

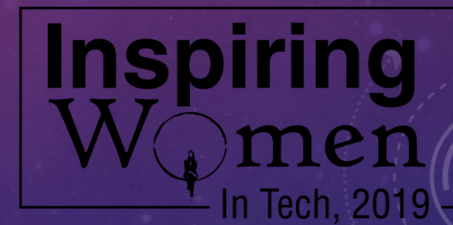
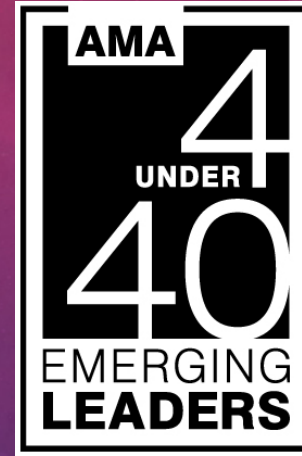


# TIPS TO MAXIMIZE YOUR EMAIL MARKETING & MARKETING AUTOMATION IN 2020

Elyse Flynn Meyer  
Prism Global Marketing Solutions

# ABOUT ELYSE

- 13 Years of Digital Marketing Experience
- Education: The University of Arizona, Thunderbird School of Global Management, Cornell & Pepperdine
- Owner & Founder, Prism Global Marketing Solutions
- Background in Marketing, Sales, Operations, and Management
- Author of 4 Books
- Forbes Contributor



HubSpot 2019 IMPACT AWARDS  
GROW BETTER: MARKETING



# ABOUT PRISM GLOBAL MARKETING SOLUTIONS



- HubSpot Platinum Partner
- Top HubSpot Partner in Arizona
- 2-Time Winner of the Marketing Automation and Email Marketing Award from the American Marketing Association (Spectrum Awards)
- Winner of 7 HubSpot Impact Awards
- Work with B2B and B2C Organizations
- Named Top 10 HubSpot Solutions Provider in the US
- Named Marketing Consultant of the Year by CV Magazine

# AGENDA

Email Marketing in 2020

Maximizing Your Email Marketing Program

Developing a Marketing Automation Program

Determining Your Buyer Personas and Decision-Making Journey

Analyzing Your Email and Automation Performance

# EMAIL MARKETING IN 2020

The background is a gradient from red at the top to blue at the bottom, filled with small white dots. Faint, stylized circular patterns with arrows are visible in the corners, suggesting a technical or digital theme.



# WHAT HAS CHANGED IN MARKETING?



94%  
skip TV ads



27%  
direct mail is  
never opened



50%  
are on do  
not call  
lists

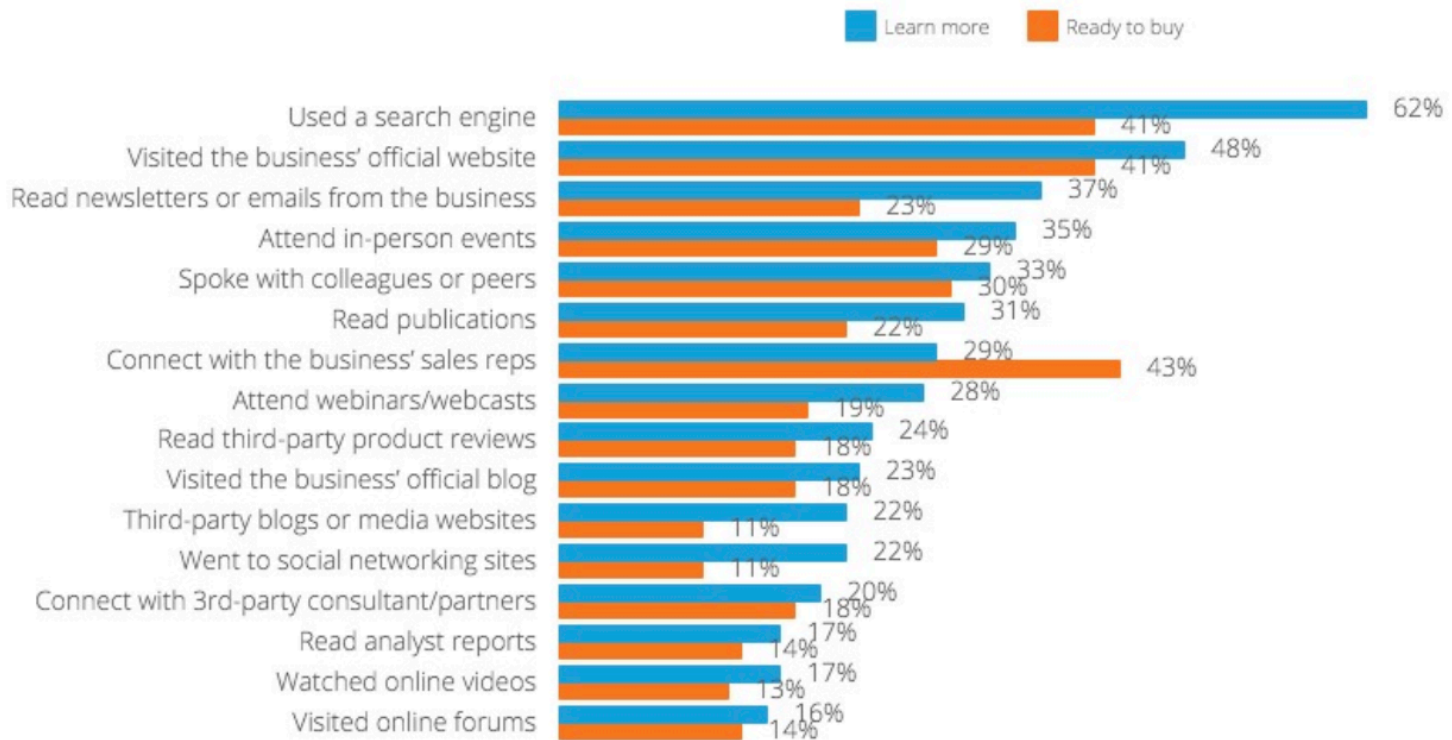
# IS EMAIL MARKETING STILL EFFECTIVE?

- Email marketing is up to **40x more effective** than social media campaigns (McKinsey)
- **92%** of internet users have an email account and **96%** of email users check their emails daily (HubSpot)
- **58%** of individuals check their email before checking social media every morning (Opt-In Monster)
- **83% of B2B companies** use e-newsletters as part of their content marketing strategy (HubSpot)
- Average email open rates across industries are **22.8%** compared to a .58% engagement rate on social media (Opt-In Monster)
- **81% of SMBs** say email is their most powerful customer acquisition tool (MailChimp)

# WHERE DOES EMAIL RANK?

## Preferred content channels in the buyer's journey

When you want to learn more about a new business product or service, where do you go for information? Where do you go when you're ready to buy?

