

Boost sales with successful Email Marketing

with WeiXin



- Assistant Manager of Digital Marketing
- Exabytes Network Sdn Bhd
- Experienced in various Digital Marketing skills such as Google, Facebook and Email Marketing



SOUTHEAST ASIA'S LARGEST SME CLOUD SERVICE PROVIDER



120K+ SME Clients



300K+ Domains, 1K+ Servers



**Big Market share Malaysia,
Singapore, Indonesia.**



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WHY EMAIL MARKETING?

99%

of individual check email daily



WHY EMAIL MARKETING?

~\$0.03

Cost per click

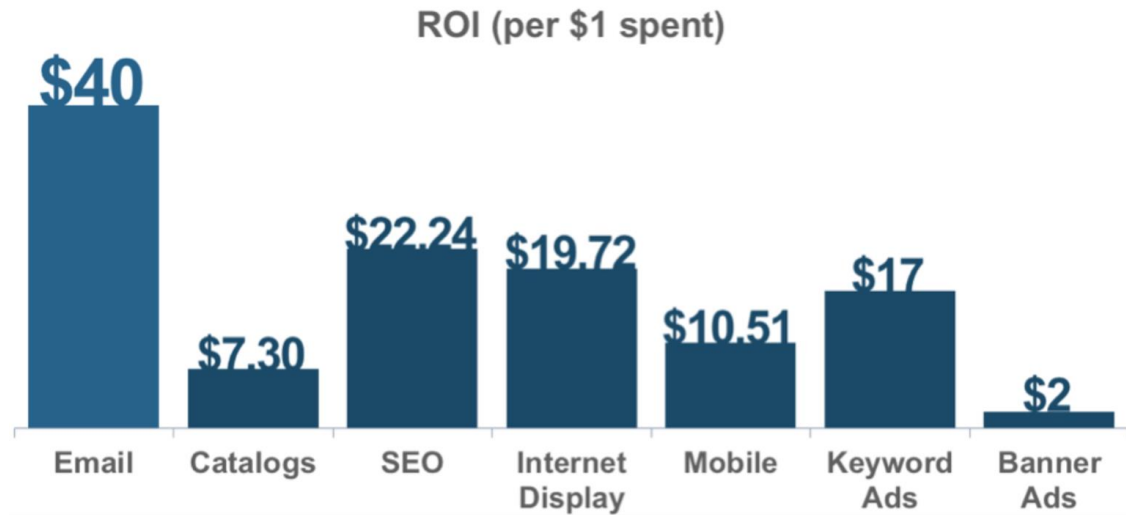


CPC ~ \$1.86



CPC ~ \$2.69

WHY EMAIL MARKETING?





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**WHY EMAIL
MARKETING?**

**OWN
DATABASE**



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How to create A successful Email Marketing?

HOW TO DO A SUCCESSFUL EMAIL MARKETING?

1. You need to set your **goals** first
2. Start building a **targeted email list**
3. Craft a **convincing** email content
4. Pick the right **email marketing service tool**
5. Plan your **follow-ups**





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BUILDING A TARGETED EMAIL LIST

What is an Email List?

- An email list is a collection of email address that you have received through your blog, website or other channel.

Why build Email List?

- To enable you to send out targeted email campaigns.



COMMON WAYS TO BUILD UP EMAIL LIST

- Existing Customers or Leads
- Website
- Blogs
- Popups
- Offline Events
- Social Media

WEBSITE & BLOG OPT IN FORM

Free Ebook: The Complete Guide to Facebook Ads

Want a crash course in everything you need to know about Facebook Ads?

This 82-page ebook will teach you everything, from budgeting and design to advanced targeting, strategies to get the most bang for your buck, and much more!



Download Your Free Guide Today!

Get My FREE Ebook

Like [G+](#) [Tweet](#)



WEBSITE & BLOG OPT IN FORM

NEILPATEL Presents

Growth Hacking Secrets for 2017



Calling all business owners, startup founders, marketers and growth hackers!

Are you ready for 2017? The most successful marketers are always on the cutting-edge of what's next.

This LIVE, 100% virtual Growth Hacking summit will teach you **actionable hacks and strategies** you **never** hear about anywhere else. I've carefully hand-selected **all of these hacks personally** so you can implement them into your company **Immediately**.

