

Email Marketing: A Prescription for Success

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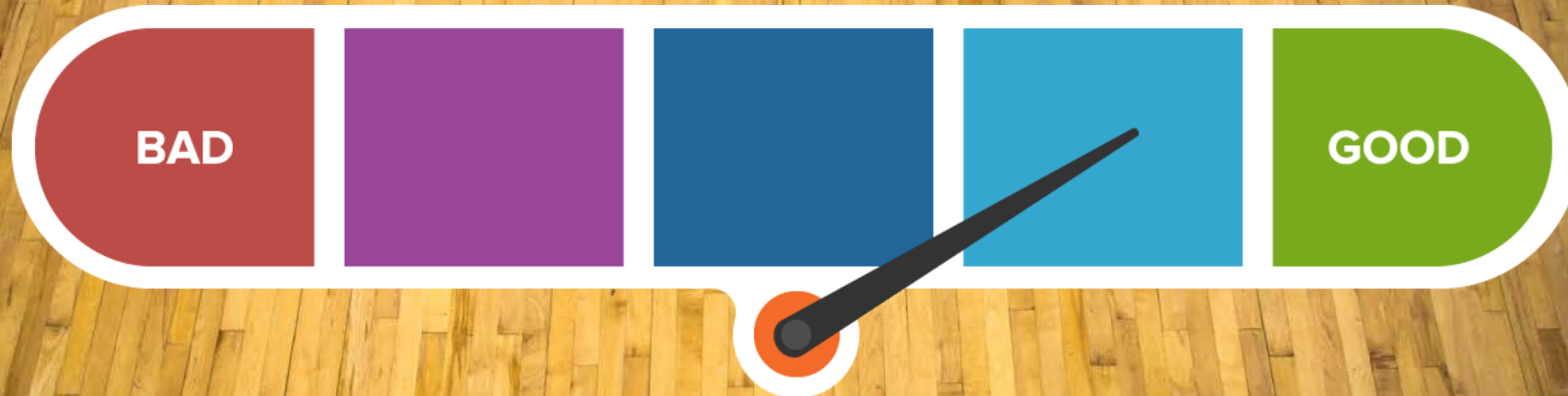
40% More Effective

