

FUNDAMENTAL EMAIL MARKETING FOR HIGH CONVERSION



**E-MAIL
MARKETING**

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By

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THIS GUIDE IS PUT TOGETHER TO HELP YOU OPTIMIZE PROFIT AS YOU PUT EFFORT TOGETHER TO IMPROVE YOUR DIGITAL MARKETING BUSINESS DAILY IN THIS HIGHLY COMPETITIVE GLOBAL INDUSTRY

Many digital marketing industries still do not know the fundamentals of email marketing strategies for high conversion. Though, they put up good products and content before their customers. We are in the era where email marketing still strives among the rest of marketing settings.

In fact, the record shows that about 90% of conversion comes from email marketing. If that is the case, nobody should tell you to ignore it.

Because “the money is in the list.” Knowing the fundamentals email marketing strategies will help you get high conversion. Gives you edge over the rest in the internet market space.

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This article will expose some best practices that amount to high open rate, click through rate (CTR) and the most importantly conversion.

Email marketing is not dead but upgraded to a more competitive state and high conversion rate. It is still a less expensive advertisement channel of all.

“In fact, email marketing and automation is still the dominant and most effective marketing channel – despite the deluge of social media, search and influencers. We came to that realization when working on our clients’ campaigns.”– Construct Digital

But the truth must be told, testing A/B campaigns must follow to get what actually works best. Sometimes segmentation comes in, if the list is huge. Let say, you have about 30,000 emails you want to reach; running campaigns to know what each of them like may be very difficult. When sending general marketing mails.

To get a high click through rate and conversion, you’ll strategically segment the list and hit it with different campaigns. This strategy works mostly for B2B and even B2C. Don’t ignore it.

“Anticipated, personal and relevant advertising always does better than unsolicited junk.” -Seth Godin

Read here: [7 Steps to Secure Website with HTTPS:New Tricks](#)



What is email marketing?

Email derives its origin from letter mailing. The traditional method of sending messages across from person to person close or far away. This method was before the internet era. However, some still use it presently. Though obsolete unless in department to department official communication.

Read: [Google AdSense Link Ads Retiring Soon](#)

Today, such a mailing system is obsolete. When the Internet was born, email technology evolved way back in 1971 as it substituted the traditional mailing system. Faster, better, less time consuming and cheap to deliver. This made its way into marketing digital too.

Email marketing is the use of electronic mailing systems to sell products or services to internet buyers. Through the means of the internet mail delivery system.

From sending mails to friends, corporate organizations and business associates. Presently, email marketing cannot be over rule in successful marketing campaign because “the money is in the list.” However, doesn’t happen overnight. You must know the fundamental email marketing strategies for high conversion.



You must optimize email:

- Delivery
- Open rate
- Call to action
- Conversion

If not, will you never get results in your campaigns? Sales copy is far away from letter writing. It's all about copywriting.

Those who are skillful in copywriting know exactly what I mean. Most of the Super affiliates and internet marketers source copywriters for sales copy because it pays a lot.

There are rules, best practices and strategies that make campaigns deliver results. The first email campaign may not give you sales, second third or even fourth depending so many factors, your strategy, delivery gateway, headline and call to action.

Wrong list (audience), spam or sending campaign without first creating awareness, acceptance and buying purchase list. Some say email marketing is dead, that is wrong: it has upgraded.

“Companies that excel at email lead nurturing generate 50% more sales-ready leads at a 33% lower cost.” - Forrester Research

Place subscription form, email sign up form and incentive triggers your audience to leave email in the Lead generation funnel, promotional campaigns, sales or new product update. One strategy is to get your target.

Some say, I'm not a copywriter. How can I write email to make sales? It begins right from where you are now. It takes learning and tweaking before mastery. From this fundamental email marketing strategies for high conversion inspire you to strategies.

We have also come up with the smartest way to optimize websites and videos on page one of Google, taking away all your stress. To check it, click: [Rank me high](#)

Email Marketing Statistics and Facts

- About [35% email subscribers open email](#) based on the subject line. - [Convince & Convert](#)

- The [average email a single person receives daily](#) is 200 emails. – Radicati

It was recorded that [75% of Gmail users open it on mobile devices](#). -Techcrunch
Targeted [personalization email increases engagement by 74%](#) says some marketers. – eConsultancy

About [82% of B2B and B2C companies use email technology](#) for revenue growth. - Ascend2

- Approximately [30% of email subscribers like to change email yearly](#). - Convince & Convert

- Targeted [email is 40 times more effective to gain a new buyer than social media](#). – Campaign Monitor

- If you spent [\\$1 in any email marketing you'll most likely generate \\$42 profit](#). – DMA, 2019



The estimated [number of email users in the US are expected](#) to grow from 244.5 million to 254.7 million in 2020. - Statista



Record shows that [83% of B2B internet marketers are using email](#) for content marketing.- Content Marketing Institute



A [successful marketing program is always automated](#).- Construct Digital



Some researchers say, [Tuesday is the best day to send email](#) and 10am is the most preferred time to send email campaign.- CoSchedule



[293.6 billion emails](#) were sent and received daily in 2019 alone. - Statista,2020



It was observed that [99% of email users check their emails](#) daily. - Optinmonster

How to start Email marketing?

