

EMAIL MARKETING

- FUNNEL -

SUBSCRIBER STAGE

GOALS

PLANNING

Decide what you want your campaign to achieve within the allocated budget.

Set realistic goals & determine KPIs.

EMAIL TIPS

Develop in-depth buyer personas. Answer the following questions:

- Why should anyone subscribe?
- What's in it for the subscriber?

Remember that consumers use multiple channels and devices.

AWARENESS

Position your business among brands that people consider initially. Build a targeted email marketing list.

Attract as many subscribers as possible:

- Use different list building techniques.
- Be everywhere your target audience is.

As a lead magnet, offer quality content the reader can download in exchange for an email address.

RUN A RETARGETING CAMPAIGN FOR THOSE WHO HAVE VISITED YOUR WEBSITE. CHECK SOCIAL MEDIA CHANNELS FOR THEIR REMARKETING TOOLS

CONSIDERATION

Help prospects engage with your brand and products.

Send a "killer" welcome email to give new subscribers a taste of what to expect if they remain on your list.

Create an autoresponder sequence of time-triggered and action-triggered emails.

UNSUBSCRIBES DURING THESE PHASES USUALLY INDICATE A LACK OF INTEREST IN WHAT YOUR BRAND OFFERS

FAMILIARITY

Offer subscribers key information about your products.

Focus on benefits rather than the features.

Think of your target audience -> make sure these are specific benefits that address their needs.

GIVE YOUR SUBSCRIBERS THE FREEDOM TO CHOOSE THE CONTENT AND FREQUENCY OF YOUR EMAILS

INTENT

Identify prospects who are interested in your solution then send them detailed information.

In case of complex products, it might be a good idea to prepare an email cycle explaining particular features in separate emails.

SET A LIST OF PREDEFINED QUESTIONS ASKING YOUR AUDIENCE WHY THEY ARE UNSUBSCRIBING

EVALUATION

Demonstrate how your product performs against market competition.

Emphasize your unique selling proposition vs. your competitors.

OFFER TO SEND MORE INFORMATION OR SCHEDULE A CALL WITH A REPRESENTATIVE

CONVERSION

Drive conversion.

Prepare a limited-time offer exclusively for subscribers (such as a discount or extra features).

Design your message to drive attention toward a clear CTA.

FIND OUT REASONS BEHIND UNSUBSCRIBES THEN ADJUST THE EMAIL CONTENT

RELATIONS

Build true relationships.
Increase customer lifetime value (CLV).

Ask customers for feedback and suggestions then make improvements in your products or services.

DON'T SEND TOO MANY MESSAGES. MAKE SURE EACH EMAIL IS VALUABLE

LOYALTY & ADVOCACY

Delight customers.
Get new customers through recommendation.

Design a loyalty program to keep customers engaged with your brand. Delighted customers tend to recommend your offer to others. Ask your customers for a review and offer a gift in return. Make loyalty and advocacy the main goals of your social media strategy.