61% Say email is very important

**83% of B2B marketers use email
marketing**

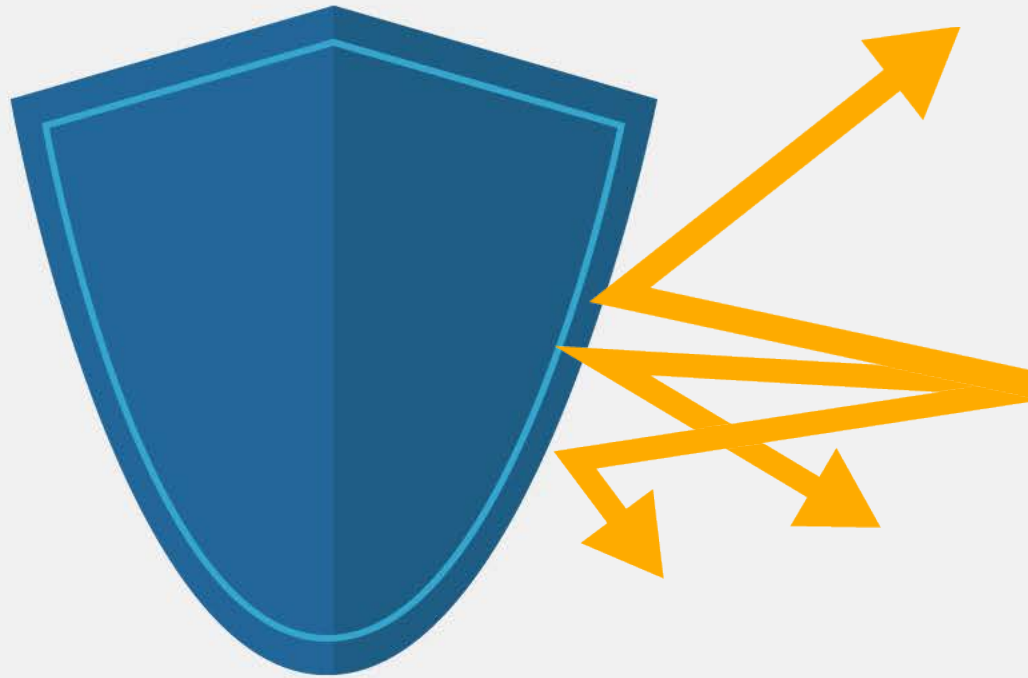
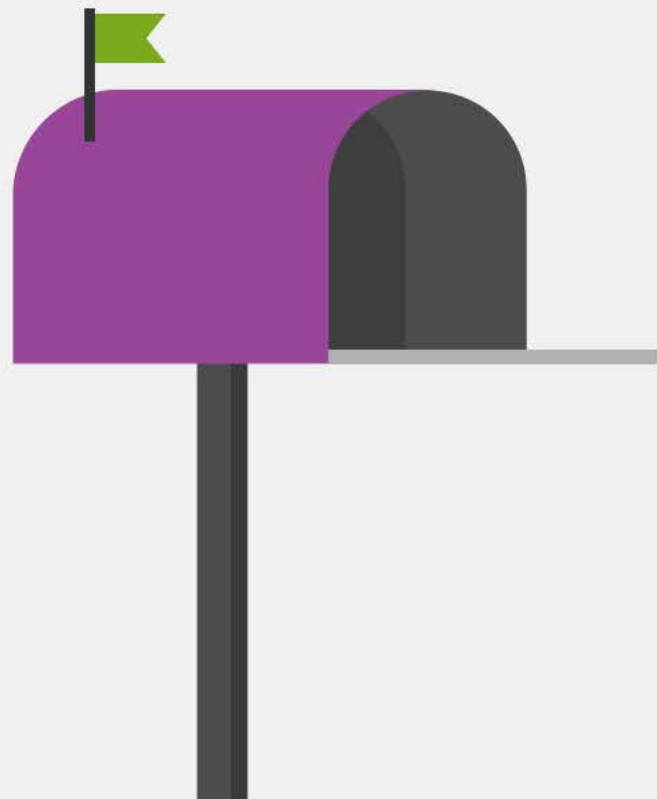
EMAIL DELIVERABILITY

