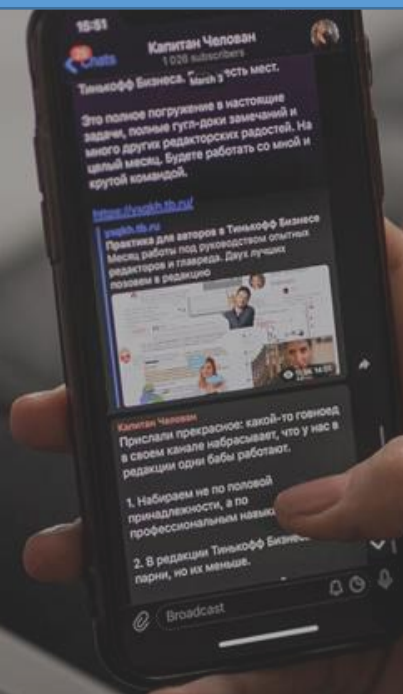






# Email Marketing



*In this lesson, we will learn...*

*what email marketing is, what are the steps of email marketing process, and how you can track parameters such as open rate, total opens, unique opens, click to open rate.*



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Once the topic is completed and approved, learners will be able to...

**Understand how email marketing works and to create email marketing campaign.**



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# Email marketing process

Who are you sending an email to?

The structure and appearance of the message.

How and when do you send an email?

Monitor your email campaigns.

