

SENDING THE RIGHT EMAIL TO THE RIGHT PERSON.

Inbound Certification Class #8

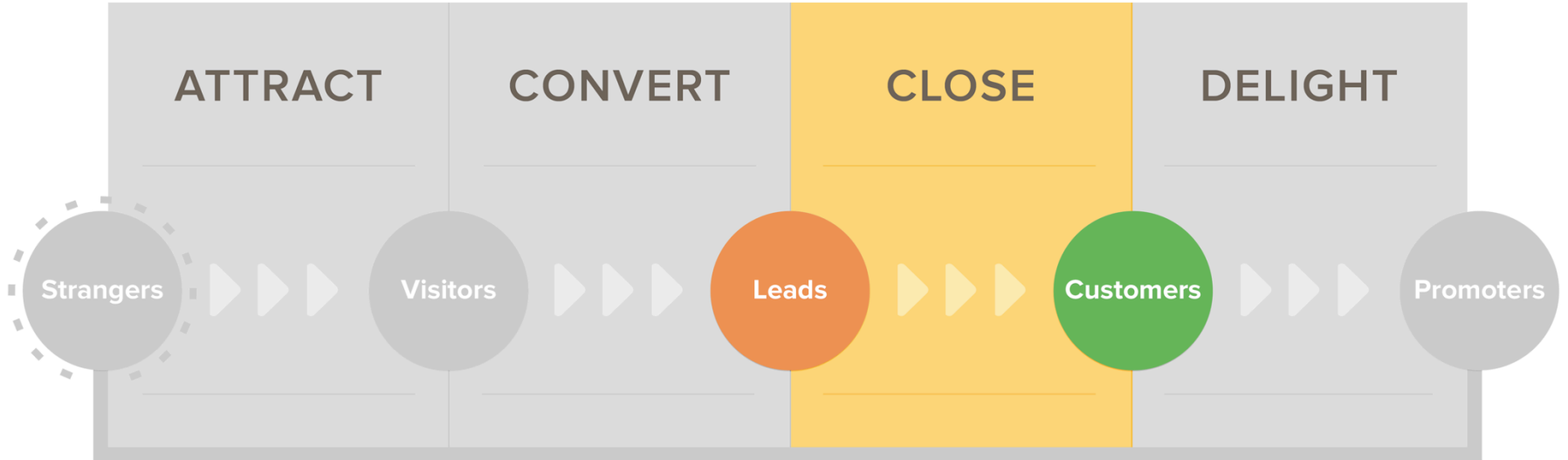


#INBOUND

AGENDA


- 1 Why email marketing is (still) important
- 2 How to send the right email to the right person
- 3 What makes an email world-class
- 4 Key takeaways and resources

Inbound Methodology



by **HubSpot**

1 WHY EMAIL MARKETING IS (STILL) IMPORTANT.

A blue thought bubble cutout is centered on a green background. The bubble has a scalloped edge and a small tail at the bottom right. Inside the bubble, the text "Here's what people think about email." is written in white, with the word "think" in orange.

Here's what people
think about email.

People believe that email marketing means

SPAM

People **also** believe that email marketing is

OLD SCHOOL

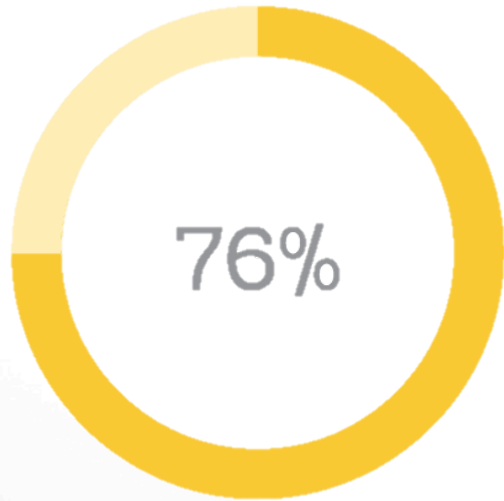


Is email still
effective?

REASONS THAT EMAIL WORKS.

- 1 There are more than 3.2 billion email accounts today.
- 2 95% of online consumers use email; 91% check email at least once a day.
- 3 Email has longer lifespan than social media.
- 4 77% of consumers prefer email for marketing communications.
- 5 Email lets you be highly personal.
- 6 Email marketing has an ROI of 4300%.

EMAIL IS GROWING.



Marketers who say they use email more today than they did three years ago.

I get it. **I'm in.**

How can email help me?

EMAIL MARKETING WORKS FOR EVERY STAGE OF THE INBOUND METHODOLOGY

- 1 Attract New Visitors
- 2 Convert Visitors Into Leads
- 3 Nurture Leads Into Customers
- 4 Delight Customers Into Promoters

1

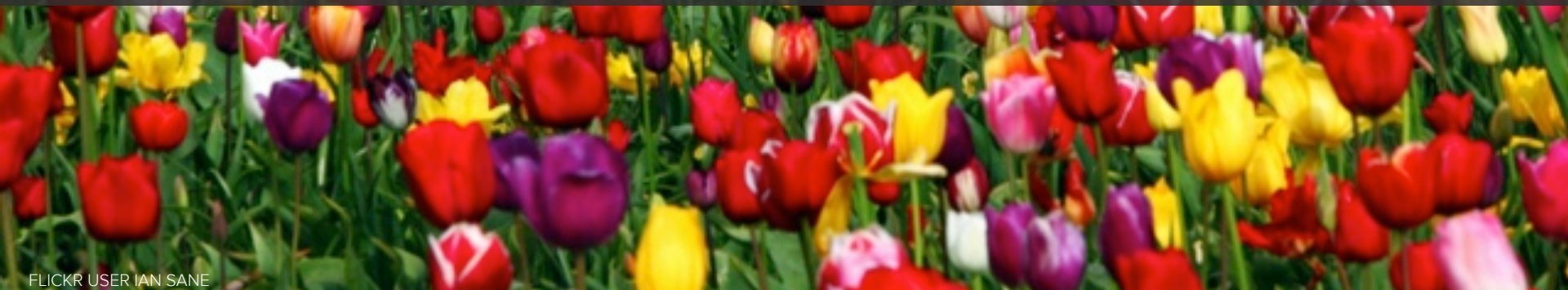
ATTRACT NEW VISITORS

A close-up photograph of two children. The child on the right, wearing a red jacket, is holding a small, round, yellow object (possibly a candy or a piece of fruit) in their hand. The child on the left, wearing a dark blue jacket, has their hand raised towards the object. The background is a blurred green chain-link fence. The text "People like to share content they like." is overlaid on the right side of the image.

People like to share
content they **like**.



Segmented lists + relevant content + sharing
= exponential reach beyond existing leads



2


**CONVERT VISITORS
INTO LEADS**



LOVE
BEFORE
LIGHT

Use email to gain

TRUST

A close-up photograph of two hands shaking, symbolizing agreement or partnership. The hands are positioned in the lower half of the frame, with the fingers interlocked. The background is a soft, out-of-focus white and light grey. A dark grey semi-transparent banner is overlaid on the top half of the image, containing white text.

When a lead forwards your email to someone, you gain the power of social proof.

Encouraging referrals from existing leads helps you **generate new ones.**

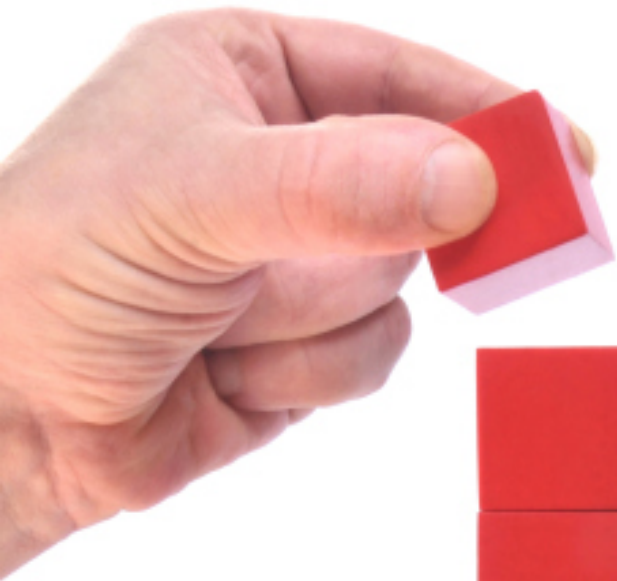
3

**NURTURE LEADS INTO
CUSTOMERS**

When you segment lists and **tailor** emails to each lead, they'll be more engaged.



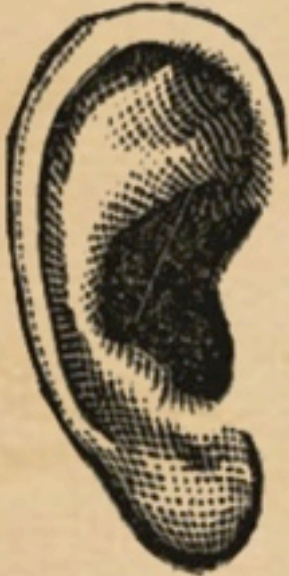
Build a relationship with your lead by being **helpful**.



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Email doesn't have to be a one-sided conversation. Use it to **listen** to your audience trigger email responses.



Nurture leads with content that helps them **do their job better.**

They'll be more open to speaking to your sales team down the road.