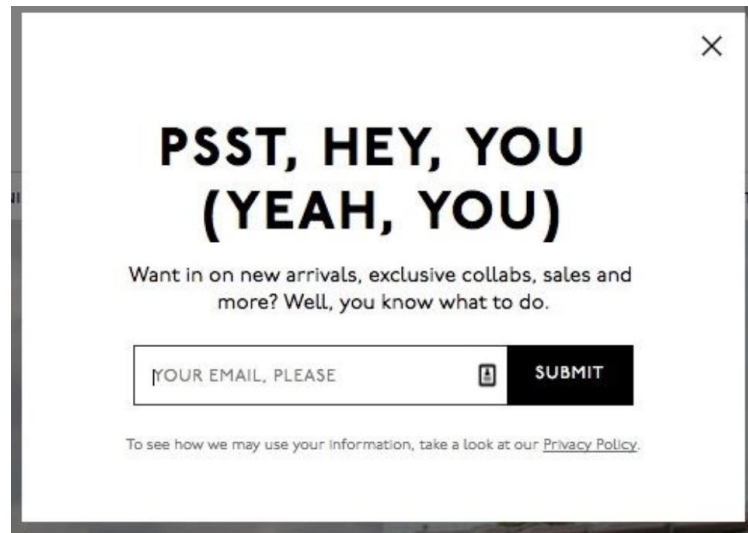
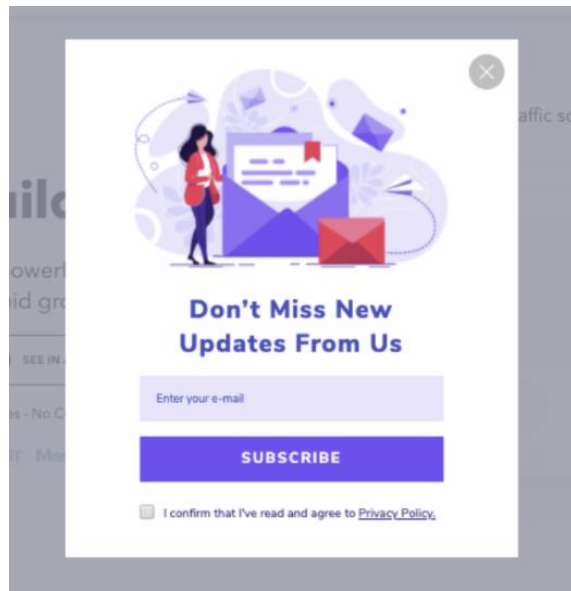


Your **free ticket** to my growth hacking summit **(\$4,997 value)**

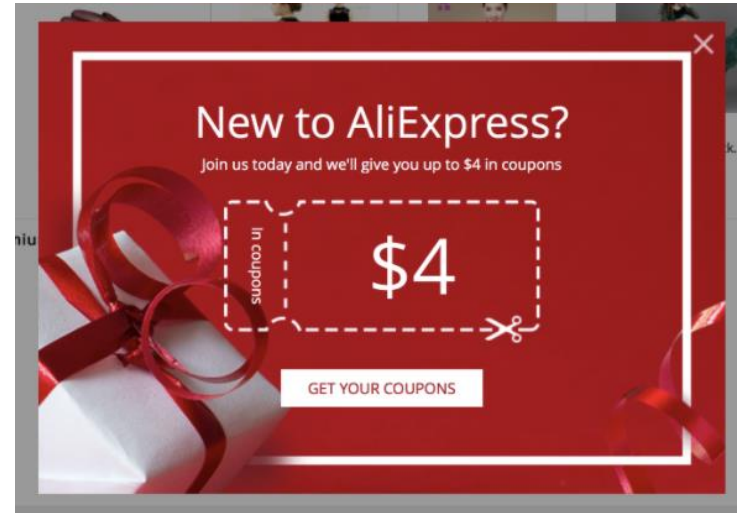
[CLAIM YOUR FREE TICKET NOW >](#)

Yes, it's really free. And you're one step away from learning how to **execute the top growth hacks and strategies** for 2017 that top marketers are using in every channel.

POPUP EXAMPLES



POPOPUP EXAMPLES





TIPS TO LET PEOPLE SUBSCRIBE

- Give something
- Have Fun and Engaging
- Landing page with good design and load fast

CRAFTING A CONVINCING EMAIL CONTENT

- **Email Subject** - contribute to Open Rate
- **Email Design** - contribute to Click Rate and Unsubscribe Rate

EMAIL SUBJECT

- The first impression to your subscribers
- Subscribers will decide whether to open your email or not



EMAIL SUBJECT GOOD PRACTICES

1. Keep it short and sweet.

- ✘ *"This is your account login details, with your username and passwords together with a promocode"*
- ✔ *"Hi Kelvin, here is your account login details"*

1. Curiosity & Ask Question

- ✘ *"3 out of 4 of people are deficient in Vitamin C"*
- ✔ *"3 out of 4 people are deficient in this mineral. Are you?"*

EMAIL SUBJECT GOOD PRACTICES

3. Personalization

- Use subscribers name in the email subject helps to increase open rate by **41%**



"Here is your account login details"



"Hi Kelvin, here is your account login details"

4. Use Numbers

- Use numbers in headlines or title will increase CTR for **206%**



"Join many more of us at this event!"



"Join more than 750 others at this event!"

