history can follow you even when you switch email marketing providers.

Phishing

If you misrepresent yourself in any way or request personal information from recipients, kiss the inbox goodbye!



SendinBlue empowers businesses to build and grow relationships through email campaigns, transactional emails and SMS messages.

What makes us different?

SendinBlue is powered by our world-class customer happiness team and we offer pricing plans guaranteed to make you smile.

Happy Sending!