4

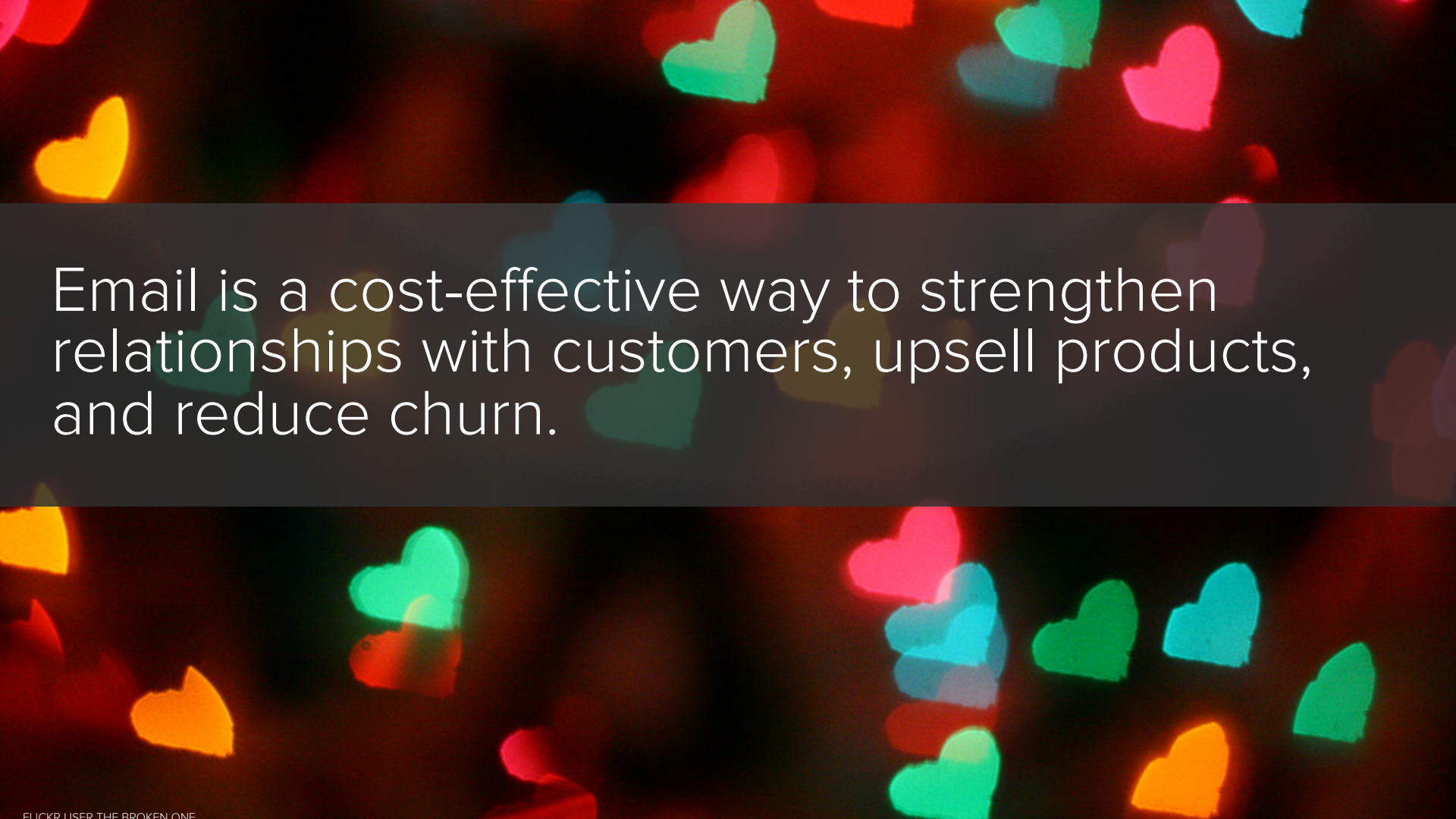
**DELIGHT CUSTOMERS
INTO PROMOTERS**

Just because a lead becomes a customer
doesn't mean your job here is done.



Continue to engage customers by sending helpful resources and customer-only extras – **attention** is key to delight.



The background of the entire image is a dark, textured surface covered with numerous glowing hearts in various colors, including red, orange, yellow, green, and blue. The hearts vary in size and brightness, creating a bokeh-like effect. A semi-transparent dark grey horizontal band is positioned across the middle of the image, containing white text.

Email is a cost-effective way to strengthen relationships with customers, upsell products, and reduce churn.

2

HOW TO SEND THE
RIGHT EMAIL TO THE
RIGHT PERSON.

HOW TO SEND THE RIGHT EMAIL.

- 1 Determine who your audience is
- 2 Segment your contacts database
- 3 Send the right content at the right time
- 4 Nurture your lead into a customer

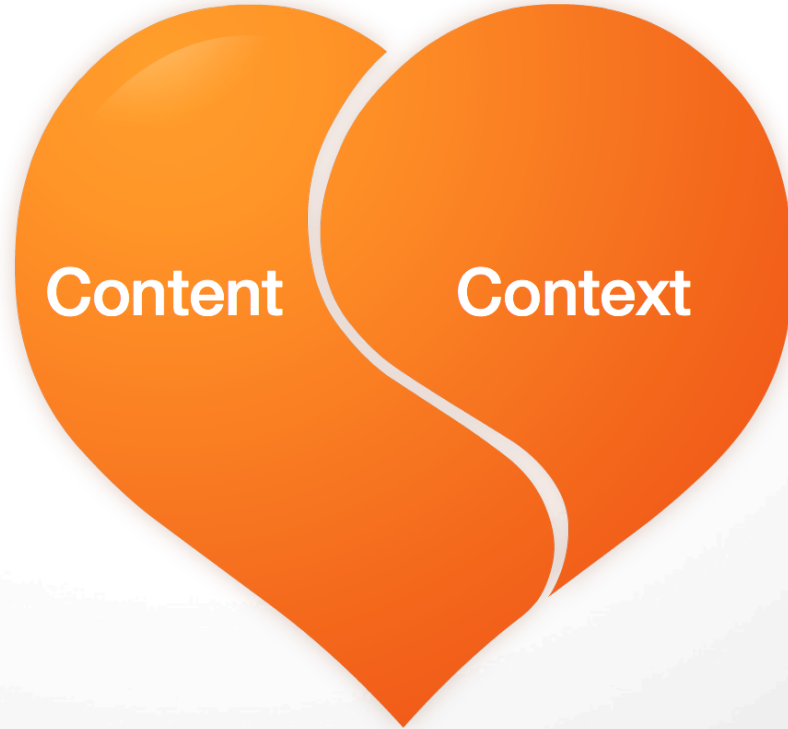
1

**DETERMINE WHO YOUR
AUDIENCE IS**

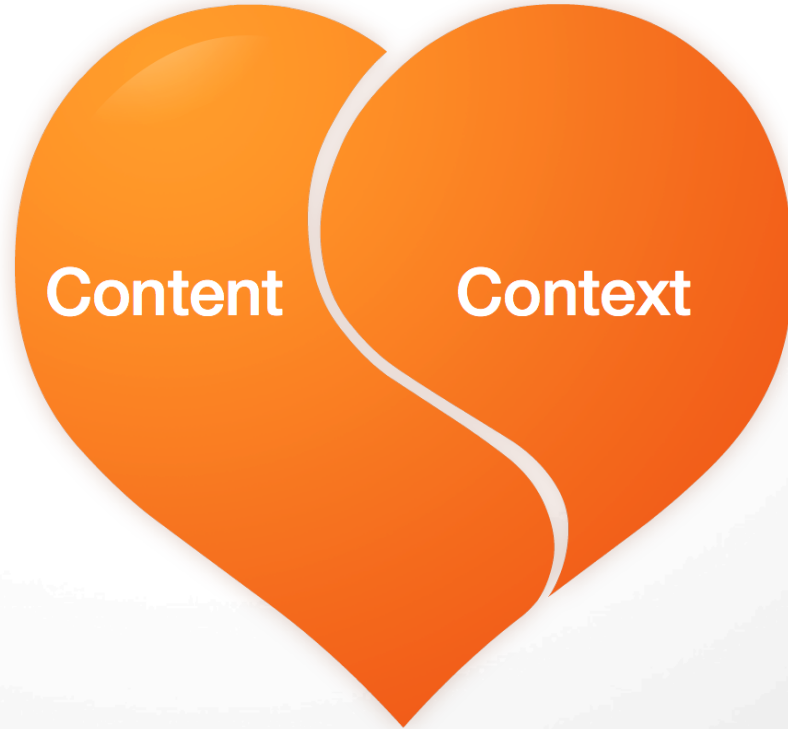
Right Content
Right Audience
+ Right Timing

SUCCESS

INBOUND MARKETING STRATEGY



INBOUND MARKETING STRATEGY



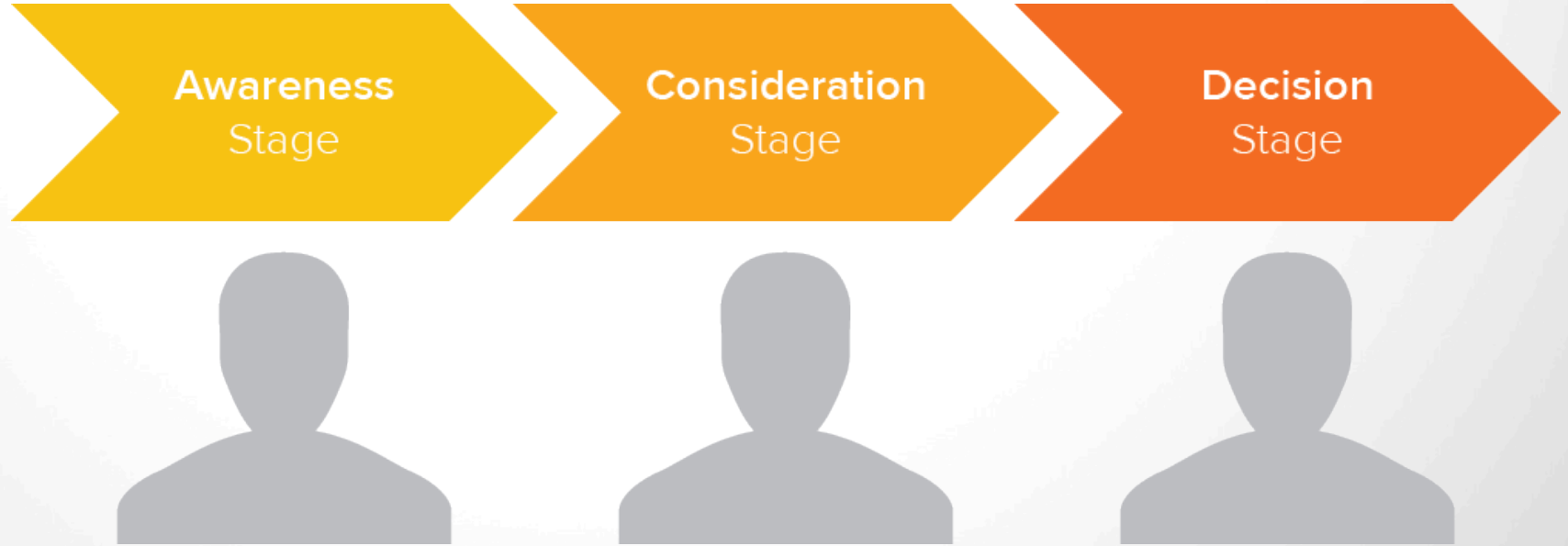
This is where segmentation comes in.

