



CLASS 09

# Sending the Right Email to the Right Person

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Professor: Isaac Moche

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# WHY IS EMAIL MARKETING STILL IMPORTANT?

MISCONCEPTIONS PEOPLE  
HAVE ABOUT **EMAIL:**

PEOPLE BELIEVE THAT  
EMAIL MARKETING  
MEANS **SPAM.**

PEOPLE BELIEVE THAT  
EMAIL MARKETING  
IS **OLD-SCHOOL.**

# REASONS THAT EMAIL WORKS

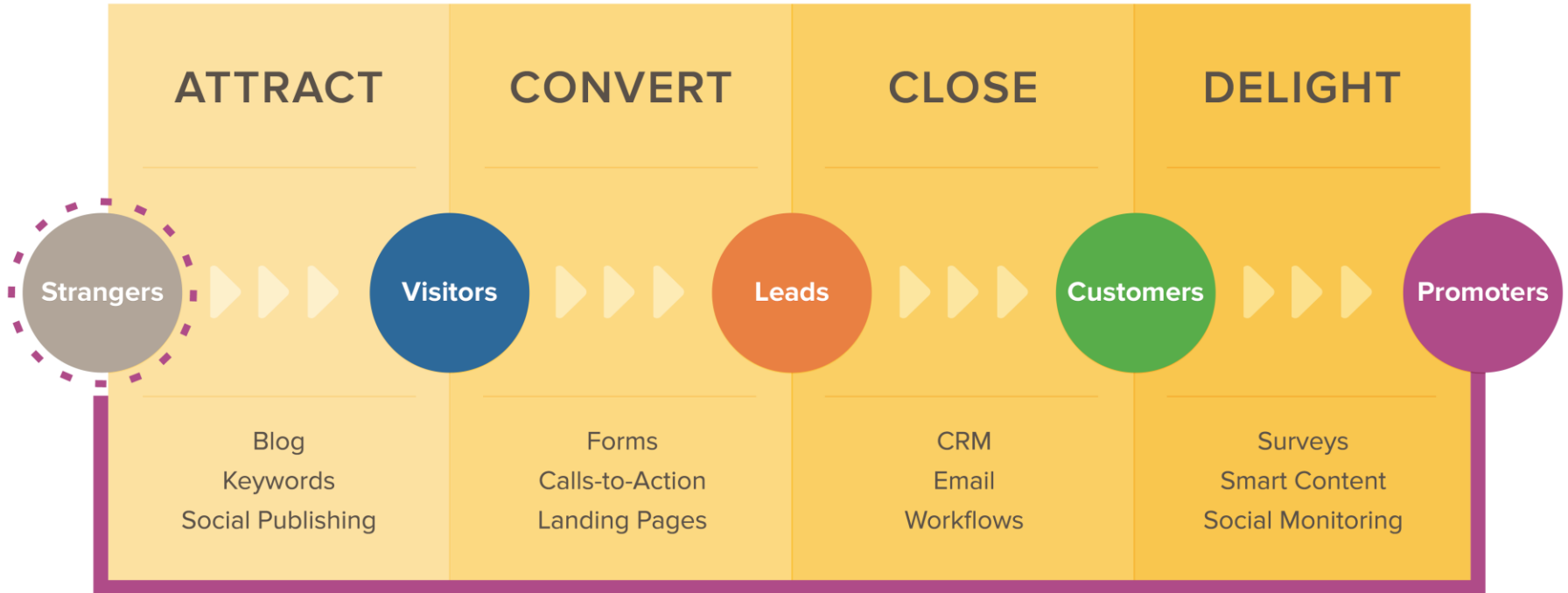
1. 4.3 billion email accounts that send 196 billion emails every day.
2. 91% of consumers check their email daily.
3. Email is a channel that you own.
4. 77% of consumers prefer email for marketing communications.
5. Email lets you be highly personal.
6. Email has a marketing ROI of 4,300%.