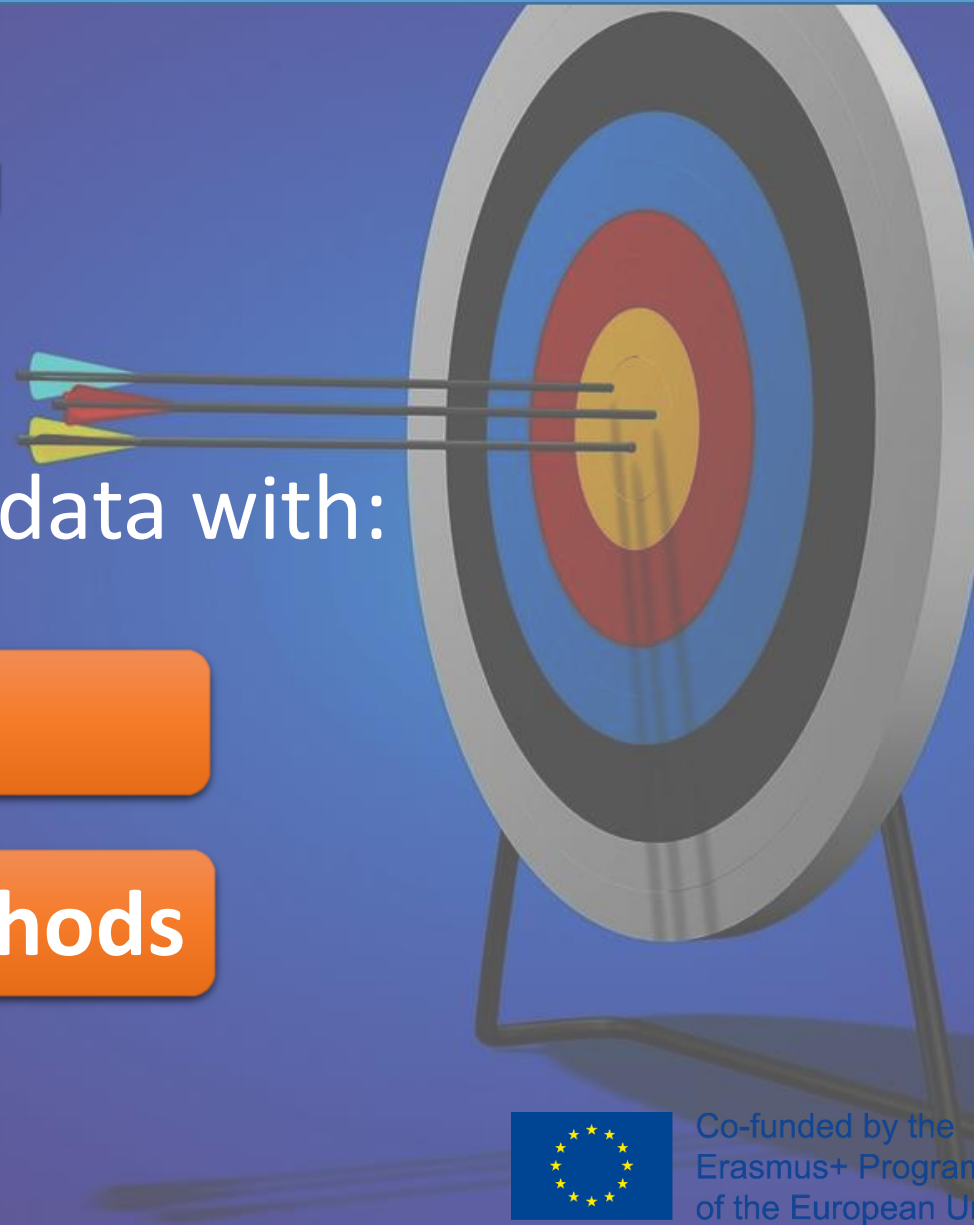


# Who are you sending an email to?

You can collect user data with:

**online**

**offline methods**



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# The structure and appearance of the message.



Every message you send must be  
carefully created!