Scores & Scoring



CREDIT SCORE

CASL, CAN-SPAM & GDPR



Possible Cures



Avoid Traps
& Blacklists



Technical Items:
SPF, DKIM



Quality
Content



List
Hygiene



Overdose: Thresholds of Abuse



Complaint Rate

<0.1%



Unsubscribe Rate

<0.5%



Bounce Rate

<0.1%



Authentication

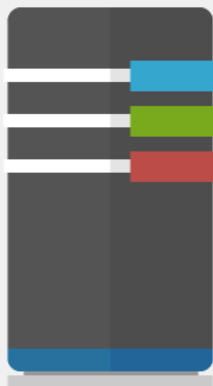
Sending MTA Server



Email Out with SPF/DKIM



Receiving Email Server



Email if DMARC is pass



Email Out with SPF/DKIM



Aggregate Report to Sender



Content: Symptoms of Success



Text to Image Ratio



Mobile Responsiveness



Email Size



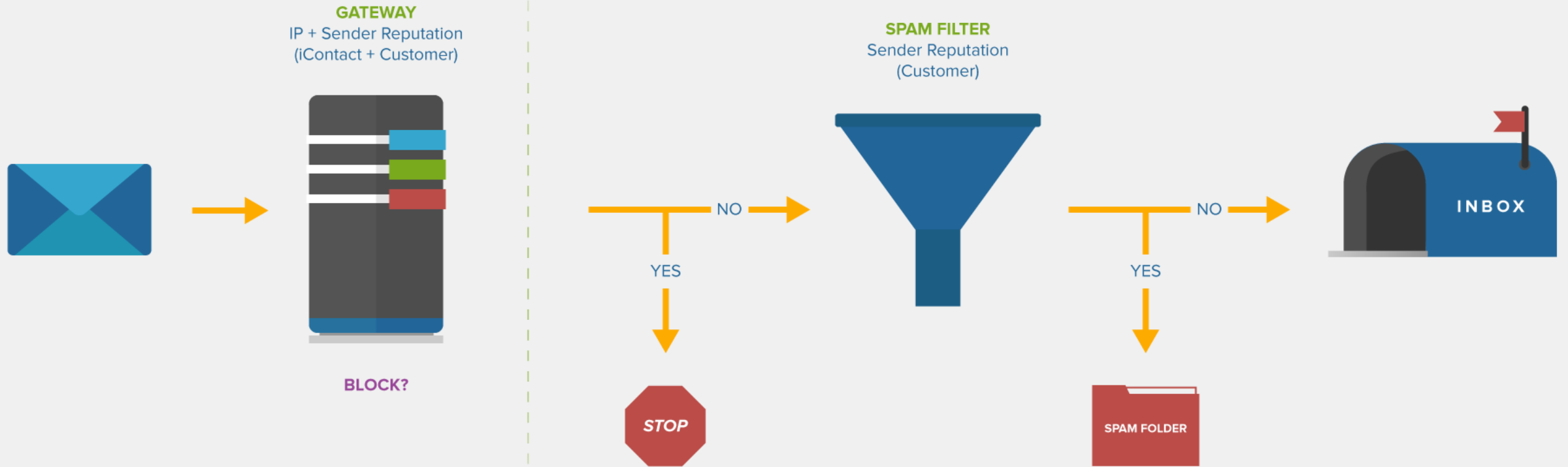
Subject Line



Pre-Header



SPAM Filters



Delivery Rate

Deliverability



Content

Quality

Domain reputation of the links within the message

Redirect links they will follow all the way to destination

Malformed Links

Keywords – Fr33 Mon3y



Commerce

As seen on

Buy

