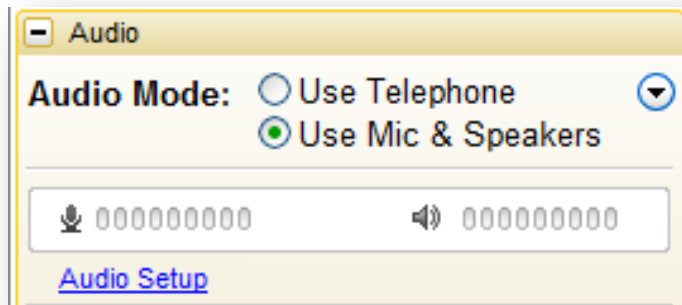


How to Engage Your Contacts Using Email Marketing



We will be starting at 2:00 pm EST.

Use the Question Pane in GoToWebinar to Ask Questions!

CHAT WITH US:

- ... **1** Using the question pane – shown above
- ... **2** Use the hashtag **#InboundLearning** on Twitter



How to Engage Your Contacts Using Email Marketing

..... 1/15

How to Manage Your Contacts & Create Email Lists

..... 1/22

How to Create Email Campaigns using HubSpot

..... 1/29

How to Analyze Your Email Marketing



#INBOUNDLEARNING



HubSpot Training

The image shows the HubSpot dashboard navigation bar with the 'Academy' menu highlighted. An orange arrow points from the 'Visits & Leads' section to the 'HubSpot Training' option in the dropdown menu.

HubSpot Dashboard Content Contacts Reports Marketplace **Academy** Mark Kilens

Academy Home
HubSpot Training
Forums
Ideas
Help & Support

Content Home
Page Manager
Landing Pages
Blog
Keywords
Email
Calls to Action
Social Media

Contacts

Visits & Leads This month compared to custom goal

Wow! Keep doing what you're doing, because it's working. Capitalize on the traffic with new CTAs.

527,929
Visits
+124.6k **↑ +31%**
compared with your custom goal

1000k
500k
0k

Dec 3 Dec 10 Dec 17 Dec 24 Dec 31

Today

Visits so far this month Progress towards goal of 1,100,000 visits

Nice work! The leads are flooding in. Rock on! Create lists of leads to for targeted emails.

84,000

The HubSpot logo is displayed in a blurred, light blue font against a white background. The 'o' in 'Spot' is replaced by an orange icon consisting of a central circle with three lines extending outwards, resembling a network or a stylized 'o'.

Mark Kilens
@MarkKilens



Will Kavanagh

IMC Team Lead

@willybeamin413

AGENDA

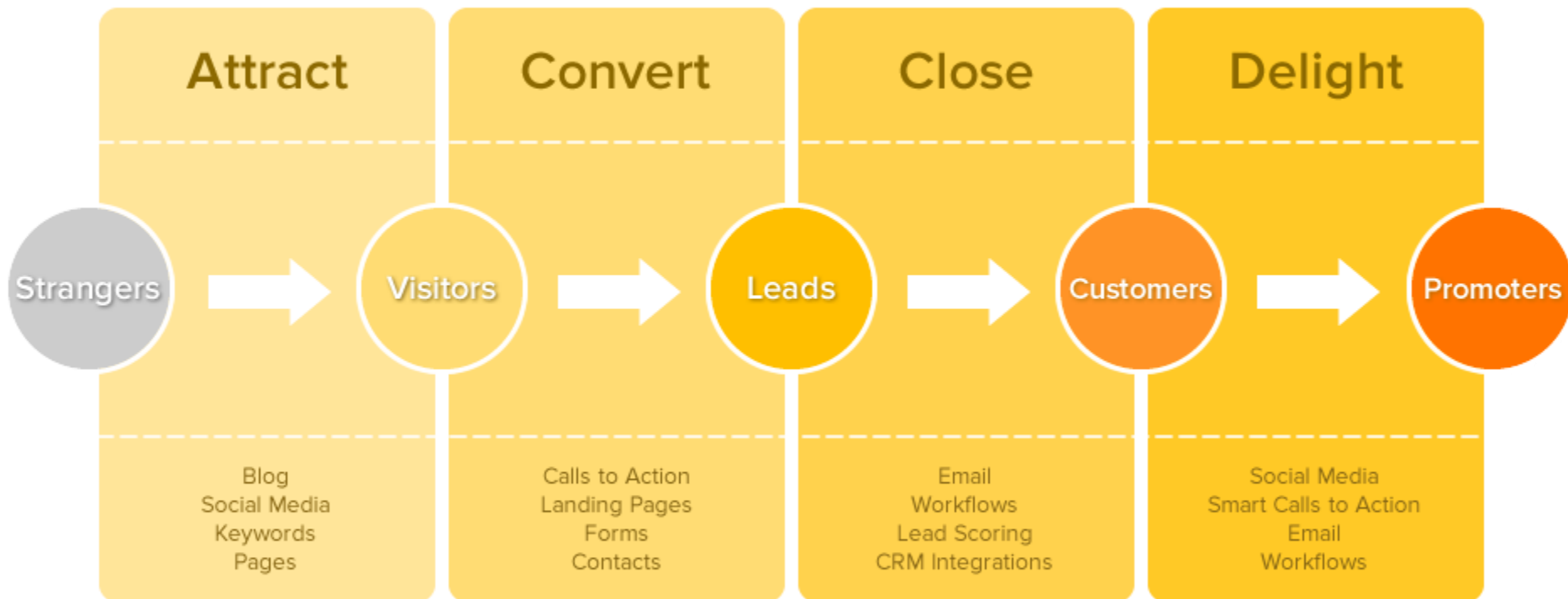
- **1** Why you must manage your contacts
- **2** What makes a good list
- **3** How to segment your contact database
- **4** Webinar tasks

