

WHY EMAIL?

**WHAT TYPES OF EMAIL
ARE WE TALKING
ABOUT, ANYWAYS?**



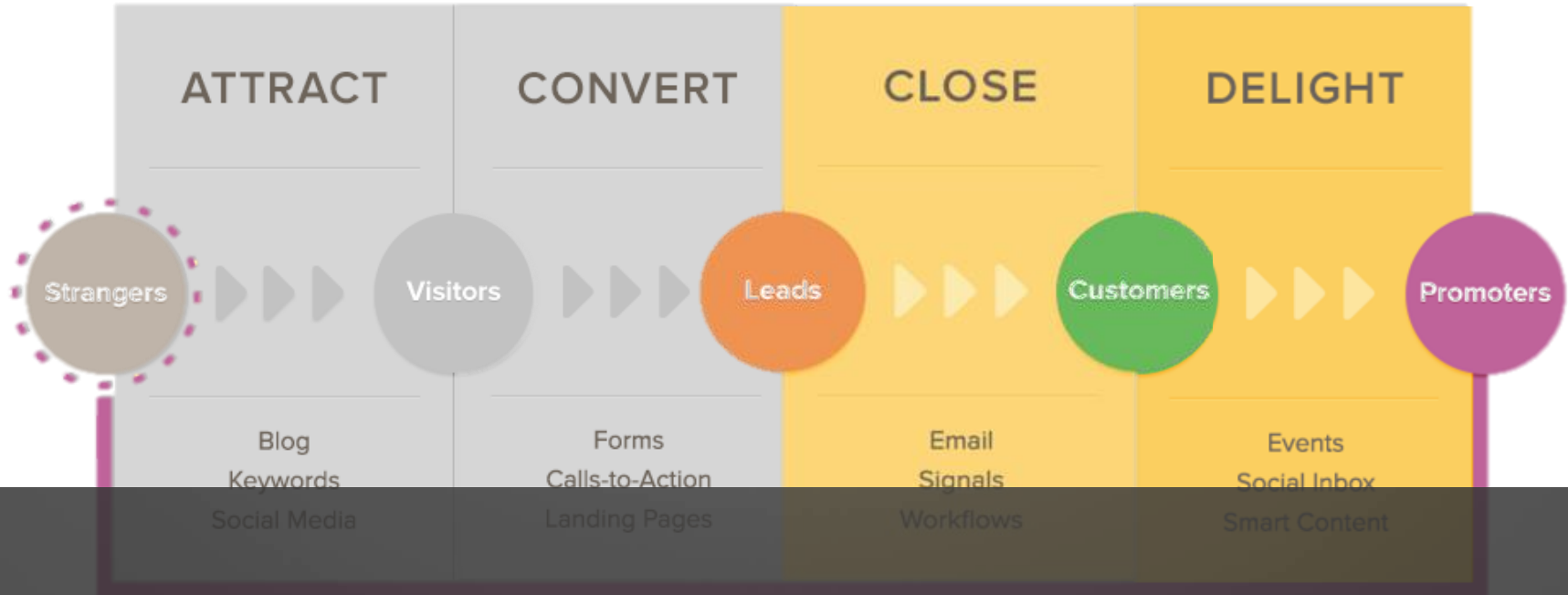
One-to-many emails allow marketers to connect with as many of their contacts as they like, at one time