Starting email marketing as a beginner, [first choose the email provider that best fits you.](#)

There are many **goods** out there that offer value for money. Some have very good tracking dashboard, tutorials and tools which will help a beginner understand how to start the journey. Like GetResponse, Mailchimp, Aweber and Constant Contact and the like.

With 30 days free trial or 14 days trial period you can make sales or know the performing segment of the list. From there you can fire up to a whole new level. In your campaign and profiting.

Create A list

A list is the number of subscribers you have that you provide product or service. The subscribers to your marketing offer or campaign from your website, blog, social media, webinar advert or the rest.

Sometimes, this list is not segmented and it gives a lot of challenges. If you really want to send an offer through email. It is necessary to draw a line between who is a real customer and passerby.

Another way is who likes product A and who likes product B. You can see that, these are some of the fundamental email marketing strategies for high conversion in business.



source: [Campaignmonitor](#)

To do this [requires segmentation](#) and categorization.

When this is done, it becomes very easy to penetrate the customer list and get a high conversion rate.

1. Create lead magnet
2. Opt-in form
3. Segment list through open rate and email reading behavior
4. From the dashboard you could get all this information first hand. With this email marketing strategy, you can optimize for high conversion.

Do you know that you can rank videos and websites on the first page of Google using shortcuts without getting penalized? If you follow this lay down strategies here, if you want it I would say don't

procrastination click:>>>

Google page one ranking formula

How To Break Up Your List

- Industry
- Type of job
- Number of employees
- Years of experience
- Previous brand engagement

Various Component of Email Design

1.) Subject line

2.) Body
3.) Incentive
4.) Call to Action

- Subject line

It is the item that catches the attention of the reader to want to open the content. If not it'll never be open. Let the headline be enticing to click.

Take some clue from newspaper headlines; those who write newspapers are professional copywriters. Who knows the importance of attention grabbing headlines. That's why whenever you pick up the newspaper you always want to read.

The truth is they carefully pick a headline that would motivate open rate and reading. Some even use emojis to increase open rates. That's why you know these fundamental email marketing strategies before high conversion in sales.

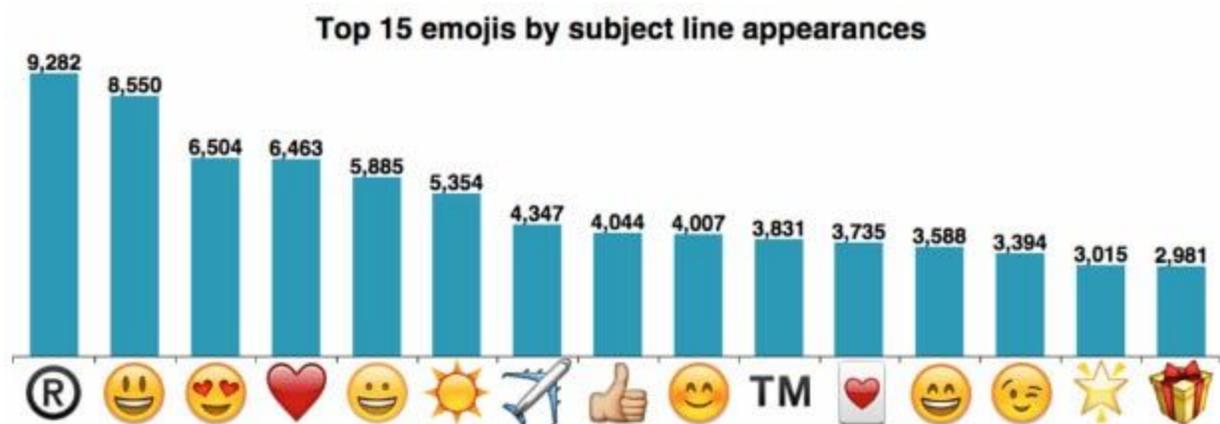
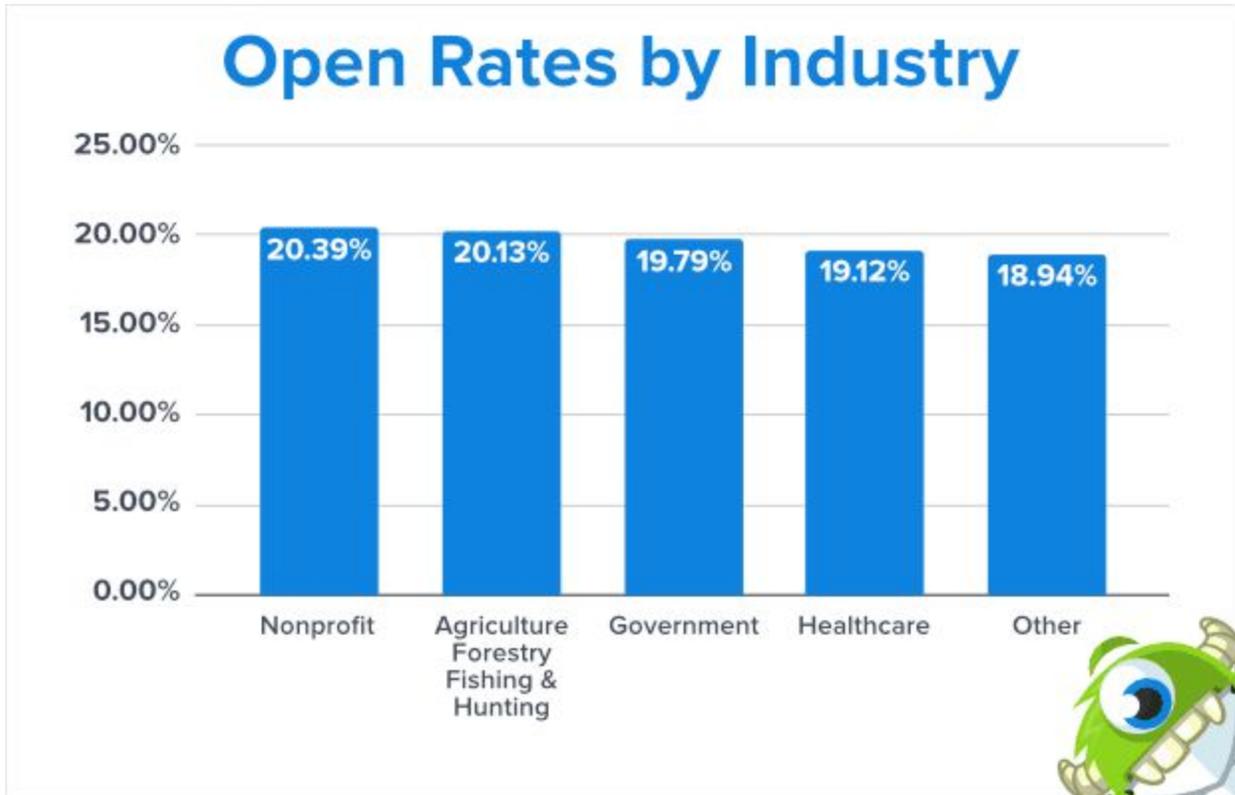


