

The ABC of EMAIL

MARKETING

How to integrate Email Marketing
in your Marketing Strategy



Reaching anyone, everywhere.



Indice

Introduction	3
What is Email Marketing	4
The structure of an email address	4
Emails.....	5
The nature of emails.....	5
Key steps in email marketing	8
Goal setting.....	8
Contact collection and mailing list breakdown.....	8
Message content preparation	9
Email design and template preparation.....	10
Sending	11
Return assessment.....	11
What are the benefits of email marketing?.....	11
Email marketing: what not to do	12
Measuring email marketing	12
Delivery rate	13
Open rate.....	13
Click-through rate	13
Click to open rate.....	13
Conversion rate.....	13
Bounce rate.....	14
Unsubscribe rate.....	14
Device type	14
Spam score.....	14
5 success stories in email marketing.....	15
HBO Max.....	16
Canva	16
Birchbox	16
Teavana.....	17
Airbnb	17
2023 tips and trends in email marketing	17
Conclusion	20



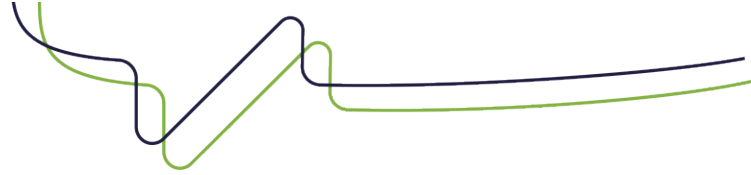
Introduction

Emails are a fundamental communication tool for companies, and knowing how to **enhance** them is an important aspect of interacting with one's community.

In fact, users often read them carelessly and quickly, without really dwelling on the entire communication. This is one of the many reasons that drives a brand to structure emails in an impactful way, transmitting value to the user in a matter of seconds. In fact, being **brief** and arranging topics **clearly** is the key to attracting as many users as possible, who need to get the most important news in a short time and in a clear way in this world full of stimuli and information.

For these reasons, it is useful to understand the structure of an email from the basics in order to then develop its potential by applying simple shortcuts that can engage our target audience.

This simple guide explains how to apply email marketing to your strategy by revealing the tricks to compose an effective email that will attract as many people as possible, leading to openness, reading and conversion.



What is Email Marketing

Email marketing is the sending of communications to one's newsletter subscribers, i.e. the contacts who are on the mailing list and have given explicit consent to receive emails.

Sending emails is still one of the most used ways for companies to send communications of any kinds: from information, to new promotions and discounts, to forming and consolidating their brand community. This means of communication is one of the most effective in the marketing world, and therefore it is useful to understand the benefits that can be derived from using this tool correctly.

Let's start with the basics in order to better understand the logic of email marketing in all its parts.

The structure of an email address

The email address is divided into two parts separated by the "at", @. The form of the email is **username@domainDNS**, where *username* is a name chosen by the user himself or by the administrator of the mail system that, uniquely identifies a user, while *domainDNS* is the unique identification of the server on which that email address relies. The *Domain Name System (DNS)* is the system used to resolve names of nodes in the IP network and vice versa.

Companies often have several emails depending on the customer's need and by whom they want to contact. The domain always remains the same, while the username changes depending on the function (example: *marketing@companyname.com* or *commercial@companyname.com*) or the person responsible for the request.

The following fields can normally be found in the header:

- **Subject:** object of the email. It is the element immediately visible to the customer and therefore of fundamental importance. It must be effective and attractive in such a way as to attract customer's attention and entices them to open it.
- **From:** sender's address. It should bear the company name to allow easy recognition, which can also be helped by the profile picture that appears immediately next to the company name. In this case, it may be useful to include the company logo.
- **To:** address of the recipient.
- **Cc (Carbon copy):** allows to send a copy of the email to someone who is not the recipient listed in the "to" field.
- **Bcc (Blind Carbon Copy):** when sending an email but do not want to make visible all the contacts to whom we sent the message, they can be placed in hidden knowledge copy to maintain the privacy of the sensitive data;



- **Reply-to:** contains the address to which email replies should be sent to.
- **Date:** contains the date and time the email was written.

The **body of the email** contiene il testo che si intende comunicare al destinatario ed è possibile inserire immagini e allegare documenti o presentazioni, risorse utili per gli utenti. contains the text that is intended to be communicated to the recipient, images can be enclosed, as well as documents or presentations.

Emails

There are different types of communication that can be sent by companies to potential customers for different purposes. Let's find out the types of emails and the principal modes of action.

The nature of emails

Promotional Emails

Communications can have a **commercial perspective** to promote offers, discounts and products. A campaign of this kind can have a substantial number of emails (from 3 onwards), spread out over a shorter or longer time frame. This type of communication contains a **CTA (Call To Action)** that invites the user to perform a specific action, such as signing up for an event, downloading a paper, or acquiring information about a new product.