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# 76%

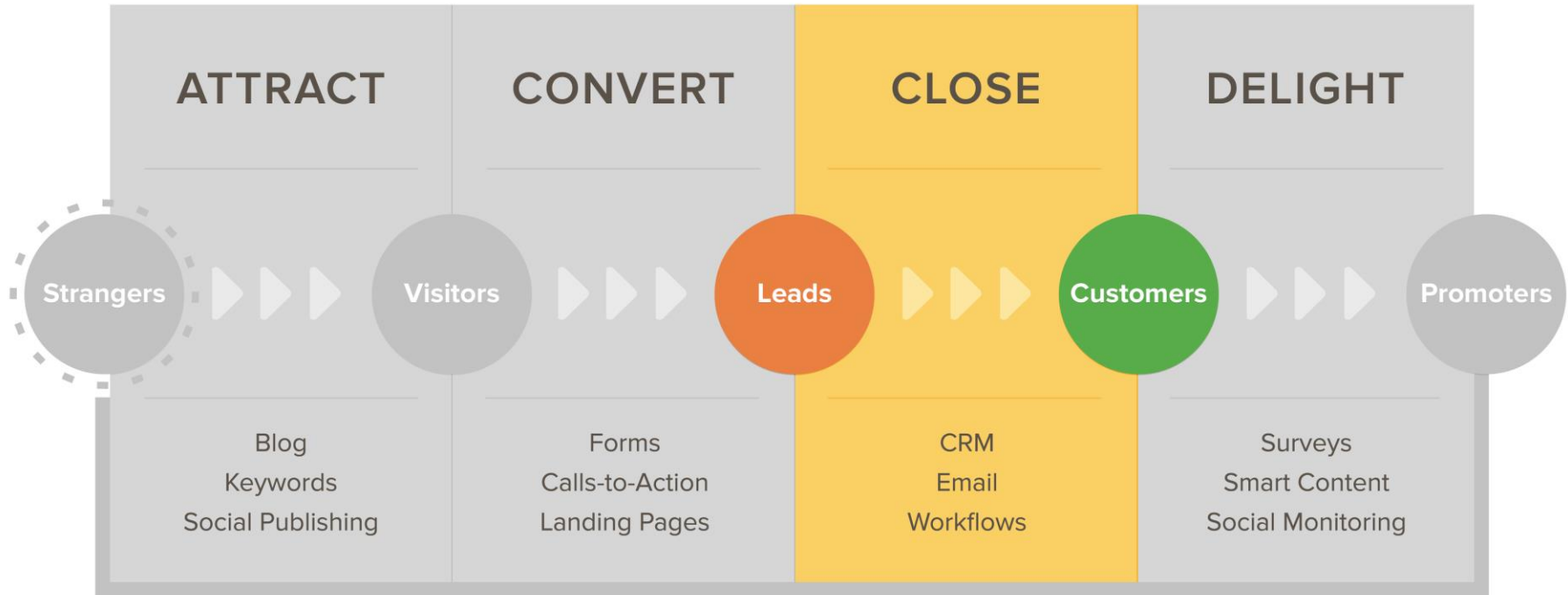
Of marketers say they use email more than they did three years ago.