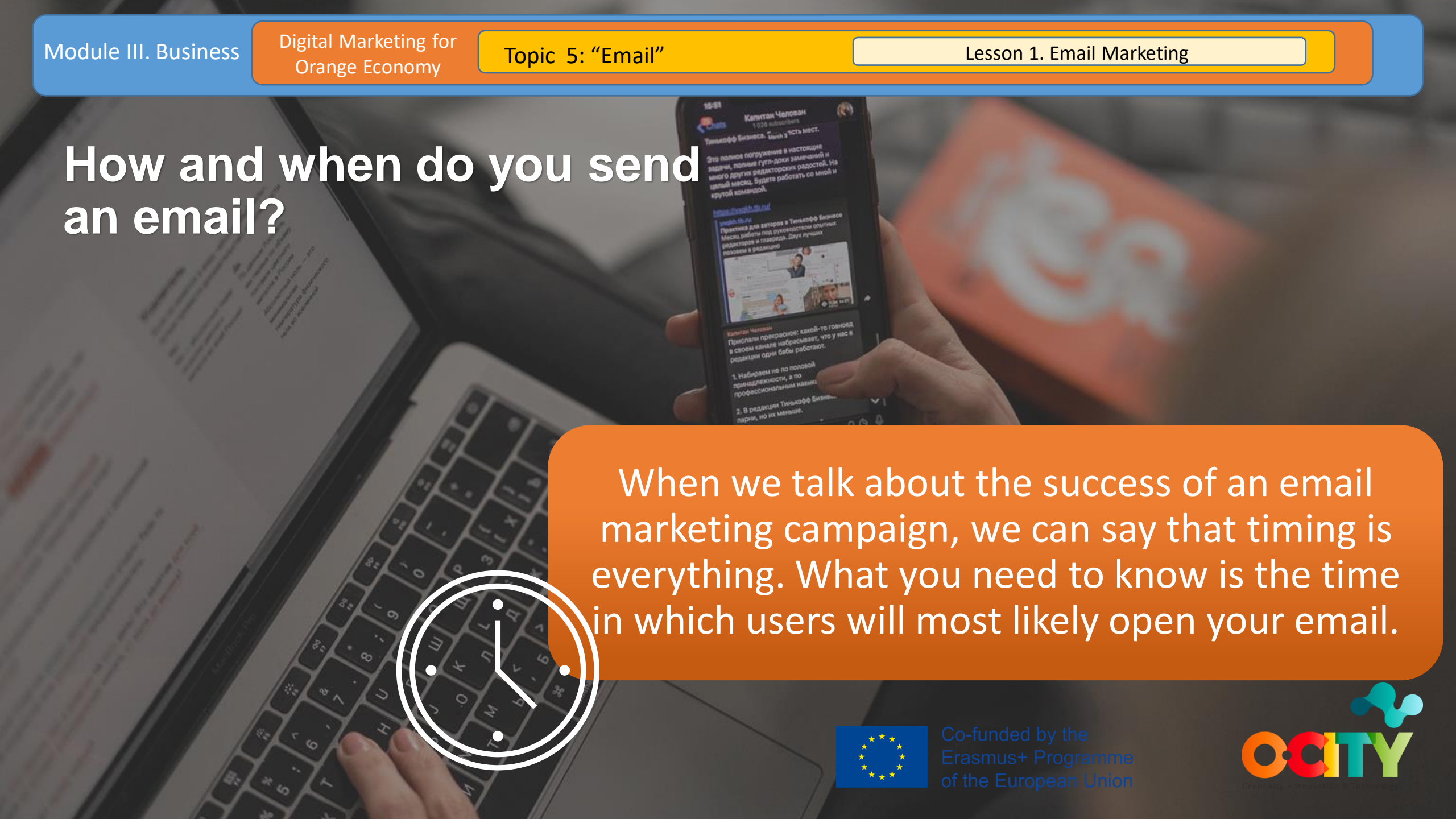


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# How and when do you send an email?



When we talk about the success of an email marketing campaign, we can say that timing is everything. What you need to know is the time in which users will most likely open your email.



# Monitor your email campaigns.

When it comes to email marketing, you can track a lot of parameters, such as:

Open rate.

Total opens.

Unique opens.

Click to open rate.

Click-through rate.

Unique clicks.

Total clicks.

Unsubscribes.

Bounce rate.



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# What are the most common mistakes with email marketing?

Sending emails without permission

Ineffective "subject" or irrelevant to the recipient

Highlighting irrelevant content

Not looking at numbers

Send content that is not "responsive" or mobile-friendly

You only send emails when you sell something

Sending mass emails from a personal email account



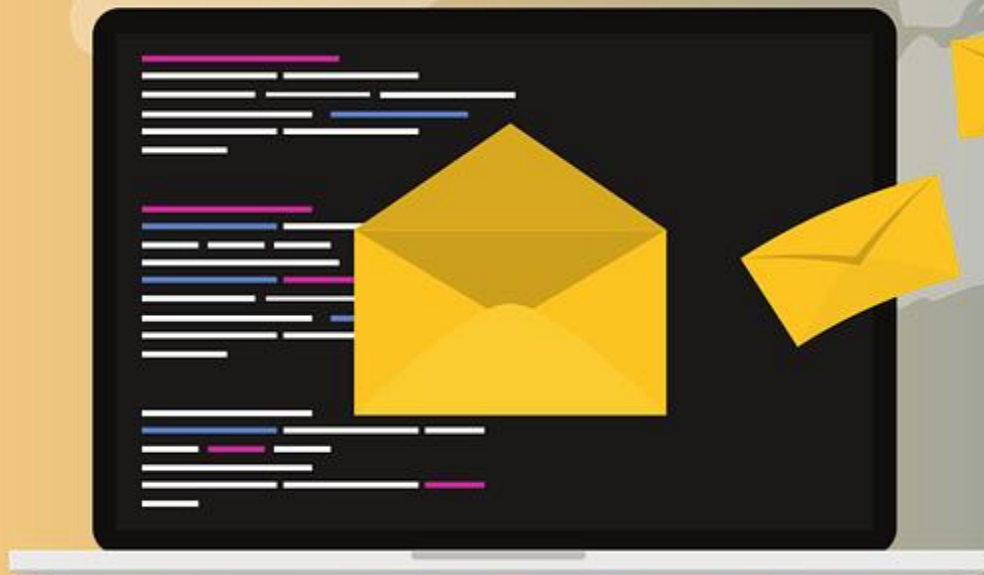
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# Conclusions



# mailchimp



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## CREDITS

Content prepared by Business Incubator Novi Sad.



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