1

WHY YOU
MUST
MANAGE YOUR
CONTACTS

Because of lifecycle stages

Inbound Marketing Methodology



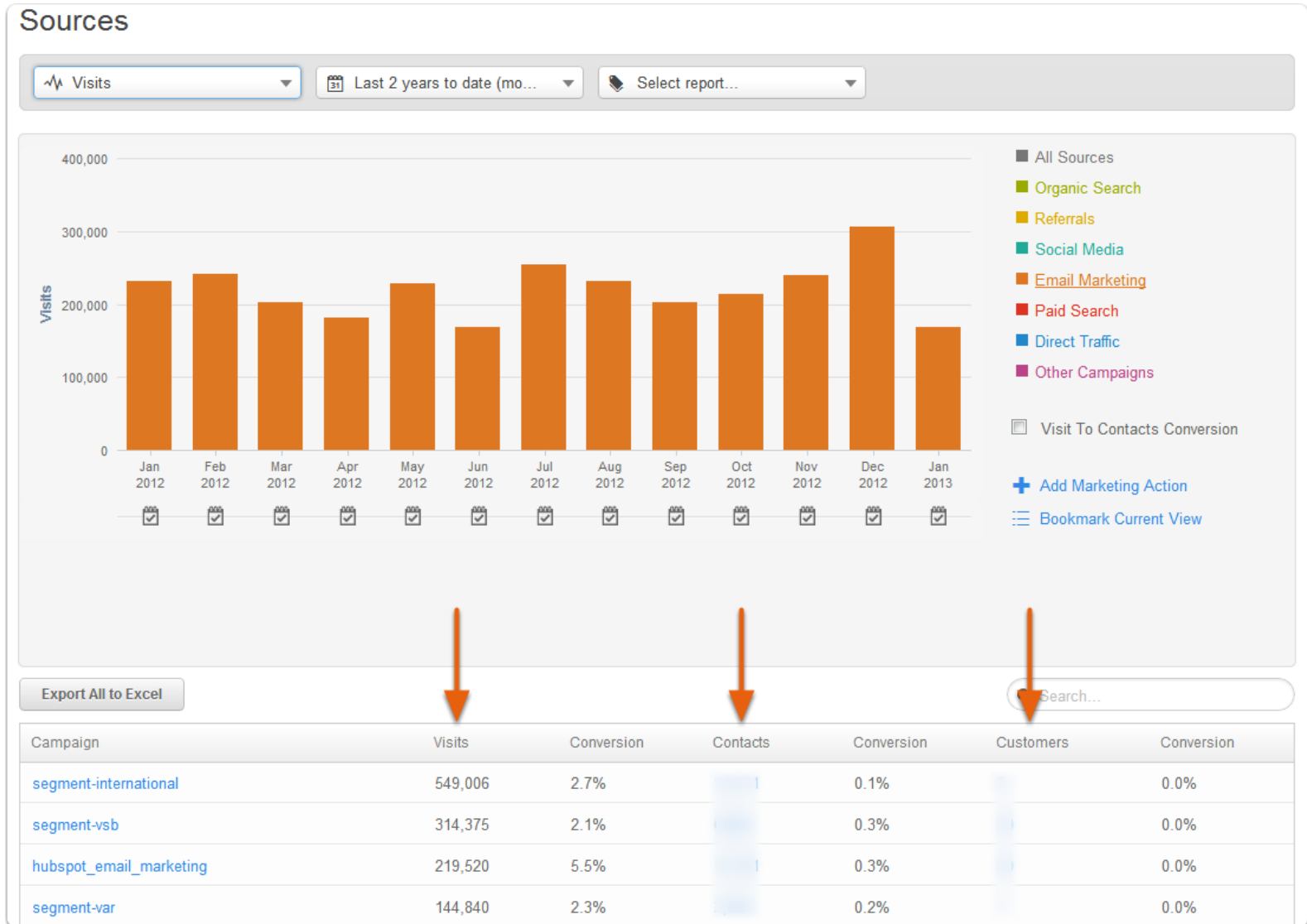
Close



Delight



To reach your SMART marketing goals



Target the right buyer personas



Relevant
information
&
messaging



Better experience



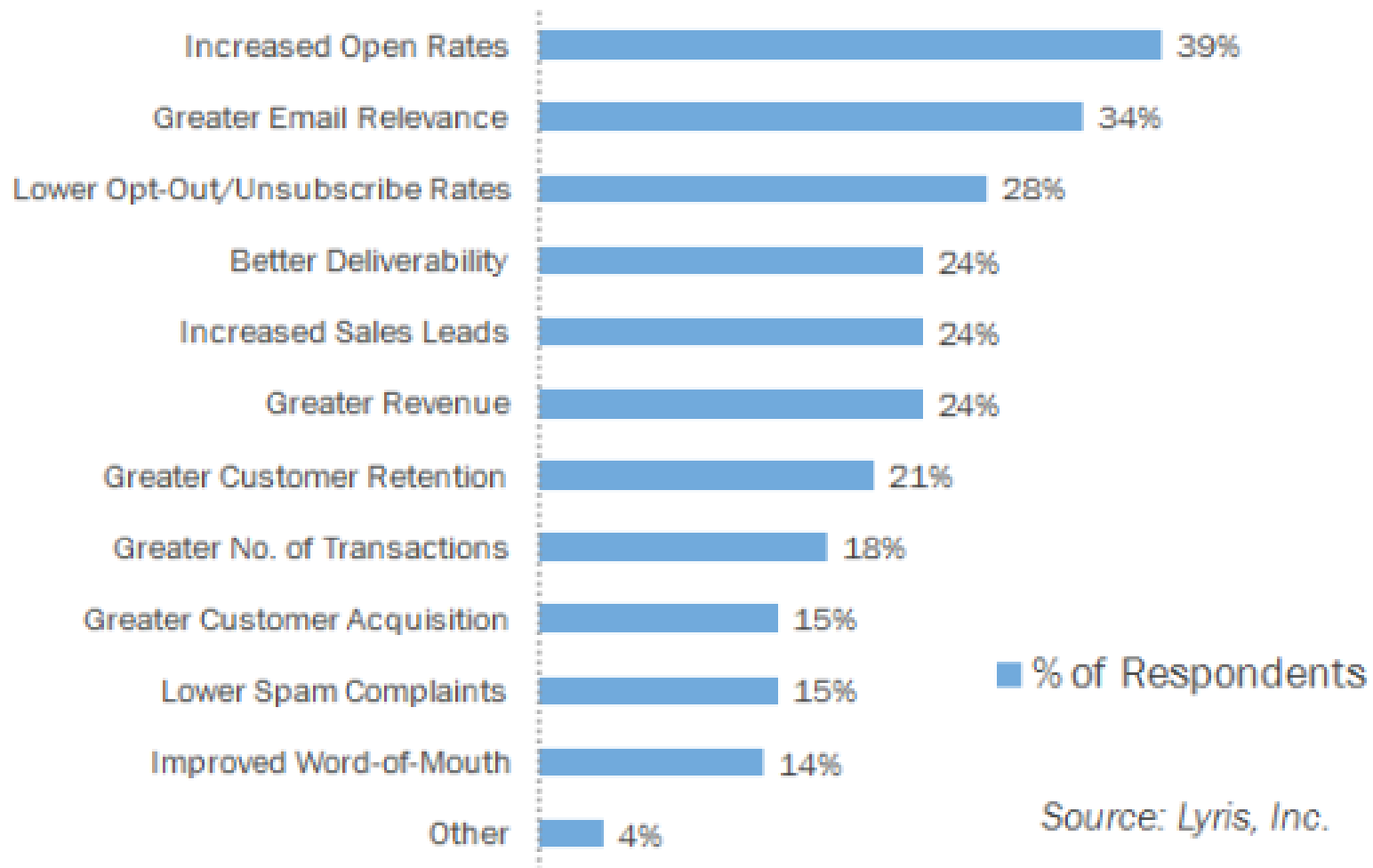
Segment of 1



A young boy with glasses is sitting at a wooden desk, focused on his work. He is wearing a purple and blue striped long-sleeved shirt. His right hand is on a grey and blue computer mouse, and his left hand is resting on the desk. A pair of black-rimmed glasses is on the desk to the right of the mouse. A black laptop is partially visible at the top of the frame. The background is slightly blurred, showing a dark chair and a wooden floor.

Better results

Email List Segmentation Results



Source: Lyris, Inc.

**IT'S ALL ABOUT BUILDING
LASTING RELATIONSHIPS**



2

WHAT MAKES
A GOOD LIST

What Makes a Good Email List?

- 1 Thorough list hygiene
- 2 Understanding deliverability
- 3 Maintaining opt-out lists
- 4 Managing contact churn
- 5 Removing unengaged contacts



THOROUGH LIST HYGIENE



PRACTICE GOOD LIST HYGIENE

Good List Hygiene Includes:

- Removing unengaged emails based on data such as opens, clicks or website visit data
- Having an opt-in process
