JACOB
INTERNATIONAL
GROUP

Experience Authentic Tranformation

QUICK GUIDE

EMAIL MARKETING

Summary

OBJECTIVES

- Engagement
- Penetration
- Reputation
- Interaction
- Advocacy
- Conversion
- Competitive Advantage

CONTENT STRUCTURE

- Balance 70% text 30% creative image to beat spam (Focus on Techniques to beat SPAM)
- Use alt text in email campaigns where the text becomes visual when images are turned off.
- Remove Sign up to the newsletter (subscription)
- Include CTAs and visit a website.
- Structure of Content (Headline, Paragraph Heading, Bold Text, Text Image, and Links)

ACTIONING

- Data collection & cleansing (ongoing).
- Segmentation (Ongoing & Per Campaign).
- Data Management (filters).
- Newsletter creation (dependent on publication schedule).
- Tracking & monitoring (ongoing).
- Filters-Opt-in Data Segmentation.
- Segment emails not only by demographics but by usage.
- Split Testing.
- Scheduling.
- Inbox Deliverability.
- Email Retargeting.
- Redirect emailers to social platforms.
- Increasing email subscription/ opt-in list.
- Legitimate/ opt-in email marketing.

- **Sign up for the newsletter.**
- **Automation.**
- **New Database Acquisition.**
- **automate emails same as customer lifecycle management.**
- **Monetize database which is how much equal is it for sales.**
- **Create Corporate Sender Name.**

ON-SITE

- **Web signup forms.**
- **Contact Forms.**
- **Guerrilla Marketing Tactics to increase penetration.**

TOOLS & PLATFORMS

- **MailChimp.com - Mail Chimp is an email solution where you can upload the contact list and benefit from looking at KPIs such as bounce rates and open rates and subscriptions which are treated as KPIs for email marketing.**
- **Real-Buzz Manager platform same as Mail chimp.**
- **Campaign Monitor.**
- **Liana (Sentimental analysis great spam filters and loading time).**
- **Vertical Response.**
- **A Weber.**
- **Constant Contact.**

ESP REPORTING AND ANALYTICS MEASUREMENT

Key Performance Indexes (KPIs)

- Open rate.
- Total opened.
- Unique opened.
- Clicks.
- Unsubscribed.
- Bounced.
- Delivered.
- Traffic.
- Conversion.

FIN