THE RIGHT AUDIENCE

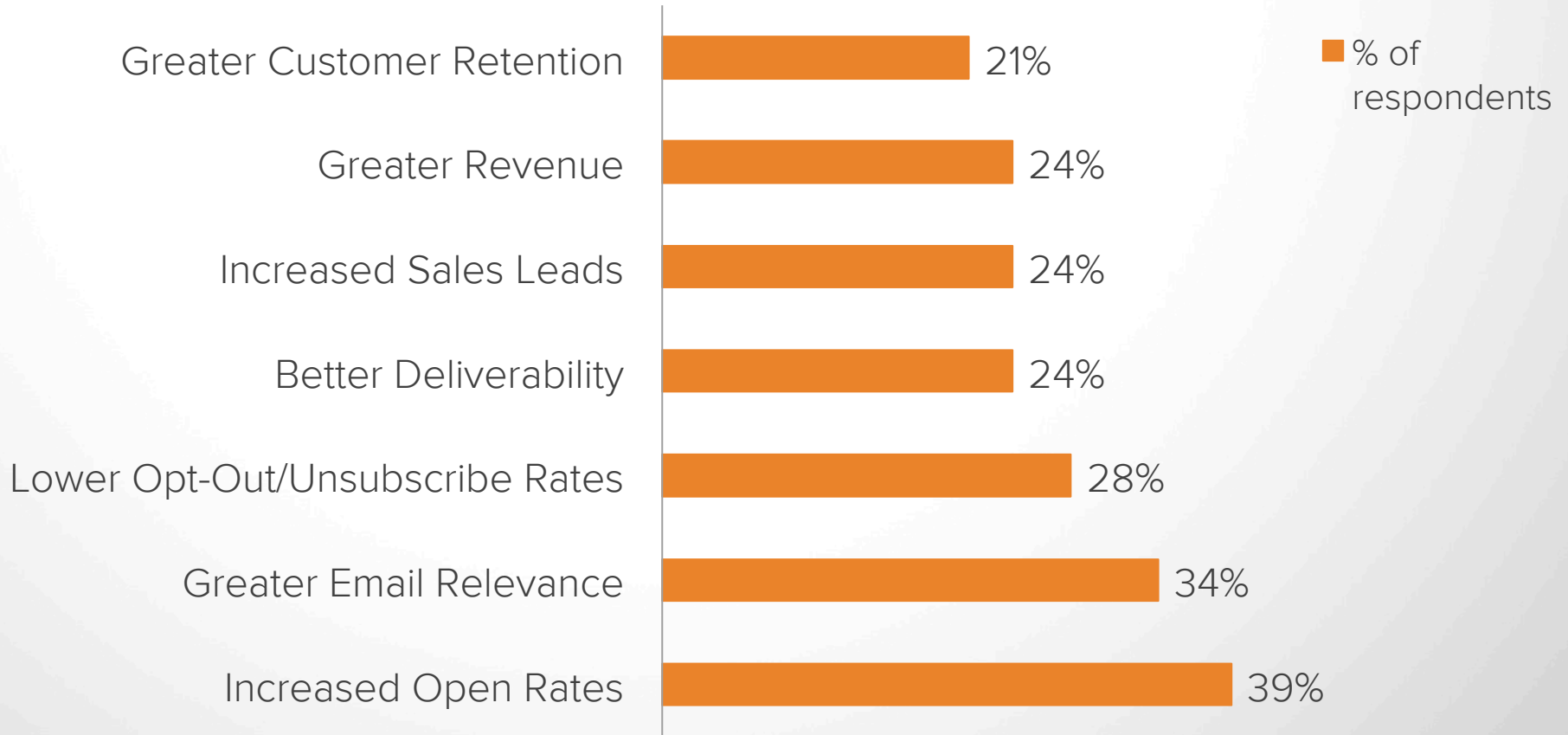
- Who are your ideal customers?
- What are their interests?
- What are their pain-points?
- What are their behavior patterns, motivations, and goals?



THE RIGHT TIMING



EMAIL LIST SEGMENTATION RESULTS



2

SEGMENT YOUR CONTACTS DATABASE

SEGMENT TO HIT SPECIFIC GOALS

- Increase deliverability
- Increase engagement
- Increase reach

SEGMENT TO HIT SPECIFIC GOALS

- Increase deliverability
- Increase engagement
- Increase reach



Your list **decays** at 25% a year.
A list with 10,000 contacts will only have
5,625 viable contacts in 3 years.

Emailing
purchased lists
increases your
chances of being
marked as SPAM
and **decreases**
deliverability rates.





Say goodbye to unengaged leads. **Suppress** them from your segmented lists.

Regularly update
lists to account for
unsubscribed
contacts.



SEGMENT TO HIT SPECIFIC GOALS

- Increase deliverability
- Increase engagement
- Increase reach

Sending content to **targeted lists** increases open rates and click through rates.



GEOGRAPHIC SEGMENTATION

- IP Area
- Time Zone
- Area Code
- Address



FIRMOGRAPHIC SEGMENTATION

- Company size
- Company type
- Industry



ROLE SEGMENTATION

- Department
- Seniority
- Function



BEHAVIORAL SEGMENTATION

- Conversion events
- Email opens
- Page views



MARKETING INTELLIGENCE

- # of Twitter followers
- # of Facebook fans
- SEO search terms
- Website Pages
- Technology

SEGMENT TO HIT SPECIFIC GOALS

- Increase deliverability
- Increase engagement
- Increase reach



Some leads are **never** going to convert.
But they **love** you!



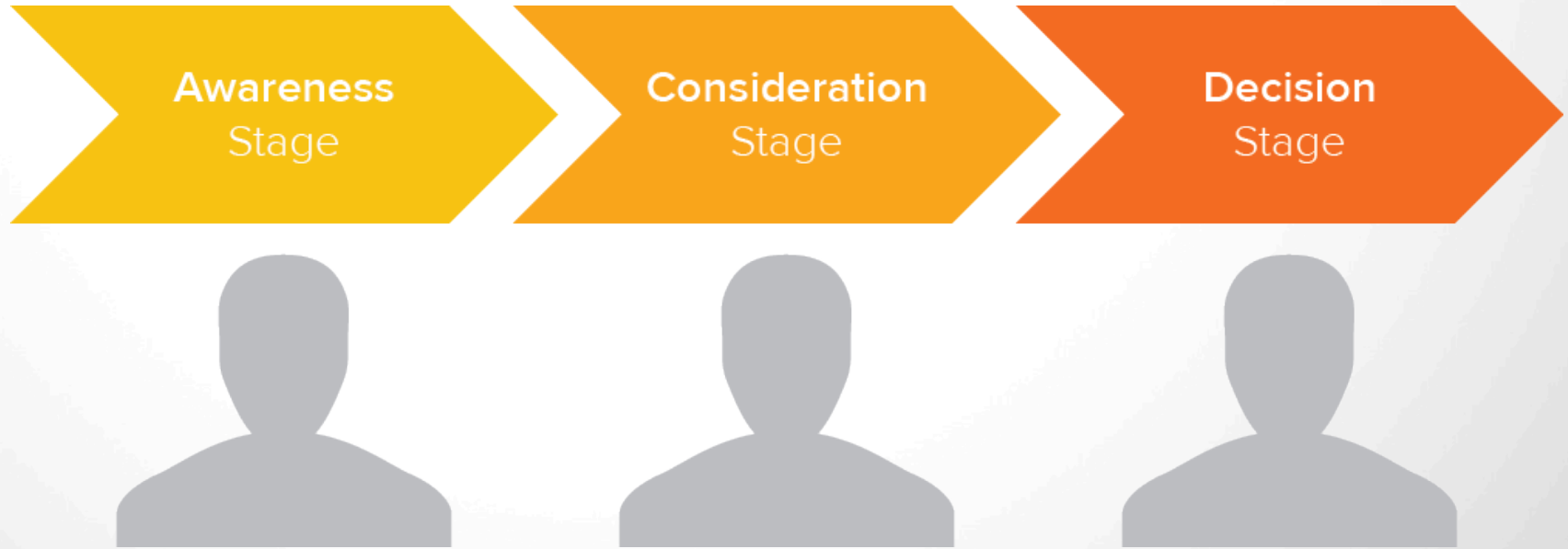
LET THEM SPREAD THE LOVE.

- Evangelists
- Influencers
- Students

3

**SEND THE RIGHT
CONTENT AT THE
RIGHT TIME**

SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



- Videos
- Blog posts
- Slideshares
- Free Tools
- Ebooks/Guides

SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



- Webinars
- Case Studies
- FAQ Sheets
- Product Whitepapers
- Third-Party Reviews

SEND CONTENT THAT FOLLOWS THE BUYER'S JOURNEY



- Free Trials
- ROI Reports
- Product Demos
- Consultations
- Estimates/Quotes

4

**NURTURE A LEAD
INTO A CUSTOMER**

Say someone views your pricing page...

The screenshot shows the HubSpot pricing page. At the top left is the HubSpot logo. To the right are navigation links: Software, Pricing, Case Studies, Partners, About, and Blog. The main heading is "Deliver an Inbound Experience." with a subtext "Pricing for software and services that scales with your business." Below this are three pricing columns: BASIC, PRO, and ENTERPRISE. Each column lists a price per month, a description, contact limits, and a "Customize Price" button. Additional features are listed at the bottom of each column.

BASIC	PRO	ENTERPRISE
\$200 /month	\$800 /month	\$2,400 /month
"An entry tool for those new to inbound marketing"	"An integrated solution for professional marketers"	"An advanced platform for marketing teams"
100 Contacts + \$100 per 1k extra	1,000 Contacts + \$50 per 1k extra	10,000 Contacts + \$10 per 1k extra
Customize Price	Customize Price	Customize Price
Up to 3 Users	Everything in Basic, Plus:	Everything in Pro, Plus:
Blogging & Landing Pages	CRM Integration	A/B Testing

They're interested, but aren't talking to sales **yet.**

What if you could **instantly** facilitate a conversation and connect them with sales?

Create a segmented list...

HubSpot Dashboard Content Social **Contacts** Reports Resources 10 Niti Shah

Lists » New List

What's the name of this list?

What type of list do you want?

Smart list – add contacts continuously according to rules you set

Static list – add contacts manually

Which contacts should be in this list?

Include contacts who meet all of these requirements:

<input type="text" value="Page View"/>	<input type="text" value="Contact"/>	<input type="text" value="has visited (exact URL)"/>	<input type="text" value="http://hubspot.com/pricing"/>	<input type="button" value="+"/>	<input type="button" value="-"/>
<small>↳ No filter Refine</small>					
<input type="text" value="Contact Property"/>	<input type="text" value="Lifecycle Stage"/>	<input type="text" value="is none of"/>	<input type="text" value="x Customer x Opportunity"/>	<input type="button" value="+"/>	<input type="button" value="-"/>

to add contacts to this list who meet a different set of requirements

...that triggers a workflow.