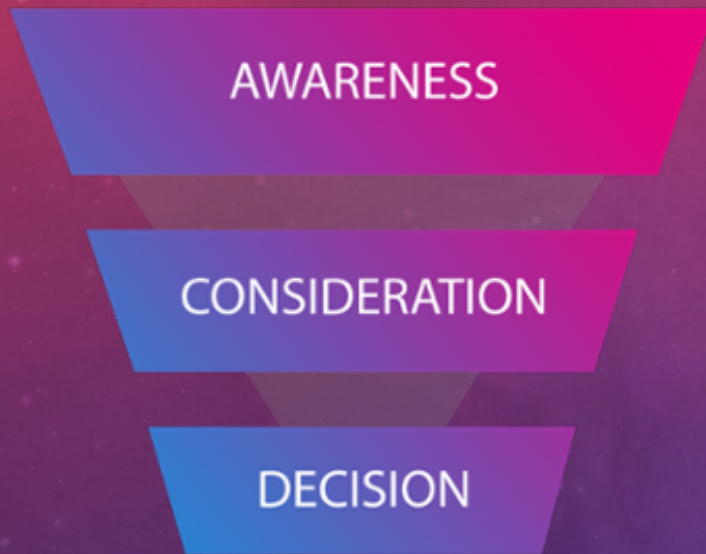




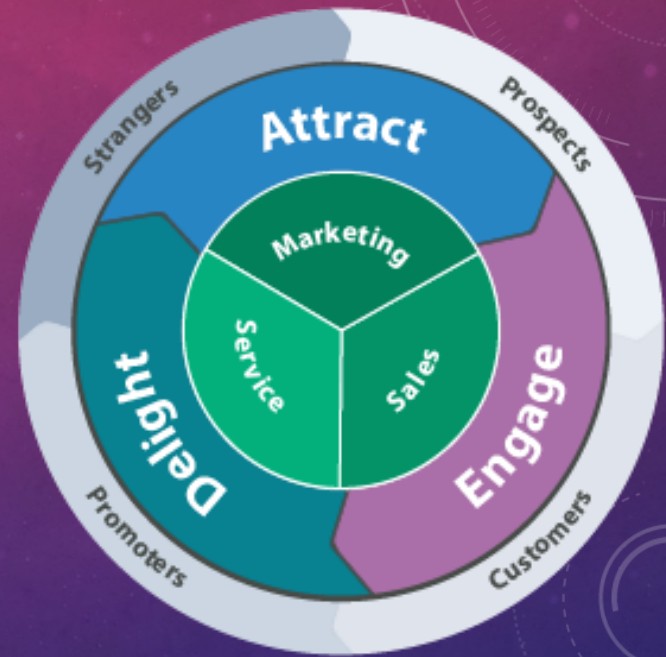
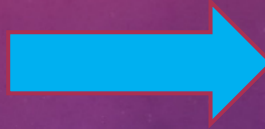
# HOW IS EMAIL GROWING?



# WHERE DOES EMAIL FIT IN?



Traditional Funnel



Continuous  
Communication



# MAXIMIZING YOUR EMAIL MARKETING PROGRAM



# TIPS FOR A SUCCESSFUL EMAIL CAMPAIGN



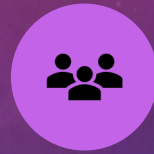
Create  
Compelling  
Content



Use the Right  
Tools



Engage With  
Your Subject  
Line



Segment Your  
Audience



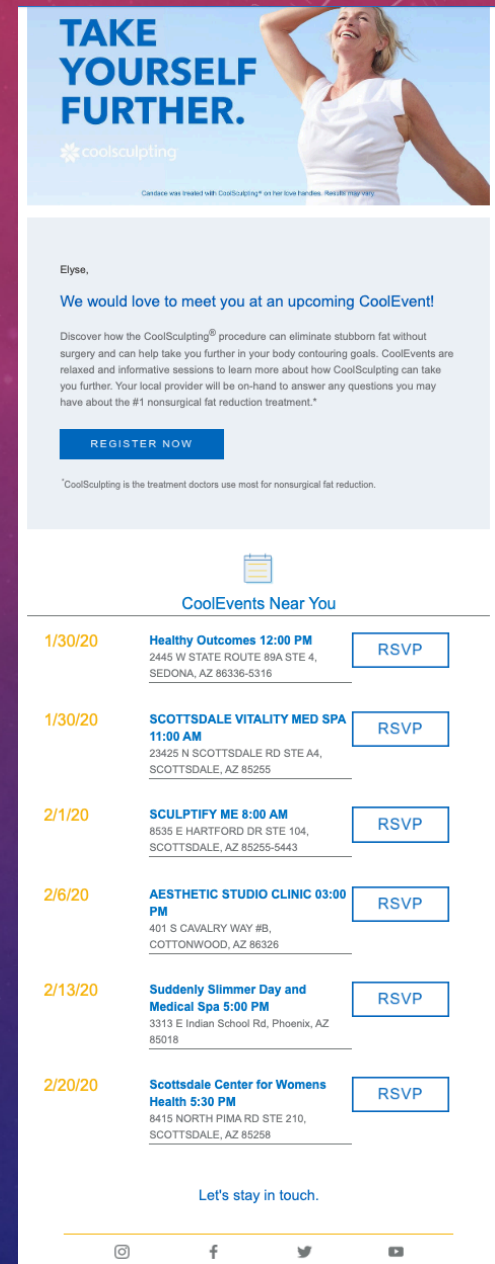
Get the Timing  
Right



Track, Analyze  
and Adjust

# OPTIMIZE YOUR EMAIL CAMPAIGNS

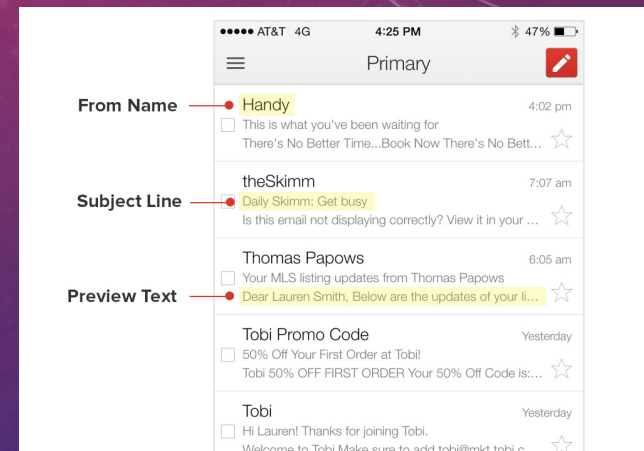
- Improve Your Subject Lines (subjectline.com)
- Use Personalization
- Include a Hyperlink and a Call-to-Action Button
- Use a Secondary Call-to-Action
- Include Social Links
- Make Sure a Web Version is Enabled