- Use Email Subscription Types

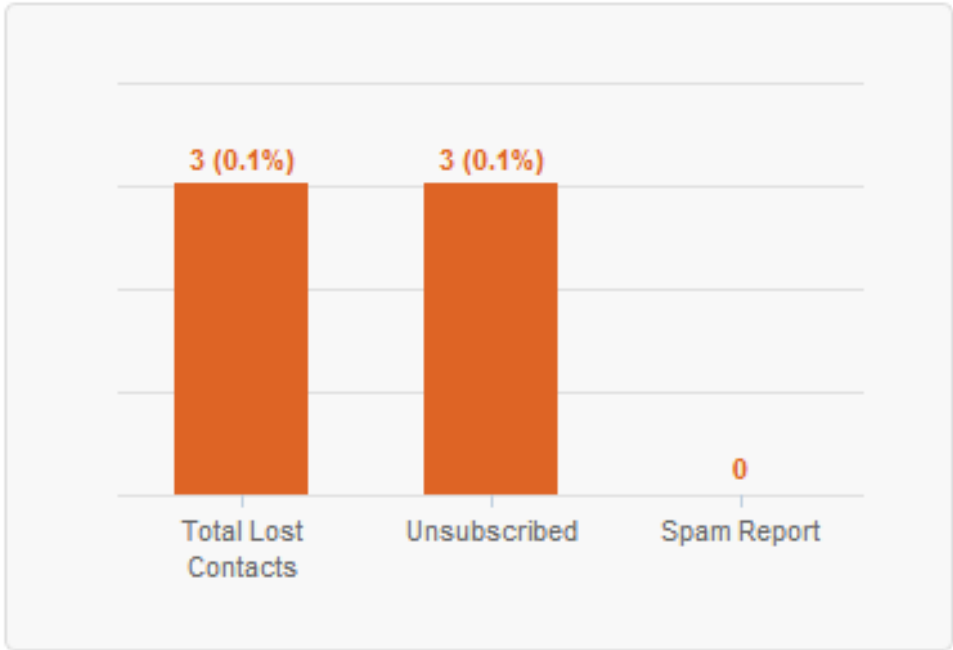


Why list hygiene is important

- Maintain reputation of your mailing IPs
- Avoid getting blocked or blacklisted by ISPs
- Keep your SenderScore high
- Boost email performance metrics

Sorted by:	Showing:			
Delivery rate	Delivered	Delivery rate	Click rate	
MK-EXP-EDU-30AUG2012-HUBSPOT3 ● Sent Aug 30, 2012 — Updated Aug 30, 2012	5,254	99.9%	1.1%	⚙️
MK VAR 20121206 How to Hire An Agency to Mktg ... ● Sent Dec 6, 2012 — Updated Dec 6, 2012	10,359	99.9%	5.2%	⚙️
VAR Blueprint Send to Partners 4.23.2012 ● Sent Apr 23, 2012 — Updated Apr 23, 2012	5,799	99.9%	1%	⚙️
MK VAR 20120926 25 must haves Demo ● Sent Sep 26, 2012 — Updated Sep 25, 2012	5,456	99.9%	0.6%	⚙️

Contact Churn % of total sent emails





UNDERSTANDING DELIVERABILITY



DELIVERABILITY 101



What is Deliverability?

The ability to get an email into the intended recipient's inbox.

Deliverability 101:

What you need to know

- 1 CAN-SPAM Laws
- 2 SenderScore
- 3 Honey Pots
- 4 Spam Traps

CAN-SPAM

A wooden gavel with a brass band is positioned diagonally across the frame, resting on a document with faint, illegible text. The gavel's head is in the upper right, and its handle extends towards the bottom right. The background is a warm, orange-toned gradient.