Inbound Methodology



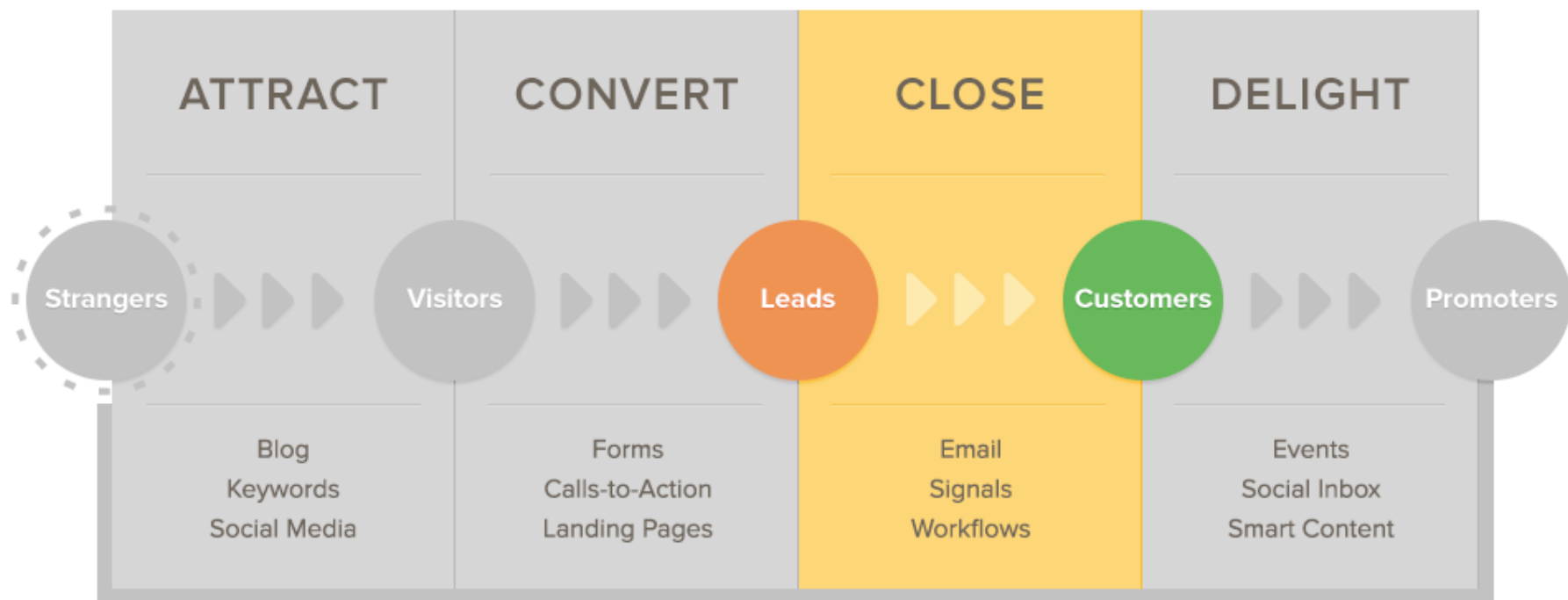
by **HubSpot**

Inbound Methodology

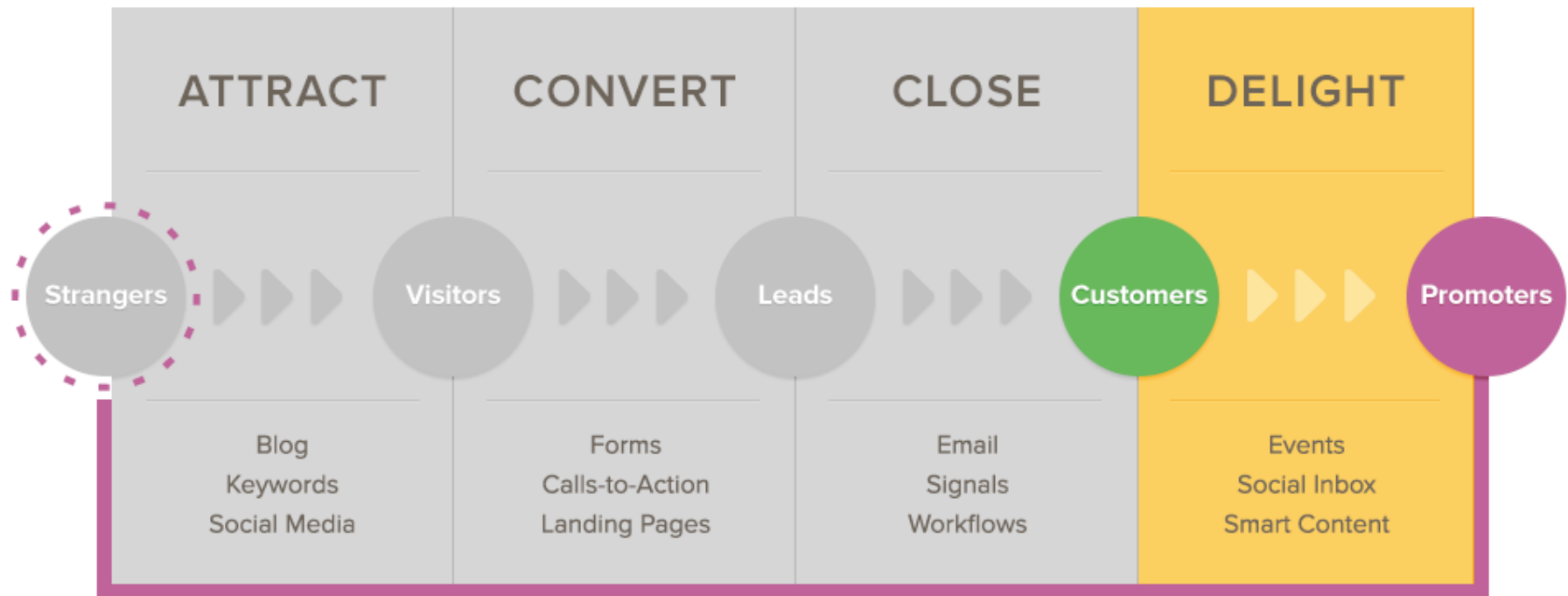


Email helps to close & delight.

Inbound Methodology



Inbound Methodology





While closing/delighting, a lot of other great things happen as well.



In HubSpot, everything is in one place. Pull lists, personalize emails, track leads & review analytics.

HOW TO USE EMAIL BEST PRACTICES.

EMAIL BEST PRACTICES

- Define a clear goal for your email
- Segment your recipient list
- Personalize where appropriate
- Focus on engagement
- Test and analyze

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What is the intended action you want your recipient to take:

- Fill out a survey
- Read more content (blog posts)
- Read more content (downloadable offers)
- Register for a webinar
- Sign up for a “lunch and learn”
- Request a demo
- Receive a custom quote
- Request a free consultation

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Segmentation allows you to target the right people with the right message at the right time.



Segment your recipient list

Segment by:

- Buyer Persona
- Stage in Buyers Journey
- Industry
- Site Activity (Email, Social, Conversion history)
- Demographic (Gender, Age, Location)
- Purchasing History

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Personalize where appropriate



Make sure emails are sent from real people




Personalize where appropriate

1

Make sure emails are sent from real people

From Name [Personalize Sender](#)

The name recipients will see.

 Isaac Moche ▼ Add new... Manage...

From Email Address

The address recipients will see and reply to.

 imoche@hubspot.com ▼ Add new... Manage...



Personalize where appropriate

- 1 Make sure emails are sent from real people
- 2 Use personalization tokens when appropriate



Personalize where appropriate

- 1 Make sure emails are sent from real people
- 2 Use personalization tokens when appropriate

The screenshot displays an email editor interface. At the top, the "Message Subject" field contains the text "Hey, {{contact.firstname}}, get a free consultation" and a "Contact" dropdown menu. Below this is the "Main Email Body" section, which includes a "Make Smart" button. A rich text editor toolbar is visible, featuring menus for "Edit", "Insert", "View", "Style", "Table", and "Tools", along with various formatting icons. The email body text is "Hi **FIRSTNAME**,
Planning an adventure vacation for a family of **NUMBER_OF_PEOPLE_IN_FAMILY** is difficult, we know. It's". Three orange arrows point from the personalization tokens in the subject and body to the corresponding fields in the editor.