WORDS YOU SHOULD **AVOID** IN YOUR EMAIL

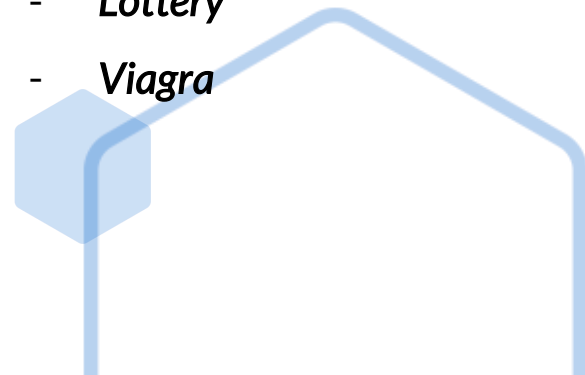
Manipulative, Needy, Pushy

- *Buy Now*
- *Act Now*
- *Apply Now*
- *Get Started*
- *Special Promotion*
- *100%*
- *Free*
- *Free Gift*
- *Offer Prize*
- *Bonus*
- *Click Below*
- *Do it today*
- *Order Today*
- *Unlimited*
- *What are you waiting for?*

WORDS YOU SHOULD **AVOID** IN YOUR EMAIL

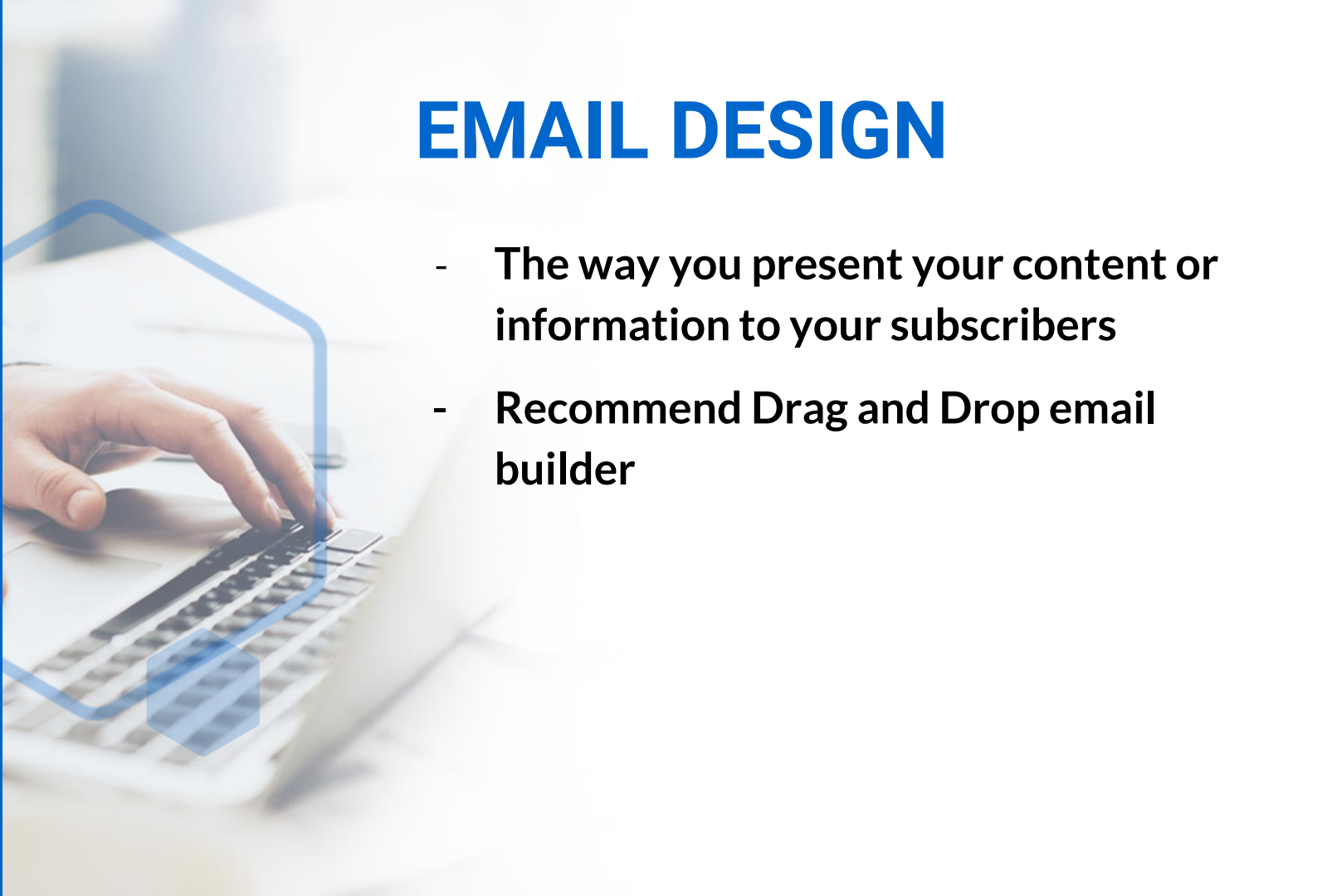
Cheap, Far-fetched, Shady

- *Give away*
- *Guarantee*
- *Save Big*
- *Winner*
- *Get out of debt*
- *Billion dollars*
- *Earn cash*
- *Financial freedom*
- *Profit*
- *Reverses aging*
- *Casino*
- *Investment*
- *Loan*
- *Lottery*
- *Viagra*



