



“This is a presentation about what it takes to create and sell something remarkable. It is a plea for originality, passion, guts and daring.”

--- Seth Godin

Nurture

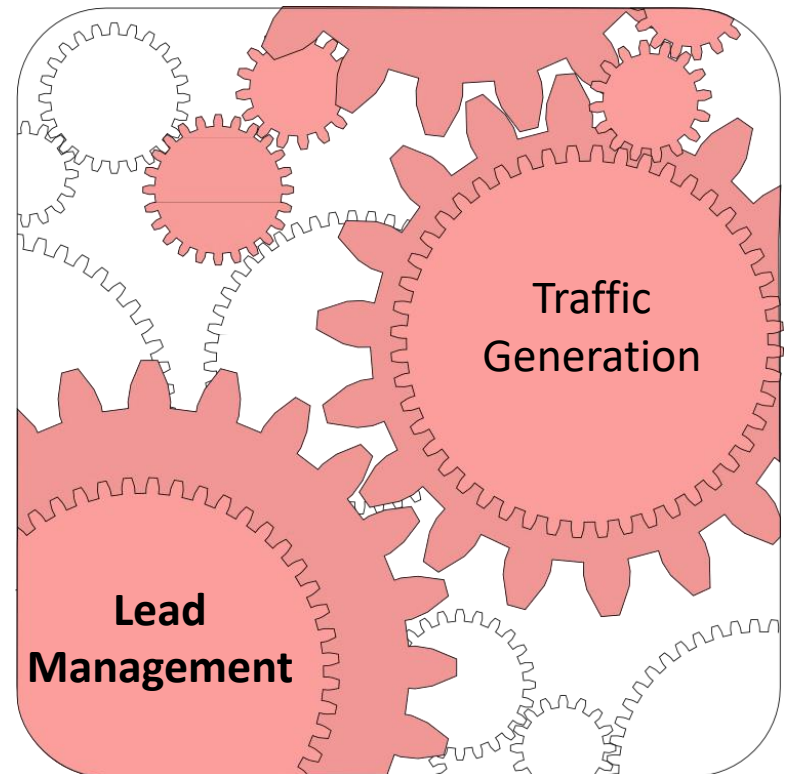
Email Campaigns



Presentation Topics

Nurture Key Tasks

- 1 Social Media Monitoring and Publishing
- 2 Calls-To-Action
- 3 Landing Pages
- 4 **Email Campaigns**
- 5 Workflows
- 6 Forms
- 7 Information Sources



Lead Management



Understand

Segment

Nurture

- ✓ Social Media
- ✓ *Calls-to-Action*
- ✓ *Landing Pages*
- ✓ **Email Campaigns**
- ✓ *Workflows*
- ✓ *Forms*
- ✓ *Information Sources*

Email Campaigns

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%.

59%

of B2B marketers say email is the most effective channel in generating revenue.

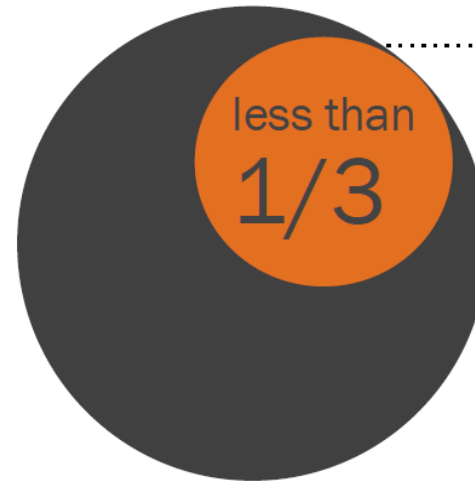
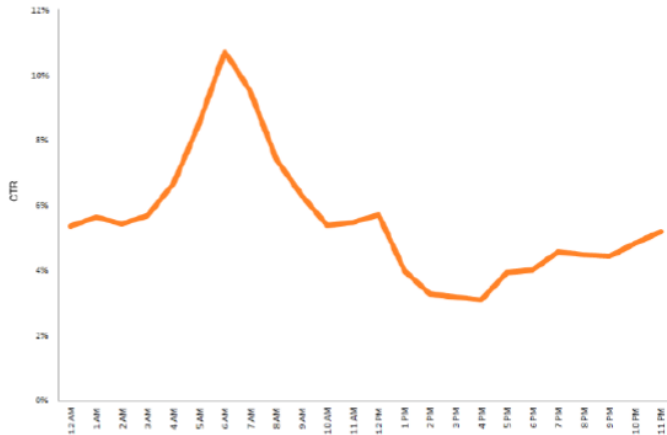


>80% of email marketers send the same content to all subscribers



Morning emails get high CTR.