# HOW TO IMPROVE YOUR OPEN RATE

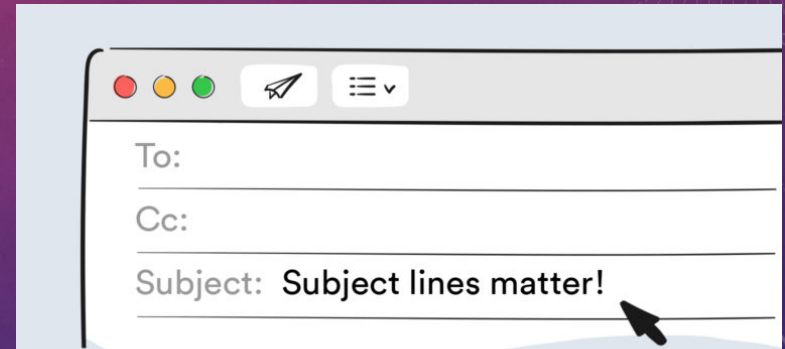
- Avoid Spam Words: Cash, Free, Cheap
- Use Action Words to Generate Interest
- Use Brackets When Possible
  - **Example:** [Invitation] Exclusive Event on 1/29
- Personalize
  - **Example:** [Invitation for Jenn] Event on 1/29
- Experiment With Numbers and Emojis
- Be Mindful of Mobile Length
- Use Preview Text
- Focus On the From Name





# WHAT ARE THE STATS?

- **47%** of consumers open an email based on the subject line
- **37%** of companies see an increase in email open rates by using personalization in subject lines
- **50%** of emails are opened on mobile devices
- **64%** of people decide if they are going to open an email based on who it is from



# WHAT SHOULD YOU A/B TEST?



Emojis vs. Non-Emojis



Personalization vs. Non-Personalization



Brackets vs. Non-Brackets



Emojis Compared to Personalization



Personalization In Addition to Emojis



Start with Subject Lines, and Then Move to Content



Remember: Only Test 1 Thing at a Time

# TIPS FOR EMAIL DESIGN

- Simple Performs Best
- Focus on One Content Offer (excluding Newsletters)
- Short Header Image (250 – 300px height)
- Always Include a Logo
- Include Personalization Wherever Possible
- Customize Your Signature
- Include Social Follow/Share Icons
- Opt-Out in the Footer with a Focus on Email Preferences

Hi Elyse,

Today's product teams have the important task of anticipating customer expectations and quickly act on those product changes to market and deliver successful products.

In our new eBook, [Take the Guesswork Out of Product Management](#), we provide valuable insights exclusively for product teams including:

- **Seeing** customer usage data to inform product decisions
- **Accelerating** trial conversions
- **Incorporating** Voice of the Customer throughout your product lifecycle
- **Guiding** user behavior to take best advantage of your product
- **Learning** how real-world teams are making better products
- and much more...



[Download Your Copy of the eBook](#)

Simply [click here](#), or the button above, to download your digital copy of the eBook.

If you have any questions, simply reply to this email, and I will be in touch shortly.

Sincerely,

Don Mottola  
[dmottola@revulytics.com](mailto:dmottola@revulytics.com)



## Better Software Begins with Better Data

Revulytics provides valuable insight into user behavior to help you make data-driven decisions that foster user engagement and accelerate adoption. [Schedule a demo](#) to see how we can help you take the guesswork out of product management.

Share the eBook:





# WHEN SHOULD YOU EMAIL?

## If Batch Emailing:

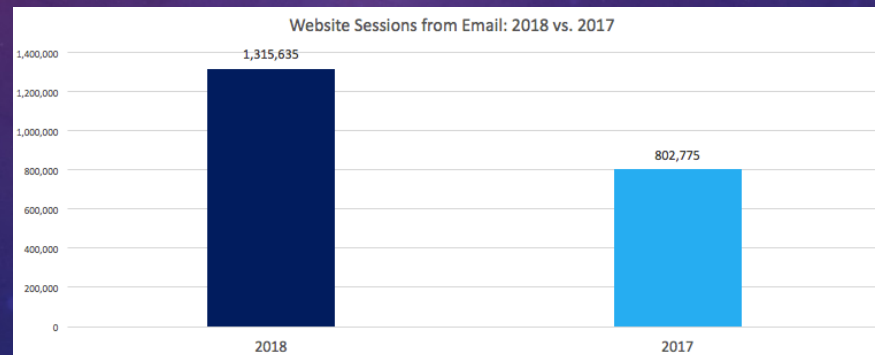
- 10AM – 12PM: Ideal B2B Open Rates
- 12PM – 2PM: Lunch News Break
- 5PM – 7PM: Increase in Email Open Rates in B2B
- 7PM – 10PM: Best Time for B2C Promotions
- 10PM – 7AM: Do Not Disturb – Lowest Open Rates
- Days of Week: Tuesday and Thursday

# WHAT IS SEND TIME OPTIMIZATION?

Sending Emails Based on the Day of Week and Time of Day a Contact is Most Likely to Engage

## Case Study:

- Re-Engaged 54,000 Contacts Who Were Previously Dormant in Email
- Email Opens Increase of **10.1%**; Email Clicks Increase of **155.8%**
- **42% increase** in treatments booked from monthly events
- **\$2.4 million in revenue growth** in a 2-month timeframe



# TIPS FOR SEGMENTATION

- Buyer Persona
- Decision-Making Journey
- Pages Viewed
- Lead Score
- Connected with Sales Already
- Emails Opened/Emails Clicked