Buy direct

Buying judgments

Clearance

Order

Order status

Orders shipped by

Shopper

Personal

Dig up dirt on friends

Meet singles

Numbers

#1

100% free

100% Satisfied

4U

50% off

Billion

Billion dollars

Join millions

Join millions of Americans

Million

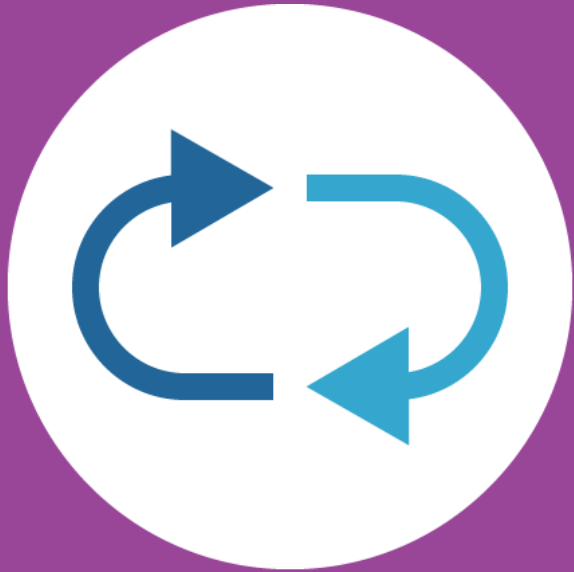
One hundred percent

guaranteed

List Hygiene

FOR A CLEAN BILL OF HEALTH





Changes are Coming

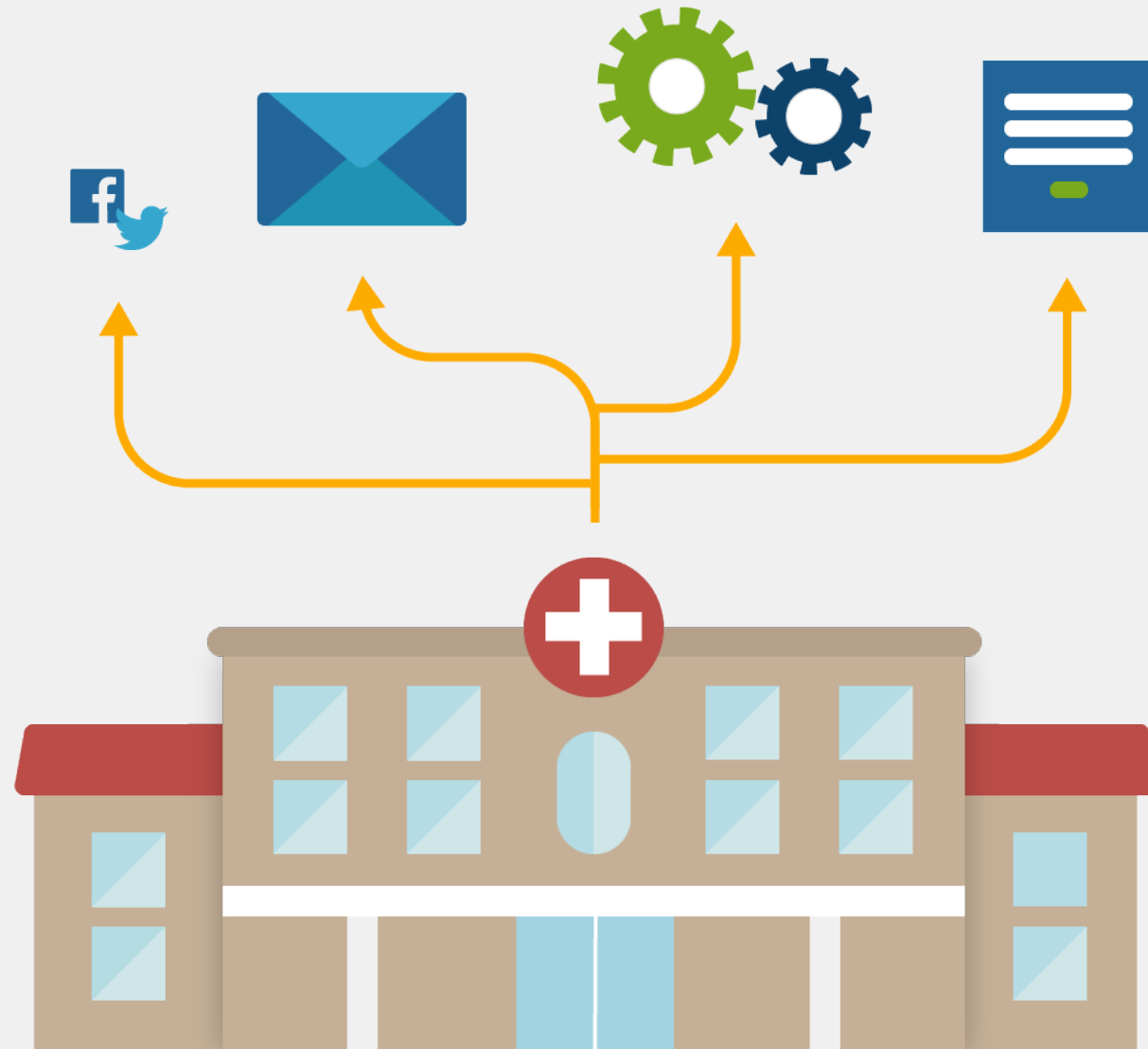


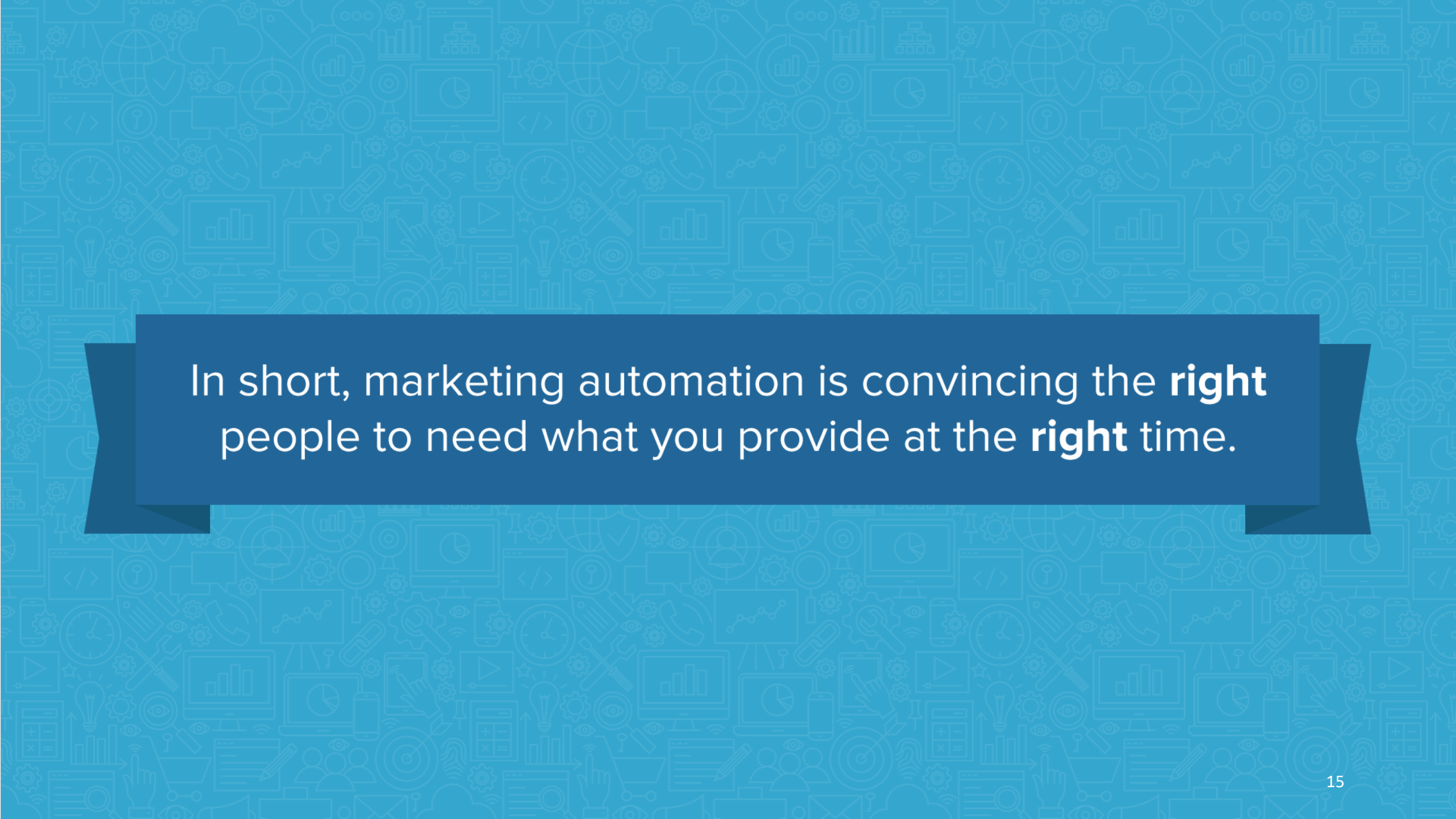
Inbox Rates are Falling



Look Into The Future

Alternative Medicine: Marketing Automation



The background of the slide is a solid blue color with a repeating pattern of white line-art icons. These icons represent various business and technology concepts, including gears, lightbulbs, bar charts, pie charts, speech bubbles, and computer monitors. The icons are scattered across the entire background, creating a textured, thematic effect.

In short, marketing automation is convincing the **right** people to need what you provide at the **right** time.



- ✓ ☐ 79% use it
- ✓ ☐ Twice as many leads
- ✓ ☐ 91% say marketing automation is **“very important”**
- ✓ ☐ 88% of marketers spend less time on reports and analysis
- ✓ ☐ 79% never convert
- ✓ ☐ 65% of marketers do not nurture leads
- ✓ ☐ More than half of companies are using automation

Without Automation



Continual repetition
of tasks



Untimely
Followup



Lack of
Personalization



No Visibility into
Contact Inactivity

*In short: an overall **major headache***

With Automation



Automates repetitive tasks

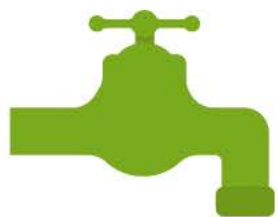
Creates triggered events to personalize email

Integrates social media

Implements landing pages to drive conversions

Facilitates lead nurturing and lead scoring

The Best Medicine?