Effect of Time-of-Day on Clickthrough Rate



...of email marketing companies regularly test their email marketing campaigns.

25%

The average email list decays by 25% each year.

- Death by Marketing Automation

10X

Lead nurturing emails get between a 4 - 10x higher response rate when compared to traditional email marketing.

- DemandGen Report

28%

28% reported lower unsubscribe rates.

- Lyris

39%

39 of marketers who segment their databases reported increased email open rates.

- Lyris

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

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...

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

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="checkbox"/> <input type="checkbox"/>	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="checkbox"/> <input type="checkbox"/>	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="checkbox"/> <input type="checkbox"/>	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 'Social Sharing' configuration page. At the top, there's a navigation bar with 'HubSpot' logo and menu items: Dashboard, Content, Social, Contacts, Reports, Resources. Below that, a sub-header 'Email' is visible with a 'Tutorial' link. The main interface has tabs for 'Content', 'Options', 'A/B Variations', and 'Sending'. A 'Variation: A B' selector is present. The 'Social Sharing' section has a title and a description: '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', with an orange arrow pointing to it from the annotation 'Use a tracking URL'. A 'Use page URL' button is to the right. Below this, a section titled 'Select the networks you want to enable sharing for. Customize links if you wish.' contains a list of social media icons with checkboxes and custom URLs. An orange arrow points from the annotation 'Personalize message when possible' to the Facebook URL field. The list includes: Facebook (checked), Twitter (checked), LinkedIn (checked), Google+ (checked), and Pinterest (checked). At the bottom, there are buttons for 'Schedule email send', 'Save', 'Send test email', and an 'Actions' dropdown.

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 digni invidunt consequat, te clita intellegebat vel. Nominavi hendrerit quo in!

All the best,

Diana

Linked text

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

Diana Urban

HTML Signature

Share buttons

Head of Conversion Marketing, HubSpot

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

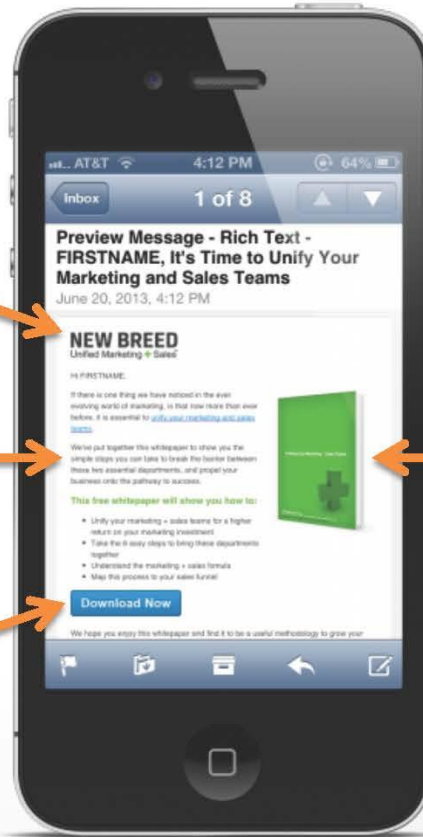
Share on Facebook (http://www.facebook.com/share.php?u=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%3Dfacebook) Share on LinkedIn (http://www.linkedin.com/shareArticle?mini=true&url=http%3A%2F%2Fcompany.com%2Flong-tracking-URL-no-one-wants-to-see-in-their-email%3Futm_medium%3Dsocial%26utm_source%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=twitterbutton&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?