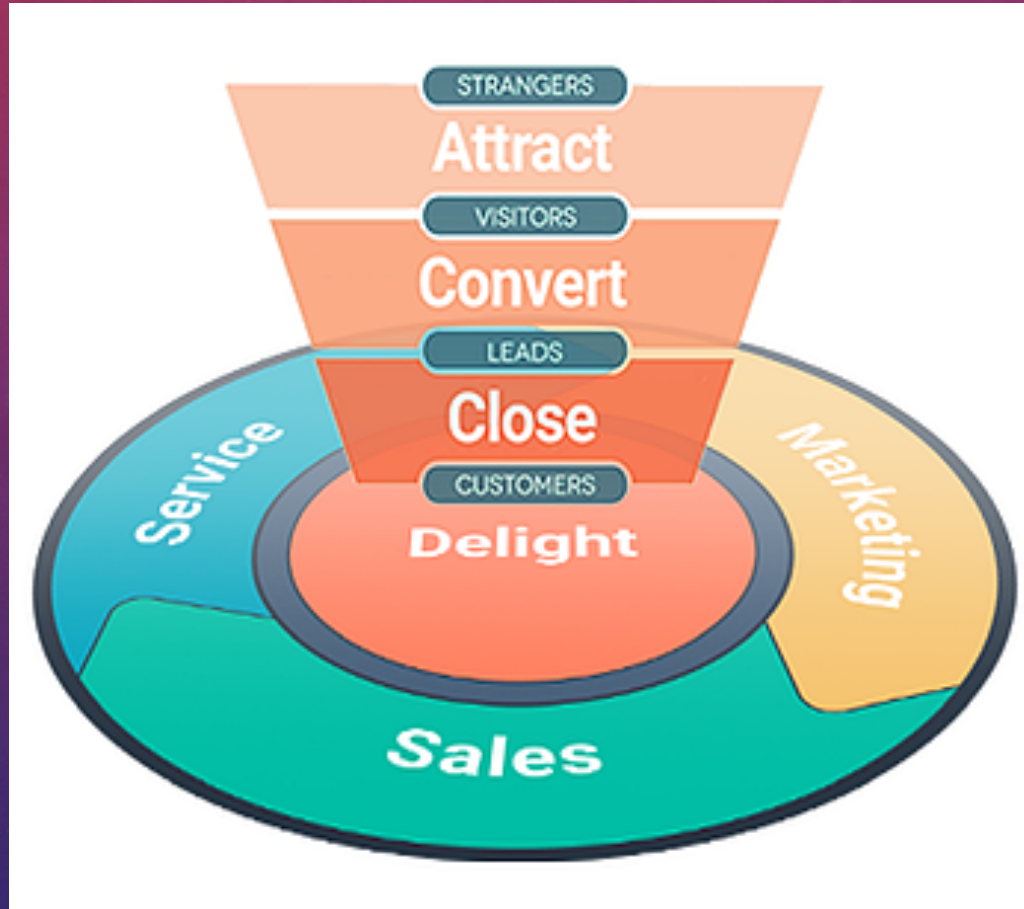






# DEVELOPING A MARKETING AUTOMATION PLAN THAT WORKS

# AUTOMATION MAXIMIZES COMMUNICATION AT EVERY PHASE OF THE JOURNEY



# START WITH YOUR “WHY”

1. Sales is unhappy with lead quality
2. Your sales process is complicated and takes too long
3. Most new leads aren't yet ready to convert
4. You're unable to contact the opportunities generated
5. You want to get the most from limited sales resources

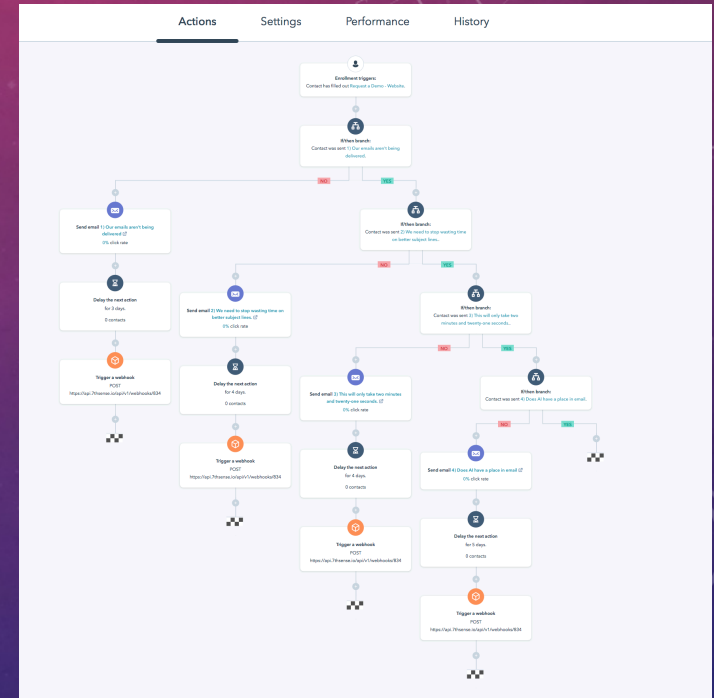


# HOW CAN YOU USE AUTOMATION?

- Target contacts with automated messages across email, social, web, and text
- Helps with lead reengagement, lead nurturing, lead scoring, business operations

- **Example:**

- Day 1: Thank You for Downloading the eBook
- Day 5: Related Blog to the eBook
- Day 7: Task for Sales Rep
- Day 10: Video Testimonial
- Day 12: Task for Rep to Connect on LinkedIn
- Day 15: Schedule a Demo



# EXAMPLE AUTOMATION EMAIL SEQUENCE

## Calculate Your ROI Email

**prismglobal**  
MARKETING SOLUTIONS

Hi there,

Are you interested in seeing how an integrated inbound marketing and sales strategy can impact your organization's bottom line? You can now quickly calculate your return on investment (ROI), and download the results immediately, utilizing our [digital marketing ROI calculator](#).

This 5-question calculator will allow you to visualize your inbound marketing and sales ROI including detailed conversion metrics and projected revenue growth based on your company's own statistics.

[Calculate Your Inbound Marketing ROI](#)

Here is an example of some of the results you will see:

Average Monthly Website Traffic: 11,250	<b>0.58%</b> Your Conversion Rate	<b>15.6</b> Avg. Qualified Leads/Month
Average Monthly Leads from Your Site: 65	<b>1.4</b> Avg. New Customers/Month	<b>\$30,800</b> Net New Business/Month
Percentage of Qualified Leads: 24.00		
Cost Per Lead: \$9.00		
Current Website Value: \$2,000		

Do you have questions or want to discuss your potential ROI with inbound marketing? Simply click [here](#) to schedule your inbound marketing consultation.

Sincerely,  
Elyse Flynn Meyer  
Founder, Prism Global Marketing Solutions  
[www.prismglobalmarketing.com](http://www.prismglobalmarketing.com)  
[Subscribe to our blog](#)

SHARE THE CALCULATOR:  
[f](#) [in](#) [t](#) [e](#)

## Case Study Email

**prismglobal**  
MARKETING SOLUTIONS

Hi there,

Are you interested in increasing your website traffic? Do you want to grow your sales qualified leads and turn more of those contacts into customers?

We invite you to view our latest case studies to discover how you can utilize inbound marketing best practices to grow your visits, leads, and customers:

- Growing Leads & Customers Using HubSpot
- Leveraging Inbound as a Long-Term Strategy
- Improving Email Engagement with Send Time Optimization
- Increasing Conversion Rates with Sales & Marketing Alignment
- Maximizing Online Results with Inbound Marketing

Here's an example of website traffic and lead growth with a strategic inbound program.

Marketing Performance

Site Usage from 10/2015 to 9/2016 | Frequency Monthly | Connected to Conversion 10/2015

DATE	VISITS	NEW VISITS	NEW LEADS
10/2015	5,305	167	167
11/2015	5,305	167	167
12/2015	5,305	167	167
1/2016	5,305	167	167
2/2016	5,305	167	167
3/2016	5,305	167	167
4/2016	5,305	167	167
5/2016	5,305	167	167
6/2016	5,305	167	167
7/2016	5,305	167	167
8/2016	5,305	167	167
9/2016	5,305	167	167

[View Our Case Studies](#)

If you have any questions or would like to schedule a complimentary consultation, simply click [here](#), or reply directly to this email.

Sincerely,  
Elyse Flynn Meyer  
Founder, Prism Global Marketing Solutions  
[www.prismglobalmarketing.com](http://www.prismglobalmarketing.com)  
[Subscribe to our blog](#)

SHARE CASE STUDIES:  
[f](#) [in](#) [t](#) [e](#)

## Consultation Email

**prismglobal**  
MARKETING SOLUTIONS

Hi there,

Are you looking to maximize your inbound marketing and sales efforts? We work with organizations around the globe to improve their digital presence, web engagement, and revenue with inbound programs.

During your consultation we will cover:


- Driving qualified traffic to your website
- Increasing organic traffic with blogging & content
- Generating a larger volume of leads
- Analyzing your marketing to refine your strategy

Click [here](#), or the button below, to schedule a complimentary inbound marketing consultation.