Informational Emails

Communications of this type are aimed at **sharing news** and, indeed, **informing and providing useful content**: for example, they can concern company milestones, features of a new product or even the release of a new article. Newsletters are part of this type of email.

Transactional Emails

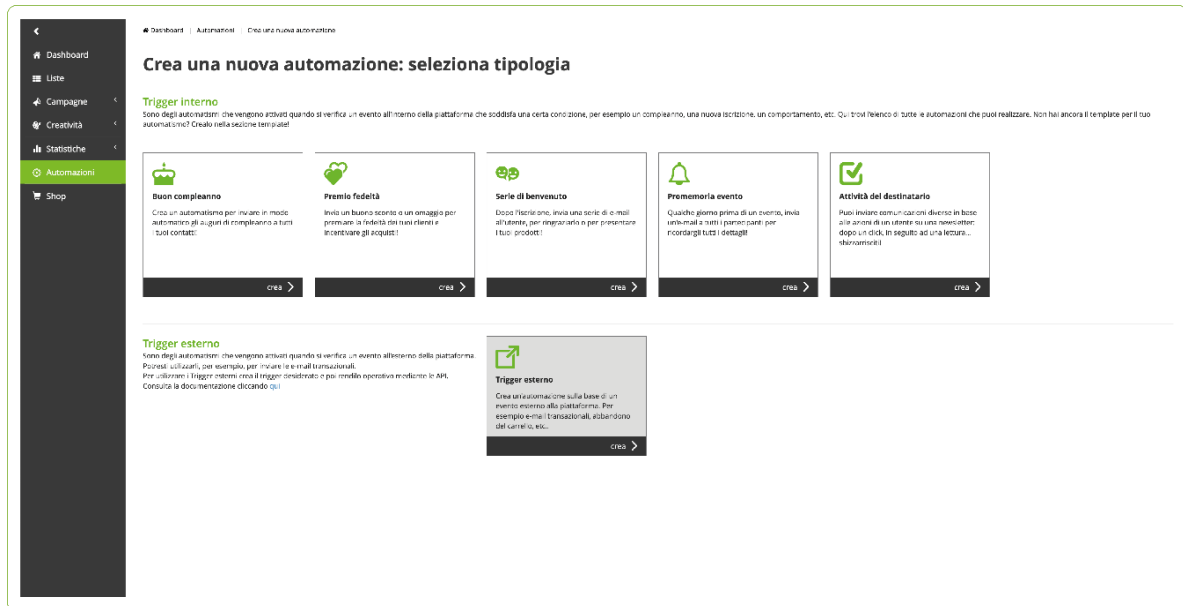
These are messages sent automatically to a single recipient. Usually, such communications are used to confirm an event, of an order, transaction, password recovery, etc. These are functional emails through which business activity can continue.

The **three main modes of action** are:

- **DEM (Direct Email Marketing):** is a **message sent to a preset mailing list**. The purpose, usually, is to send commercial communications, such as promoting new products or temporary offers or inviting users to perform any online activity. This type of communication is the most used by companies and is also one of the most effective, as it retains the community.
- **Newsletter:** these are **news aggregates**, which can be sent with different timetables (weekly, monthly, etc). The goal of the newsletter is to condense all relevant information and transmit it to users, allowing them to have a concentrate of content in a single communication. Newsletters may also contain commercial information and services offered

by the company. People who wish to receive this type of communication can subscribe to the newsletter service by leaving their email in the dedicated box within the site, which often appears as a pop-up or in a dedicated space.

- **Automation:** a series of automatically concatenated messages. These mailings serve to **nurturing**, that is to feed the *awareness* and curiosity of the user towards the brand. The main objective is to lead him\her to an action or conversion. This type of communication has complex logic and needs to be carefully studied in order to enable the right logic of *triggers* and consecutive steps.