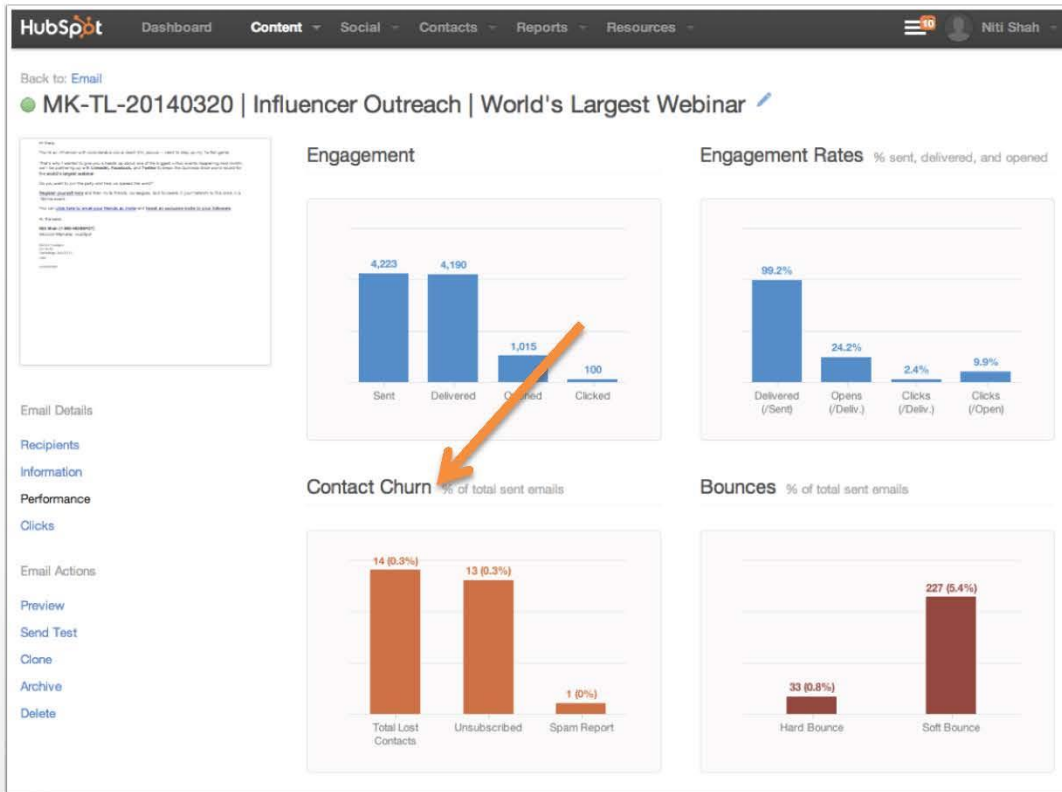
12 ANALYZE YOUR RESULTS.

The screenshot shows the HubSpot A/B Test interface. At the top, there's a navigation bar with 'HubSpot', 'Dashboard', 'Content', 'Social', 'Contacts', and 'Reports'. Below that, there's 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 variation of 'A' and 'B'. The 'A/B Test Sample' section shows a bar chart with 'A' at 25% and 'B' at 25%, and a 'Winning Version' at 50%. An orange arrow points to the 'Winning Version' bar. Below this, there's a section 'Choose a winning version by:' with a dropdown menu set to 'Opens by delivered'. Another section 'Version to send if sample is too low:' has a dropdown menu set to 'Send A version'. At the bottom, there's a 'Time to gather test results' section with a slider set to '23 hour(s)'.

RUN A/B TESTS FOR:

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

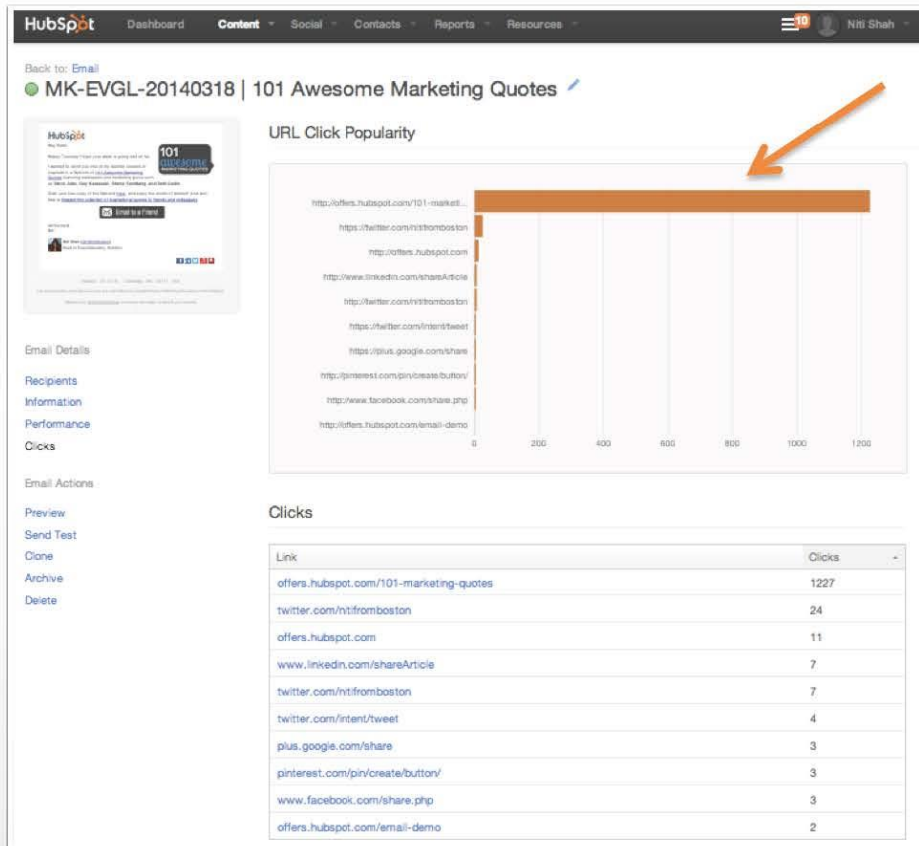
12 ANALYZE YOUR RESULTS.



Measure stats such as:

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

12 ANALYZE YOUR RESULTS.



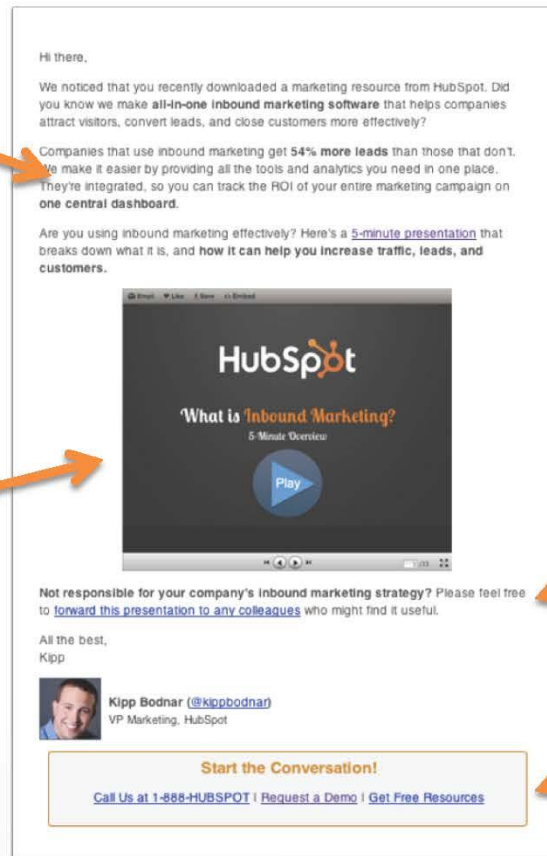
Analyze segment behavior:

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

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

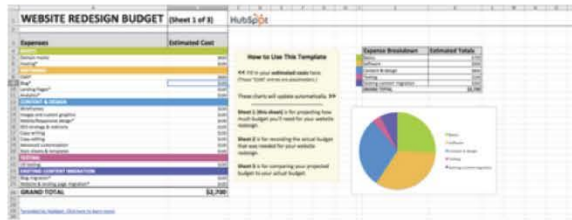
Use personalization token such as contact's first name

HubSpot

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](#).

Email to a Colleague

Happy budgeting!
Niti



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

Sharing



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

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

Social sharing buttons to generate new leads

Encourage sharing of download with colleagues/friends

Provide contact info in signature to facilitate 1:1 conversation

Example: Nurturing Email

Plaintext style
simulates 1:1 email

State reason for sending 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

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25 1st St.
Cambridge, MA 02141
USA

[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.