# Inbound Methodology

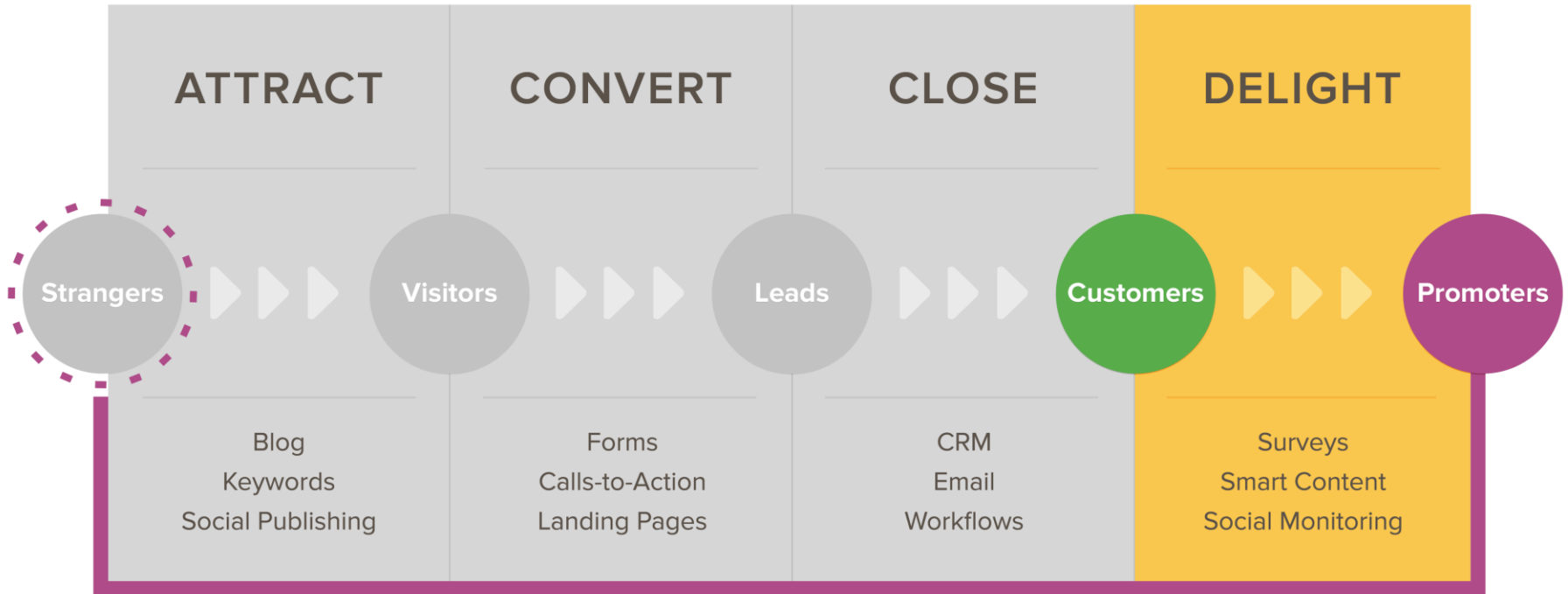




# Inbound Methodology



# Inbound Methodology



# 2 HOW DO YOU SEND THE RIGHT EMAIL TO THE RIGHT PERSON?

# HOW TO SEND THE RIGHT EMAIL

- Determine your audience
- Segment your contacts database
- Send the right email at the right time
- Nurture your lead into a customer

# HOW TO SEND THE RIGHT EMAIL

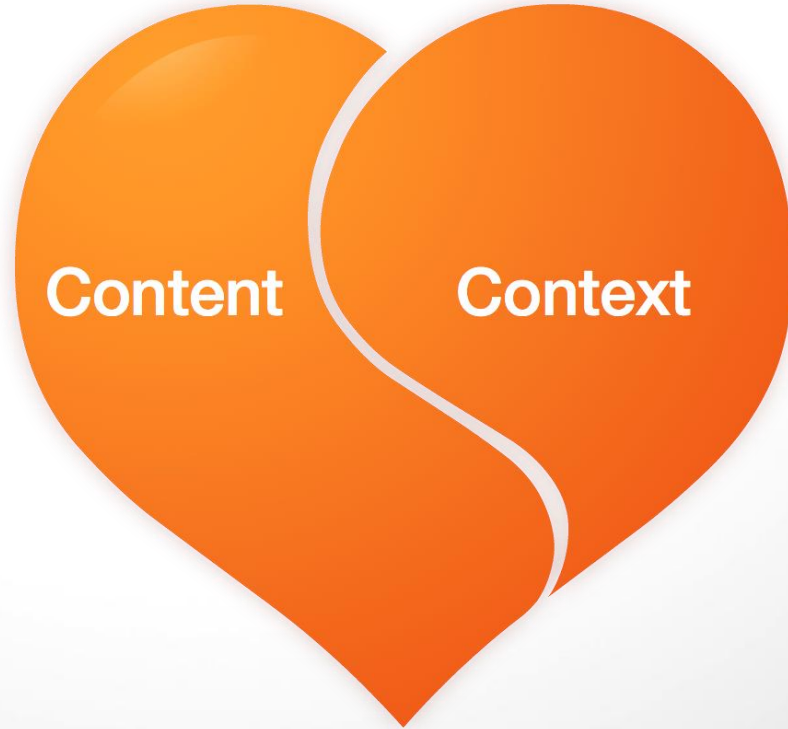
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Right **C**ontent  
Right **A**udience  
+ Right **T**iming