EMAIL DESIGN

- The way you present your content or information to your subscribers
- Recommend Drag and Drop email builder





EMAIL DESIGN: BE SIMPLE



GOOD

- Simple, straight forward
- Obvious button, easy to take action

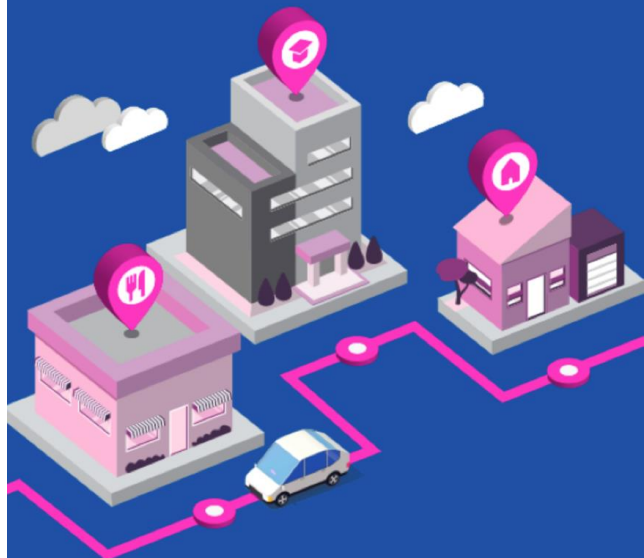


ALL-ACCESS PLANS

Drive less, save more

A new way to ride that lets you save — in more ways than one. With our All-Access Plans, you get 30 rides every 30 days. Cancel anytime.

CHOOSE A PLAN



EMAIL DESIGN: BE ENGAGING

✓ GOOD

- Simple, Colorful
- Create Curiosity
- Engaging



The countdown is on! Check your inbox this weekend for some exciting news... :)

GET READY

EMAIL DESIGN: VISUAL HIERARCHY



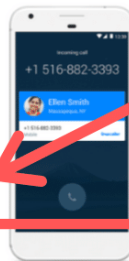
- Follow reading hierarchy
- Improve Click Rate

truecaller

Hi Smiles Davis,

Thanks for installing Truecaller! We think you're going to like living spam-free.

Here's what people love about Truecaller.



See who's calling you.

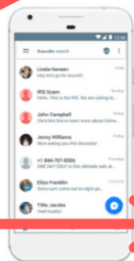
Find out who's trying to reach you & block spam callers who bother you the most.

Stay Ahead

No more spam SMS.

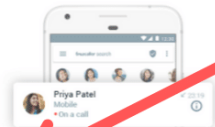
Take back control of your SMS inbox. Block unwanted SMS with the best spam protection in the world.

Activate SMS inbox



The smarter way to call.

Enjoy a smarter call log & see if your friends are available to talk before dialing.