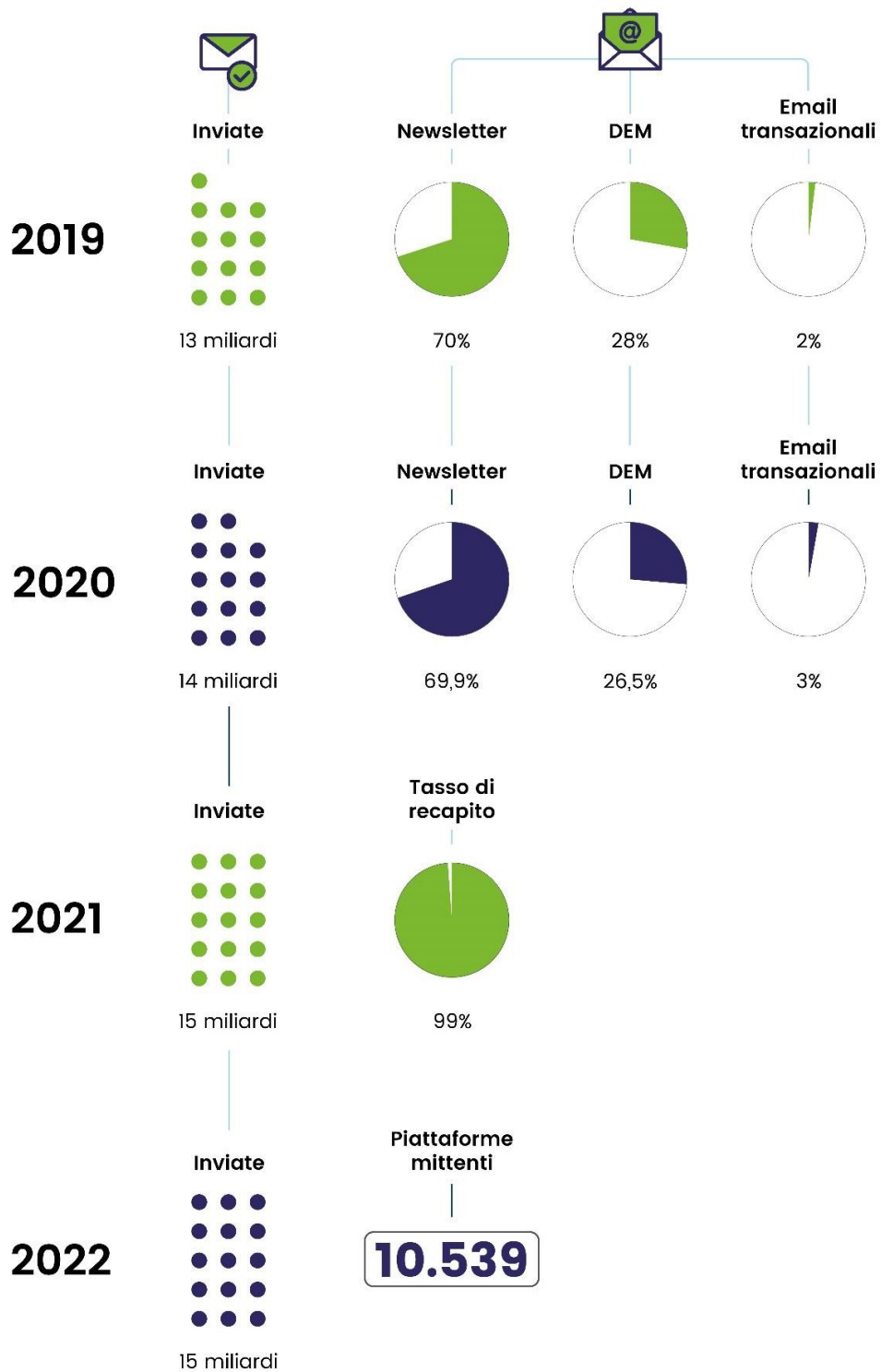


Emails can be of various types and can have several objectives: there is **retention email marketing** which aims to retain already acquired customers by trying, precisely, to retain them and build a more lasting relationship over time thanks to specific messages; but there is also **advertising email marketing**, communication characterized by banners and advertisements that seek to attract new customers.

In **2019**: over 13 billion messages sent that can be coded as Email Marketing actions (of these 70% are Newsletters, 28% DEM and 2% transactional emails).

In **2020**: strong growth trend: over 14 billion messages as Email Marketing (26.5% DEM, 3% transactional emails and 69.9% newsletters).

In **2021**: 15 billion messages sent, 99% delivery rate. In **2022**: estimated 15 billion messages sent from a total of 10,539 platforms.



*Dati Osservatorio Statistico di MailUP 2020



Key steps in email marketing

Before starting an email marketing campaign it is important to keep in mind the process that will lead us to the final message to be sent to the mailing list.

In fact, the steps of email marketing can be summarized in **6 simple steps**:

- Objectives definition;
- Contact collection and mailing list breakdown;
- Message content preparation;
- Email design and template preparation;
- Sending;
- Return assessment.

Goal setting

Before starting an email marketing campaign, it is necessary to define the **objectives** of the communication. It is important that the goals set are **smart**, meaning specific, measurable, achievable, relevant and time-bound.

Specificity is useful in understanding what we want to achieve from our campaign, (such as new newsletter subscribers or suggesting new purchases or promotions to customers), goals that clearly need to be **measurable**, in order to have the situation and data always under control and **achievable**, not to waste time and valuable resources, but invest in ad hoc strategies for our own campaign. **Relevance** is also a criterion that should not be underestimated, as it is necessary to keep the focus of our business well in mind so as not to run into mistakes that can lead the company astray. Finally, **establishing a time frame** within which to achieve the objectives is fundamental: the time interval can also be divided into several segments with subgoals and different deadlines that can allow a step-by-step view of the strategy, but at the same time it can allow more focus on each detail.