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**SUCCESS**

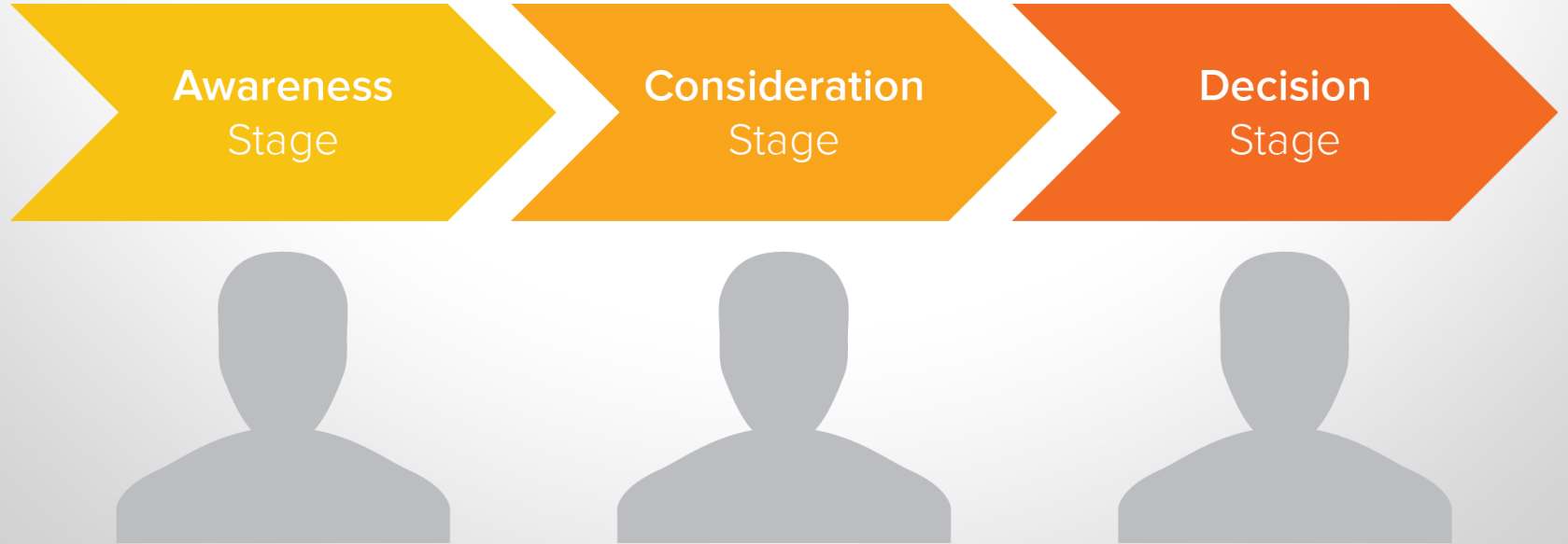
# INBOUND MARKETING STRATEGY



PRIMARILY, YOU SEGMENT BY  
YOUR **BUYER PERSONAS.**



# THE BUYER'S JOURNEY



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# 62%

More clicks received on targeted email sends compared to non-segmented lists.

# COMPANY 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



# 25%

Of your email list will decay, each year.





# HOW TO SEND THE RIGHT EMAIL

- Determine your audience
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# 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

# HOW TO SEND THE RIGHT EMAIL

- Determine your audience
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# LEAD NURTURING

The process of building relationships with prospects with the goal of earning their business when they are ready.