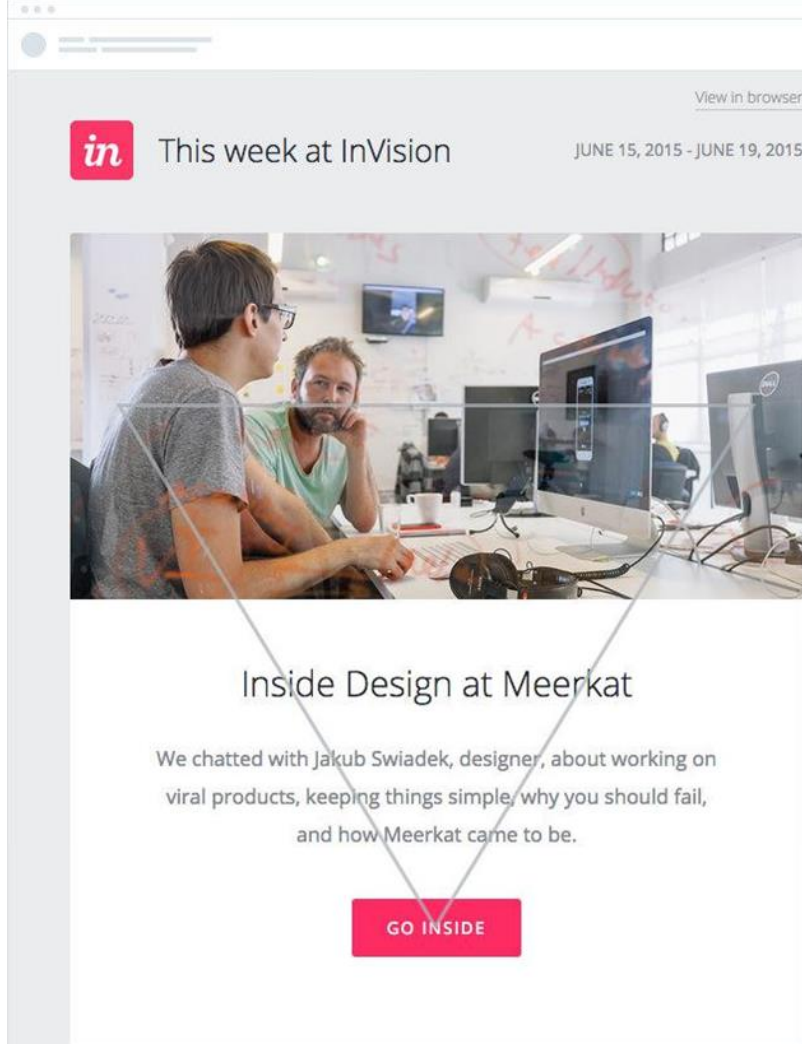


EMAIL DESIGN: VISUAL HIERARCHY



GOOD

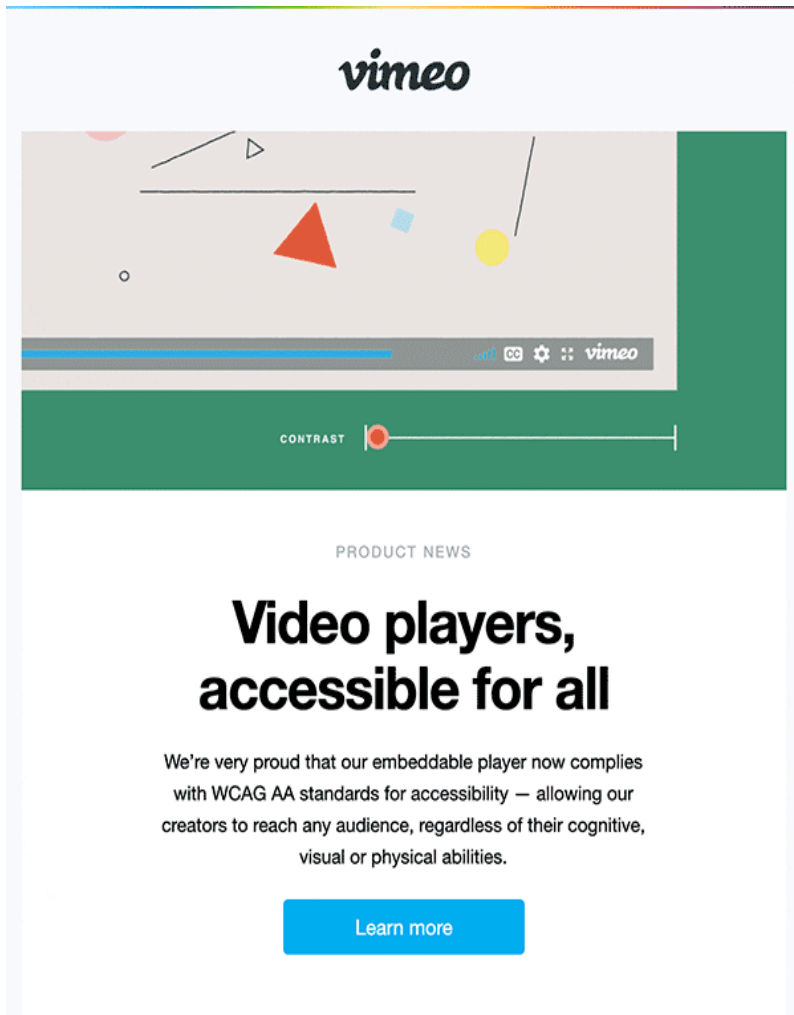
- All the content are driven to the Button.
- Improve Click Rate



EMAIL DESIGN: ANIMATION

✓ GOOD

- Use animation to showcase product features



EMAIL DESIGN: DARK MODE



GOOD

- Dark Mode compatibility
- In par with current trend

Lights on

Lights off



Get a Spooky Surprise When You Switch the Lights Off

There's been a lot of chatter about Dark Mode lately, but do you know how to target subscribers with Dark Mode enabled on their iPhones? 27% of all emails are read on Apple's iPhone, so you might want to keep an eye on how your emails render in Dark Mode.

Dark Mode, engage! →



EMAIL DESIGN: TEXT ONLY



GOOD

- **More personalized**
- **People will think this is not a promotional email**

Are you excited for your first week of ecommerce training.

Remember, only 12% of commerce sales happen online... it's going to be a booming industry and so many opportunities will open up for you soon.

Let's dive right in.

- [Here's an overview](#) of what you will learn over the next 4 weeks. (Make sure you download the course itinerary)
- [This strategy](#) will teach you how to get sales without needing any traffic. (Check out the emerging trends worksheet, there is some gold in there)
- And here are [22 marketing channels you should leverage](#) for more traffic. (Download the quick start guide so you can get results faster)

Cheers,

Neil Patel

[Unsubscribe](#) | [Update your profile](#) | 9710 River Trader St, Las Vegas, Nevada 89178





EMAIL DESIGN: MESSY DESIGN



BAD

- Messy layout
- Overwhelming info

Images are not displayed.