A Federal law created in 2003 that set standards for sending commercial emails



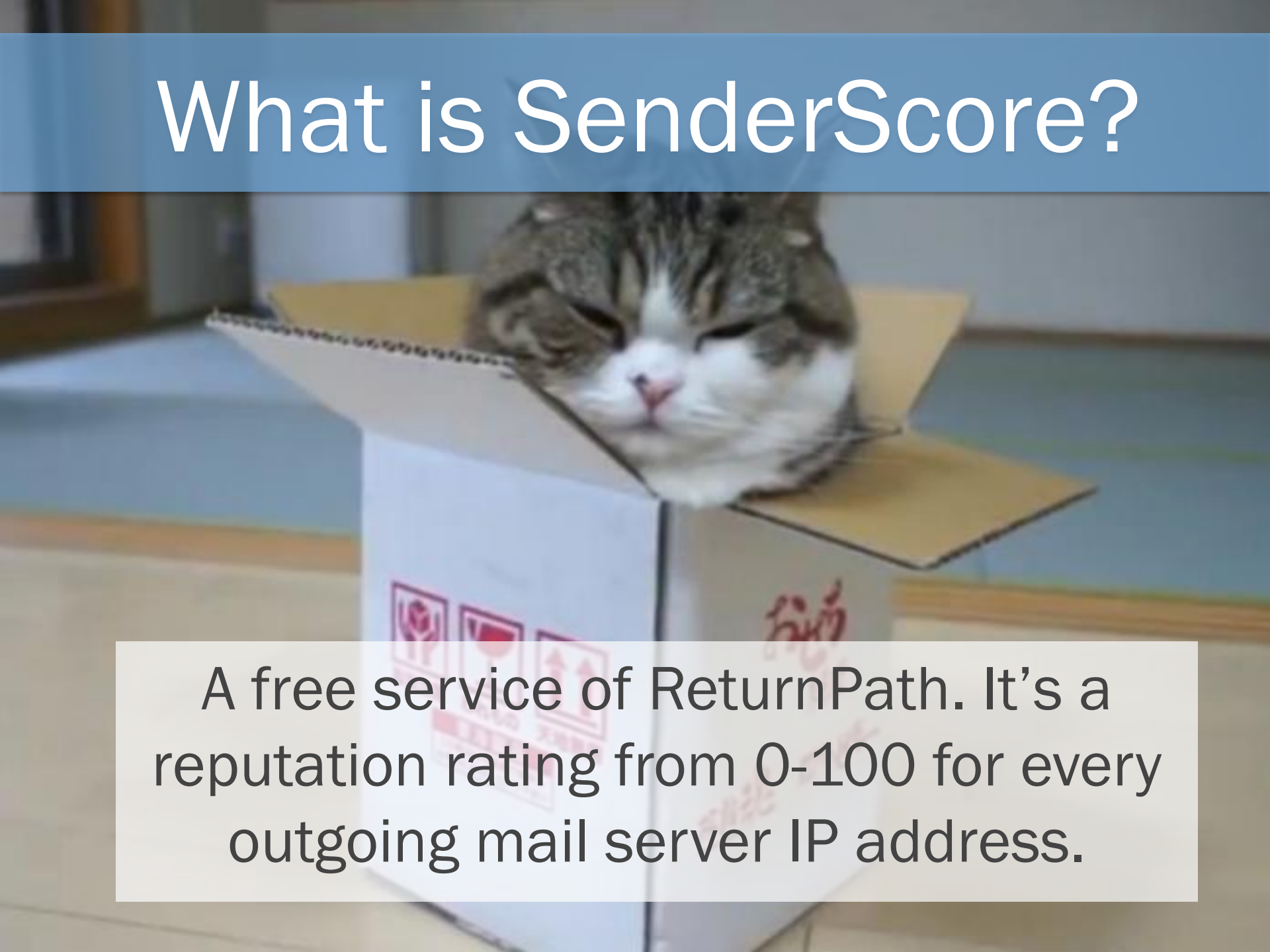
RULES:

1. Legitimate physical address needs to be visible
2. Tell how one can opt out clearly
3. Even if you're paying someone to do your email marketing, you are responsible! Not the person creating and sending for you

SPAM = >90% of all email sent



What is SenderScore?



A free service of ReturnPath. It's a reputation rating from 0-100 for every outgoing mail server IP address.

How does SenderScore affect you?

- SenderScore gets its data from ISPs like BellSouth, Comcast, etc.
- A low SenderScore means you have a harder time getting email into a person's inbox
- It can take days or weeks to fix a low SenderScore

- >90 = Good
- 50 - 80 = Something is wrong
- <50 = ☹️



What causes SenderScore to go down?

- Inconsistent volume of sends
- Being on one of the known Black Lists (approx. 50)
- SPAM reports (when someone labels your email as “SPAM”)
- Getting caught in a Honey Pot or Spam Trap



What's a Honey Pot?

An email set up for the sole purpose of tracking unsolicited emails. If you harvest this email in your own database and email it, you could get stung!



This is one of many reasons why you SHOULD NOT BUY EMAIL LISTS!