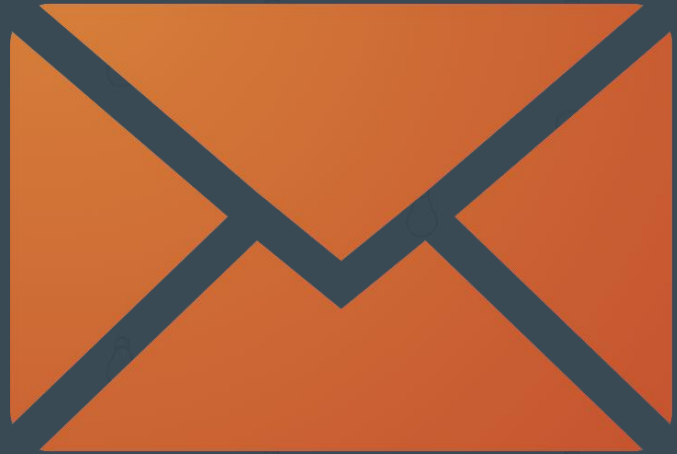


# 73%

Of all B2B leads are not sales-ready.



Emails should  
**add value**, not  
ask for it.



47% of all email is opened on mobile.



# HOW TO OPTIMIZE FOR MOBILE

1. Use responsive templates
2. Bigger is better
3. Use clear and concise messaging
4. Avoid using tiny fonts

# FOUR STEP GUIDE TO EMAIL PERFECTION

- Define a clear goal for your email
- Personalize where appropriate
- Focus on engagement
- Test and analyze

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# WHICH OF THESE IS AN APPROPRIATE GOAL FOR AN EMAIL SEND?

- A. Get people to register for a webinar
- B. Stay top of mind
- C. Promote your company
- D. Increase average click rate

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# IDENTIFY A CLEAR GOAL FOR YOUR EMAIL

- Generate leads
- Collect feedback
- Educate customers and prospects
- Nurture existing leads

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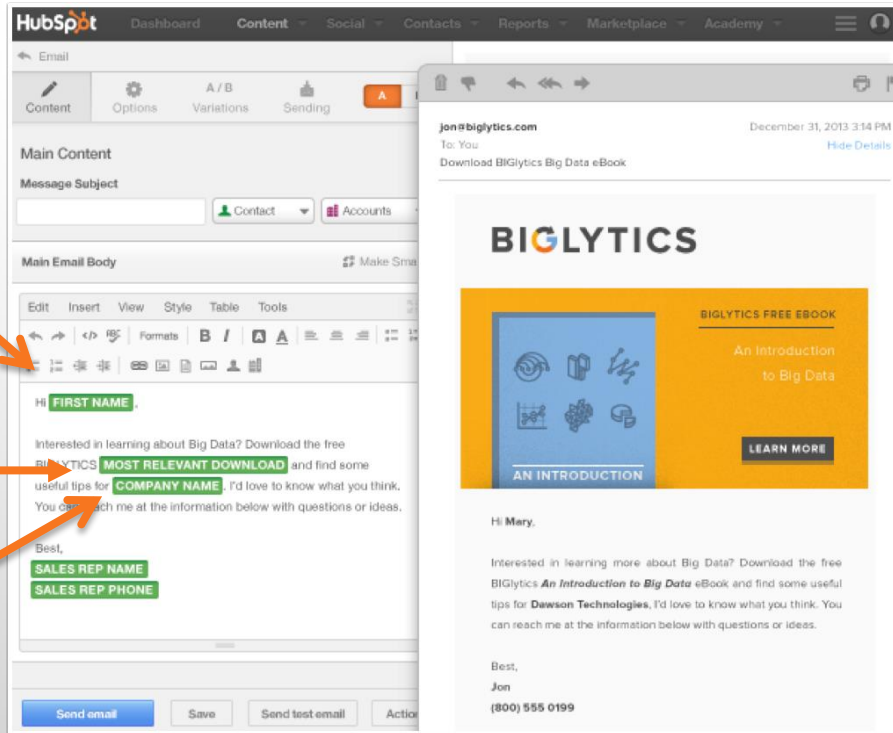
# SEND EMAILS FROM REAL PEOPLE

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

 Isaac Moche ▼

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

 imoche@hubspot.com ▼



First name

Most relevant download

Company name

Personalize your emails based on information you know about your prospects.

