



CLASS 01

Email Marketing and Your Business

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Email Certification

Brought to you by HubSpot Academy

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WHY EMAIL MARKETING IS STILL IMPORTANT



**IS EMAIL MARKETING
STILL RELEVANT?**

Email is still a huge part of being a **successful business.**



PEOPLE HAVE
DRAMATICALLY
CHANGED HOW THEY
LIVE AND WORK.



There's a big disconnect between how companies sell and how people buy.



In **traditional marketing**, companies focus on finding customers by getting their message in front of as many people as possible.

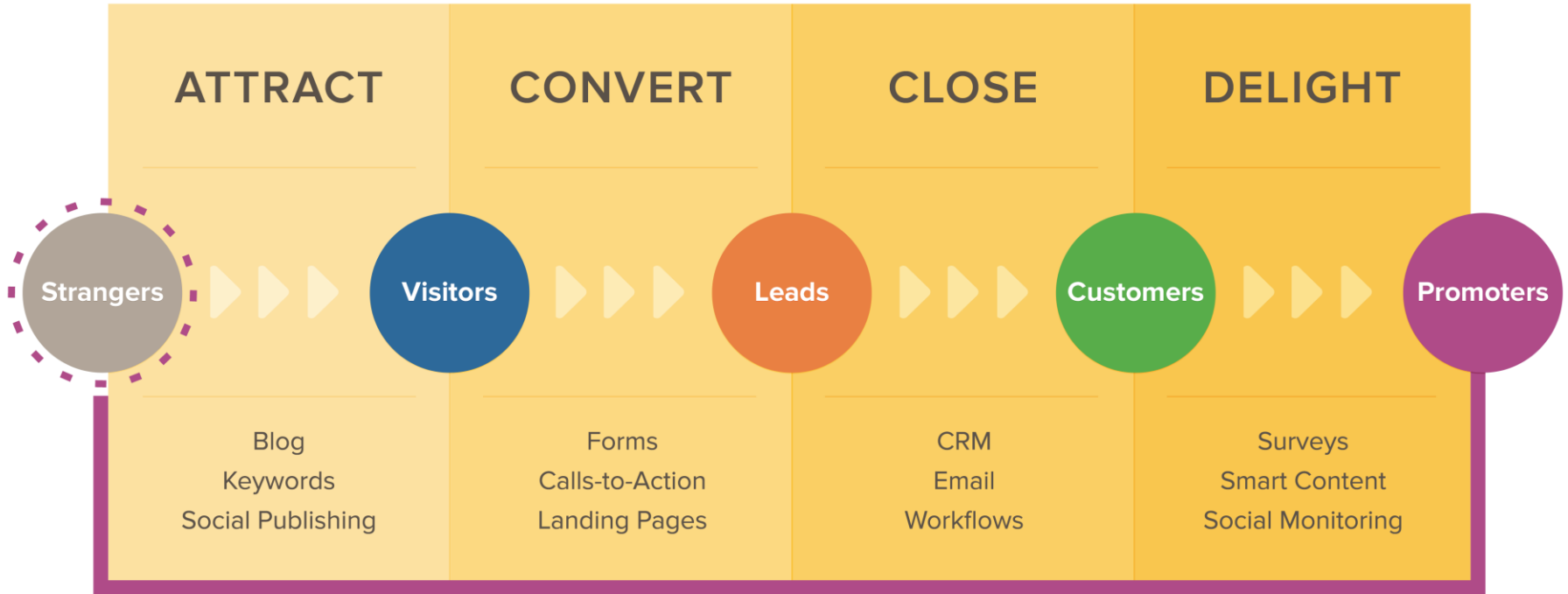
TECHNOLOGY IS MAKING
THESE TECHNIQUES
LESS EFFECTIVE
AND **MORE EXPENSIVE.**

INBOUND IS ALL ABOUT
EMPOWERING VISITORS,
LEADS AND CUSTOMERS
WITH HELPFUL, RELEVANT
CONTENT THAT
PROVIDES VALUE.