The screenshot shows the HubSpot interface for configuring a workflow. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', and 'Resources'. The user profile 'Niti Shah' is visible in the top right. The main heading is 'Viewed Pricing Page' with a 'Create List' link. A sidebar on the left contains 'View all workflows', 'Workflow details' (Overview, Edit workflow, Performance, History), and 'Workflow settings'. A blue 'Save workflow' button is at the bottom left. The main content area shows the workflow configuration: 'When activated, this workflow will enroll...' with a 'Workflow Is Not Live' toggle. A dropdown menu is set to 'New contacts in list' and a specific list 'PM - Viewed Pricing Pa...' is selected, highlighted with an orange box. Below it, '188513 contacts' are listed. There is an option to 'Enroll the list's existing contacts'. The 'Unenroll contacts when they join a goal list (optional)' section is set to 'All Opportunities'. The 'Add step' section shows '1 First workflow step' with a delay of 0 Days, 0 Hours, and 5 Minutes. Two email steps are listed: 'Send an email' with subject 'LN MOFU | Viewed Pric...' and 'Send an email' with subject 'Pricing Page Activity - ...'. Each step has a 'Create Email' link.

HubSpot Dashboard Content Social **Contacts** Reports Resources 10 Niti Shah

Viewed Pricing Page [Create List](#)

[View all workflows](#)

Workflow details

- Overview
- Edit workflow
- Performance
- History

[Workflow settings](#)

Save workflow

When activated, this workflow will enroll... Workflow Is Not Live

New contacts in list **PM - Viewed Pricing Pa...** Enroll the list's existing contacts

188513 contacts

Unenroll contacts when they join a goal list (optional) ?

All Opportunities

Add step

1 First workflow step Delay for 0 Days 0 Hours 5 Minutes

Send an email LN MOFU | Viewed Pric... [Create Email](#)

Send an email Pricing Page Activity - ... [Create Email](#)

...that triggers a workflow.

HubSpot Dashboard Content Social **Contacts** Reports Resources 10 Niti Shah

Viewed Pricing Page [Create List](#)

[View all workflows](#)

Workflow details

- [Overview](#)
- [Edit workflow](#)
- [Performance](#)
- [History](#)

[Workflow settings](#)

[Save workflow](#)

When activated, this workflow will enroll... Workflow Is Not Live

New contacts in list PM - Viewed Pricing Pa... Enroll the list's existing contacts +

188513 contacts

Unenroll contacts when they join a goal list (optional) ?

All Opportunities x

Add step

1 First workflow step Delay for 0 Days 0 Hours 5 Minutes

Send an email LN MOFU | Viewed Pric... [Create Email](#)

Send an email Pricing Page Activity - ... [Create Email](#)

Lead receives an email from you asking if they have any questions about pricing.

...that triggers a workflow.

The screenshot shows the HubSpot interface for editing a workflow. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', and 'Resources'. The user's name 'Niti Shah' is in the top right. The main heading is 'Viewed Pricing Page' with a 'Create List' link. On the left, there are navigation options: 'View all workflows', 'Workflow details' (Overview, Edit workflow, Performance, History), and 'Workflow settings' with a 'Save workflow' button.

The workflow configuration area includes:

- 'When activated, this workflow will enroll...' section with a 'Workflow Is Not Live' toggle. It shows 'New contacts in list' and 'PM - Viewed Pricing Pa...' with a count of '188513 contacts'. There is an option to 'Enroll the list's existing contacts'.
- 'Unenroll contacts when they join a goal list (optional)' section with a dropdown set to 'All Opportunities'.
- 'Add step' section with a 'Delay for' of 0 Days, 0 Hours, and 5 Minutes.
- '1 First workflow step' section with two 'Send an email' actions. The first action is 'LN MOFU | Viewed Pric...' and the second is 'Pricing Page Activity - ...'. Both have 'Create Email' links.

An orange arrow points from the 'Create Email' link of the second step to the 'Pricing Page Activity - ...' dropdown menu.

Their sales rep receives a notification that they've viewed the pricing page.

3 WHAT MAKES AN EMAIL WORLD-CLASS.

Emails should
add value, not
ask for it.



It is also essential that you
OPTIMIZE YOUR EMAILS.



EMAIL BEST PRACTICES

- 1 Identify a specific goal
- 2 Personalize sender info
- 3 Personalize email copy
- 4 Get to the point
- 5 Address leads directly
- 6 Use actionable language
- 7 Focus on benefits
- 8 Use multiple CTAs
- 9 Encourage sharing
- 10 Edit the plain-text
- 11 Optimize for mobile
- 12 Analyze Results


1 IDENTIFY A SPECIFIC GOAL.

- **Generate new leads:** enable sharing
- **Follow up on offer download:** kickback email
- **Collect audience feedback:** surveys
- **Increase program awareness:** informative copy
- **Nurture leads further down the funnel:** resources
- **Facilitate sales process:** CTA such as “call us”
- **Educate customers about new features:** overview

2

SEND YOUR EMAIL FROM A PERSON, NOT A COMPANY.

From Name [Personalize Sender](#)
The name recipients will see.

 Niti Shah ▼

From Email Address
The address recipients will see and reply to.

 niti@hubspot.com ▼

Increase open rate by 3-5%

3

USE PERSONALIZATION.

The image shows a HubSpot email editor interface on the left and a preview of the resulting email on the right. The editor interface includes a top navigation bar with 'HubSpot' and various menu items like 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. Below this is an 'Email' section with options for 'Content', 'Options', 'Variations', and 'Sending'. The 'Main Content' section has a 'Message Subject' field and a 'Main Email Body' section with a rich text editor. The preview shows an email from 'jon@biglytics.com' dated 'December 31, 2013 3:14 PM'. The email content is personalized, starting with 'Hi **FIRST NAME**.' and mentioning 'BIGLYTICS **MOST RELEVANT DOWNLOAD**' and 'Dawson Technologies'. The preview also features a 'BIGLYTICS FREE EBOOK' section with a blue box containing icons and the text 'AN INTRODUCTION to Big Data' and a 'LEARN MORE' button. The email ends with 'Best, **SALES REP NAME** **SALES REP PHONE**' and 'Best, Jon (800) 555 0199'.

3

USE PERSONALIZATION.

The image shows a HubSpot email editor interface on the left and a preview of the resulting email on the right. The editor has a top navigation bar with 'HubSpot' and various menu items like 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', 'Marketplace', and 'Academy'. Below this is an 'Email' section with options for 'Content', 'Options', 'Variations', and 'Sending'. The 'Main Content' section includes a 'Message Subject' field and a 'Main Email Body' section with a rich text editor. The rich text editor has a toolbar with options like 'Edit', 'Insert', 'View', 'Style', 'Table', and 'Tools'. The email body contains several green boxes representing personalized content: 'Hi **FIRST NAME**.' followed by a paragraph about downloading a free eBook, 'Best, **SALES REP NAME** **SALES REP PHONE**' and buttons for 'Send email', 'Save', 'Send test email', and 'Action'.

The preview on the right shows the email as it would appear in a browser. It has a header with 'jon@biglytics.com' and 'December 31, 2013 3:14 PM'. The subject is 'Download BIGlytics Big Data eBook'. The main content features the 'BIGLYTICS' logo, a blue box with icons and the text 'AN INTRODUCTION', and an orange box with the text 'BIGLYTICS FREE EBOOK' and 'An Introduction to Big Data'. Below this is a 'LEARN MORE' button. The email body starts with 'Hi Mary.' followed by a paragraph about downloading a free eBook, 'Best, Jon (800) 555 0199'.

First name



3

USE PERSONALIZATION.

Most relevant
download

The image shows a HubSpot email editor interface on the left and a preview of the resulting email on the right. The editor includes fields for 'Main Content', 'Message Subject', and 'Main Email Body'. The 'Main Email Body' contains a personalized message with fields for 'FIRST NAME', 'MOST RELEVANT DOWNLOAD', 'COMPANY NAME', 'SALES REP NAME', and 'SALES REP PHONE'. An orange arrow points from the text 'Most relevant download' to the 'MOST RELEVANT DOWNLOAD' field. The preview shows the email content as it would appear to the recipient, including the Biglytics logo, a 'BIGLYTICS FREE EBOOK' header, a description of the ebook, and a 'LEARN MORE' button. The email is addressed to 'Mary' and signed by 'Jon'.

HubSpot Dashboard Content Social Contacts Reports Marketplace Academy

Email

Content Options Variations Sending A

Main Content

Message Subject

Main Email Body Make Sm

Edit Insert View Style Table Tools

Hi **FIRST NAME**,

Interested in learning about Big Data? Download the free BIGLYTICS **MOST RELEVANT DOWNLOAD** and find some useful tips for **COMPANY NAME**. I'd love to know what you think. You can reach me at the information below with questions or ideas.

Best,
SALES REP NAME
SALES REP PHONE

Send email Save Send test email Action

jon@biglytics.com December 31, 2013 3:14 PM
To: You
Download BIGlytics Big Data eBook [Hide Details](#)

BIGLYTICS

BIGLYTICS FREE EBOOK

An Introduction to Big Data

LEARN MORE

AN INTRODUCTION

Hi **Mary**,

Interested in learning more about Big Data? Download the free BIGlytics *An Introduction to Big Data* eBook and find some useful tips for **Dawson Technologies**, I'd love to know what you think. You can reach me at the information below with questions or ideas.

Best,
Jon
(800) 555 0199

3

USE PERSONALIZATION.

The image shows a HubSpot email editor interface on the left and a preview of the resulting email on the right. The editor shows a message subject and body with several personalization tags highlighted in green boxes: **FIRST NAME**, **MOST RELEVANT DOWNLOAD**, **COMPANY NAME**, **SALES REP NAME**, and **SALES REP PHONE**. The preview shows the email content with these tags rendered as: **Mary**, **Biglytics**, **Most Relevant Download**, **Dawson Technologies**, and **Jon**. The email header includes the sender **jon@biglytics.com** and the subject **Download BIGlytics Big Data eBook**. The main content features the **BIGLYTICS** logo, a promotional banner for a **BIGLYTICS FREE EBOOK** titled **An Introduction to Big Data**, and a **LEARN MORE** button. The email body contains a personalized message from Jon to Mary, offering a free eBook and providing contact information.

Company name

3

USE PERSONALIZATION.

The image shows a HubSpot email editor interface on the left and a preview of the resulting email on the right. The editor shows a message subject and body with several green boxes indicating personalized fields: **FIRST NAME**, **MOST RELEVANT DOWNLOAD**, **COMPANY NAME**, **SALES REP NAME**, and **SALES REP PHONE**. An orange arrow points from the text 'Sales rep info' to the **SALES REP NAME** and **SALES REP PHONE** fields. The preview shows the email content rendered for a contact named Mary, with the personalized fields filled with her name and the sales rep's name, Jon, and phone number, (800) 555 0199. The email content includes the Biglytics logo, a 'BIGLYTICS FREE EBOOK' header, a description of the 'An Introduction to Big Data' eBook, and a 'LEARN MORE' button.

Sales rep info

3

USE PERSONALIZATION.



Over **75%** of email revenue is now generated by alternatives to generic one-size-fits-all campaigns.