Display images below - Always display images from clkimg@contactlensking.com

CLK
CONTACT LENS KING

FREE SHIPPING ON ALL ORDERS

Cutting Prices Save up to 70%

 Retail Price: \$24.99 Our Price: \$14.95	 Retail Price: \$64.99 Our Price: \$39.95	 Retail Price: \$24.99 Our Price: \$17.45
 Retail Price: \$27.75 Our Price: \$44.95	 Retail Price: \$47.99 Our Price: \$32.95	 Retail Price: \$69.99 Our Price: \$40.95
 Retail Price: \$49.99 Our Price: \$28.45	 Retail Price: \$38.49 Our Price: \$23.95	 Retail Price: \$59.99 Our Price: \$34.75
 New "Solus® Multipurpose solution is a high quality contact lens solution." Retail Price: \$10.95 Our Price: \$7.95	 Solus Solution (12oz) Retail Price: \$10.95 Our Price: \$7.95	 Solus Solution (12oz) 3 Pack Retail Price: \$26.99 Our Price: \$20.85

..and more

If you can not view the image above please [click here](#) or copy and paste www.ContactLensKing.com in your web browser's address bar. Prices are subject to change.

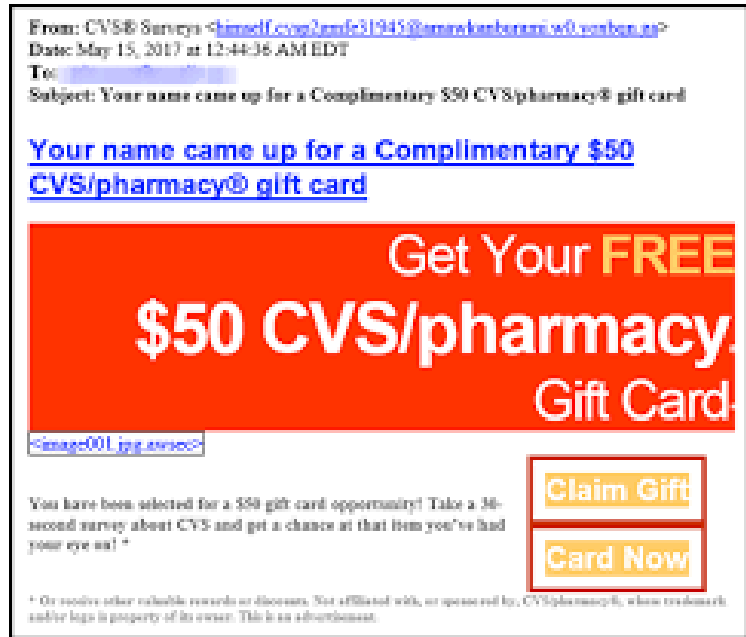
Sincerely,
Contact Lens King Inc.
E-mail: CustomerService@ContactLensKing.com

If you would like to be removed from this mailing list click [Unsubscribe](#) and press send or send an e-mail to clkimg@contactlensking.com with Unsubscribe as the subject.

EMAIL DESIGN: MESSY DESIGN

✘ BAD

- Bad Layout
- Some image does not fully loaded
- Send Test Mail before send out



EMAIL DESIGN: MESSY DESIGN

 **BAD**

- Text cannot be seen clearly
- Button is not obvious enough



EMAIL DESIGN: MESSY DESIGN

✘ BAD

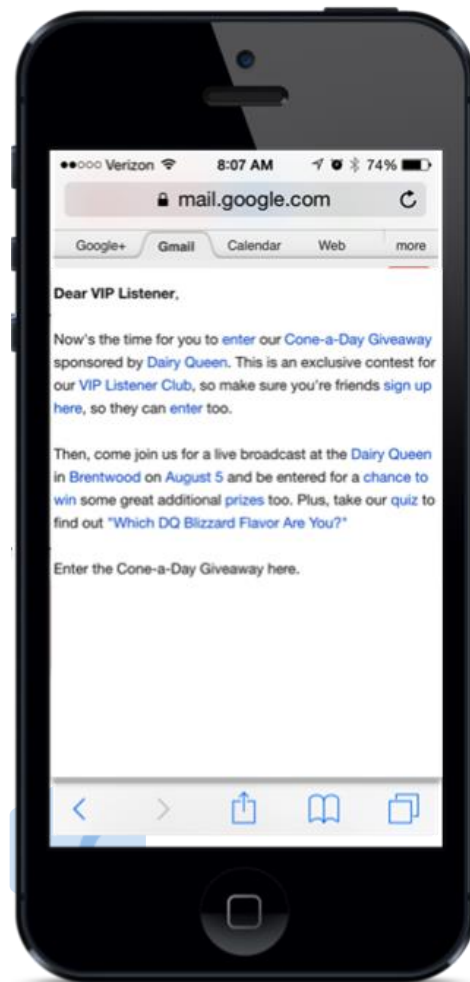
- The space between text are too small
- Too lengthy description