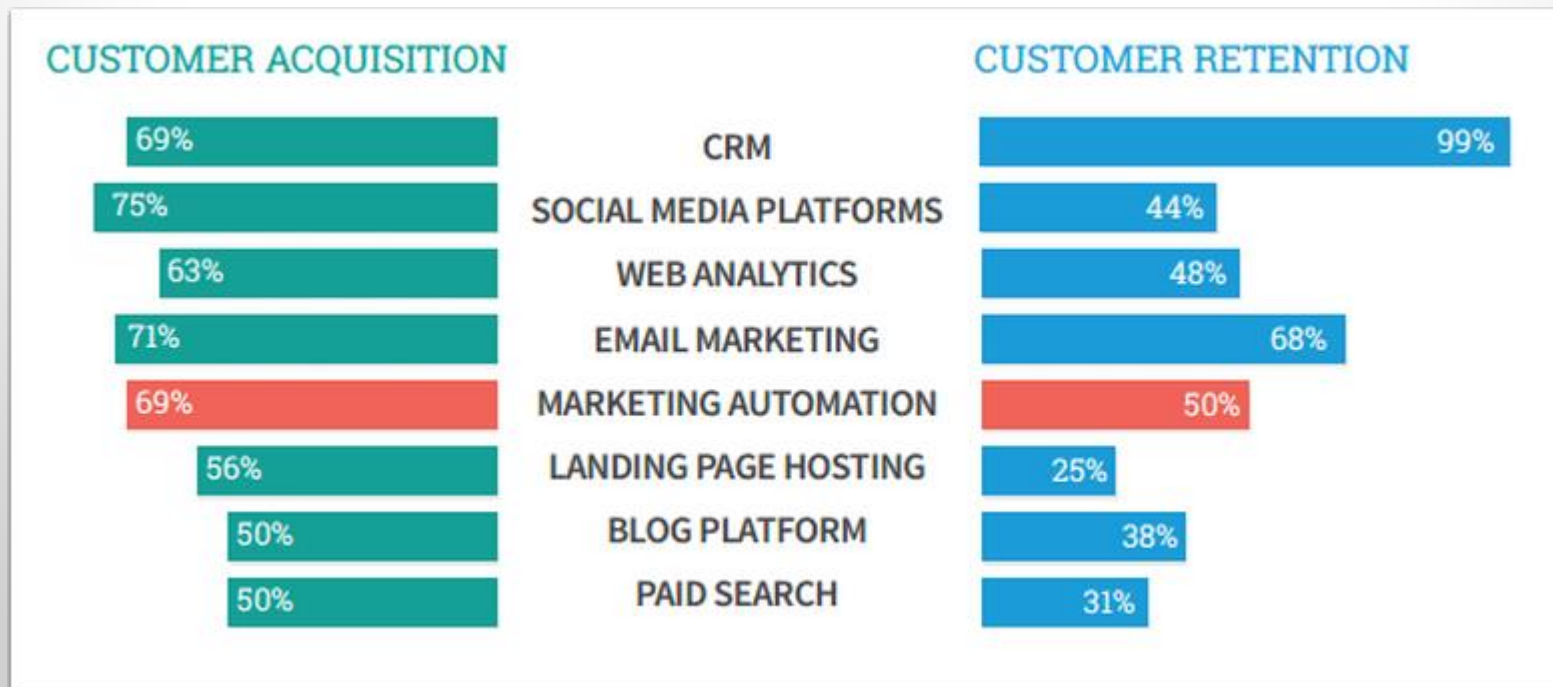
A young man with dark hair, wearing a red, blue, and white plaid shirt, is shown in profile, looking intently at a laptop screen. The background is a dark blue gradient, and several white envelopes are scattered around him, some appearing to float or fly through the air. The overall mood is focused and professional.

Remember that **there is a human** on the other end of your email send.