BUREAU of CONSUMER PROTECTION BUSINESS CENTER

Search this Site

GO



ADVERTISING
& MARKETING

CREDIT
& FINANCE

PRIVACY
& SECURITY

SELECTED
INDUSTRIES

LEGAL



CAN-SPAM Act: A Compliance Guide for Business [\[PDF\]](#)

Do you use email in your business? The CAN-SPAM Act, a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have you stop emailing them, and spells out tough penalties for violations.

Despite its name, the CAN-SPAM Act doesn't apply just to bulk email. It covers all commercial messages, which the law defines as "any electronic mail message the primary purpose of which is the commercial advertisement or promotion of a commercial product or service," including email that promotes content on commercial websites. The law makes no exception for business-to-business email. That means all email – for example, a message to former customers announcing a new product line – must comply with the law.

UK Data Collection Laws



- When collecting data from the UK specific laws apply that may not apply in other markets
- Failure to comply with these laws could not only end in disaster for your email marketing, but could also put you to the wrong side of the UK law.
- With these roadblocks, it's no wonder the Direct Marketing Association values a single email address in the UK at £9.11

UK Data Collection Laws



2003 Electronic Communication Act

- you cannot email anyone unless they have previously opted in to receive your email


You can send to anyone:

- If a previous relationship exists;
- Products/services are of a similar nature to what they have shown an interest;
- The addressee was given the opportunity to opt out at the time of sign up.
 - The opportunity to opt out must be given with every subsequent message, meaning there must be a valid unsubscribe link on every email you send!

Email sign up forms should follow these guidelines:

- Calls-to-action should outline the benefits
 - i.e. "Receive the latest news straight to your inbox."
- Landing pages, thank you pages, & the email that confirms their opt-in should ...
 - set the expectations,
 - inform new signups of email-sending frequency, and
 - explain the type of content they can expect.
- Include at least one welcome email that confirms their opt in

Email Report Card

 Email Report Card Email: http://	Grade Received	Possible Grade	Comments
Your Email Grade	0	100	
Does the Email Have a Goal?			
Email is action-oriented and is trying to achieve a specific goal		15	
Is the "From" Name a Real Person or Brand?			
Email should come from a real person or brand		10	
Is the Email from a Real Person?			
Email should come from a real person not: sales@, marketing@, etc.		10	
Does the Email have a Compelling, Action-oriented Subject Line?			
Subject line includes a verb or action-oriented statement		10	
Can understand the offer or email topic in under 45 characters		10	
Is the Email Content Succinct and Include a Call to Action?			
Can understand the email and offer in less than 10 seconds		10	
Email includes at least one call to action		10	
Email includes social media sharing icons		5	
A plain text version of the email has been created		5	
Does the Email Include at Least Two Links?			
Is there anchor text link in the first two sentences		5	
Links in the email have tracking URLs associated with each link		5	
Does the Email Comply with the CAN-SPAM Law?			
Email includes company name, address, and an unsubscribe link		5	



By Caleb George Morris

Ready?

Demonstration

Email Demonstration

Back to: [Email](#)

○ AIS Student Chapter Follow-up (HS Recipes)



This email is a draft. Edit to change content, add recipients, or schedule for sending. [Edit email](#)

Main Information

Name	AIS Student Chapter Follow-up (HS Recipes)	Last updated	
Subject	Thanks for your recent download	Campaign	AIS Student Chapter – HS Recipes
From name	John Heinrichs	Subscription	No subscription
From address	ai2824@wayne.edu	Template	AIS Student Chapter Follow-up (HS R...
Internal HubSpot ID	Available after email is sent	Landing Page	AIS Student Chapter Landing Page (H...

Email Details

Information

[Preview in other inboxes](#)

Email Actions

[Preview](#)

[Send Test](#)

[Edit](#)

[View Revisions](#)

[Archive](#)

[Delete](#)

Notes

Add some optional notes to your email...

[Save note](#)



By Caleb George Morris

Ready?

Exercises

Page 22-23 of the workbook

- Personalize Subject Line
- Personalize Message
- Provide a Way to Unsubscribe
- Provide Social Share Buttons
- Measure Effectiveness

workbook exercise #6

?? minutes

Create an email campaign for one of the segments of your contacts



Thank You!

innovation