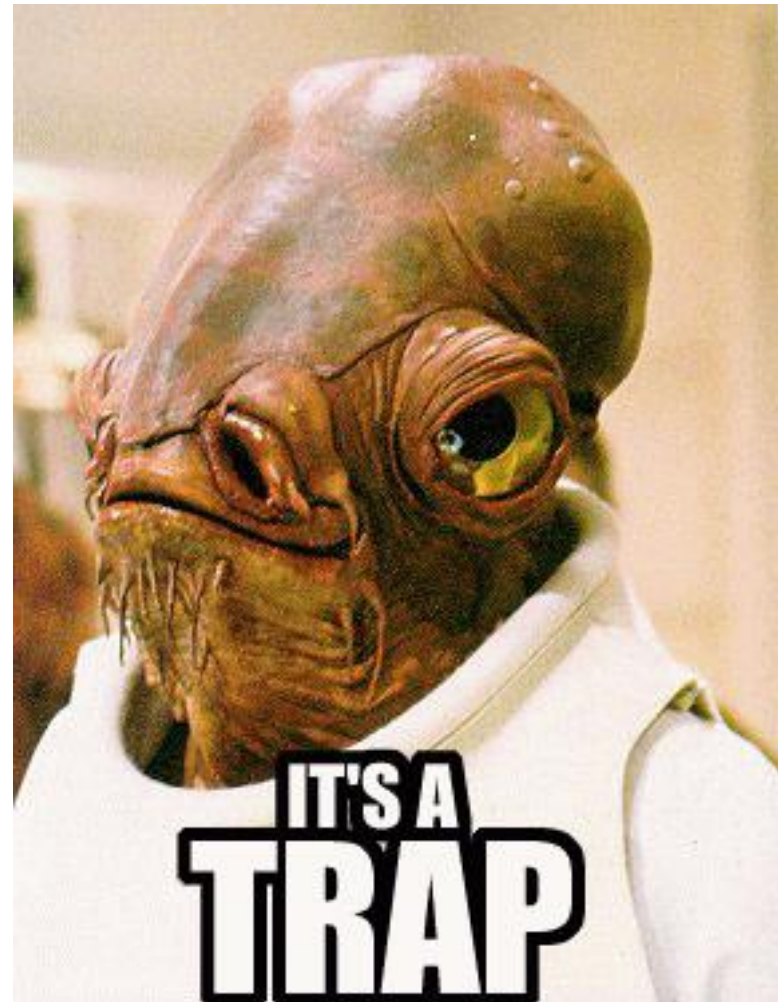


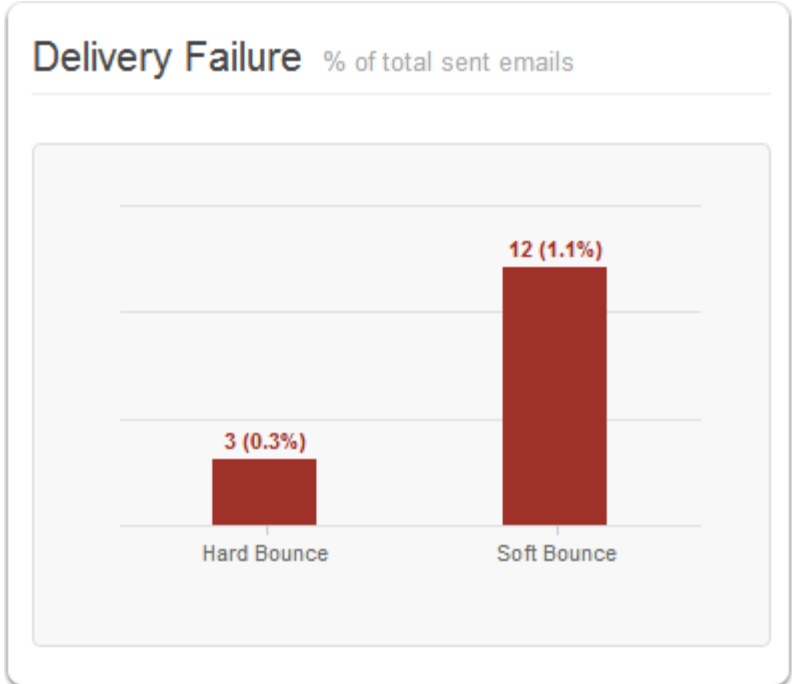
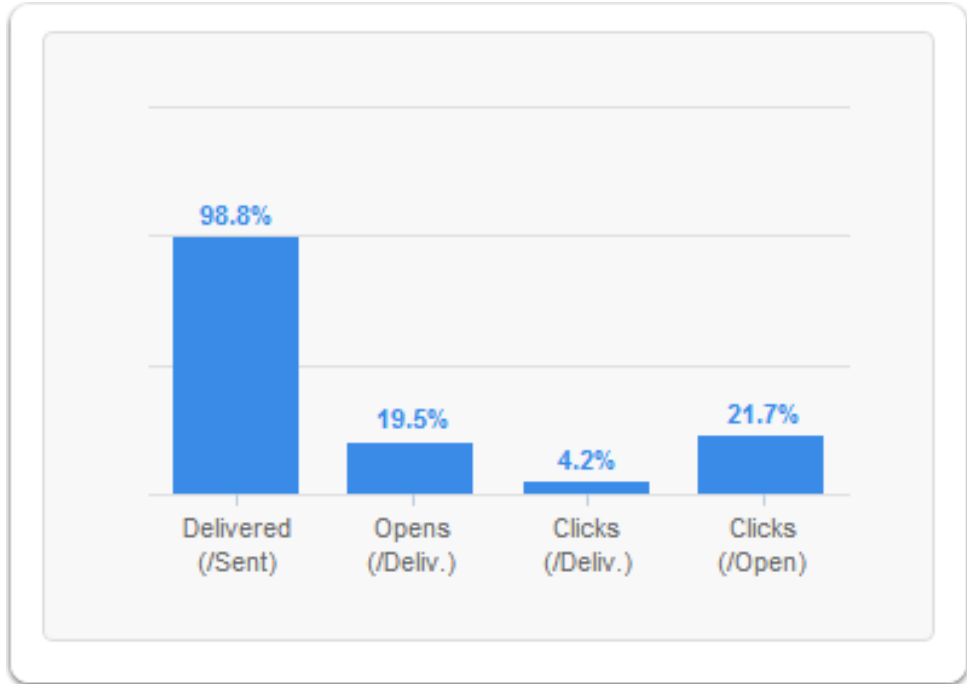
What's a Spam Trap?

An email address that was once valid, but no longer is.

REMEMER:

1. For a period of time, any email that hits the address will return a hard bounce.
2. The mail server stops returning a hard bounce for the known bad address and instead accepts the message and reports the sender as a spammer.







MAINTAINING OPT OUT LISTS



**OPT-OUTS:
Thanks, but
no thanks!**

Why Do People Opt-Out of Lists?

- Frequency of email
- Content is no longer relevant or of interest
- Too much email in general
- Content was never relevant to me
- Signed-up for one-time offer
- Found they could get the same or better information elsewhere

	Sent	Delivered	Opened	Action
)bentley.edu				UNSUBSCRIBED
@clavierfamily.net				UNSUBSCRIBED
@txstate.edu				UNSUBSCRIBED

How to Minimize Opt-Outs

- Have a clear value proposition in email opt-in process
- Optimize & test all components of your email message – not just the subject line!
- Segment your lists to match your priorities

Get Free Marketing Info!

Get the world's best, FREE marketing resources delivered right to your inbox. Join more than 817,000 inbound marketers!