Inbound Methodology

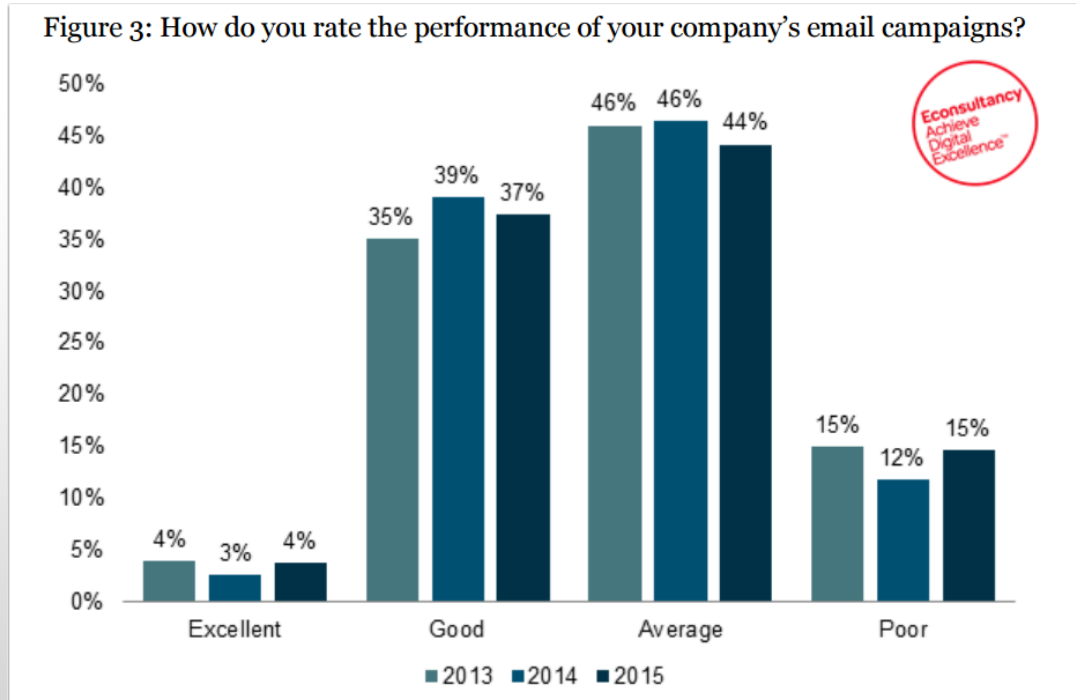


What tech can help marketers close leads and delight customer?



WITH AN ROI OF **38-1**,
EMAIL MARKETING IS
ONE OF THE BEST
INVESTMENTS YOUR
BUSINESS CAN MAKE.

Only 4% of companies would rate the performance of their email campaigns as excellent.