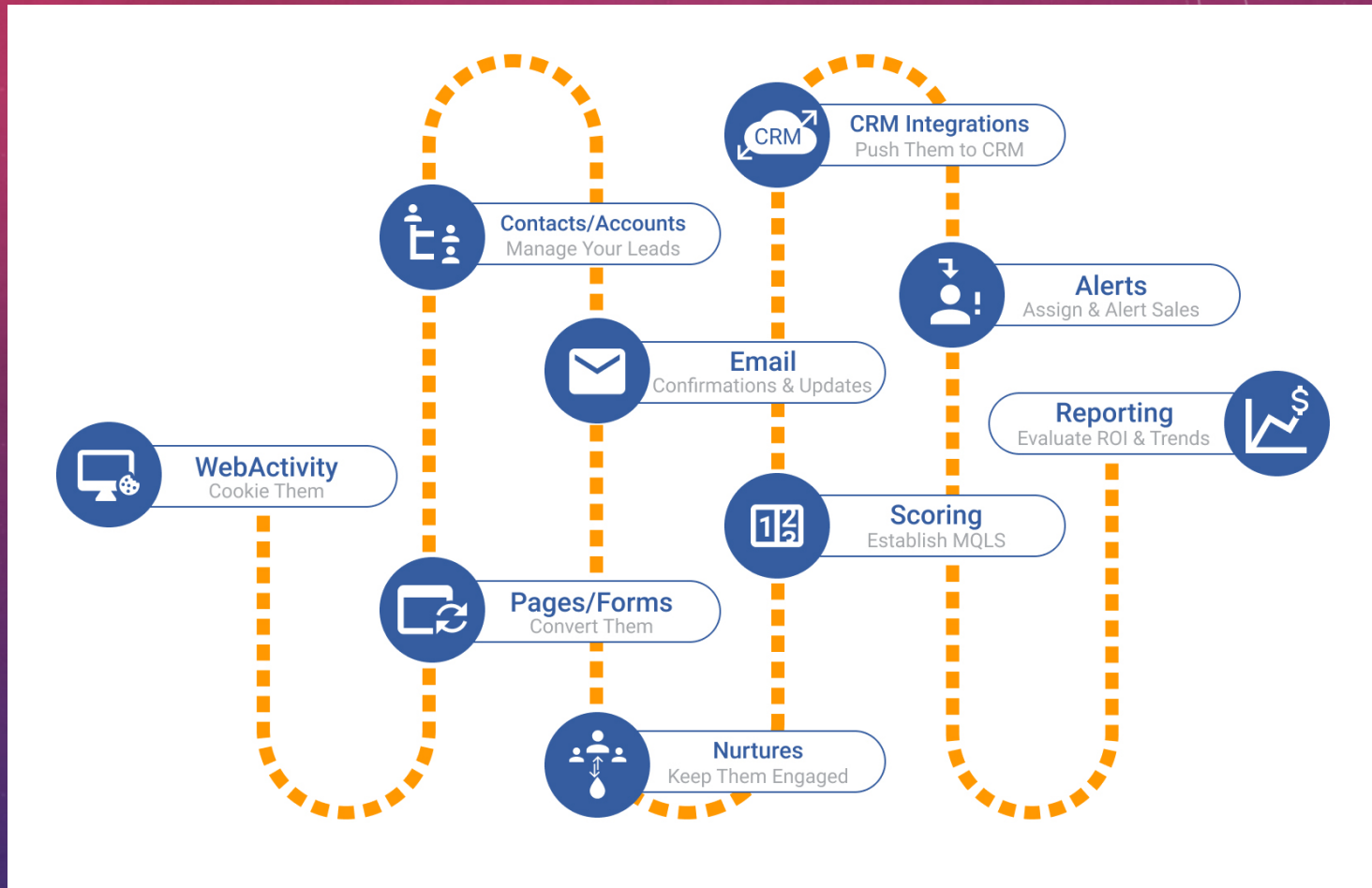
[Schedule Your Consultation](#)

We look forward to hearing from you!

Sincerely,  
Elyse Flynn Meyer  
Founder, Prism Global Marketing Solutions  
[www.prismglobalmarketing.com](http://www.prismglobalmarketing.com)  
[Subscribe to our blog](#)



# USES OF MARKETING AUTOMATION



Think past just email marketing!





# DETERMINE YOUR BUYER PERSONAS AND THEIR DECISION-MAKING JOURNEY

# DEVELOP BUYER PERSONAS: CONTENT PLANNING



- Semi-fictional representation of your ideal customer based on market research and real data about your existing customers
- Consider including: customer demographics, behavior patterns, where they go for information, motivations, and goals



# ALIGN CONTENT WITH YOUR BUYER PERSONAS

## MARKETING MARY

- Professional marketer (VP, Director, Manager)
- Mid-sized company (25-200 employees)
- Small marketing team (1-5 people)
- BComm (BU), MBA (Babson)
- 42, Married, 2 Kids (10 and 6)

### Goals:

- Support sales with collateral and leads
- Manage company communications
- Build awareness

### Challenges:

- Too much to do
- Not sure how to get there
- Marketing tool and channel mess



### Loves HubSpot because:

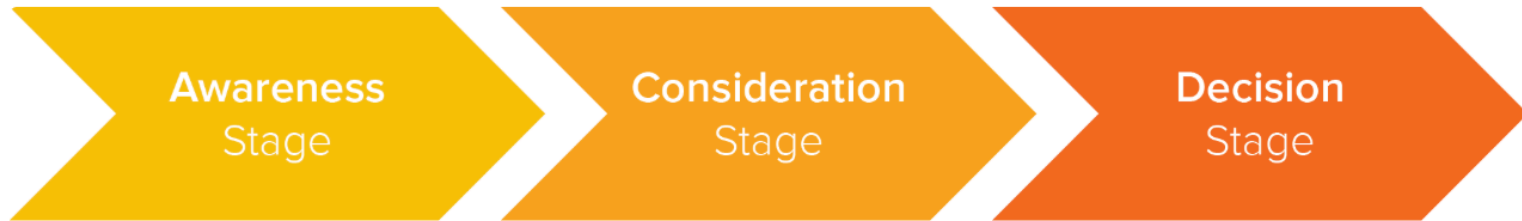
- Easy to use tools that make her life easier
- Learn inbound marketing best practices
- Easier reporting to sales and CEO

## Why Is This Important?

- Solves for the ideal customer
- Tailor messaging to a specific audience
- Customize content based on what is most valuable
- Segment your audience



# UNDERSTAND THE DECISION-MAKING PROCESS



**Prospect is experiencing and expressing symptoms of a problem or opportunity.** Is doing educational research to more clearly understand, frame, and give a name to their problem.