Contact collection and mailing list breakdown

Il secondo step prevede la **raccolta dei contatti** che faranno parte nella mailing list. Innanzitutto, è necessario avere il **consenso** dei contatti che si andranno a intercettare. Questo avviene per evitare che vengano coinvolte persone che non sono interessate alla nostra comunicazione e un tasso di apertura basso, entrambi due rischi di questa strategia.

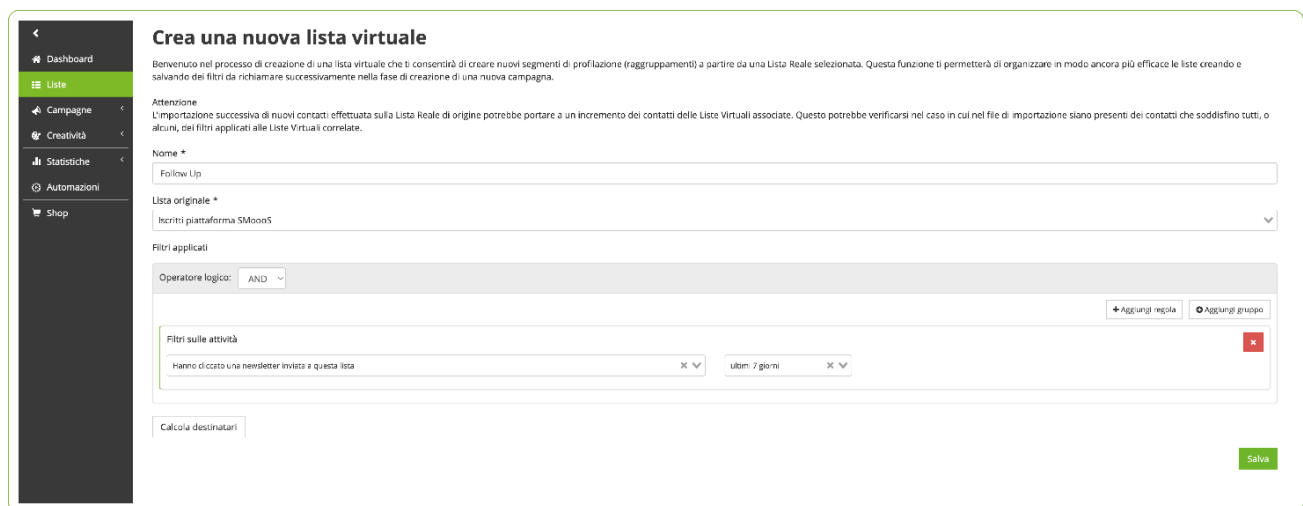
The second step involves **collecting the contacts** that will be part of the mailing list. First, it is necessary to have the **consent** of the contacts that are going to be intercepted. This is done to prevent people who are not interested in our communication and a low open rate, both risks of this strategy. Consent can be requested in different ways: for example, by filling in online forms by potential customers; explicitly by publishing a notice within the physical store and/or website; or through a **loyalty card** that customers receive once they have completed a document requesting their consent to receive SMS or email.

Regarding this issue, we often talk about **opt-in**, also called *permission marketing*, i.e., option in

which the user expresses his or her willingness to be placed on a mailing list, which is possible in both SMS marketing and email marketing.

Once consent has been requested, it is important to **segment the contact database** into specific clusters according to certain categories, such as geographical area, behavioral or demographic data. Using dedicated CRM platforms, it is then possible to subdivide the collected contacts and create ad hoc lists, useful for sending specific messages. This subdivision allows for more effective communication aimed at a target audience in line with business needs.

On the platform it is possible to upload Real Lists and from these it is possible to create Virtual sub-lists according to specific filters.