Email ([privacy policy](#)) *

Describe the contacts who should be in this list

Industry is equal to Finance + -

AND

jobtitle is equal to CEO + -

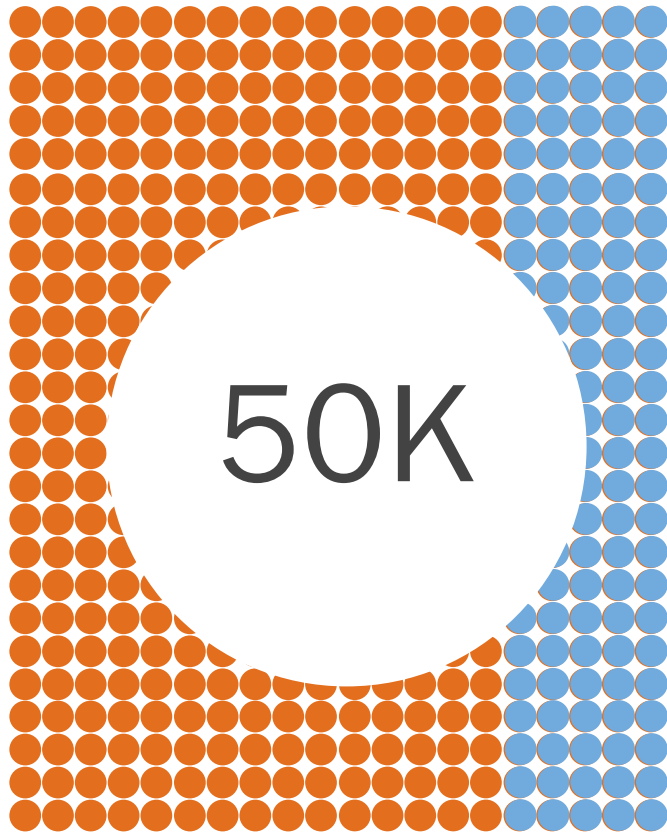


4

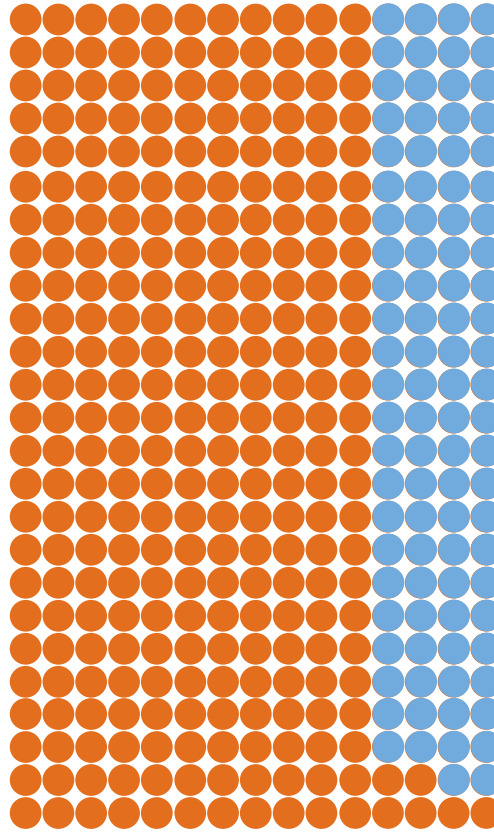
MANAGING CONTACT CHURN

Your List Expires at ~25% / Year

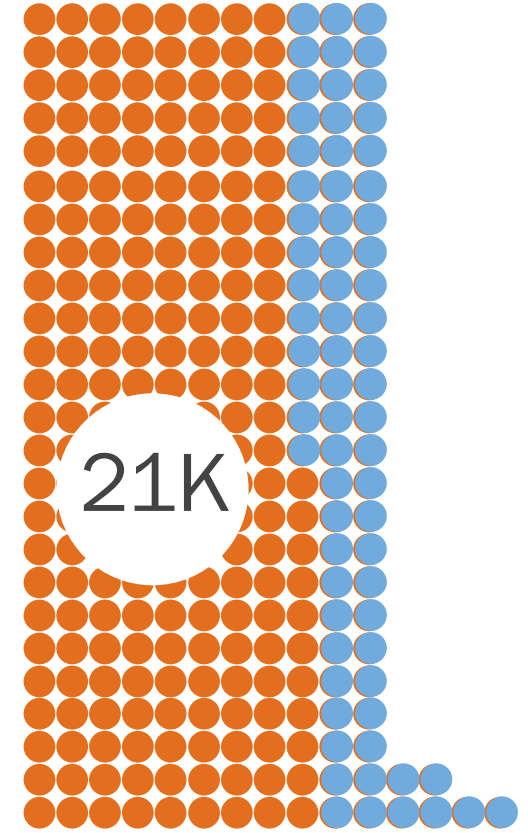
Year 1



Year 2



Year 3





**Hard Bounces
vs.
Soft Bounces**

Examples of a Hard Bounce


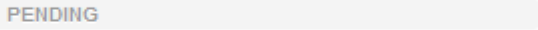

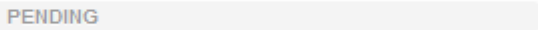

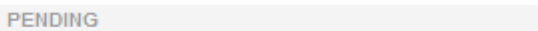
- An invalid email address
 - Expired or non-existent address or domain
- Mailing domain is blocked by recipient

Recipient	Sent	Delivered	Opened	Action
-@ao.com		BOUNCED		
-@gmail.com		BOUNCED		
-@gmx.de		BOUNCED		

These are typically irreversible without manual action by mailer or recipient

Examples of a Soft Bounce

- Recipient's email inbox is full
- Mail server is unable to be reached or is not responding at that time

	Sent	Delivered	Opened	Action
iwanis.org		PENDING		
1setridge29.net		PENDING		
itravel.org		PENDING		