# PERSONALIZATION DRIVES RESULTS

- Leads who are nurtured with targeted content produce a 20% increase in sales opportunities.
- 40% of consumers buy more from retailers who personalize the shopping experience across channels.
- Personalized emails improve click through rates by 14% and conversion rates by 10%.

# FOUR STEP GUIDE TO EMAIL PERFECTION

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Use **actionable language** to  
be clear and compelling.



# Make each component of your email a call-to-action

- Link images to your offer's landing page
- Add a CTA to the signature
- Hyperlink the appropriate copy in the email
- Edit alt-text of images and CTAs
- Modify preview text

# CLEAN UP YOUR EMAIL 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>)



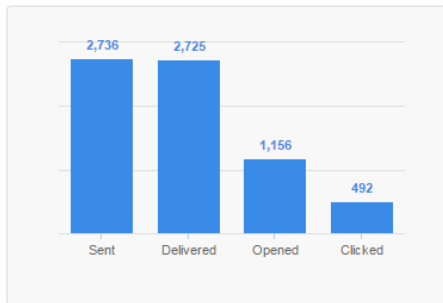
Share on Facebook ([http://www.facebook.com/share\\_php?u=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm\\_medium%3Dsocial%26utm\\_source%3Dfacebook](http://www.facebook.com/share_php?u=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dfacebook)) 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](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=](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](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](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](http://company.com/long-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Demail))


# FOUR STEP GUIDE TO EMAIL PERFECTION

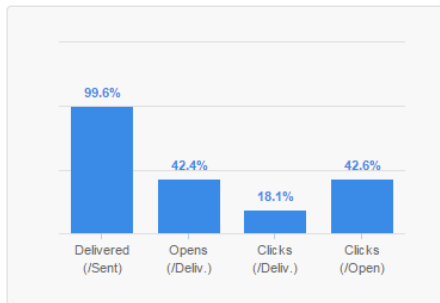
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# STATISTICS TO MEASURE EMAIL