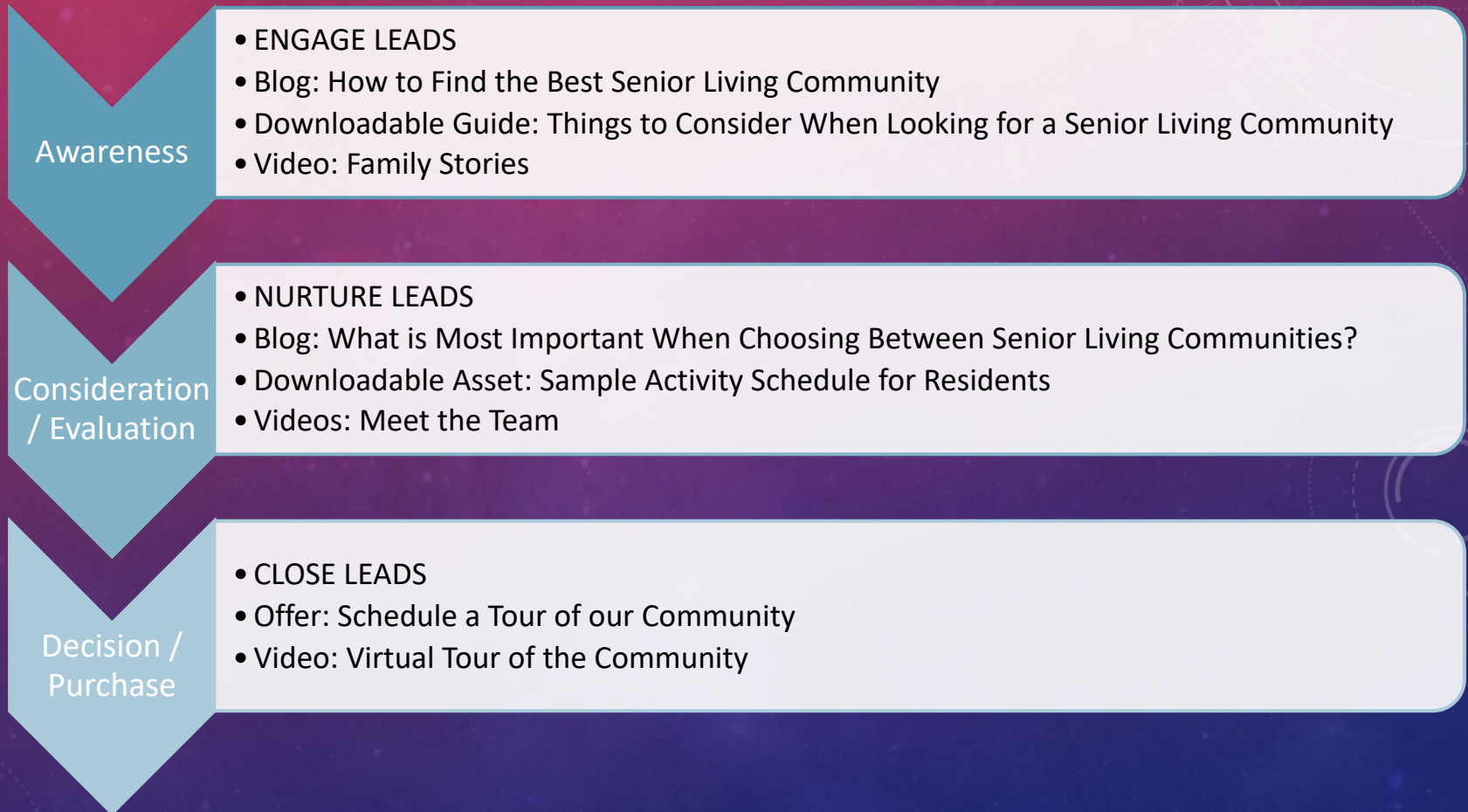


**Prospect has now clearly defined and given a name to their problem or opportunity.** Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.



**Prospect has now decided on their solution strategy, method, or approach.** Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.

# EXAMPLE: WHAT IS THE BEST CONTENT TO SEND?



# OTHER EXAMPLE CONTENT TYPES BY STAGE

## AWARENESS

- Whitepapers
- eBooks
- Checklists
- Guides
- Videos

## EVALUATION

- Customer Stories
- Meet the Team
- Case Studies
- FAQ Sheets

## DECISION

- Connect with a Rep
- Schedule a Demo
- Request an Estimate



# DOES THIS HELP GENERATE REVENUE?

- Marketing automation has a 40% ROI (HubSpot)
- 44% of individuals made a purchase in 2019 based on an email promotion (McKinsey)
- Companies using an abandoned cart email see a 29% increase in sales from that single email (SpotOn Digital)
- Companies using a series of emails for abandoned cart campaigns see a 37% increase in sales (SpotOn Digital)



# ANALYZING YOUR EMAIL MARKETING AND MARKETING AUTOMATION PROGRAM

# EMAIL MARKETING METRICS TO TRACK

- Open Rate in Comparison to Prior Emails
- Open Rate in Comparison to Industry
- Click Rate in Comparison to Prior Emails
- Click Rate in Comparison to Industry
- Click Map for Engagement
- CTA Compared to Hyperlink Clicks
- Personas with the Highest Engagement
- Personas with the Lowest Engagement
- Opt-Out Rate
- Spam Rate
- Time Spent Viewing Email