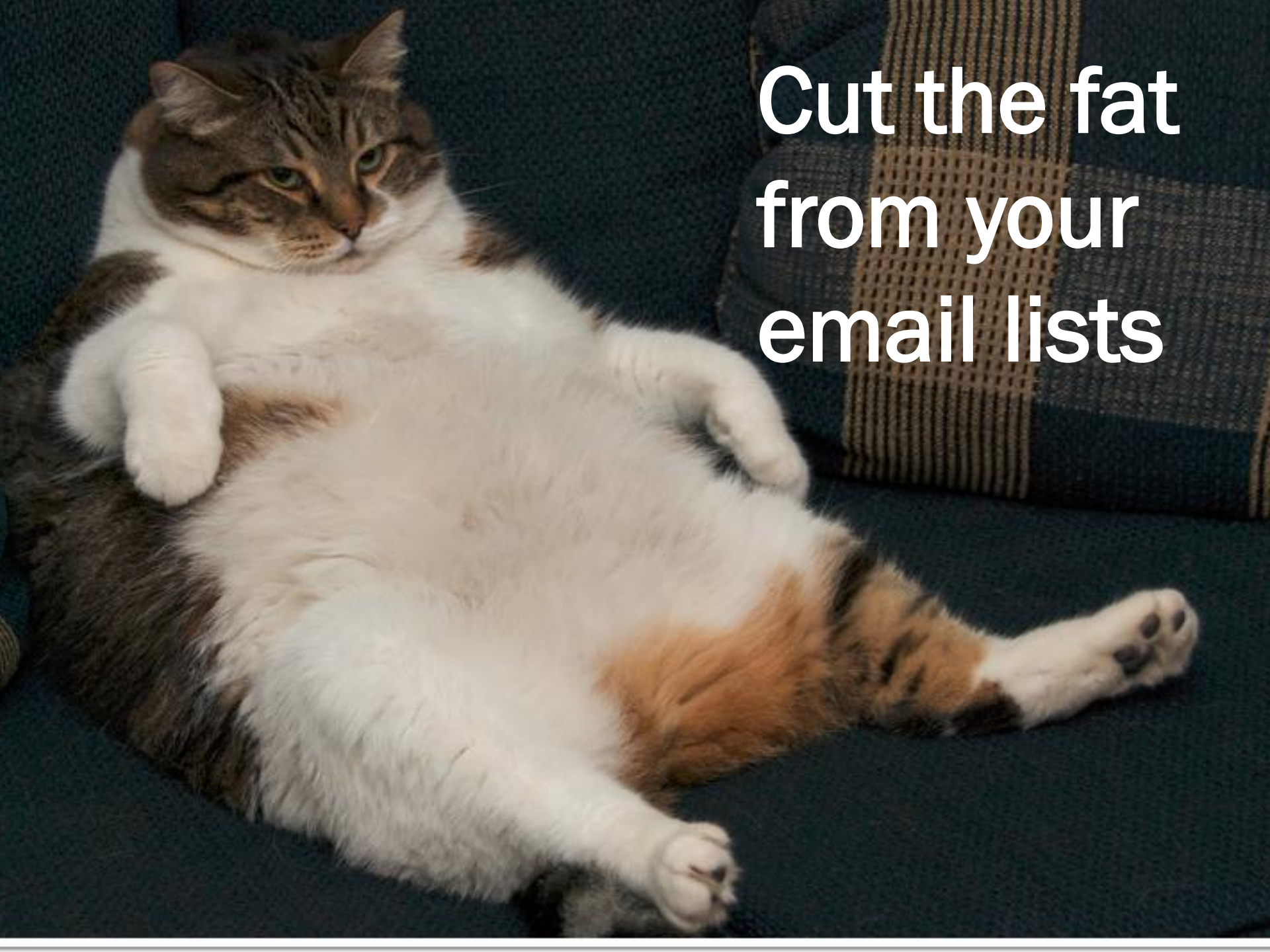
Will typically be mailed to again during a future mailing



5

REMOVING
UNENGAGED
CONTACTS

**Cut the fat
from your
email lists**





Cut the “Fat” from Your Email Lists

- Remove unengaged contacts from your lists based on metrics such as:
 - Opens, Clicks & Website Visits
- If they haven't interacted in any way with you in more than a year* – good chance they never will

3

HOW TO
SEGMENT
YOUR
CONTACT
DATABASE

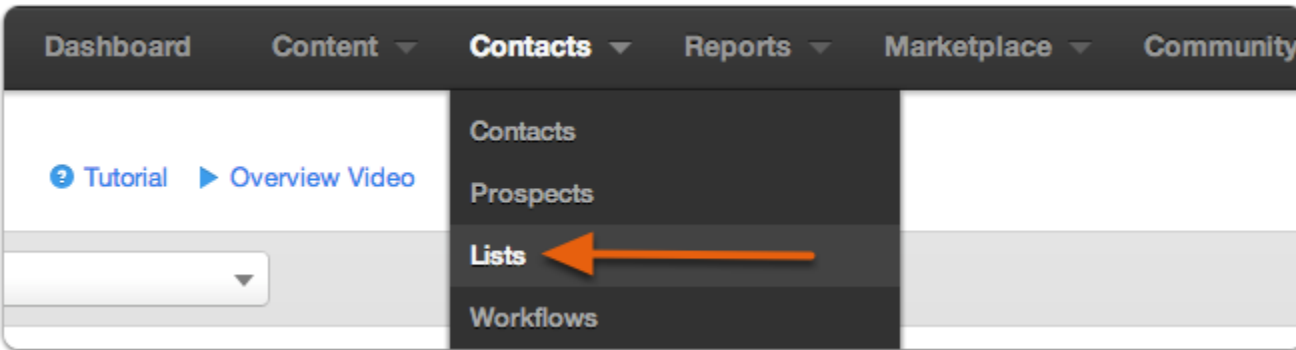
Any successful segmentation strategy should reflect two things:

-  1 Your core business strategy
-  2 What you know about your typical buyers' purchasing decisions

How to Segment for Relevant Emails

- 1 By what criteria?
- 2 Types of email lists (dynamic, static)
- 3 Email subscription types

You Can Create Lists Based on ANY Contacts Property

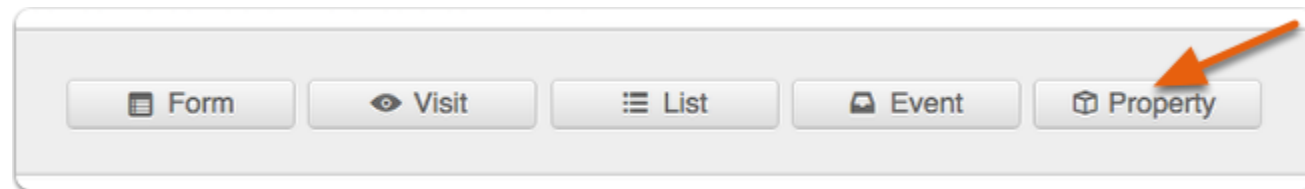


Lists Organize and segment your contacts [Tutorial](#)

Name your list

Should HubSpot update this list over time?

Yes, make a *smart list* No, make a *static list*





WHAT CRITERIA
TO SEGMENT
ON

Start with Buyer Personas

Criteria to segment by:

- Title, Industry, Size of company
- Product interest
- Geography
- Brand Advocacy
- Content interest
 - *download or page view*
- Behavior
 - *email opens/clicks, number of page views*



Create a segment of ONE!





