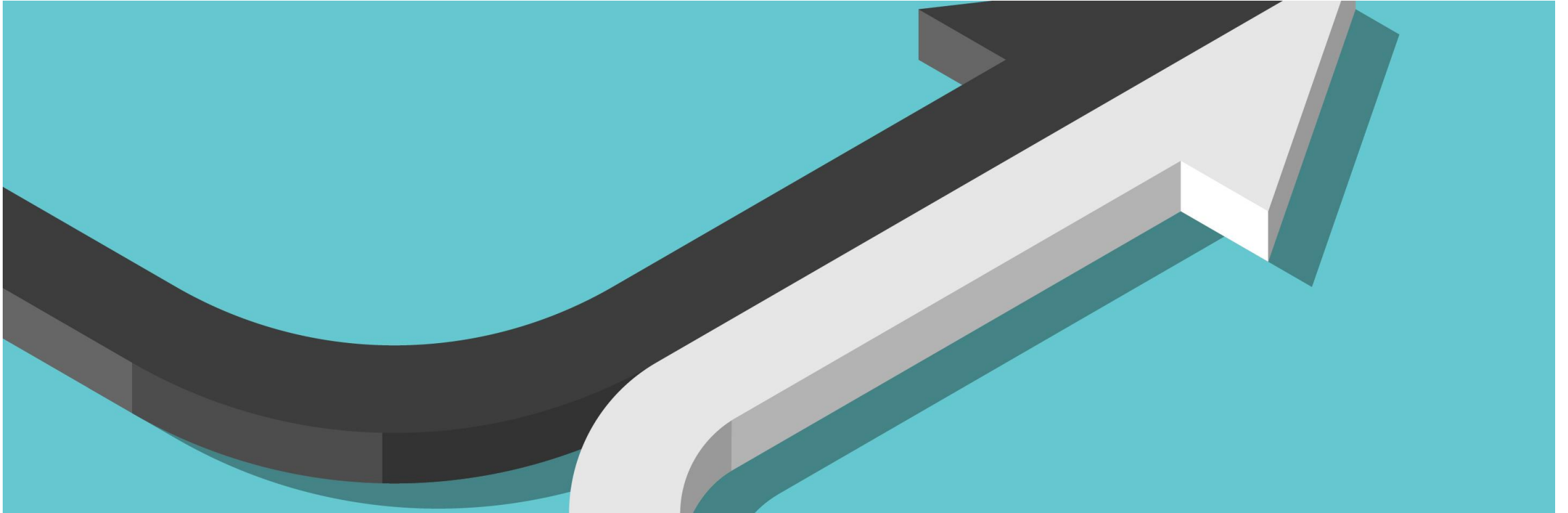




Don't Let Your Business Get Stuck at Home with You

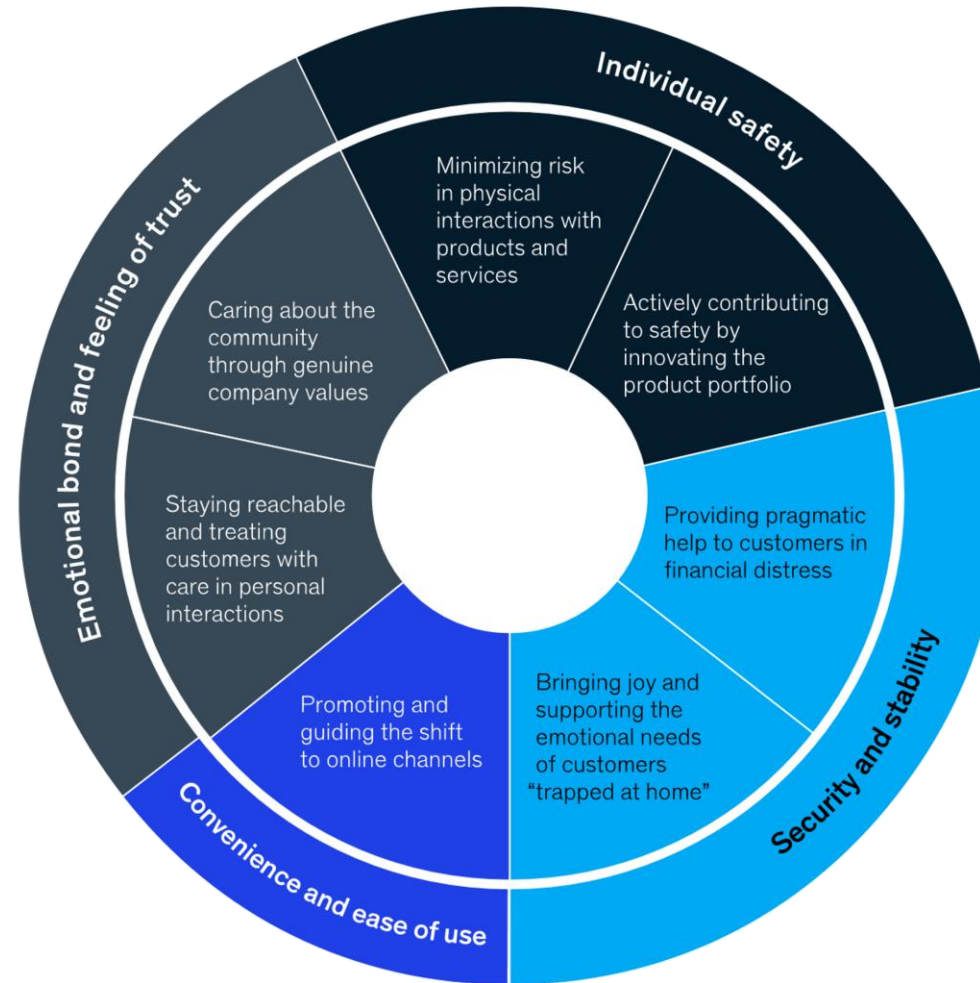
BEST PRACTICES AND INSIGHTS ON
EMAIL MARKETING TO HELP INCREASE
ENGAGEMENTS AND CONVERT INTO
SALES



Strengthening Relationships



Companies can consider seven actions to emotionally connect with customers.





ZALORA



Why Email Marketing?



Email is a tool that
leads to conversion



It is cost effective



It's quantifiable



The data is yours to
keep



Highly customizable
for personalised
contents

Statistics



Personalised subject lines increases engagements by 22%



Targeted & personalised email tools can increase 45% in lead generation



Lead nurturing & nurtured leads produce average 20% increase in sales opportunities vs non-nurtured leads



Nurtured leads make 47% larger purchased as compared to non nurtured leads

Dos & Don'ts Best Practices

DO

1. Provide updates specifically on how normal services will be impacted
 - Measures taken
 - Impact on company & customers
 - Available support channels
2. Provide options and alternatives online
3. Have all important information clean and visible on your website
4. Choose your words wisely
5. Review all existing email campaigns & automated emails

DON'T

1. Reengage with old leads or those that have never heard from you in the longest time (I am talking years)
2. Send out for the sake of it – Find the right purpose; remember your 'Why'

avoid SPAM trigger subject lines

Less than 150 characters
Best : 30-40 characters

clean your email list

Avoid high bounce rates and duplicates

don't do a hard sell. educate
them

90% education, 10% promotional

segmentation

Identify the right messaging for the
right crowd

always have CTAs and at least
one main CTA button

To increase engagements and
conversion rates

have double opt-ins for new
subscribers

Ensuring genuine subscriptions

ideal frequencies between 1-4
times per week.

Higher open and click-throughs
manage expectations

allow people to unsubscribe easily

Just makes the cleaning much easier





We Are In
This
Together

Thank You



Enjoy 10,000 emails every month with unlimited subscribers, FREE FOREVER

Sign up for Free Now
(No credit card required)



Microsoft Partner
Silver Application Development



Suchitra Kumar
Fighter Pilot
[linkedin.com/in/suchitrak23](https://www.linkedin.com/in/suchitrak23)