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Email Marketing

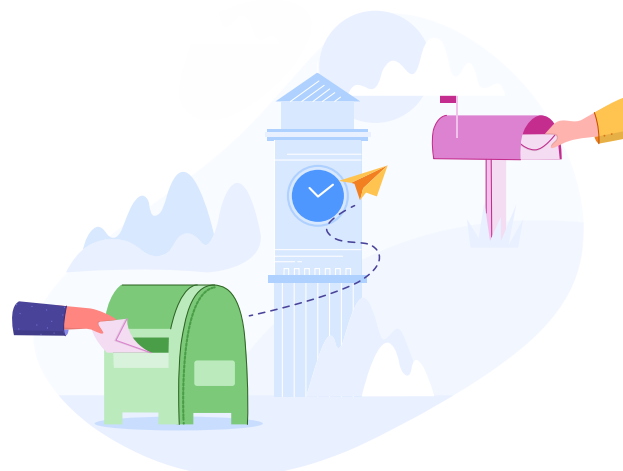
PLAYBOOK



What is Email Marketing?

Email marketing is one of the most influential components of growing a brand today. Email marketing yields the highest return on investment (ROI) for the past ten years among marketing channels.

Email marketing is the process of targeting your audience and customers through email. It helps boost conversions and revenue by providing subscribers and customers with valuable information to help them achieve their goals.



Is Email Marketing dead?

The quick answer is
NO

80% of B2B marketers still rely on email.



And from our own experience, **We generate 50+ demos every quarter through email marketing.** So, if you can strategise the list and send a nominal number of emails. It can produce consistent results.

How to Get Started with Email Marketing?



Let's directly cut to the chase, How to outreach or generate leads through email marketing?

There are 4 major steps to implementing a good email marketing campaign:

Step 1.0	Email Infrastructure
Step 2.0	Creating and Maintaining a list
Step 2.1	Segmentation
Step 3.0	Email Messaging
Step 3.1	Creating a compelling offer
Step 3.2	Subject line matters
Step 3.3	Mobile-friendly email
Step 4.0	Sequencing
Step 4.1	Scheduling



Email Infrastructure

Without a proper setup, You can't get the output even if you have world-class content and collaterals. So what are the most needed tools:

Email sender

You need a tool with a proper dashboard or to generate reports to constantly validate the metrics of the campaigns (Open rate, Clickthrough rate, Response rate, etc)



Email Delivery Platform

If you want to reach a larger audience (for 2000+ contacts per day) Use an email platform like SendGrid. Also helps to build domain authority if we have healthy engagement rates.



Email Verifier

Even if you purchase a list from a vendor, always run those contacts through an email verifier, it drastically reduces the bounce rate and helps to improve the deliverability.



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Segmentation

While you're creating a list & reaching out to prospects, it is important to segment your audience. You can segment your audience based on their titles, industries, company size, region-wise, etc. This will help you to personalize your campaigns to the fullest. Which can directly help your engagement rates (sometimes 2 to 3 times better).

Eg: Sending a campaign for CTO in a Telecommunication company with an employee size of 150 which is headquartered in the United States. Imagine the level of personalization you can do with this information in your messages.

Here's data of a couple of my campaigns targeting CPOs of Financial Services & Universities in the US.

☐ WPE - July 2022 Financial Services View Series - WPE - US - 4 steps - 10:00 am	2671 Delivered	65.3% Open	51.4% Click
☐ WPE Universities July 2022 View Series - WPE - US - 4 steps - 10:00 am	3507 Delivered	58.1% Open	39.1% Click

Without industry segmentation,

☒ WPE - July 2022 View Series - WPE - US - 4 steps - 10:00 am	1120 Delivered	31.5% Open	18.3% Click
☒ WPE - July 2022 View Series - WPE - US - 4 steps - 10:00 am	1156 Delivered	35.9% Open	17.6% Click



Email Messaging

The email content is like the ingredients in a recipe. Just as a recipe with poor ingredients will result in a bad dish, an email with poor content will result in poor engagement. On the other hand, just as a recipe with high-quality ingredients will result in a delicious dish, an email with well-written, relevant content will lead to high engagement and a strong return on investment.

Understand your audience and write the content accordingly. A few questions to be considered while writing your email.

- Who are they?
- What are their challenges?
- What will they look out for in each stage of the buying journey?



Create a compelling offer

When we receive messages that don't appeal to us, it can feel impersonal and even overwhelming. But your business can—and should—be different. By only sending relevant content, your subscribers will not only engage with your emails, but they will even look forward to reading them.

Ask yourself a question, while you are creating an email message, think about whether you will be interested in replying to your mail. The most important thing is what value or reason you are providing for a prospect to read or respond to your email. Add blogs, Useful links or resources, address the challenges of the ICPs, and share recent trends..

And Politely add your call to action at the end of the email with a question



Subject line matters

47% of email recipients will open your email based solely on the subject line. To make the email stand out, keep your subject line short, specific, and personalized.

69% of email recipients can use the subject line to tell if it is spam. The subject line should communicate exactly what the email is about so that the recipient can prioritize the email's importance, if the subject is just click bait, just think about what you would do.
Spammed!

Avoid the words like “free”, “help”, “percent off”, and “reminder” in a subject line as it has been found to negatively impact open rates.