EMAIL DESIGN: MESSY DESIGN

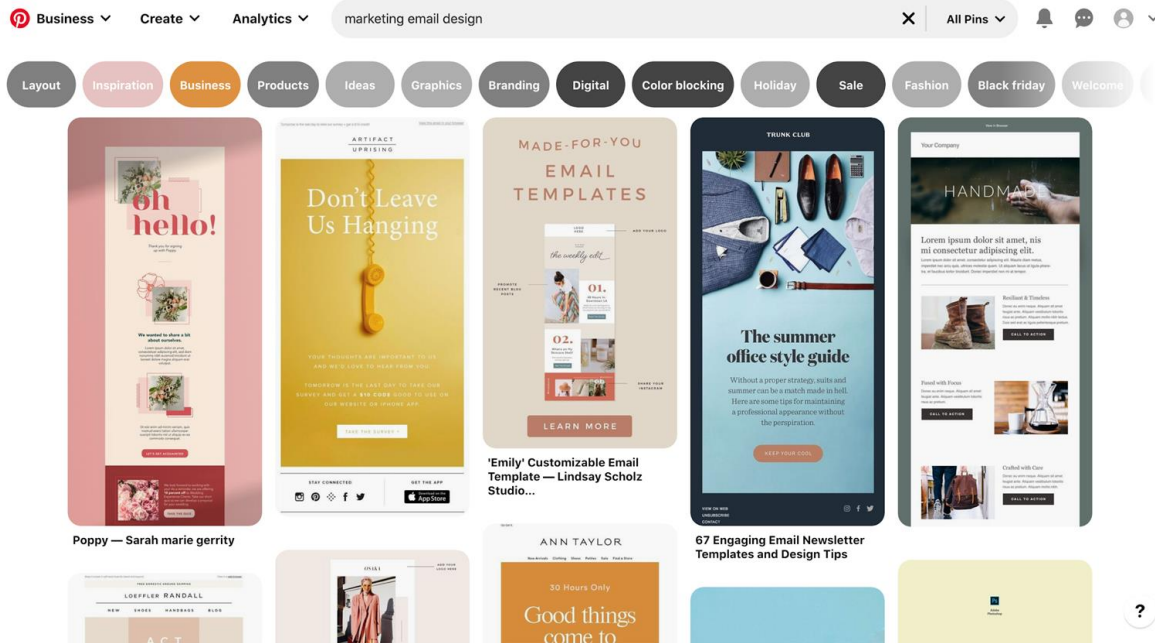


- Too many links within the text



BEST SITES TO LOOK FOR EMAIL DESIGN IDEAS

Pinterest.com



BEST SITES TO LOOK FOR EMAIL DESIGN IDEAS

Dribbble.com

dribbble Explore ▾ For Designers ▾ Hiring Designers? ▾

Q email template x Sign in Sign up

Shot results for email template

Shots Members Teams

Popular ▾

All

Animation

Branding

Illustration

Mobile

Print

Product Design

Typography

Web Design

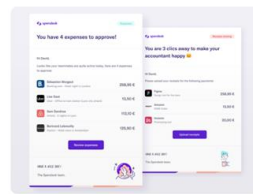
Filters



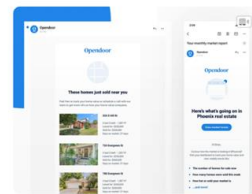
Filip Jucić TEAM 15 748



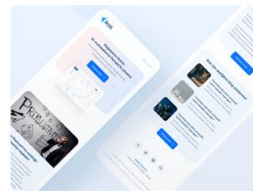
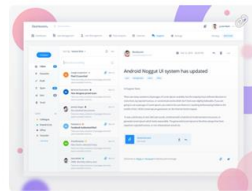
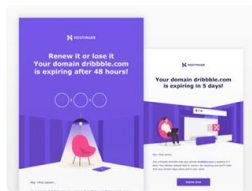
Shinas P TEAM 4 219