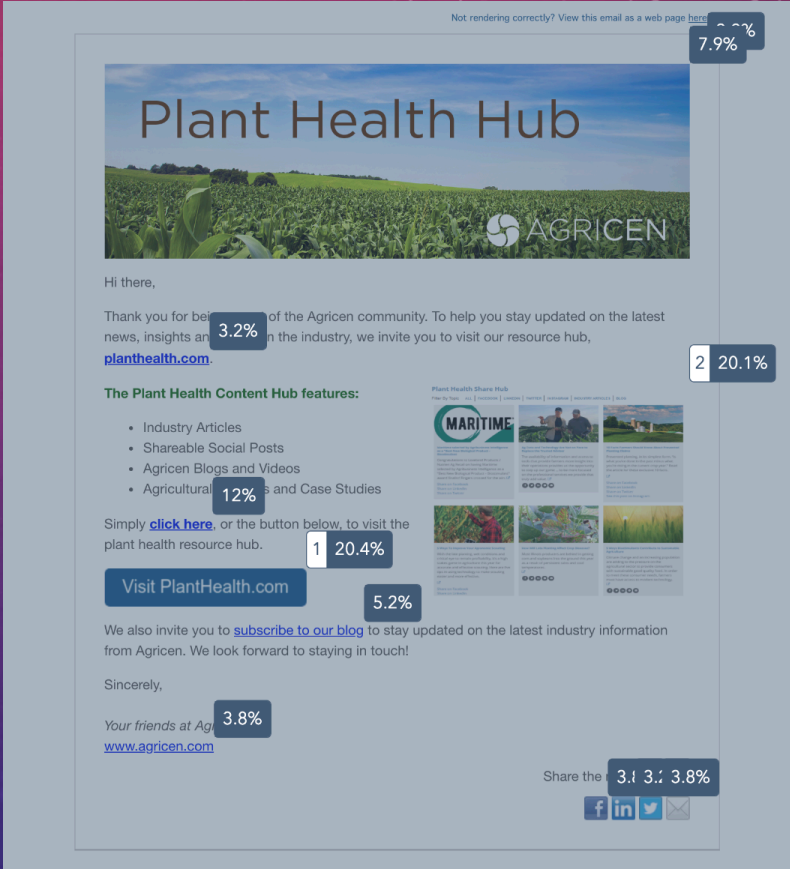
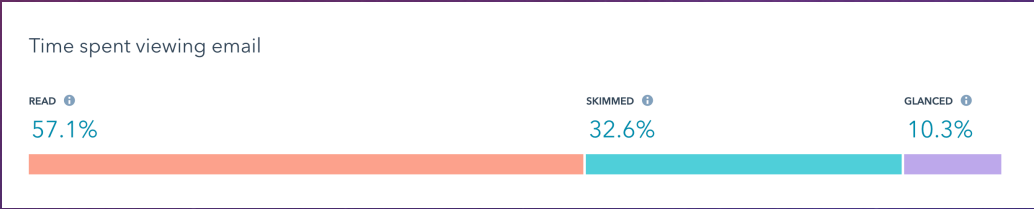
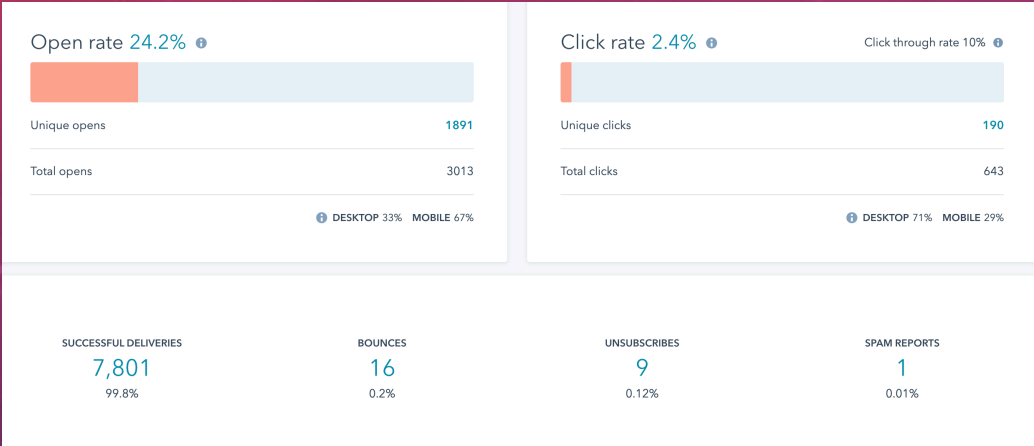


# WHAT ARE SOME TARGET METRICS?

- **Email Deliverability:** 95% - 100%
- **Open Rate:** 20% - 30%
- **Click Rate:** 2% - 5%
- **Unsubscribe Rate:** .5% or less
- **Spam Rate:** .01% or less



# EXAMPLE ANALYTICS: BATCH EMAILS



# EXAMPLE ANALYTICS: AUTOMATION

SKIPPED ⓘ ⬆ ⬇	SENT ⓘ ⬆ ⬇	DELIVERED ⓘ ⬆ ⬇	OPENED ⓘ ⬆ ⬇	CLICKED ⓘ ⬆ ⬇	PERFORMANCE ⓘ
5.06%	94.94%	100%	45.33%	13.33%	● High clicks, high opens
10.48%	89.52%	99.55%	14.03%	0.91%	● Low clicks, low opens
2.38%	97.62%	97.56%	37.5%	5%	● High clicks, high opens
9.71%	90.29%	100%	38.71%	5.38%	● High clicks, high opens
15.56%	84.44%	100%	27.63%	6.58%	● High clicks, high opens
17.65%	82.35%	100%	36.91%	8.33%	● High clicks, high opens
15.66%	84.34%	100%	32.86%	5.71%	● High clicks, high opens
16.67%	83.33%	100%	41.25%	7.5%	● High clicks, high opens
11.42%	88.58%	99.65%	22.73%	1.75%	● High clicks, low opens
16.07%	83.93%	100%	38.3%	2.13%	● Low clicks, high opens



# ANALYTICS: OVERALL EMAIL PROGRAM

**29.06% Opened (1,678)**

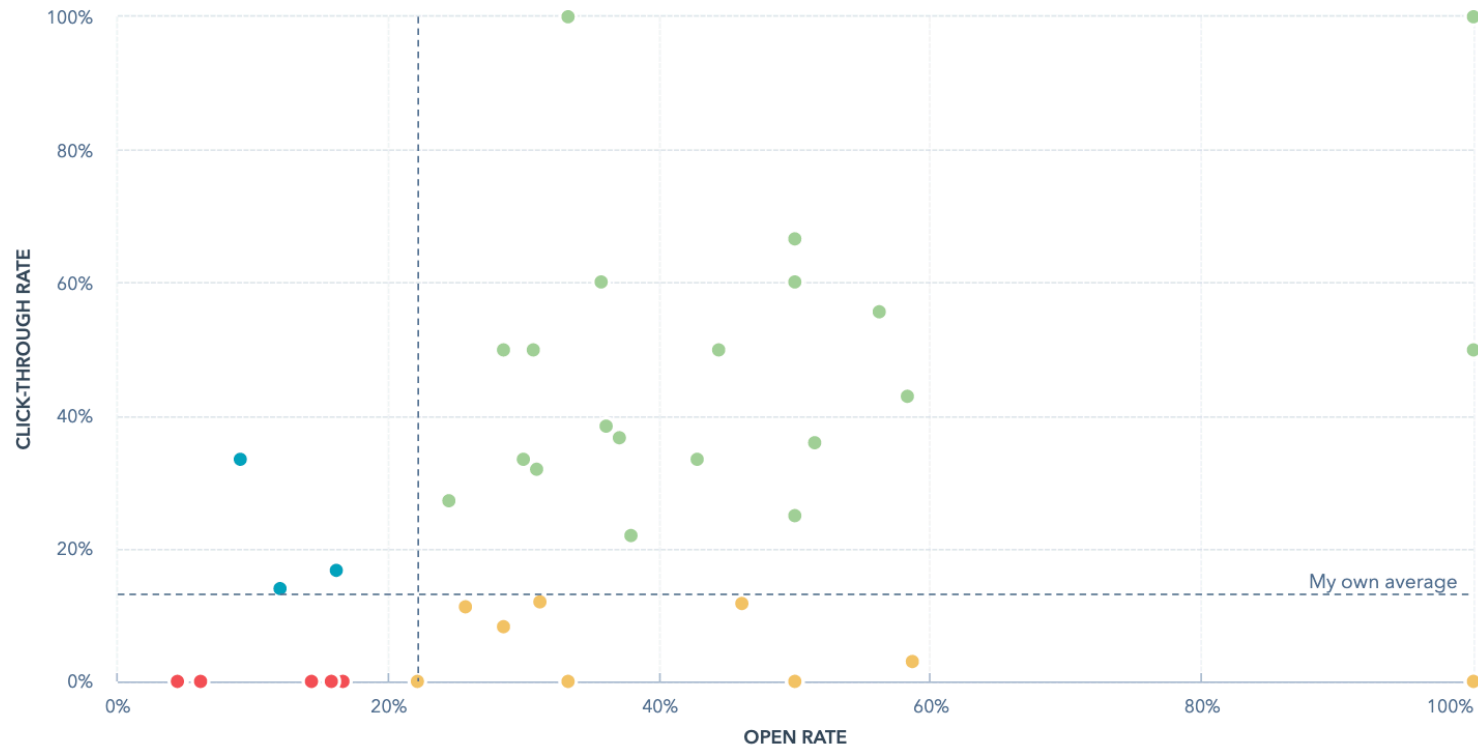
▲ 10.56% Compared to the previous 30 days