Personalized emails see **14%** higher click-through rates and **10%** more conversions.

4

CREATE SUBJECT LINES AND EMAIL COPY THAT GET TO THE POINT.

Message Subject

Complimentary eBook: Double Your Traffic in 45 Days

 Subject Line Personaliz... ▼

4

CREATE SUBJECT LINES AND EMAIL COPY THAT GET TO THE POINT.

Message Subject

Complimentary eBook: Double Your Traffic in 45 Days

 Subject Line Personaliz... ▼

Message Subject

7 Dangerous Side Effects of Poor Pool Maintenance

 Subject Line Personaliz... ▼

4

CREATE SUBJECT LINES AND EMAIL COPY THAT GET TO THE POINT.

Message Subject

Complimentary eBook: Double Your Traffic in 45 Days

 Subject Line Personaliz... ▾

Message Subject

7 Dangerous Side Effects of Poor Pool Maintenance

 Subject Line Personaliz... ▾

Main Body Text

  **B** *I* U      Font Size ▾       

Hi **FIRSTNAME**,

A while ago, you downloaded our eBook, "5 Inside Tips on Real Estate Financing." I hope you found it helpful! If you haven't had a chance to read it yet, no worries – you can [download it here](#).

Recently, I've been thinking about my past failures in real estate. Four years ago, one particular assumption cost me hundreds of thousands of dollars – in fact, it was **the worst experience in real estate finance that I ever had**.

4

CREATE SUBJECT LINES AND EMAIL COPY THAT GET TO THE POINT.

Message Subject

Complimentary eBook: Double Your Traffic in 45 Days

Subject Line Personaliz...

Message Subject

7 Dangerous Side Effects of Poor Pool Maintenance

Subject Line Personaliz...

Main Body Text



Hi **FIRSTNAME**,

A while ago, you downloaded our eBook, "5 Inside Tips on Real Estate Financing." I hope you found it helpful! If you haven't had a chance to read it yet, no worries – you can [download it here](#).

Recently, I've been thinking about my past failures in real estate. Four years ago, one particular assumption cost me hundreds of thousands of dollars – in fact, it was **the worst experience in real estate finance that I ever had**.

No.



5 SPEAK DIRECTLY TO A PERSON.

Not enough agencies realize that their website is the best tool they have to position themselves as experts and drive online business. Are you using yours effectively? Find out by downloading our agency ebook, **The Ultimate Guide to Marketing Your Agency.**

[Download Your Ebook Creation Bundle and Start Generating More Leads Now >>](#)

Since you indicated that you are evaluating marketing software, I wanted to point you towards some unbiased, third-party reports and reviews that might help you with your decision.

6 USE ACTIONABLE LANGUAGE.

- Incorporate verbs into your in-text CTAs and CTA buttons
 - **Get** Your Templates
 - **Start** Your Project Now
 - **Reserve** Your Seat
- Let lead know what they can **do** by clicking your email's in-text CTAs and CTA buttons
 - Save time
 - Generate more leads
 - Increase production efficiency by 23%

7 FOCUS ON BENEFITS, NOT FEATURES.

Instantly see how connected you really are.

Why set arbitrary six month "followup" dates when you can review your engagement history with a prospect, and connect when you're both ready? The Signals app loads your conversation history so you're equipped with the intelligence you need to click, connect, close.

In this ebook, **you'll learn:**

- Guidelines on lead nurturing segmentation
- How to create behavior-based workflows
- How to integrate lead nurturing with other marketing efforts

8

USE EACH COMPONENT OF YOUR EMAIL AS A CALL TO ACTION.



Start the July Quiz

Edit alt-text of
images + CTAs



8

USE EACH COMPONENT OF YOUR EMAIL AS A CALL TO ACTION.

Start the July Quiz

Edit alt-text of
images + CTAs

All the best,
Niti



Niti Shah (1-888-HUBSPOT)
Head of Email Marketing, HubSpot

Add CTA to Signature

8


USE EACH COMPONENT OF YOUR EMAIL AS A CALL TO ACTION.

[Start the July Quiz](#)

Edit alt-text of images + CTAs

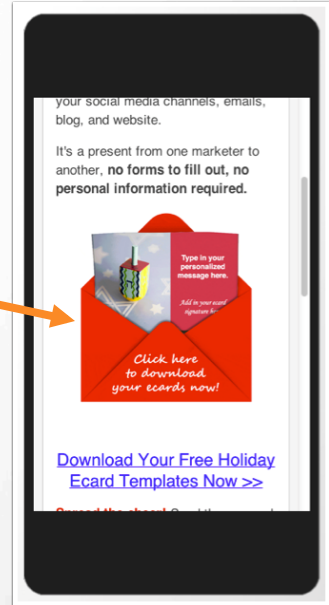
Link images to landing pages

All the best,
Niti



Niti Shah (1-888-HUBSPOT)
Head of Email Marketing, HubSpot

Add CTA to Signature



8

USE EACH COMPONENT OF YOUR EMAIL AS A CALL TO ACTION.

Start the July Quiz

Edit alt-text of images + CTAs

Link images to landing pages

All the best,
Niti



Niti Shah (1-888-HUBSPOT)
Head of Email Marketing, HubSpot

Add CTA to signature

Modify preview text



Unread		1-3 of 3
<input type="checkbox"/>	<input type="star"/> <input type="trash"/>	Mike Volpe 54 New Data Slides for Your Marketing Decks - Save time with these ready-to-use presentation slides. 12:28 pm
<input type="checkbox"/>	<input type="star"/> <input type="trash"/>	Mike Volpe 54 New Data Slides for Your Marketing Decks - Save time with these ready-to-use slides for your next marketing p 12:26 pm
<input type="checkbox"/>	<input type="star"/> <input type="trash"/>	Mike Volpe 54 New Data Slides for Your Marketing Decks - Hi Niti, Are you wasting hours every week putting together marketi 12:25 pm

9

ENCOURAGE SHARING TO GENERATE MORE LEADS.

The screenshot shows the HubSpot Content Editor interface for an email. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', 'Reports', and 'Resources'. Below this is a breadcrumb trail '← Email' and a 'Tutorial' link. The main toolbar contains 'Content', 'Options', 'Variations' (with 'A/B' sub-labels), and 'Sending'. A 'Variation: A B' selector is visible. The 'Social Sharing' section is active, displaying instructions to 'Add a link to your page here and we'll automatically format it for sharing on social networks'. A text input field contains 'http://hub.am/1cuNt0Y' and a 'Use page URL' button. Below, a list of social networks is shown with checkboxes and pre-filled share URLs: Facebook, Twitter, LinkedIn, Google+, and Pinterest. A 'Revert' button is next to the Twitter URL. At the bottom of the list is a 'Select' button. The bottom of the interface features a 'Schedule email send' button, 'Save', 'Send test email', and an 'Actions' dropdown menu.

9

ENCOURAGE SHARING TO GENERATE MORE LEADS.

The screenshot shows the HubSpot Content Editor interface. At the top, there's a navigation bar with 'HubSpot' logo and menu items: Dashboard, Content, Social, Contacts, Reports, Resources. Below this is a sub-header 'Email' with a 'Tutorial' link. The main editing area has tabs for 'Content', 'Options', 'Variations', and 'Sending'. The 'Variations' tab is active, showing 'Variation: A B'. The 'Social Sharing' section is expanded, displaying the heading 'Use a tracking URL'. Below the heading is a text input field containing 'http://hub.am/1cuNt0Y', with an orange arrow pointing to it from the right. To the right of the field is a 'Use page URL' button. Below the field is a section titled 'Select the networks you want to enable sharing for. Customize links if you wish.' with five checked checkboxes for Facebook, Twitter, LinkedIn, Google+, and Pinterest. Each checkbox has a corresponding icon and a text input field for the share URL. The Facebook URL is 'http://www.facebook.com/share.php?u=http://hub.am/1cuNt0Y', Twitter is 'http://ctt.ec/Aa2IT', LinkedIn is 'http://www.linkedin.com/shareArticle?mini=true&url=http://hub.am/1cuNt0Y', Google+ is 'https://plus.google.com/share?url=http://hub.am/1cuNt0Y', and Pinterest is 'http://pinterest.com/pin/create/button/?url=http://hub.am/1cuNt0Y&media=http://cdn2.hubspot.net/'. There is also an unchecked checkbox for an email icon with the URL 'http://cdn2.hubspot.net'. At the bottom of the editor, there are buttons for 'Schedule email send', 'Save', 'Send test email', and an 'Actions' dropdown menu.

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HubSpot Dashboard Content Social Contacts Reports Resources

Email Tutorial

Content Options Variations A/B Sending Variation: A B

Social Sharing

Add a link to your page here and we'll automatically format it for sharing on social networks

Select the networks you want to enable sharing for. Customize links if you wish.

-
-
-
-
-

Use a tracking URL

Personalize message when possible

9

ENCOURAGE SHARING TO GENERATE MORE LEADS.

The screenshot shows the HubSpot Content Management System interface. At the top, there's a navigation bar with 'HubSpot' logo and menu items: Dashboard, Content (selected), Social, Contacts, Reports, and Resources. Below this is a sub-header 'Email' with a 'Tutorial' link. The main content area is titled 'Social Sharing' and contains a text input field with the URL 'http://hub.am/1cuNt0Y' and a 'Use page URL' button. Below the input field, there's a section for selecting social networks to share on, with checkboxes for Facebook, Twitter, LinkedIn, Google+, and Pinterest, each with a corresponding URL field. There are also 'Revert' and 'Select' buttons. At the bottom, there are buttons for 'Schedule email send', 'Save', 'Send test email', and an 'Actions' dropdown menu.

we'll be partnering up with **LinkedIn, Facebook, and Twitter** to break the *Guinness Book* world record for the **world's largest webinar**.

Do you want to join the party and help us spread the word?

[Register yourself here](#) and then invite friends, colleagues, and followers in your network to this once in a lifetime event.

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10

EDIT THE PLAIN TEXT.

Save time with these ready-to-use slides.

HubSpot (<http://www.hubspot.com>)

Preview text

Logo and image alt-text

Hi Niti,

Lorem ipsum dolor sit amet, rebum movet definiebas qui ut. Autem oporteat complectitur vel ut. Ius veniam invidunt te, eu vis sapientem explicari (<http://company.com/long-tracking-URL-no-one-wants-to-see-in-their-email>). Veniam maiorum eloquentiam usu cu. Vim id digna invidunt consequat, te clita intellegebat vel. Nominavi hendrerit quo in!