Personalize where appropriate

- 1 Make sure emails are sent from real people
- 2 Use personalization tokens when appropriate
- 3 Use an email signature to personalize the email and provide a method for people to reach out, but keep that signature concise.



Kyle Geiste

**Marketing
Director**

[Fifth Season](#)

Woodstock, NH

PS - Want to learn more about adventure travel? [Talk to an expert](#) today!

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Value-Driven Communication

"Increasingly, the most effective marketing messages — feel less like marketing and more like useful, enjoyable, inspired information your customers and prospects want, conveyed in accessible, human terms."

-Brian Conlin, Vocus



Focus on engagement



Use actionable language



Focus on engagement

1

Use actionable language

Compare Talk
Tour,Sell Download Free
Register Review Give
Shop Contact Call Add
Explore See Click Increase
Save Begin Start Buy
Donate Access Try Play Watch
Submit Improve Act
Discover Subscribe Take
Search **Reserve** Create
Practice Store Generate
Boost Sign Purchase
Learn Discuss



Focus on engagement

1

Use actionable language

2

Write clear & compelling subject lines



Focus on engagement

1

Use actionable language

2

Write clear & compelling subject lines

- Persona-aligned language
- Consider using personalization
- Action-oriented verbs
- Clear value proposition
- Ideal length: 50 characters or fewer
- Consistency with content of email



Focus on engagement

- 1 Use actionable language
- 2 Write clear & compelling subject lines
- 3 Optimize for mobile

OPTIMIZE FOR MOBILE



Mobile is here to stay.
47% of all email is opened on mobile.



Focus on engagement

1

Use actionable language

2

Write clear & compelling subject lines

3

Optimize for mobile

- Use responsive templates.
- Don't crowd links.
- If you are using a CTA or button, make sure there is plenty of space and it is big enough to tap (min 44x44 pixels).
- Use a clear and concise message that readers can scan and comprehend.
- Avoid using tiny fonts. Minimum 12pt

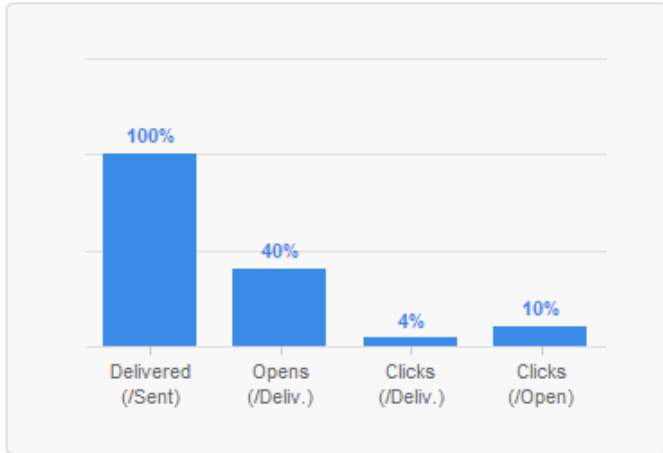
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Analyze the results of each email send to help you determine which types of emails are most successful.

Engagement Rates % sent, delivered, and opened



150 selected	125 sent	125 delivered	50 opened	5 clicked
Filter by status... Use list				
Recipient	Sent	Delivered	Opened	Action
alexiswbradley@gmail.com		DELIVERED		
derek.marin@gmail.com		DELIVERED		
jewelhuq@gmail.com		DELIVERED		
nick.salvatoriello@gmail.com		DELIVERED		
nurah.azrin@gmail.com		DELIVERED		
aarora@hubspot.com		DELIVERED		
abiedrzycki@hubspot.com			OPENED	
abridgman@hubspot.com			OPENED	
acapland@hubspot.com		DELIVERED		
agerard@hubspot.com				CLICKED
ahicks@hubspot.com				CLICKED
amy@hubspot.com			OPENED	
aquinn@hubspot.com		DELIVERED		

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EMAIL TOOL WALKTHROUGH.