Image source: [Mailchimp](#)

According to Mailchimp, we have top 15 emojis that attract open rates.

Appealing headline increases open rate.



Source: [optinmonster](https://www.optinmonster.com)

The graph from Optinmonster shows open rates of email campaigns from industry to industry: Nonprofit is the highest followed by agriculture, forestry fishing and hunting; then government, healthcare and the rest.

Grab the >>>One time DFY purchase traffic and sales funnel app

- Body

This place where sales copy is written. The content of the product will be very compelling. Remember, every product is solving a digital problem.

Having known that, it is expected that the function is spelled out correctly.

Good sales copy brings buyers to a high click through rate. But, making research to know what your buyers like is very critical.

- Incentive and free package

If you want to, give them freebies and watch what happens next. Customers are more likely to buy from a discount and bonus giver than any other.



- Call to action

This is where you must get it right. If not everything will go bad for you. Remember, your goal is to make sales. If

the call to action is weak all your effort will go down the drain.

Strong call to action is very important because every business needs profit. That's why we stay in business.

If you couldn't make a sale in your first email, go back and change the headline. Write another subject line or sales copy. Run A/B testing until you make sales.

Email marketing is a personalized market system that's why it brings high ROI.

According to Inovio Labs, [top 3 email marketing tactics](#) are: list segmentation 51%, personalization 50% and triggered emails 45%.



Benefit of Email Marketing for Business

- Content personalization
It creates perfect avenues for content personalization. Targeted towards a user's need. This drives high levels of engagement and conversion.
- Segmentation brings result

If the email is properly segmented it brings faster and better results than social media adverts.

- Boost sales

It provides an opportunity to make high ROI. Since you keep on engaging customers over and over again with different offers they need.

- Brand building

As a result of constant email, interaction and communication. Relations will be built overtime with close contact. Community can be raised and loyalty erected when your offers are very satisfactory. Since it solves their very needs.

Conclusion

Email marketing is the best system of marketing at the moment. Don't ignore but explore it. For profit maximization again and again. As you have known some fundamentals of email marketing strategies for high

conversion and ROI. Do not waste time to dive into this less expensive marketing platform.

Like, share and comment if you were pretty educated and have derived valuable information from this email marketing guide.

Contact us for lead generation, SEO, content creation, email marketing and social media marketing

Elivechat Team

Visit our digital marketing agency website:

<https://www.elivechat.com.ng>

[email:contactus@elivechat.com.ng](mailto:contactus@elivechat.com.ng)