

Beginners Guide To Start Marketing Via Email In 2021

proof that
EMAIL MARKETING
IS STILL THE MOST RELIABLE CHANNEL

In your 828 marketing campaigns, what lead generation channel do you use?
Everyone says that "Content is King", while others say social media is where true power lies.
Traditional marketers still banks on cold calling and appointment setting.
But here are the reasons why EMAIL MARKETING should be your bread and butter.

Email Marketing has an ROI of **4,300%**
Source: Direct Marketing Association

Revenue from email has increased by **28%** from 2013-2014
Source: Email Marketing Recovery Council, 2016

60% of marketers believe email marketing produces positive ROI
Source: Advertising Works

40% of qualified leads discover sites via email
Source: Marketing Land

64% of decision-makers read email messages via mobile devices
Source: Salesforce

Adding social sharing buttons to email messages an increase click-through rates by more than **150%**
Source: SocialTimes

56% of business plan to increase their email marketing effort this year
Source: CustomerMint

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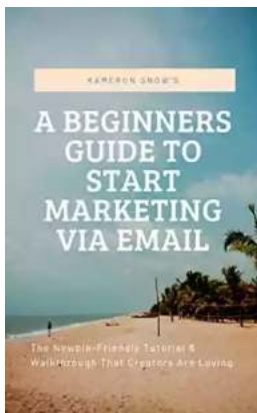
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Welcome to the ultimate beginner's guide to email marketing in 2021. In today's digital world, email marketing remains one of the most effective and cost-efficient ways to engage with your target audience, nurture leads, and drive conversions. Whether you're a small business owner, a solopreneur, or a marketer looking to

enhance your skills, this comprehensive guide will walk you through the basics of email marketing and equip you with the knowledge you need to run successful email campaigns.

Why Email Marketing?

Before we dive into the nitty-gritty of email marketing, let's first understand why it's crucial for your business's success. Despite the rise of social media and other digital marketing channels, email remains a powerful tool for connecting with your audience on a personal level. With over 4 billion email users worldwide, it offers unparalleled reach and direct access to potential customers.



Understanding Email Marketing: A Beginners Guide To Start Marketing Via Email In 2021

by Kameron Snow (Kindle Edition)

★★★★★ 5 out of 5

Language : English
File size : 607 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 13 pages
Lending : Enabled



Not only does email marketing provide a high return on investment (ROI), but it also enables you to build long-term relationships with your subscribers. By combining personalized content, targeted messaging, and automation, you can deliver the right message to the right audience at the right time, boosting engagement and conversions.

The Basics: Building Your Email List

A successful email marketing campaign starts with a high-quality email list. Building an engaged and opted-in subscriber base should be your priority. Here are a few tips to get you started:

- Create opt-in opportunities on your website: Offer valuable content, discounts, or exclusive offers in exchange for email sign-ups.
- Utilize social media: Promote your email newsletter on your social media platforms to encourage followers to subscribe.
- Run contests or giveaways: Incentivize email sign-ups by hosting contests or offering freebies.
- Create lead magnets: Offer free resources such as e-books, guides, or templates to capture email addresses.

The Power of Email Automation

Gone are the days of manually sending individual emails to each subscriber. Email automation allows you to streamline your marketing efforts, saving time and improving efficiency. Here are some key automation workflows to implement:

1. Welcome series: Set up a series of automated emails to welcome new subscribers and introduce them to your brand.
2. Abandoned cart recovery: Send timely emails to remind customers of items left in their shopping carts and incentivize them to complete their purchase.
3. Behavior-based triggers: Create automated emails triggered by specific actions, such as clicking on a link or downloading a resource.
4. Customer re-engagement: Send tailored emails to inactive subscribers to revive their interest and encourage them to take action.

Create Engaging Email Content

Once you have a solid email list and automation workflows in place, it's time to focus on crafting captivating email content. Here are a few tips to make your emails stand out:

- **Personalization:** Address your subscribers by their names and segment your list based on demographics, interests, or past purchases.
- **Compelling subject lines:** Grab your reader's attention with catchy and compelling subject lines that encourage them to open your emails.
- **Valuable content:** Provide useful tips, industry insights, exclusive offers, or entertaining stories to keep your subscribers engaged and eager to hear from you.
- **Call-to-action (CTA):** Clearly define what action you want your subscribers to take and include a prominent CTA button or link.

Email Analytics and Optimization

Measuring the success of your email marketing campaigns is essential for continuous improvement. Keep an eye on these key metrics:

- **Open rate:** The percentage of recipients who opened your email.
- **Click-through rate (CTR):** The percentage of recipients who clicked on a link or CTA in your email.
- **Conversion rate:** The percentage of recipients who completed the desired action, such as making a purchase or filling out a form.
- **Unsubscribe rate:** The percentage of recipients who opted out of your email list.

Use these metrics to optimize your campaigns and test different strategies. Experiment with subject lines, layout, content, sending frequency, and segmentation to find what resonates best with your audience.

Stay Compliant with Email Laws and Regulations

As an email marketer, it's crucial to comply with various laws and regulations to ensure ethical practices and protect user privacy. Familiarize yourself with laws such as the CAN-SPAM Act in the United States or the General Data Protection Regulation (GDPR) in the European Union.

Make sure you have explicit consent from your subscribers, provide an easy opt-out option, and safeguard their personal information. Following these guidelines will help you build trust with your audience and maintain a positive brand reputation.

Choosing an Email Marketing Platform

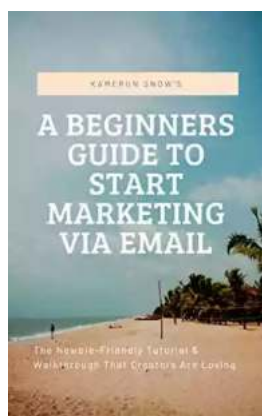
To effectively run your email marketing campaigns, you'll need a reliable email marketing platform. Some popular options include:

- Mailchimp
- Constant Contact
- AWeber
- GetResponse

Consider your specific requirements, budget, and features offered by each platform before making a decision.

Email marketing continues to be a valuable tool for businesses of all sizes. By following this comprehensive guide, you're well on your way to mastering the art

of email marketing in 2021. Remember to focus on building a high-quality email list, leveraging automation workflows, crafting engaging content, optimizing your campaigns, and staying compliant with laws and regulations. With dedication and continuous improvement, you can harness the power of email marketing to drive your business forward.



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It Is Essential That You Know Exactly What You Are Getting Yourself Into Before You Start Your Email Marketing Journey

Marketing is 100% for you if you are wanting to grow your business, make sales on autopilot, or have the ability to make money on the fly.

Email Marketing is one of the most overlooked online strategies there is in the world of Internet Marketing. Building an email list is something that not enough people teach or talk about, yet it is vital for the growth and sales of any online business.

This E-Book is crafted to not only teach you the basics of Email Marketing, but also to fill you in on everything you need to know as a beginner. We are going to

talk about what it is, why you need it, why it's important, and how to get started with Email Marketing today.



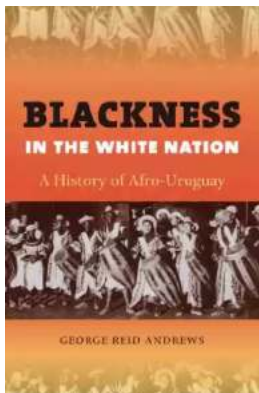
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