David Elbaz TEAM 0 136

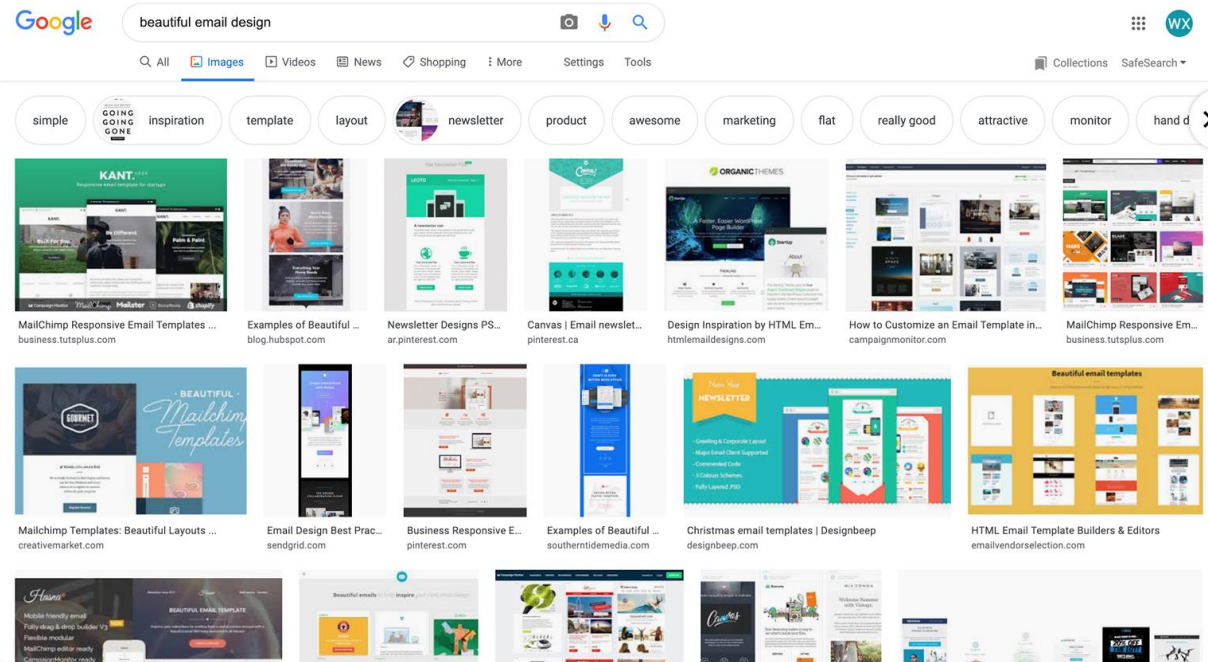


Nicolas Solerieu TEAM 0 85



BEST SITES TO LOOK FOR EMAIL DESIGN IDEAS

Google.com



Google beautiful email design

Q All Images Videos News Shopping More Settings Tools

simple inspiration template layout newsletter product awesome marketing flat really good attractive monitor hand d

MailChimp Responsive Email Templates ... business.tutsplus.com

Examples of Beautiful ... blog.hubspot.com

Newsletter Designs PS... ar.pinterest.com

Canvas | Email newsl... pinterest.ca

Design Inspiration by HTML Em... htmlmaildesigns.com

How to Customize an Email Template in... campaignmonitor.com

MailChimp Responsive Em... business.tutsplus.com

Mailchimp Templates: Beautiful Layouts ... creativemarket.com

Email Design Best Prac... sendgrid.com

Business Responsive E... pinterest.com

Examples of Beautiful ... southerntidemedia.com

Christmas email templates | Designbeep designbeep.com

HTML Email Template Builders & Editors emailvendorselection.com



CHOOSE THE RIGHT EMAIL MARKETING SERVICE TOOL

- Huge Subscribers Capacity
- Drag and Drop design
- Email Automation
- Dedicated IP



Exabytes EBuzzzzz Email Marketing Tool

- Huge Subscribers Capacity
- Drag and Drop design
- Email Automation
- Dedicated IP

Start From

\$8.25/mo



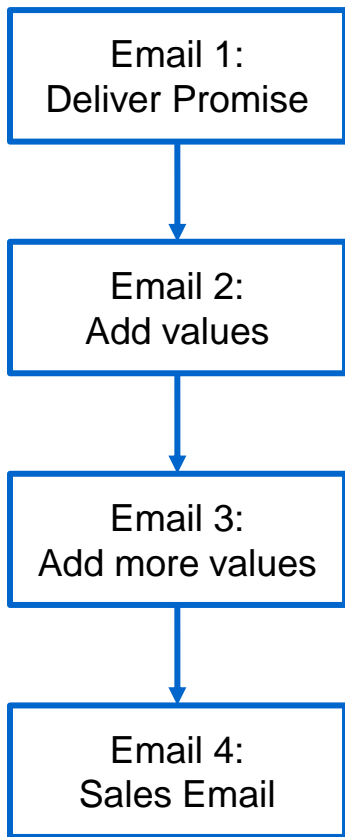
PLAN YOUR FOLLOW UP

- Some times, customers do not buy or convert immediately
- Follow up is Key to success
- Use Email Automation

SEGMENT YOUR SUBSCRIBERS

- Categorize your subscribers into few segments
- Each segments represent subscribers with special identity
- Send specific email to specific segment only

Email Automation Planning



1. Deliver your promise

- Deliver your promise when you trying to convince them to opt in as a subscribers
- 1 email should be enough

1. Add more Values

- Keep adding more values to customers. Give more contents and benefits
- Another 1 to 3 emails

1. Sales Email

- After a series of emails, send your offer again
- 1 email



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BEST TIME INTERVAL TO SEND EMAIL

1. 2x a week
2. Once a week
3. Once a month



BEST TIME TO SEND EMAIL

1. Tuesday at 10 a.m.
2. Thursday at 8 p.m.
3. Wednesday at 2 p.m.
4. Tuesday at 6 a.m.
5. Thursday at 10 a.m.
6. Wednesday at 8 p.m.
7. Tuesday at 2 p.m.
8. Thursday at 6 a.m.
9. Wednesday at 10 a.m.
10. Tuesday at 8 p.m.



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DON'T SPAM



Thank You