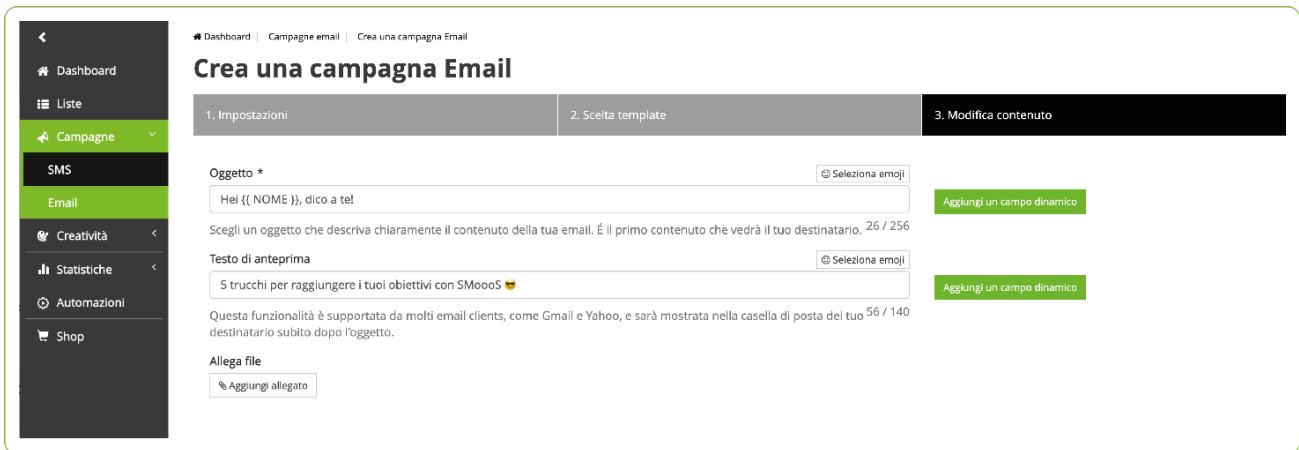


Message content preparation

Not every email sent is always opened, which is why it is necessary to focus on certain details that will **influence and intrigue** the person and especially entice them to open it. In fact, people often **filter information** by doing a quick scroll of the email, looking for the most relevant information that will catch their attention.

Therefore, having defined the objectives and collected the contacts, we proceed with the actual creation of the **content** of the communication.

What allows a communication to be differentiated from others is the **quality of the content** offered to the customer, in addition to other particularities such as, for example, the **subject line**: in fact, it is the first element that encourages the opening of the email. It should be catchy, not too long and entice the user to find out more details. Another peculiarity is **personalization**: calling the user by his or her name is an element that particularly jumps out at you, as not every email you receive takes care of this detail.



Once you are clear about the content you want to include in the **body of the email**, you proceed with writing the text, which must be effective and give all the necessary information to the customer in a clear and simple way. Thus, inserting particularly striking images or words, such as *offer* or *free*, triggers the reader's desire to find out as many details as possible and continue reading the email.

It is also important to include a **Call to Action (CTA)**, often highlighted with a *button* that allows the reader to directly reach a site or perform any other action that is in the objectives of the email marketing campaign, such as downloading a paper dedicated to a particular topic.

Finally, in the final part of the email, it is important to insert a **footer**, a space dedicated to the signature and the inclusion of some contacts and useful information to the user. In fact, in addition to the name of the company it is strategic to insert links to the website and social media used, so that the user lands directly on the desired landing page, the link to unsubscribe from the newsletter, *permission reminder* and privacy information.

Email design and template preparation

Communication messages that we intend to deliver to potential customers can be sent through specific **platforms** that offer such services and within which ad hoc templates can be built to make the messages more effective, both in terms of structure and graphics.

The **key elements** for attractive graphics are:

- Creating **different email templates** that can be used in different contexts;
- Thinking about content from a **mobile first perspective**, since many emails will be read directly from smartphones, creating a structure that adapts to the screens of different devices, such as desktops, smartphones or tablets;
- Giving the right **balance** between images, text and elements in the email, thus giving a **harmonious structure** and making it easier to read the content.

One element that can attract attention is certainly the **header**: it can be an image, illustration or photograph characterized by bright colors and representative of the company.



When inserting an image, it is important to pay attention to the quality, which must necessarily be high, since a poor or too heavy image could lead the user to quickly scroll through the email or even close it.

Therefore, it is important to pay attention to several aspects that together make up the graphics of the email: these elements must create harmony ensuring the best user experience for the user.

Sending

When the message has been completed in all its parts, you can decide to **send it immediately or schedule a specific day and time**, which are essential elements to maximize the probability of opening the message. The **time frame and time** at which communications are sent are aspects that should not be underestimated. This data can be understood from studying the behavior of one's clientele and analyzing previous campaigns. Sending communications must adhere to some basic rules, including a time of day that is consonant with what we need to convey to potential customers. In fact, it is recommended to send emails in time slots where they can be read within a short period of time and avoid holidays, Sundays or late evening times.

Return assessment

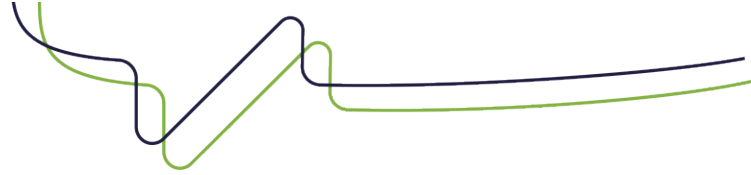
Once the emails have been sent, it is important to conduct the **return assessment**, that is, to view and analyze the number of recipients who opened the emails and how many people have decided to **unsubscribe from the mailing list**, an element that must always be present in every communication sent, since it allows any person to unsubscribe from the newsletter at any time.

What are the benefits of Email Marketing?

In addition to being fast and free, email marketing is a tool for communicating **asynchronously**, meaning that the sender and recipient do not have to be simultaneously connected in order to receive the message-this can be an advantage that can help in many situations. This type of communication is also referred to as **push** to the target audience, useful at times when it is not possible to reach the recipient by phone and to be able to have a written record of the work done.