Linked text

All the best,

Diana

DianaUrban (<https://twitter.com/DianaUrban>)

Diana Urban

HTML Signature

Share buttons

Head of Conversion Marketing, HubSpot

Follow Diana Urban (<https://twitter.com/DianaUrban>)

Share on Facebook (http://www.facebook.com/share.php?u=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dfacebook) Share on LinkedIn (http://www.linkedin.com/shareArticle?mini=true&url=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dlinkedin) Share on Twitter (https://twitter.com/intent/tweet?original_referer=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dtwitter&url=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dtwitter&source=tweetbutton&text=) Share on Google+ (https://plus.google.com/share?url=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dgoogle_plus) Share on Email (mailto:?subject=Check out http://company.com/long-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Demail &body=Check out http://company.com/long-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Demail)

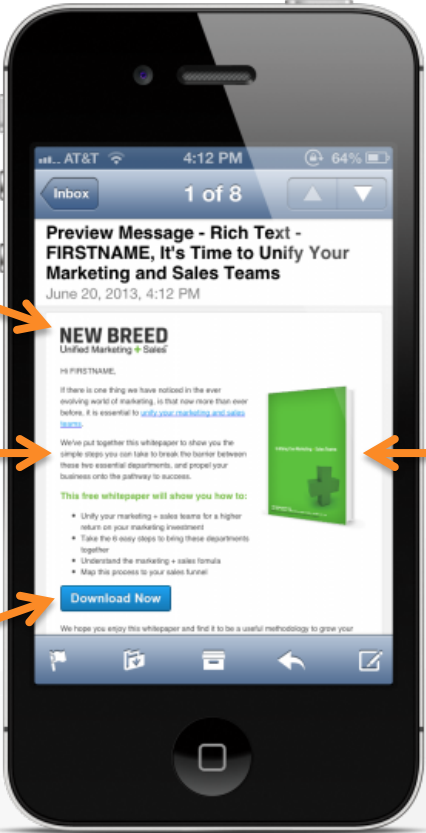
11

OPTIMIZE FOR MOBILE.

Does the logo work on a smaller screen?

Is the text legible?
Does it zoom properly?

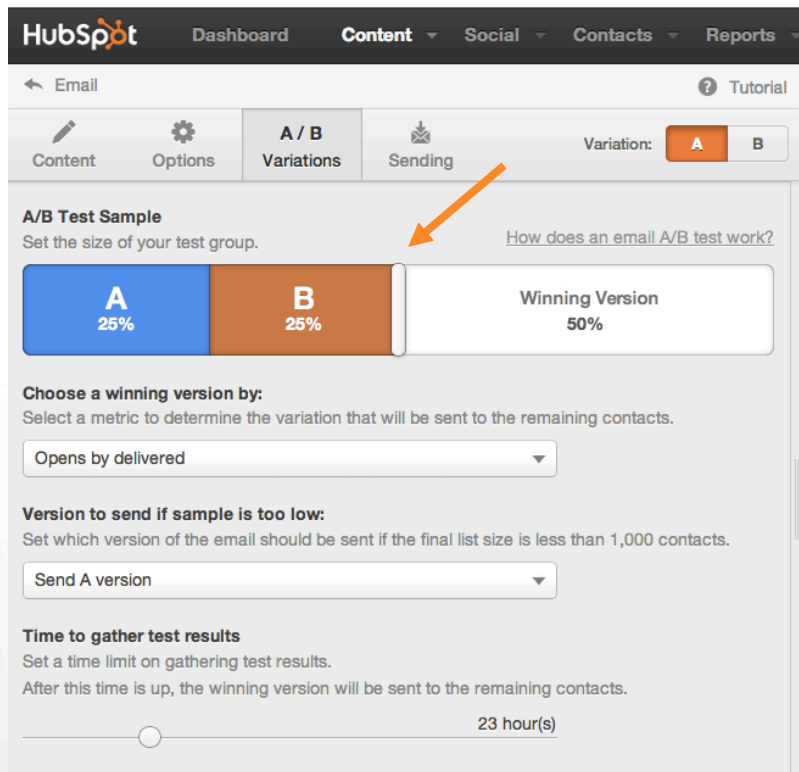
Is the Call-to-Action functional?



Do images display correctly?

12

ANALYZE YOUR RESULTS.



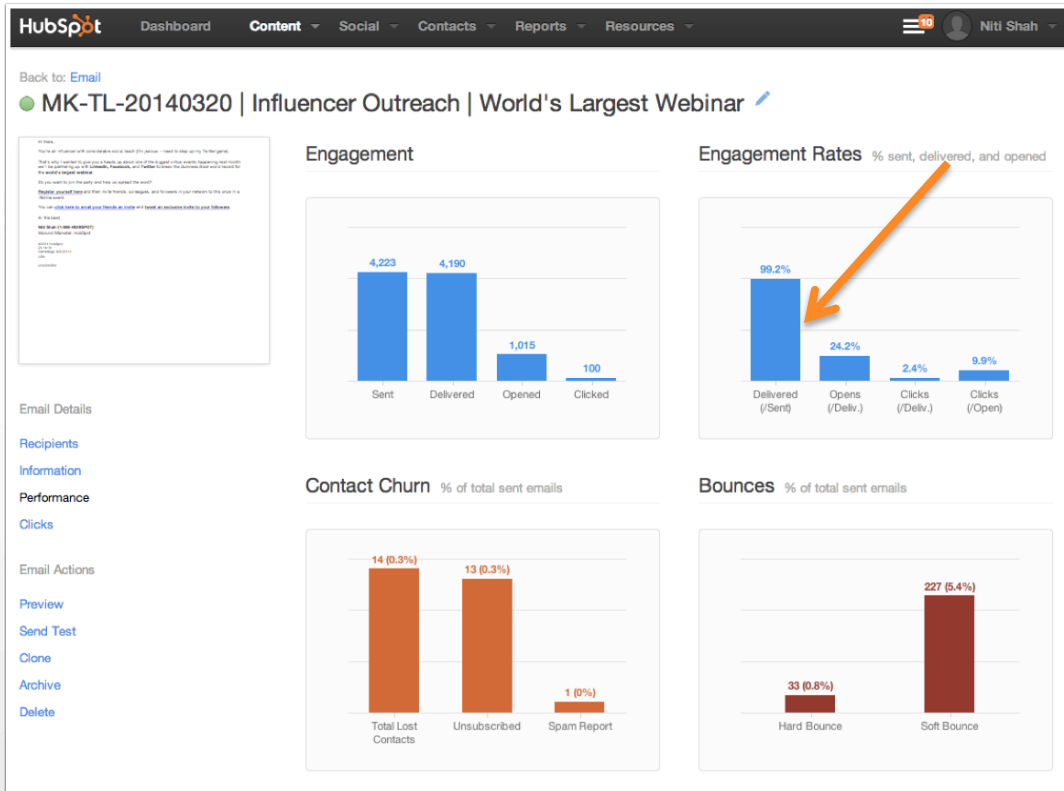
The screenshot shows the HubSpot interface for an A/B test. The top navigation bar includes 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', and 'Reports'. Below this, there's a breadcrumb trail 'Email' and a 'Tutorial' link. The main interface has tabs for 'Content', 'Options', 'A/B Variations', and 'Sending'. The 'A/B Variations' tab is active, showing a progress bar with two segments: 'A' (blue, 25%) and 'B' (orange, 25%). To the right of the progress bar, it says 'Winning Version 50%'. Below the progress bar, there's a section titled 'Choose a winning version by:' with a dropdown menu set to 'Opens by delivered'. Another section titled 'Version to send if sample is too low:' has a dropdown menu set to 'Send A version'. At the bottom, there's a section titled 'Time to gather test results' with a slider set to '23 hour(s)'. An orange arrow points from the 'A/B Variations' tab to the progress bar.

RUN A/B TESTS FOR:

- Subject line optimization
- Email templates
- Offers
- Length
- Images
- Copy
- CTAs

12

ANALYZE YOUR RESULTS.

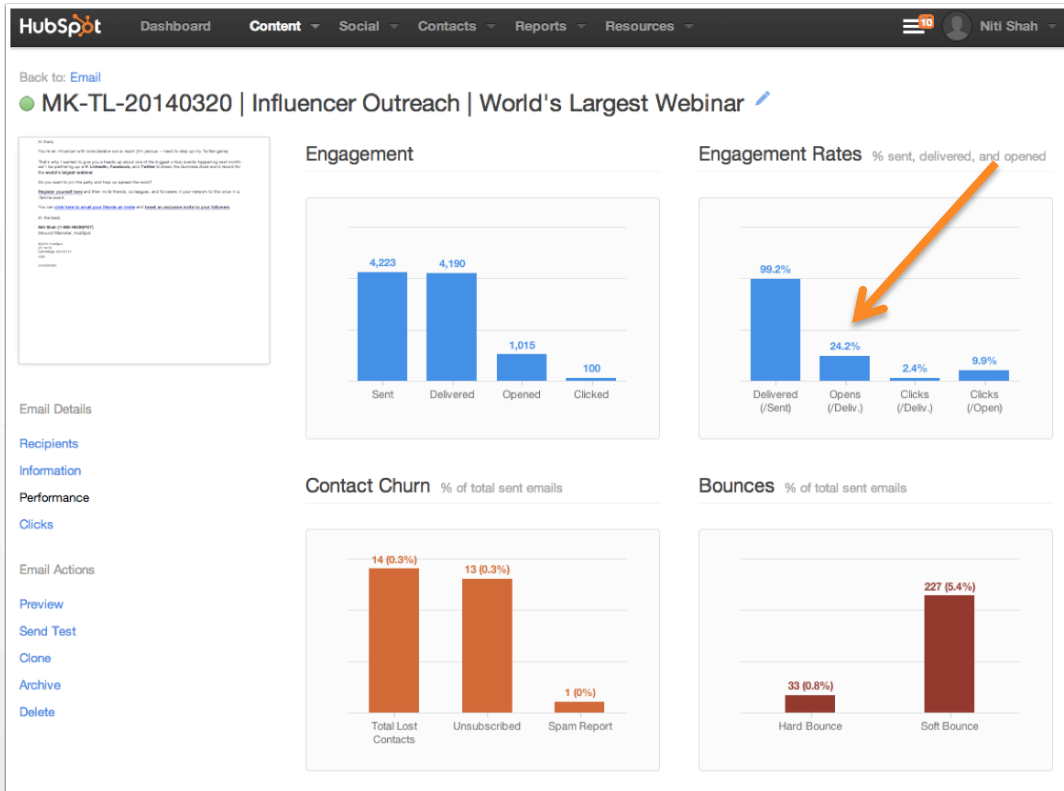


Measure stats such as:

- Delivery rates

12

ANALYZE YOUR RESULTS.