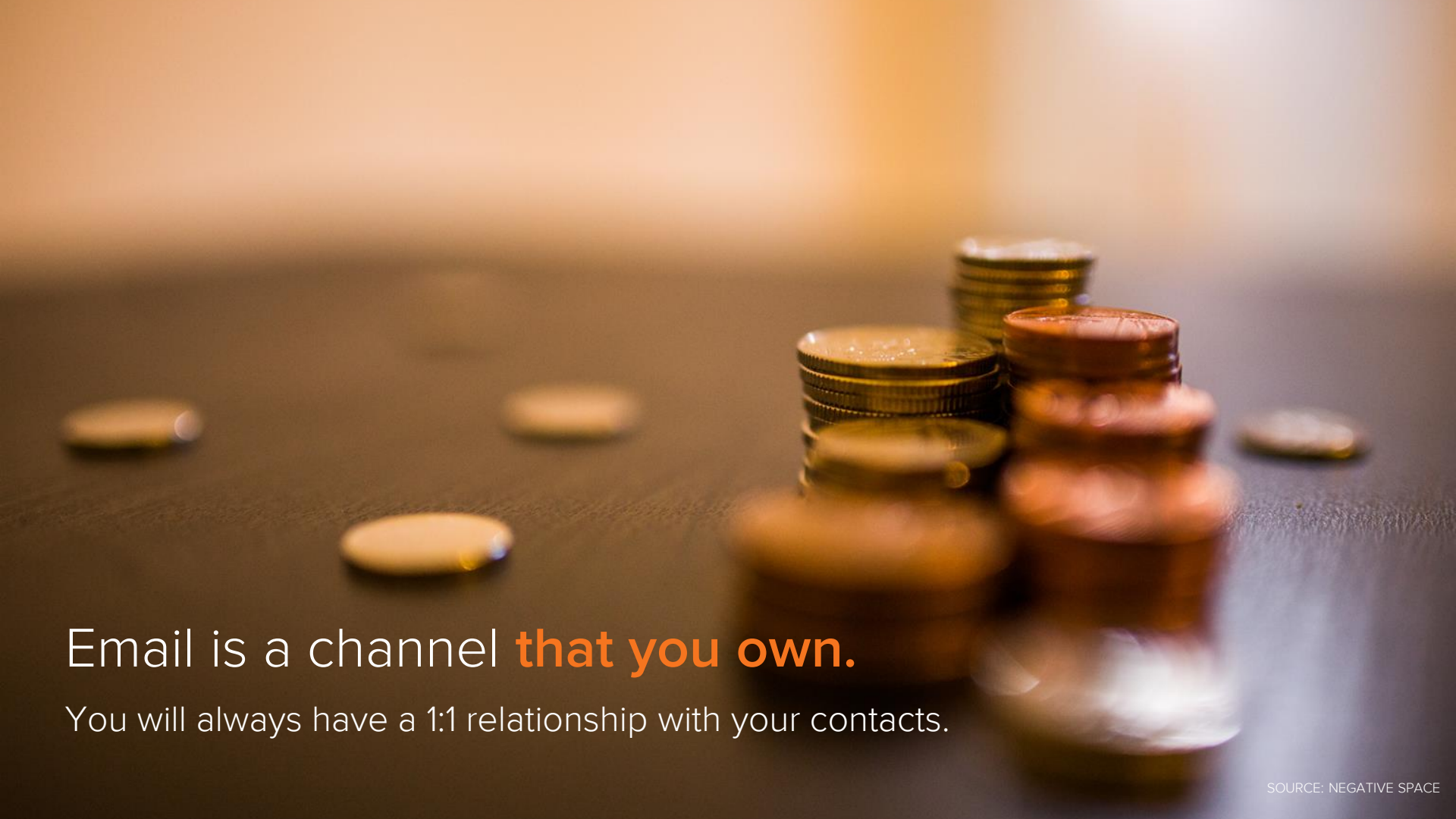


74

The number of times the average person checks their email EVERY DAY

54% of all email is opened on mobile.





Email is a channel **that you own.**

You will always have a 1:1 relationship with your contacts.

AN INVITE INTO A
PERSON'S INBOX IS A
PRETTY BIG DEAL.



“With great
power comes
great responsibility.”

The background of the image is a dark blue-grey color with a repeating pattern of lightbulb icons. The icons are arranged in a grid and are a lighter shade of blue-grey than the background. The text is centered horizontally and vertically.

**EMAIL MARKETING
IS MEASURABLE.**

**“THE GREAT CHALLENGE
OF OUR CURRENT MEDIA
LANDSCAPE IS CAPTURING
AND RETAINING USER
ATTENTION.”**

-NICCO MELE

The background is a dark blue-grey color with a repeating pattern of lightbulb icons in a lighter shade of blue-grey. The icons are arranged in a grid-like pattern across the entire page.

2 HOW TO BUILD AN EFFECTIVE EMAIL MARKETING STRATEGY

THE CORE PRINCIPLES OF EMAIL MARKETING

- The rise of mobile devices
- The significance of segmentation
- The power of personalization
- The importance of data-driven analysis and optimization