A point in favor of email is the **ability to reach many people simultaneously**. In sending, documents and materials needed by the recipients can be transmitted, important resources that can increase customer loyalty.

From a marketing perspective, email can be used for different purposes, such as the **unique identification of the user** to allow access to restricted areas, to activate services, to send messages confirming registration to a site, sending **newsletters** or to any online activity.



Email marketing: what not to do

An email that possesses the previous characteristics will be able to have great communicative power. To make the communication and message efficient and effective, it is necessary to follow very simple rules, such as **not sending an email that is too long and has too heavy attachments**. In fact, the recipient needs clarity and ease in searching for information without being too long.

Another aspect not to be underestimated is the frequency of submissions: it is important **not to send too many communications**, which would risk not being opened or lead to unsubscribing from the newsletter, but also not to send emails with a time cadence too far apart, that would lead the customer to forget about the brand. Therefore, finding a **balance** to communicate with your community is useful to improve the open rate, as well as customer satisfaction.

Finally, it is necessary to respect a **register and a tone of voice** appropriate to the context, that is to pay attention to the style and the language normally used by the company and, above all, how one addresses the recipient.

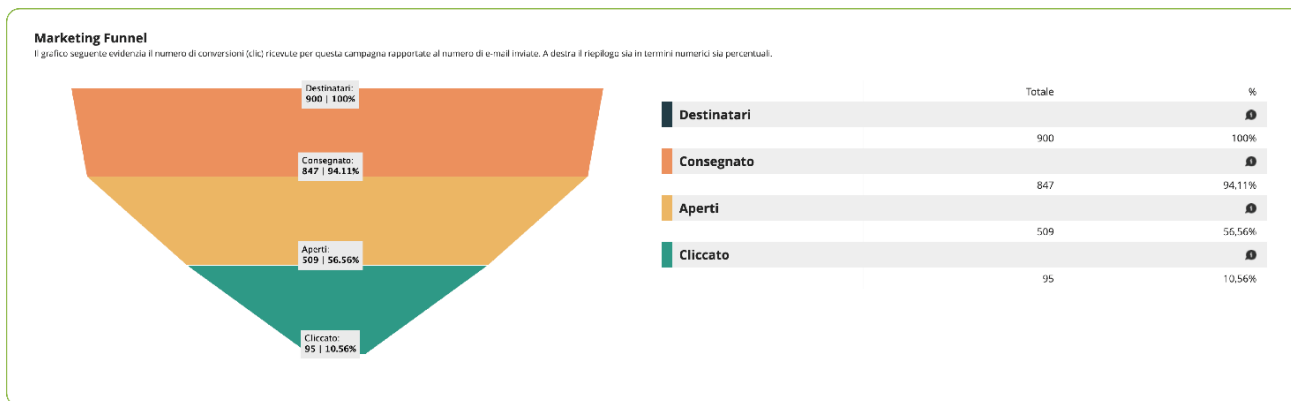
Measuring Email Marketing

What are the metrics to track when applying email marketing strategies?

Analyze and study the data related to the sent newsletters and evaluate their performance is fundamental to understand the effectiveness of our message and the room for improvement.

Email marketing is a strategy that can be traced in many ways, thus allowing in-depth analysis of users who have interacted with our communications. **Email marketing metrics** are divided into two main categories: **on-email KPIs**, that is, those related to the user interaction with the message itself and **off-email KPIs**, measurements that originate from email but take place elsewhere, as in the case of sites, blog and e-commerce.

The most important data about a strategy like email marketing is the funnel that leads to the conversion rate. In this case, before reaching this data, it is necessary to have a track of the funnel that identifies the path taken.



Delivery rate

The *delivery rate* represents the total number of messages sent that reached the recipients.

Open rate

The *open rate* represents the number of emails opened compared to the total number delivered.

Click-through rate

The *click-through rate* represents the number of clicks on links within the sent message divided by the number of delivered emails. This metric is determined by the content of the email, and to have better performance, it is recommended to test different styles, photos, and CTAs.

Click-to-open rate

The *click-to-open rate* represents the number of unique clicks compared to the number of unique openings, resulting in a more specific metric to measure the level of interaction. This data is useful to understand how many readers close emails shortly after opening them and how many, on the other hand, interact with the content.

Conversion rate

The *conversion rate* is an off-mail KPI and measures the effectiveness of the message based on the starting goal. In fact, each email starts from a clear goal turning into an action that users should perform, thanks to, for example, the CTAs included in the email, how to buy a product or service, read or download a paper or subscribe to an event.