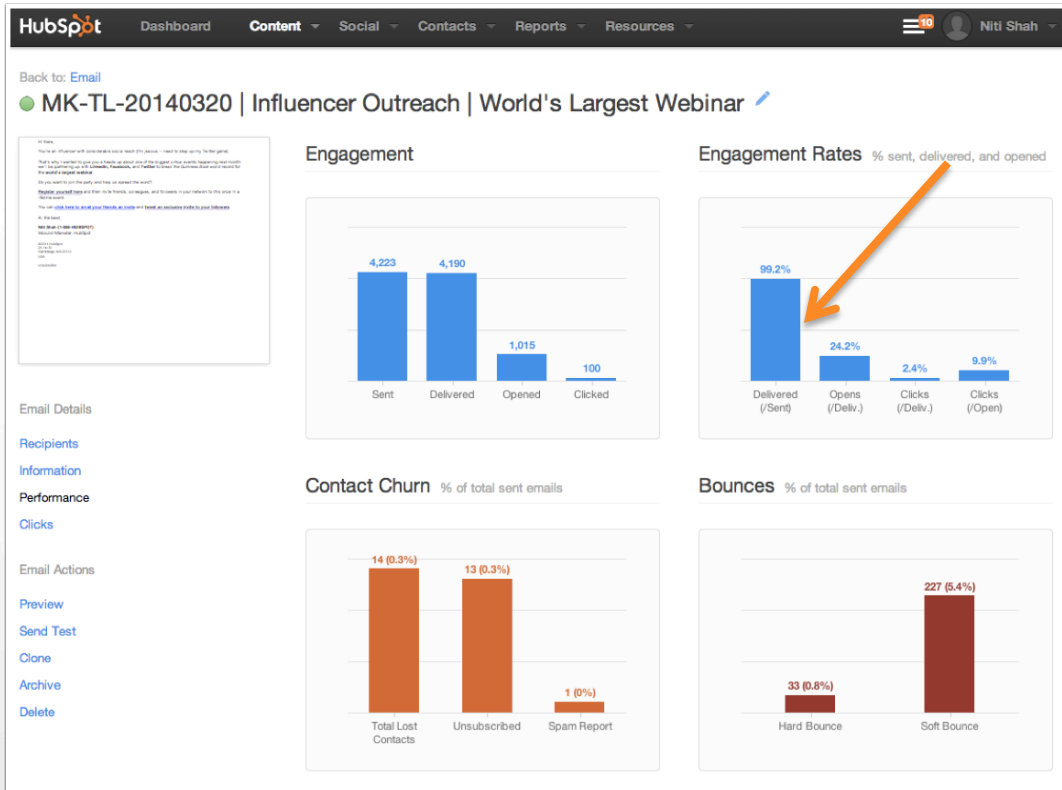


Measure stats such as:

- Delivery rates
- Open rates

12

ANALYZE YOUR RESULTS.

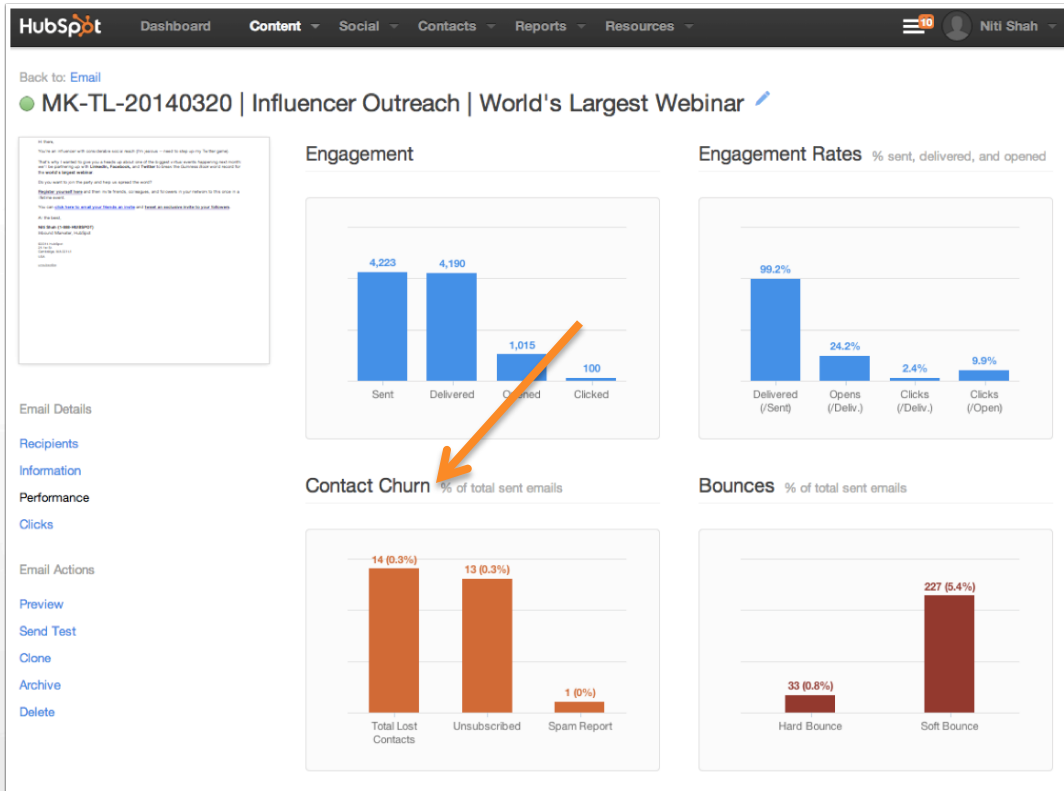


Measure stats such as:

- Delivery rates
- Open rates
- Click-through rates

12

ANALYZE YOUR RESULTS.

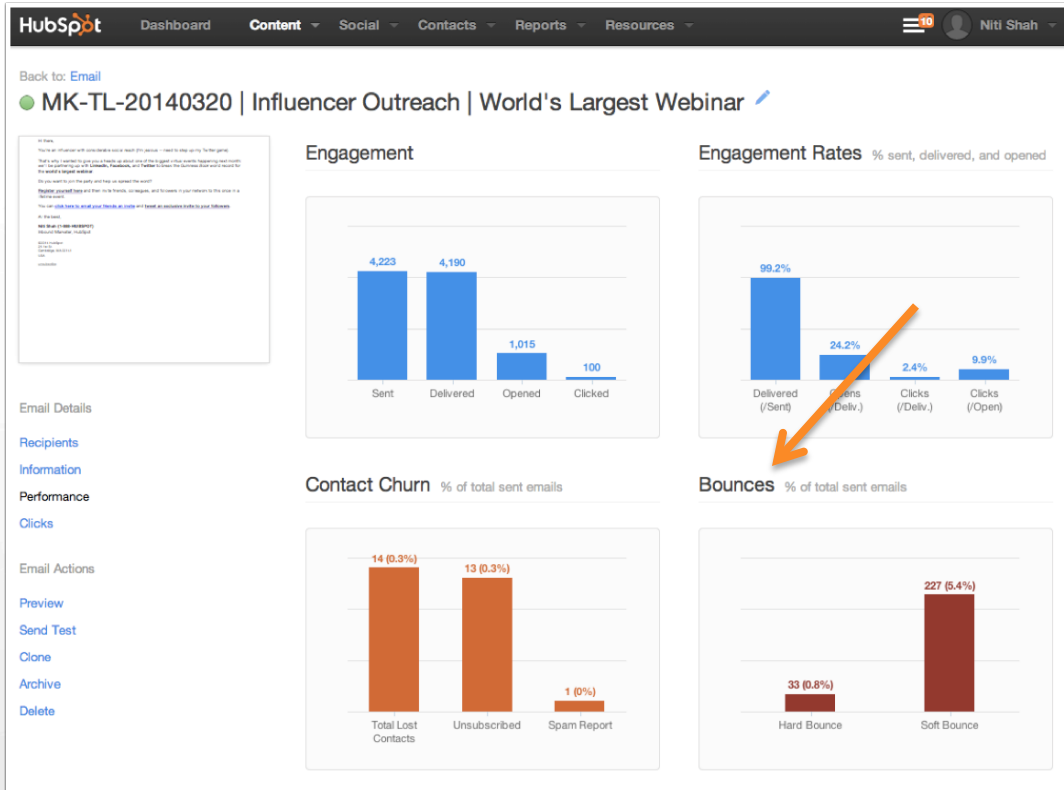


Measure stats such as:

- Delivery rates
- Open rates
- Click-through rates
- Contact churn

12

ANALYZE YOUR RESULTS.

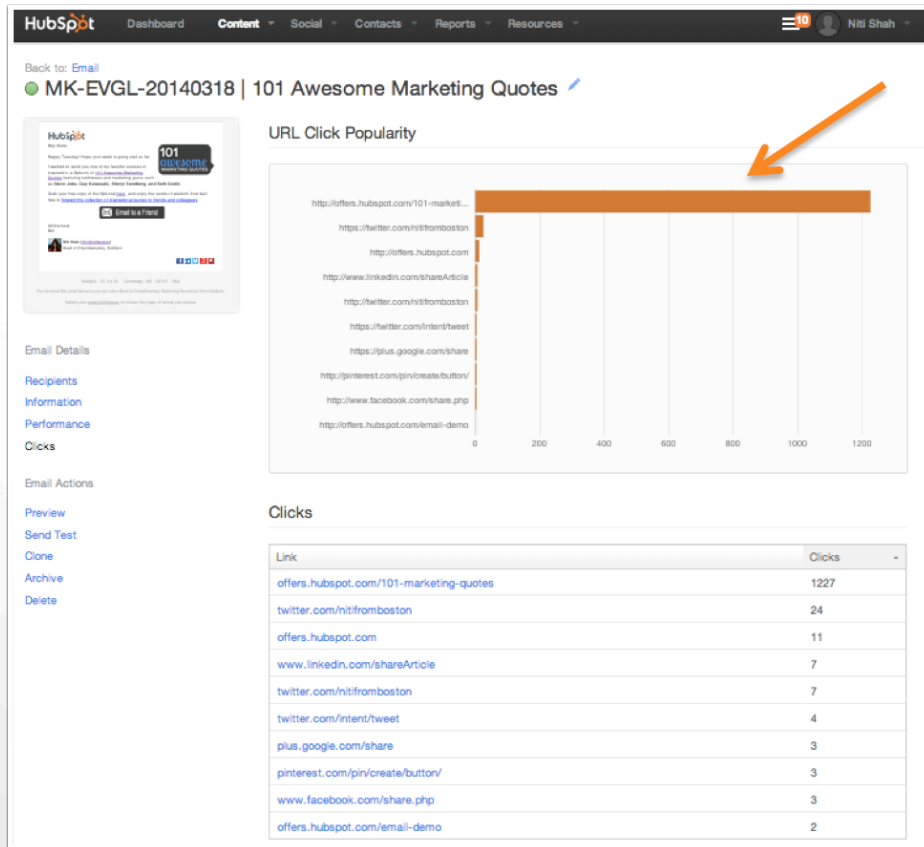


Measure stats such as:

- Delivery rates
- Open rates
- Click-through rates
- Contact churn
- Hard/soft bounces

12

ANALYZE YOUR RESULTS.