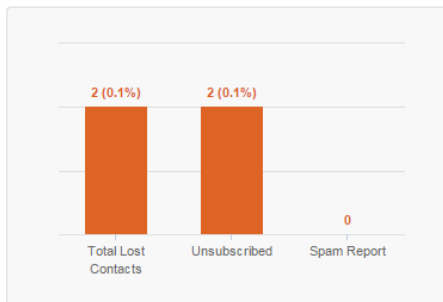
Engagement  displaying All Variations




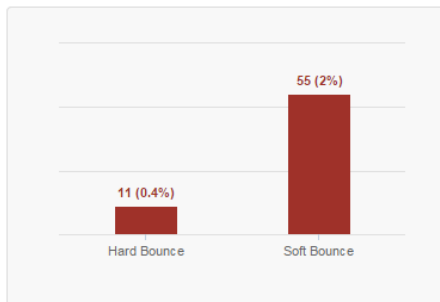
Engagement Rates 



Contact Churn 



Bounces 



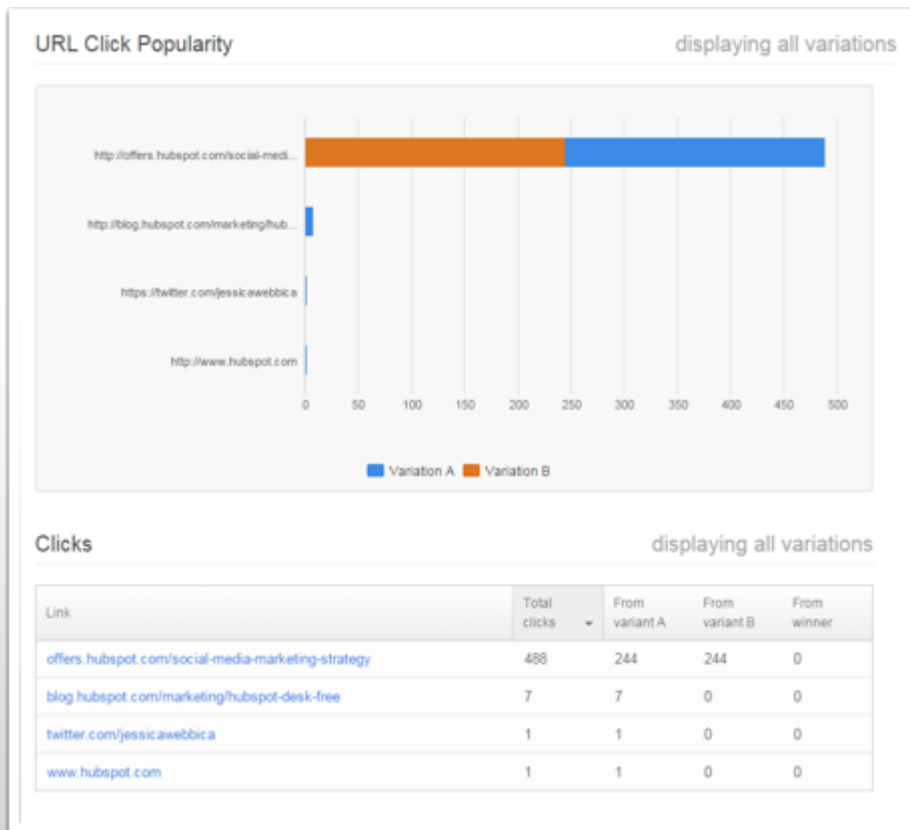
- Delivery rates
- Open rates
- Click-through rates
- Contact churn
- Hard/soft bounces

**DELIVERY RATE:**  
**IS YOUR EMAIL GETTING  
TO YOUR CONTACTS?**

**OPEN RATE:**  
TELLS YOU THE  
EFFECTIVENESS OF  
YOUR SUBJECT LINE

**CLICK RATE:**  
**ARE PEOPLE ENGAGING  
WITH YOUR EMAILS?**

# WHAT LINKS ARE PEOPLE CLICKING ON?





# 3 WHAT DOES A GREAT EMAIL LOOK LIKE?

Personalization



Hi Isaac,

These days a social media strategy for your business is key. Interested in improving your social media strategy, but not sure where to start? [This kit walks you through the exact steps](#) you should follow to set up your social media marketing plan from beginning to end.



Image as CTA

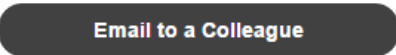
You'll find tips and guidance in the form of audio, video, SlideShares, ebooks, benchmark data, Excel template, PowerPoint templates, one-on-one help, and more!



Actionable language

Would your colleague be interested in this free marketing content? [Please forward this email along to them](#) or click the button below to email it to them.

Encourage sharing of download with colleagues/friends



All the best,  
Jessica



**Jessica Webb (@jessicawebbica)**  
Inbound Marketer, HubSpot

*p.s. did you hear? HubSpot's [going desk-free!](#) [Learn more...](#)*

Personalized signature with CTA



Personalization



Hi Isaac,



Reason for sending email

Recently, my team sent out a survey to collect your thoughts on Franchise Hiring. I wanted to take a moment to remind you of this survey and ask that you help us out by answering a few short questions.

Our goal is to understand the issues you face in your hiring process and see how we can help. So, if you haven't had the chance, please take a moment to complete our short survey: <http://svy.mk/1ewwiux>



Benefit to reader

Thanks for your feedback and happy hiring!

- Jamie

Name



Jamie Monahan

*National Account Executive, Hyrell*



Role

Direct: 855-887-2965



Direct line of communication

THANK YOU.