Lettori / Letture basati sui consegnati				Click sul numero di lettori			
I dati percentuali riportati nella tabella si riferiscono al rapporto tra i lettori / letture e le e-mail consegnate.				I dati percentuali riportati nella tabella si riferiscono al rapporto tra i cliccatori / click e i lettori.			
	Totale	%		Totale	%		%
Totale lettori	509	60,09%	Cliccatori totali	95	18,66%		
Lettori con download pixel nascosto	361	42,62%	Cliccatori con immagini	27	5,3%		
Lettori senza download pixel nascosto	148	17,47%	Cliccatori senza immagini	68	13,36%		
Letture totali	952	112,4%	Click totali	871	171,12%		
Letture con download del pixel nascosto	656		Click con immagini	69			
Letture senza download del pixel nascosto	296		Click senza immagini	802			
Letture medie per utente		1,87	Click medi per utente		9,17		
			CTR		18,66%		

In addition to these indicators, there are others to be monitored for evidence of the effectiveness of the messages sent.

Bounce rate

Bounce rate represents the percentage of email addresses that returned an error following a send. These errors can be of two types: **permanent**, also known as *hard bounces*, as is the case when an email address is found to be nonexistent or invalid, or **temporary**, also known as *soft bounces*, when the recipient's email boxes are found to be full or temporary problems are encountered with the servers.

Unsubscribe rate

The metric represents the number of users who decide to unsubscribe from sent communications. It is important to understand users' motivations for unsubscribing: collecting the reasons by filling out a short *form* can be a best practice for understanding next steps. Reasons often relate to the amount of emails received, lack of interest in communications, or poor balance between value and commercial offers.

Device type

It is important to analyze from which device communications are opened. Each company and newsletter may be in different situations, although, for the most part, users read emails more from mobile devices. For this reason, it is useful to analyze the opening data and structure the newsletter, both graphically and in terms of content, so that it is mobile-friendly.

Spam score

The spam score indicates whether an email has ended up in spam. This indicator if high is an indication of low quality of the message or IP that is poorly perceived by the systems.

Other aspects to consider in performance analysis, as also mentioned earlier, are the **days** and **times** of email sending to identify the days and times of day when the community interacts the most. In addition to this, it may be of interest to have a **click map**, which is a tracking of all the clicks made by the user within the email. If several links or cross-references to the site are included, thanks to this tool, the content that attracted the most users identified with a number that corresponds to the number of clicks made on that particular link may be visible.



Last but not least, data concerns **geolocation**: having a view of the readers of our communications and the countries from which they come allows us to better construct emails and build ad hoc lists in case we are facing a foreign audience in order to send them messages in English or any other language of choice.

Thus, monitoring and analyzing email data and performance are key activities to be able to evaluate the results of an email marketing campaign. Setting upstream goals and precise KPIs allows for a more in-depth study and a more concrete evaluation on which to base subsequent campaigns.

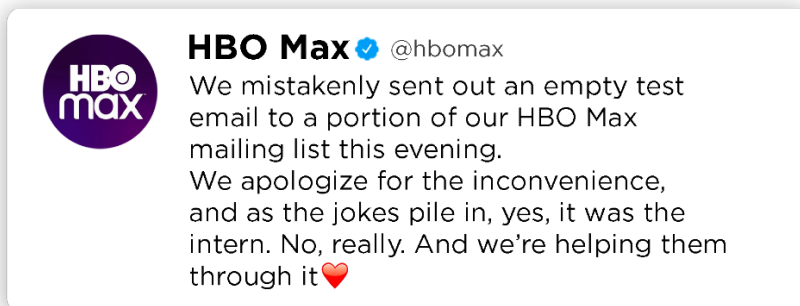
5 success stories in email marketing

There are many success stories in the world of email marketing: newsletters can emotionally engage people, who become attached to the brand and share their interest in the information sent.



HBO Max

HBO Max, a U.S. video-on-demand streaming service, thanks to a mistake made by an intern, managed to capture attention precisely because of an email. In fact, the intern unintentionally sent a test to part of the company's mailing list. The test sent was blank and fortunately contained no important information. *HBO Max* decided, therefore, to ride the wave and post a tweet:



This incident quickly went viral and people showed solidarity with the person who had made the mistake of sending the email. This incident was a lesson for the intern, but at the same time it shows that sometimes it takes very little to know how to **turn a mistake into a potential**, just as happened in this case.

Canva

Whenever *Canva* introduces a new feature to its site, it alerts the mailing list with a specially created email: in fact, an **emoji** is included in the subject line that captures the user's attention and prompts them to read the brief description contained in the communication. Thus, *Canva* prompts people to try out the new features with a simple emoji, but which at the same time proves to be an effective and impactful method. In addition to this, the ease with which the user can get to the relevant section with one click enables the success of the email marketing strategy, proving once again that simplicity and short messages work perfectly.

Birchbox

Birchbox, beauty brand, sends emails with **objects that manage to intrigue the reader** and facilitate immediate opening. "*We forgot something in your February box!*" hints that it may be a transactional email precisely because it is related to a purchase made in the past. Once the first few lines are read, it is clear that the brand did not forget something from the previous order, but it is an excellent opportunity to send the user a useful **discount code** for future purchases.