**18.53% Clicked-through (311)**

▲ 7.53% Compared to the previous 30 days

Performance

Over time



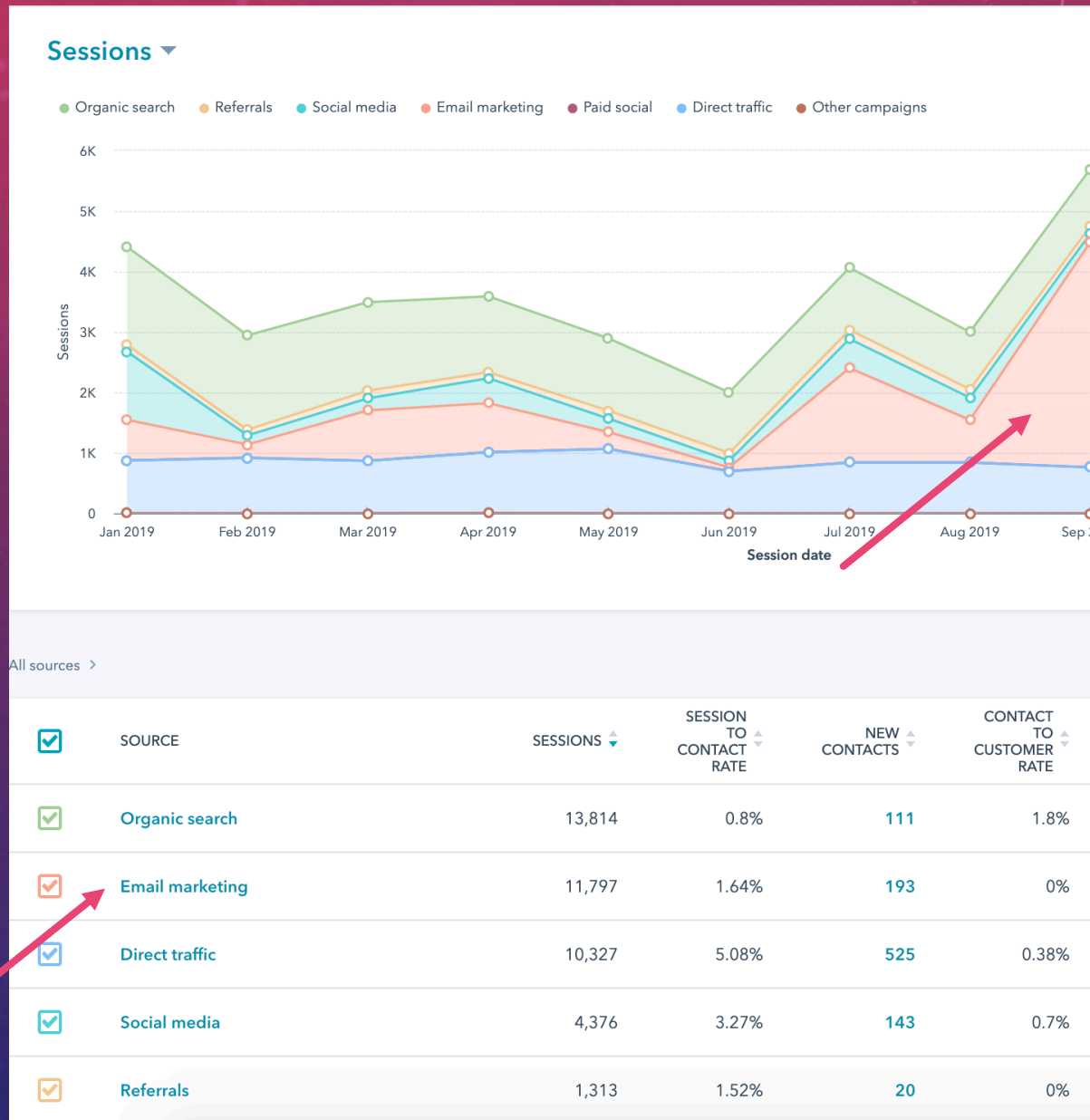
● Nailed it ⓘ

● Low opens, high clicks ⓘ

● Low clicks, high opens ⓘ

● Low opens, low clicks ⓘ

# ANALYTICS: OVERALL MARKETING PROGRAM



# EMAIL AND AUTOMATION IS NOT EASY, BUT IT IS INVALUABLE!

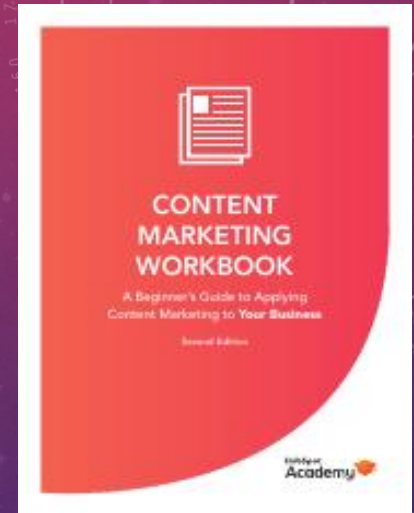


- Grow Your Qualified Leads
- Increase Your Customer Conversion Rate
- Grow Your Revenue
- Improve Your Communication
- Increase Your Prospect and Customer Brand Trust



## NEXT STEPS: TOOLS FOR YOU

- Download Your FREE Content Marketing Workbook, Content Audit Worksheet & Slides: [offers.prismglobalmarketing.com/AMA](https://offers.prismglobalmarketing.com/AMA)
- Or you can give me your business card and I will email you the resources
- Connect With Me on LinkedIn
- Follow Us on Twitter: @PrismGlobalMKTG



Content Audit Worksheet				
Content Offer Title	Buyers Journey Stage	Content Type / Format	Buyer Persona	Topic
Type The Title of the Content Offer Here	Map the Content Offer to the relevant Buyers Journey Stage (Awareness, Consideration, or Decision)	Identify the Content Type/Format	Select the Buyer Persona	Identify the topic covered in this Content Offer
How To Optimize Landing Pages for Conversions	Awareness Stage	eBook	Marketing Mary	Landing Pages, Lead Generation
	Awareness Stage			
	Consideration Stage			
	Decision Stage			

# LUNCH & LEARN INVITATION

- The Voice of the Customer
- Guest Speaker: Kevin Dunn, HubSpot
- March 16<sup>th</sup>: 11:30AM – 1PM
- SkySong
- Lunch will be provided





# QUESTIONS?

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@PRISMGLOBLMKTG