Drip



Nuture

Automation Triggers



Activity



Date



Data



Automation Actions

- 1 Send Email
- 2 Social Posting & Monitoring
- 3 Segmentation
- 4 Add Tags
- 5 Add / Remove From Lists or Workflows
- 6 Update Information



Automation Ideas



Whitepapers



Non-Openers



Lead Scoring



Promote Webinars



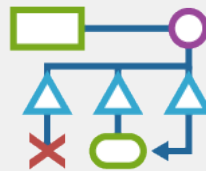
Promote Events



Promote Blog Content



Re-engagement



Topic Workflows

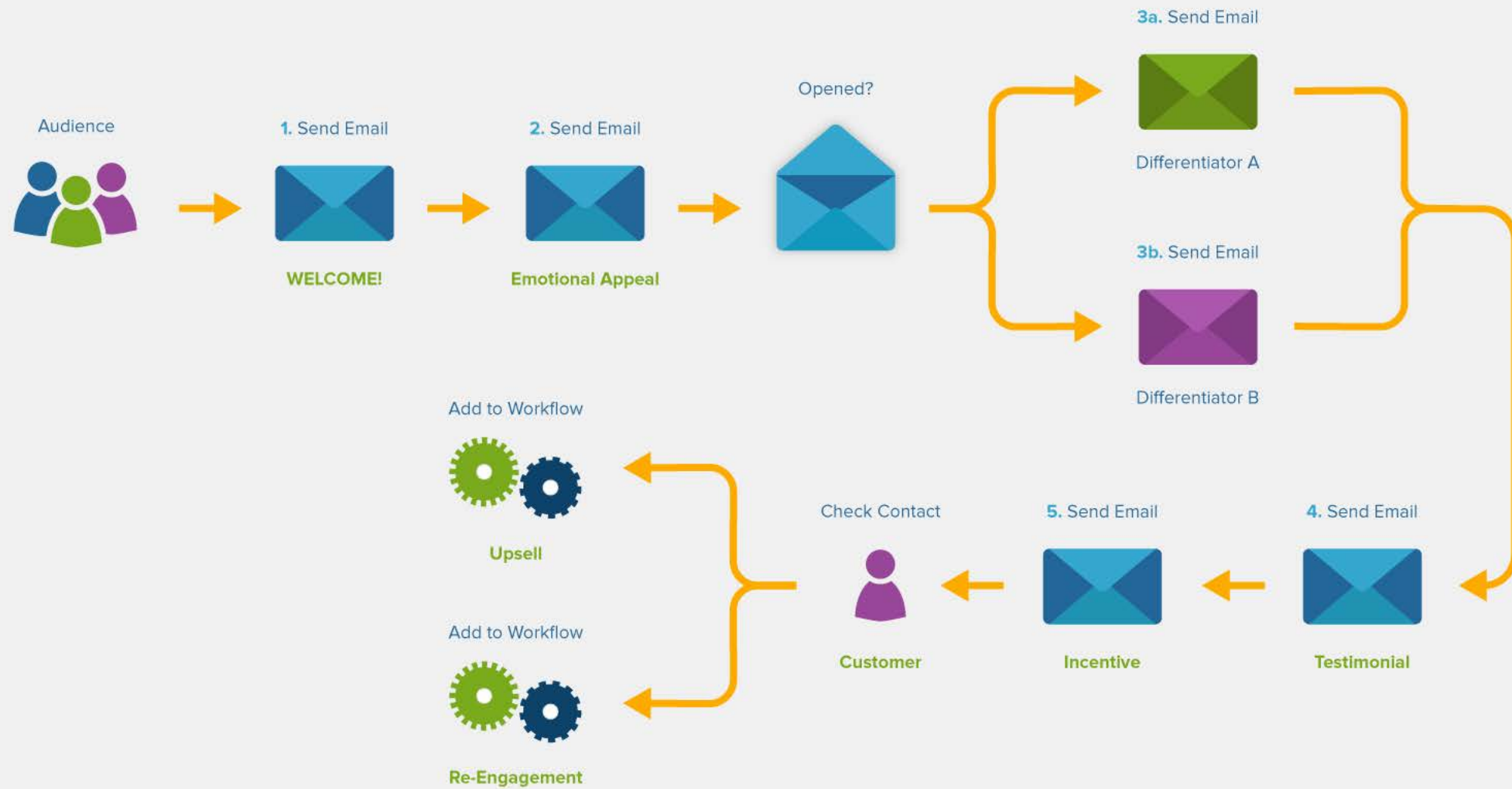


Renewals & Reorders



Surveys

Workflows





Wellness Plan

Strategy

Plan

Content

Analyze



Write Your Own Prescription!



THANK YOU!

Text:

Hank to 34545