Teavana

Teavana, an American tea company, has introduced an important concept in the marketing world into its communications, namely that of *FOMO (Fear Of Missing Out)*. But how did it do this? By introducing a simple **animated countdown** and communicating limited-time offers at very affordable prices. The sense of urgency and the fear of missing out on the special offer drive the user more to read and even more likely to convert as a result.

Airbnb

Airbnb also implements email marketing strategies that can attract the customer and entice them to read the communications. To do this, the brand has created an email that is not focused on the product or solely on the newsletter subscriber but can also **engage his/her group of friends**. This helps the customer feel like an integral part while also sharing passions with those nearby, thanks to *Airbnb's invitation*. In fact, in the email the brand asks people to invite a group of friends, giving them the opportunity to take advantage of a special offer in return.

2023 tips e trends in email marketing

As also seen above, there are many aspects to consider that can vary the email open rate. It is important to structure an email by following certain steps and taking advantage of attention-grabbing strategies, as in the previous cases.

Personalization

It is crucial to focus on **personalization** in email marketing campaigns: customers are more engaged in reading an email if they find their name at the beginning instead of a generic greeting. This element brings the consumer closer to the company by making them feel part of the community.

Style

It is important to maintain the same style, both in terms of **graphics** and in terms of **communication** and **tone of voice**. In fact, it is advisable to use no more than 3 fonts within the emails, a color palette that represents the brand, and images that are high quality but not too heavy to allow easy reading from any device. In emails, one element that should never be missing is the company **logo**, so that users always have the brand as a reference point, finding the logo as a profile image, at the beginning of the content and in the final email signature.



Testing multiple formats

Again, performing **A/B tests** is useful in understanding which format turns out to be the readers' favorite. Inserting images, videos or GIFs can enrich the content and make it more concrete and closer to the user who then has a way to see the product and/or service being offered. Creating communications based primarily on text sections, preferred by many B2Bs, often prove too long and unattractive. In the case of the structure of an email, it is important to conduct more tests on the target audience and study their behaviors, so as to understand which format may be the best performing.

Captivating subject

The subject line is fundamental in an email; it is what makes the user decide whether to open an email or not. For this reason, it is important to think about the subject line strategically. Some tips for writing an effective subject line are:

- Take advantage of **dynamic fields** and personalization.
- Insert a **curiosity**, such as a riddle or clue, that may entice reading and opening the message.
- Insert an **emoji** that represents the message.
- Insert some **keywords** such as "how to" that can give hints and tips to the community.

CTA

Inserting *CTAs* within one's communications is useful to guide the consumer to the action we want them to take. For this reason, they must be clear and have *links* to the *landing page* on which we want the user to land. *CTAs* are often inserted as **buttons** within emails versus *HTML*, an effective and aesthetic method of making the action easier.

Exclusivity

To better engage a user, it can be helpful to focus on exclusivity. The feeling of **being part of a restricted community** has a strong *appeal* to the user's psychology and can prove critical in email marketing strategy. In fact, including dedicated special offers can be a way to push sales or promotion of a product.

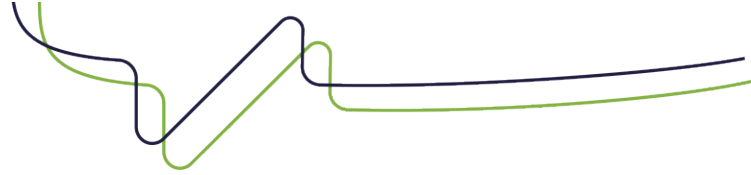


Urgency

As seen above, communicating a sense of urgency triggers people's desire to find out more and take advantage of the moment over the fear of missing out on something. Therefore, targeting urgency and **communicating a limited time offer** through countdowns with tight deadlines can entice the user to take the desired action.

Newsjacking

Newsjacking is a marketing technique that leverages **current events and trends** while allowing the brand to gain visibility. It can be similar to *real time marketing* with the difference that in the case of *newsjacking* you give your opinion on the news of the moment. This technique, therefore, can also be used in email marketing strategy by including news references to ride the wave and keep up with trends.



Conclusion

So, as we've seen, **emails are puzzles to be built** in every part, giving importance to every single piece and every single joint to make the company's communication work effectively and memorably.

It is important to structure the email by doing an analysis of the target audience we are addressing so as not to run into mistakes or low open and conversion rates. For these reasons, it is helpful to understand your community, understand their needs and try to anticipate them, sending them what they need and in the simplest and most intuitive way possible.

Now that some email marketing tricks have been revealed, take advantage of them and don't miss the opportunity to better engage your community!

Ora che sono stati svelati alcuni trucchi dell'email marketing, approfittane e non perdere l'occasione di coinvolgere al meglio la tua community!

Have fun!



SMoooS

It is the platform recently launched by *Carrier Italia S.r.l.* designed to make sending SMS and emails simple and fast, but above all to make your marketing campaigns more effective and targeted thanks to an interactive, complete, and infographic-equipped insight system.

Try SMoooS for **free!**



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