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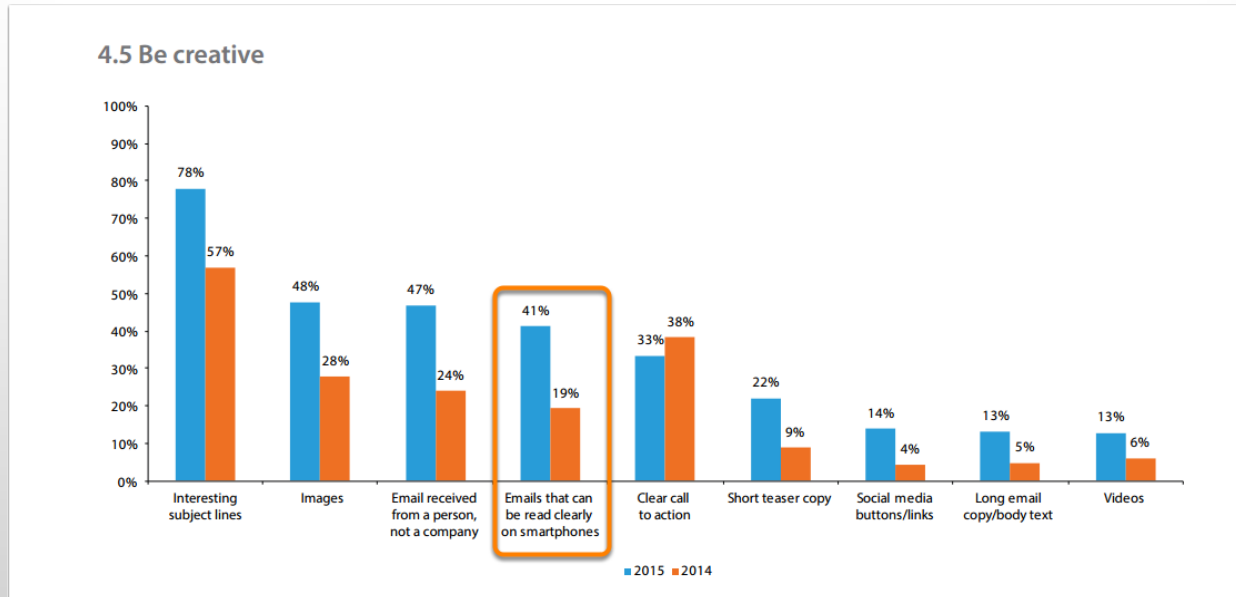
THE REALITY IS THAT
EMAIL HAS TO BE
MOBILE-OPTIMIZED
TO BE EFFECTIVE.

The background of the slide is a dark blue-grey color with a repeating pattern of small, light-colored lightbulb icons. The icons are arranged in a grid-like pattern, with some appearing slightly larger or more prominent than others, creating a subtle texture.

81%

Of smartphone users say email is the MOST popular activity they use their phone for.

People want emails that can be clearly read on smartphones.



When asked to rate the statement: “Most of the marketing emails I receive include no content or offers that are of interest to me.”

62%

agree or strongly agree.

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FOCUS AS MUCH ON THE
CONTEXT OF YOUR
MESSAGES AS THE
CONTENT YOU DELIVER.

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94%

Of businesses say personalization is critical to their current and future success.

JUST BECAUSE YOUR
EMAIL WENT OUT TO
10,000 PEOPLE DOESN'T
MEAN IT HAS TO READ
LIKE IT DID.

**THE MODERN MARKETER
HAS LOTS OF DIFFERENT
CHANNELS AT THEIR
DISPOSAL TO ATTRACT,
ENGAGE AND CLOSE
PEOPLE INTO CUSTOMERS.**

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Analytics is the engine that powers
the growth of your business.

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3 WHAT A SUCCESSFUL EMAIL MARKETING STRATEGY LOOKS LIKE

This course is your blueprint for a
successful email marketing program



SUSTAINED SUCCESS WITH EMAIL

1. Stakeholder buy-in and commitment
2. Software
3. An understanding of email's role in your business

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Your team has to believe that email
can drive growth for your business



IT TAKES TIME TO FIGURE
OUT THE QUIRKS AND
DIFFERENCES OF YOUR
CONTACT DATABASE.

WORK TOGETHER TO DECIDE

- When is the right time to send an email, and when is it not
- How often should you send emails?
- How many emails should a lead receive? A customer?

SUSTAINED SUCCESS WITH EMAIL

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FEATURES OF A GOOD EMAIL SERVICE PROVIDER

- Connected to a contact database
- Ability to analyze the success of your email sends
- Ability to send automated emails based on user activity
- Have landing page and form functionality for generating new leads

SUSTAINED SUCCESS WITH EMAIL

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IMPORTANT DECISIONS TO MAKE

- How will lead nurturing be used in your business?
- How many emails is too many emails?
- What role will email play in the way you communicate with existing customers?