Mobile-friendly contents

Most of our workflows and media consumption is happening with our mobile devices. So the possibility of a person receiving a notification of your email on a mobile phone is high. In 2021, 62% of email campaigns are being opened on a mobile device, compared to 10% on a desktop. One out of every 3 clicks in an email is registered on a mobile device. So while drafting the messages make sure your messages are mobile-friendly.



Sequencing

Once you've got your list and the messaging, the next step is to decide your schedule and sequence. Depending on the campaign (webinar promotions, Inbound Nurturing, Cold Emails, etc.), it is always good to have a proper cadence with a minimum of 4-5 Emails. Sharing Nurturing content in the initial part of the sequence will ultimately improve your engagement rates in the upcoming steps of your campaign. For webinar promotions, it's always better to send a 4 step email before the deadline.

For Inbound Nurturing, it's good to have 5 step sequence (with a time gap of 1,3,4,7,11 days between the steps), and again with a time gap of 15-20 days, we can create another 5-step follow-up sequence.

For Cold emails, It is much more important to focus on the content than sequencing and make sure to have at least 7-10 days of a gap for sending the next email.



Scheduling

Last but not least, ensuring that your emails hit the user inbox at the right moment will play a key role in the success of your email campaign.

- ▶ Make sure you have scheduled the campaigns in the right time zones for the target audience.
- ▶ Recheck your email contents, placeholders & hyperlinks a couple of times.
- ▶ Check with Test emails before going live with the campaign in your desktop and mobile inbox.
- ▶ Always monitor the campaign performance and if there is a dip in the performance.

Measure your performance

Delivery rate:

No. of emails sent - No. of emails delivered. The difference should be as low as possible.

Bounce rate:

Delivery rate/100. A bounce rate over 5% in a campaign should be paused and reworked.

Open rate:

No. of emails opened from the emails delivered. The average industry benchmark for open rates is 21-24%

CTR:

No. of Clicks from the opened emails. The average industry benchmark for Click through rate is 15-18%

Response rate:

No. of responses from the opened emails. The average industry benchmark for Response rate is 0.5-1%

Interest rate:

No. of Interests from the Response rate. The average industry benchmark for interest rate is 15-20%

Conversion rate:

No. of meeting fixed or sign-ups from the Interest rate. The average industry benchmark for conversion rate is 40-50%



Few Best Practices

- The best day of the week to send a marketing email is Tuesday. Thursday is the second-best day to send an email. And the best time of day to send an email is 10 AM.
- The first ten days of the month offer the best overall performance in terms of open, click, and order rates and the 29th is the best single day in terms of average order rate from marketing emails.
- Use A/B testing for Subject lines, Contents, and CTAs, and Analyse and use it for future campaigns.
- Always use an Opt-out or Unsubscribe link to every email you send, and make sure you are removing them from your list.
- Share your data or campaign performance with the paid marketing team, and share the insights, which will surely help you to target the right ICPs.
- Limit the number of emails, improve the quality of your content and deliver value with every message for your readers, You will be surprised with the results.
- Never use the same content more than 3 times, even if it's a best-performing template. If you did, it will be spammed.

Few Important Don'ts:

- ✗ Don't purchase any database.
- ✗ Don't make your subscribers wait for your emails.
- ✗ Don't attempt to send any promotional emails on Friday, Saturday, or Sunday.
- ✗ Don't send any emails after 4 PM at any timezone.
- ✗ Don't ignore the email analytics.

Conclusion

If you clean your list regularly, segment your audience, and send them relevant and personalized content in every campaign, You can surely get the output you are looking for.

Few of my campaign performances using the suggestions above:

Automatic Email - Day 1 2026 Delivered 51.5% Open 34.4% Click
Automatic Email - Day 1 1914 Delivered 44.9% Open 20.3% Click
Automatic Email - Day 1 1816 Delivered 41.6% Open 21.4% Click



What is the right number of emails I can send in a day?

You can bulk email 10,000 contacts and receive X number of Interests or registrations or demos, but with the risk of domain authenticity. It won't help you in the longer run. So what's the best case for No. of emails per day? You can send up to 2000 emails per day with a Gsuite account. But beware if you surpass these limits your account will be suspended.

So I can send 2000 emails per day without any issues? Yes, you can. But there is a catch. There are some metrics like Bounces & Spam which can make your account suspended even if you send 200 emails per day. The more bounces and spam, the more chances of your account will get suspended.

Why do people opt out?

The top 3 reasons people choose to unsubscribe from an email list: are too many emails (59%), info no longer relevant (43%), or don't recognize the brand or remember signing up (43%).

What should be the typical cooling period?

You can use a list by cleaning and maintaining it for a quarter with regular intervals of the gap as discussed above. We need to give that list a cooling period of one month and reuse it in your existing campaigns.

What type of CTA can be used?

Instead of asking a generic question like "Please let me know what time works for you" you can directly include a CTA as, "Does next Tuesday at 10 AM EST work for you? or please feel free to book a time slot of your convenience [here](#)"

How to create content for emails?

Doing market research & understanding the target audience & industry domain will give us the idea to write content and it will be much more relatable for the reader. Including content such as blogs, webinar slides, and ebooks will encourage the reader to engage with us.