Creating a
segment of one
will establish
trust with your
contacts



2

TYPES OF EMAIL LISTS TO CREATE

Lists Organize and segment your contacts [Tutorial](#)

Name your list

Should HubSpot update this list over time?

- Yes, make a *smart list* No, make a *static list*

Save list

Static Lists are a way to manually group a set of contacts together.

SMART Lists are automatically updated with new contacts that match your selected criteria.

When to use a Static List

- Static Lists are for a one time send of a email message

When to use a Smart List

- Smart Lists are for ongoing marketing mailings or Marketing Automation

Why use Email Subscription Types?

Email Types [What is this?](#)

Active	Name	Description	Actions
<input type="radio"/>	Complimentary Live Marketing Webinars	Experience the world's most-attended marketing webinars (we're talking a Guinness world record large). You'll learn key marketing strategies and tactics from leading marketing experts in these information-packed and vibrant sessions.	Actions ▾
<input type="radio"/>	Complimentary Marketing Downloads (Ebooks, Guides, Kits, Templates, and Videos)	Gain access to the industry's most popular marketing resources. Receive the newest tips and tricks, best practices and how-to materials, delivered right to your inbox. You can thank us later. Frequency: 2x per week	Actions ▾
<input checked="" type="radio"/>	Complimentary Marketing Resources	Gain access to the industry's most popular marketing resources. Receive the newest tips and tricks, best practices and how-to materials, delivered right to your inbox. You can thank us later. Frequency: 2x per week	Actions ▾
<input checked="" type="radio"/>	Customer Education	Find out about upcoming customer-only webinars and receive timely HubSpot Academy news and updates.	Actions ▾

- Allow users to choose what kind of Emails they want
- Send more targeted Email messages
- “Save” customers who would otherwise unsubscribe from all Email types

A close-up photograph of a brass mail slot set into a dark-stained wooden door. The slot is rectangular and contains a white sign with the words "NO JUNK MAIL" printed in bold, black, sans-serif capital letters. The sign shows signs of wear, with some scratches and scuffing. The door's wood grain is clearly visible, and the brass frame of the slot has a slightly aged, yellowish-brown patina.

NO JUNK MAIL

How do we find the right subject line,
message & call to action for our list?

4

WEBINAR
TASKS

Webinar Tasks

.....
1

Make sure your lists are clean & have been scrubbed for unengaged email addresses

.....
2

Identify the criteria you will use to segment your database

.....
3

Segment your database to ensure relevancy when emailing your contacts

Webinar Resources

.....
1

Contacts & Lists Training Class

.....
2

How to segment your contacts to create email lists

.....
3

The complete guide to optimizing email marketing for conversions

.....
4

Additional HubSpot Help articles

QUESTIONS?



Want to Watch Previous Webinars?

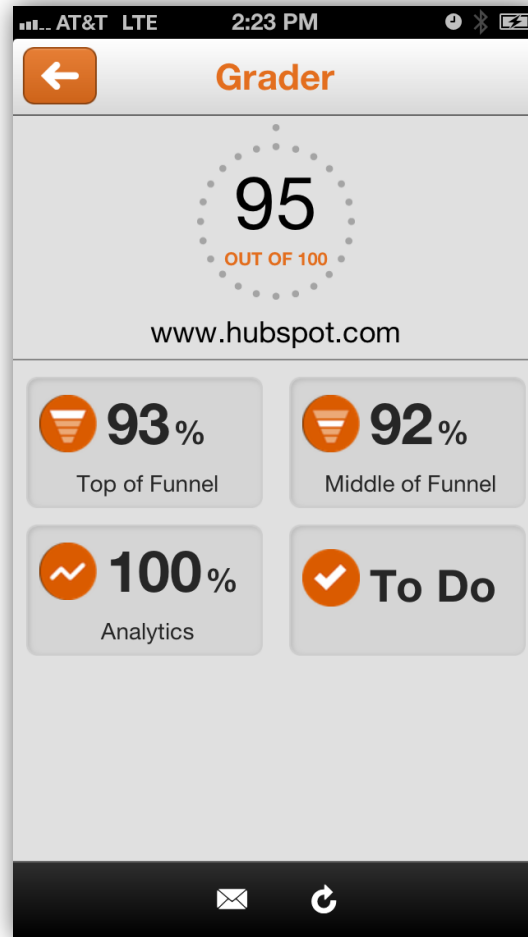
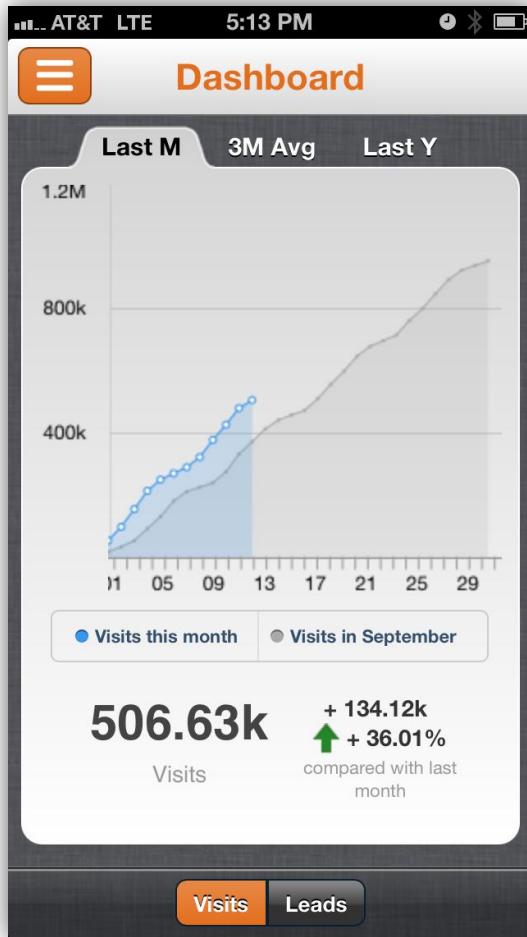
- **1** <http://academy.hubspot.com/webinars/>
- **2** Watch webinar recordings
- **3** Download webinar slides
- **4** Download webinar resources

HubSpot Resources

- 1 <http://forums.hubspot.com>
- 2 <http://help.hubspot.com>
- 3 Settings > My Email Notifications



Download the HubSpot iPhone App!





**THANK
YOU.**