Analyze segment behavior:

- URL click popularity
- Unsubscribes vs, email preference changes
- Social shares by channel
- CTA click rate

OK, that's great. But what does a world-class email **look like** when you've put all of it together?



Example: Product Email

Hi there,

We noticed that you recently downloaded a marketing resource from HubSpot. Did you know we make **all-in-one inbound marketing software** that helps companies attract visitors, convert leads, and close customers more effectively?

Companies that use inbound marketing get **54% more leads** than those that don't. We make it easier by providing all the tools and analytics you need in one place. They're integrated, so you can track the ROI of your entire marketing campaign on **one central dashboard**.

Are you using inbound marketing effectively? Here's a [5-minute presentation](#) that breaks down what it is, and **how it can help you increase traffic, leads, and customers**.



Not responsible for your company's inbound marketing strategy? Please feel free to [forward this presentation to any colleagues](#) who might find it useful.

All the best,
Kipp



Kipp Bodnar ([@kppbodnar](#))
VP Marketing, HubSpot

Start the Conversation!

[Call Us at 1-888-HUBSPOT](#) | [Request a Demo](#) | [Get Free Resources](#)

Example: Product Email


Informational, more text is okay. You're educating a lead about your product.

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Image is central part of the email. It links to a Slideshare about inbound marketing.

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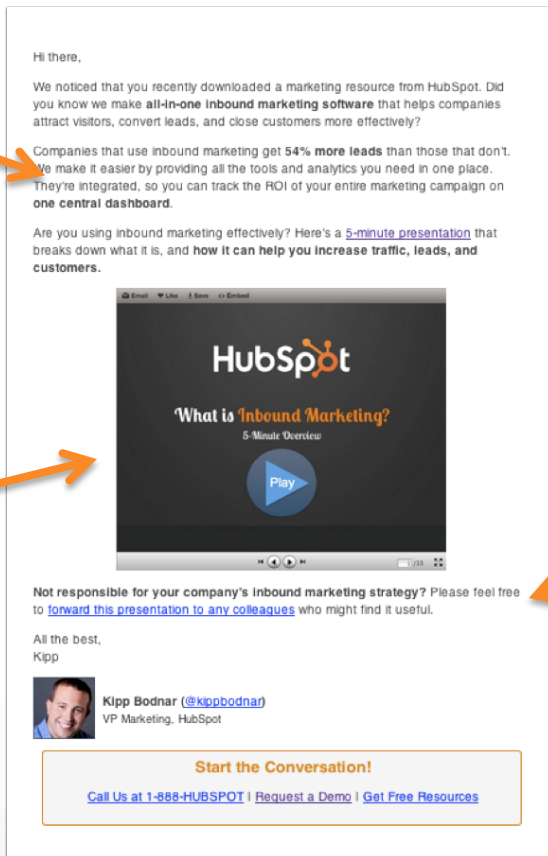
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Example: Product Email

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Image is central part of the email. It links to a Slideshare about inbound marketing.

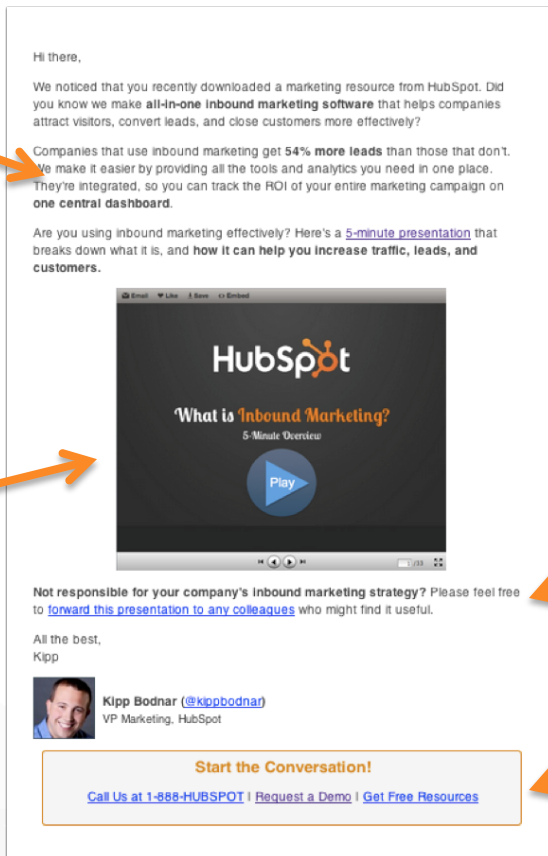


Is there someone else at the organization that would be a better fit for this email? Encourage forwarding.

Example: Product Email

Informational, more text is okay. You're educating a lead about your product.

Image is central part of the email. It links to a Slideshare about inbound marketing.



Is there someone else at the organization that would be a better fit for this email? Encourage forwarding.

Primary goal of this email is to encourage leads to learn more about the product. CTAs reflect that.

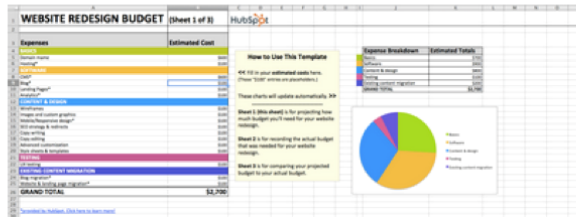
Example: Promotional Email



Hi there,

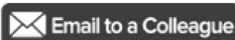
Determining **marketing budgets** is no one's favorite task, but it's essential to your organization's ability to hit goals. You can save time with these 8 free budget templates.

[Download Your 8 Marketing Budget Templates Now >>](#)



These budget templates are broken out by **7 marketing channels**, and also includes a **master template** where you can manage all your budget at the **monthly/quarterly** level.

And help us make other marketers' lives easier: [click here to forward these templates to your friends and colleagues.](#)



Happy budgeting!
Niti



Niti Shah (@nitifromboston)
Head of Email Marketing, HubSpot
1-888-HUBSPOT

Sharing



Example: Promotional Email

Use personalization token such as contact's first name

HubSpot
Hi there,

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Email to a Colleague

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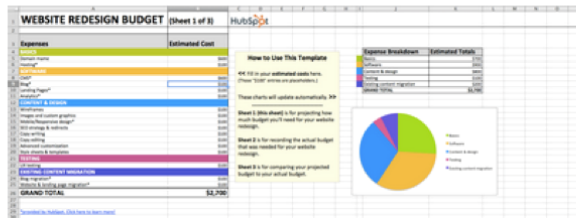


HubSpot

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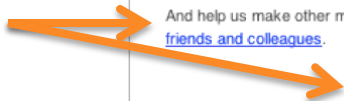
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Sharing



Encourage sharing of download with colleagues/friends

Example: Promotional Email

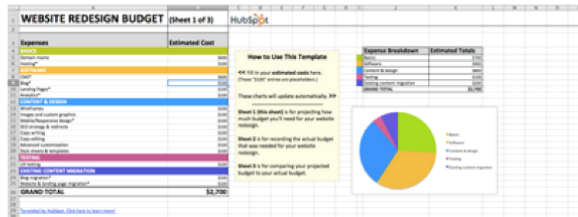
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Sharing



Actionable language + speaking directly to lead ("Your Templates")

Encourage sharing of download with colleagues/friends

Provide contact info in signature to facilitate 1:1 conversation

Example: Promotional Email

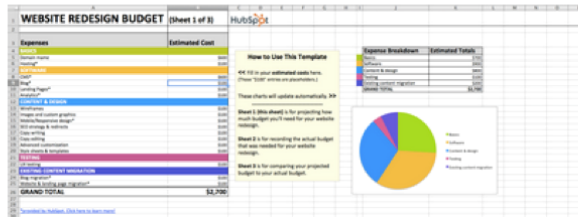
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Image sets expectations for what the download looks like and acts as a CTA

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Provide contact info in signature to facilitate 1:1 conversation

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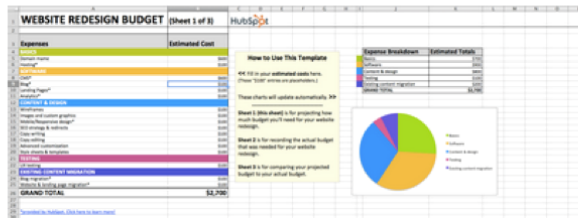
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Sharing



Actionable language + speaking directly to lead ("Your Templates")

Image sets expectations for what the download looks like and acts as a CTA

Encourage sharing of download with colleagues/friends

Provide contact info in signature to facilitate 1:1 conversation

Social sharing buttons to generate new leads

Example: Nurturing Email

Hi there,

How are you? I wanted to check in with you one last time -- did you have any questions about HubSpot's marketing software and how it can help you increase traffic, leads, and customers?

Please call us at **1-888-HUBSPOT** (1-888-482-7768) so we can set up a time to chat. Look forward to hearing from you!

All the best,

Kipp Bodnar
VP Marketing, HubSpot

©2014 HubSpot
25 1st St.
Cambridge, MA 02141
USA

[unsubscribe](#)

Example: Nurturing Email

Plaintext style
simulates 1:1 email



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How are you? I wanted to check in with you one last time -- did you have any questions about HubSpot's marketing software and how it can help you increase traffic, leads, and customers?

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[unsubscribe](#)

Example: Nurturing Email

Plaintext style
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State reason for sending email



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[unsubscribe](#)

Optimize CTA around main goal: in this case, connecting lead with sales immediately.

Example: Nurturing Email

Plaintext style
simulates 1:1 email

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[unsubscribe](#)

Optimize CTA around main goal: in this case, connecting lead with sales immediately

Personalize sender. A real person is emailing. Note the position of the sender – gives authority.

4 KEY TAKEAWAYS AND RESOURCES.

KEY TAKEAWAYS

- 1 To be successful at email marketing, you need to send the right content to the right person at the right time.
- 2 Email marketing can be used for brand awareness, lead generation, lead to customer conversion, and customer retention.
- 3 Segmenting your contacts database increases engagement and deliverability and decreases unsubscribe rates.

KEY TAKEAWAYS

- 4 You can use segmented lists to trigger nurturing sequences to move leads further down the funnel.
- 5 Each email should have one specific goal.
- 6 Personalization increases engagement and conversions.
- 7 Take the time to optimize emails – detail is key.

RESOURCES

- 1 [The Anatomy of a 5-Star Email](#) [eBook]
- 2 [Optimizing Email Marketing for Conversions](#)
[downloadable guide]
- 3 [8 Little Tricks to Make Your Emails More Clickable](#) [blog post]