



# From Clicks to Customers

## YOUR EMAIL MARKETING PLAYBOOK

# Why Email Marketing Still Works

In the eyes of some marketers, email may seem dated. And on the surface, you might see why, with so many users having migrated to Social Media as their primary communication channel. They'll put their birthdays on Facebook, update where they work on LinkedIn, post pictures of their meals on Instagram etc. That seems like a lot of information, but that's only surface level. This can all be boiled down to a simple address - specifically, an email address.

Email addresses are needed for nearly every meaningful transaction online. Want to use a streaming service like Netflix/Hulu/YouTube? You're going to need to make an account and verify your email. Feeling a bit like ordering out? You're going to need a verified email. Your job assigns you a specific email, you likely have your own personal email, even universities assign email addresses to their students. It is the base code, the primordial soup, for nearly all online presence.



# Why is Email Marketing Still Such an ROI Champion?

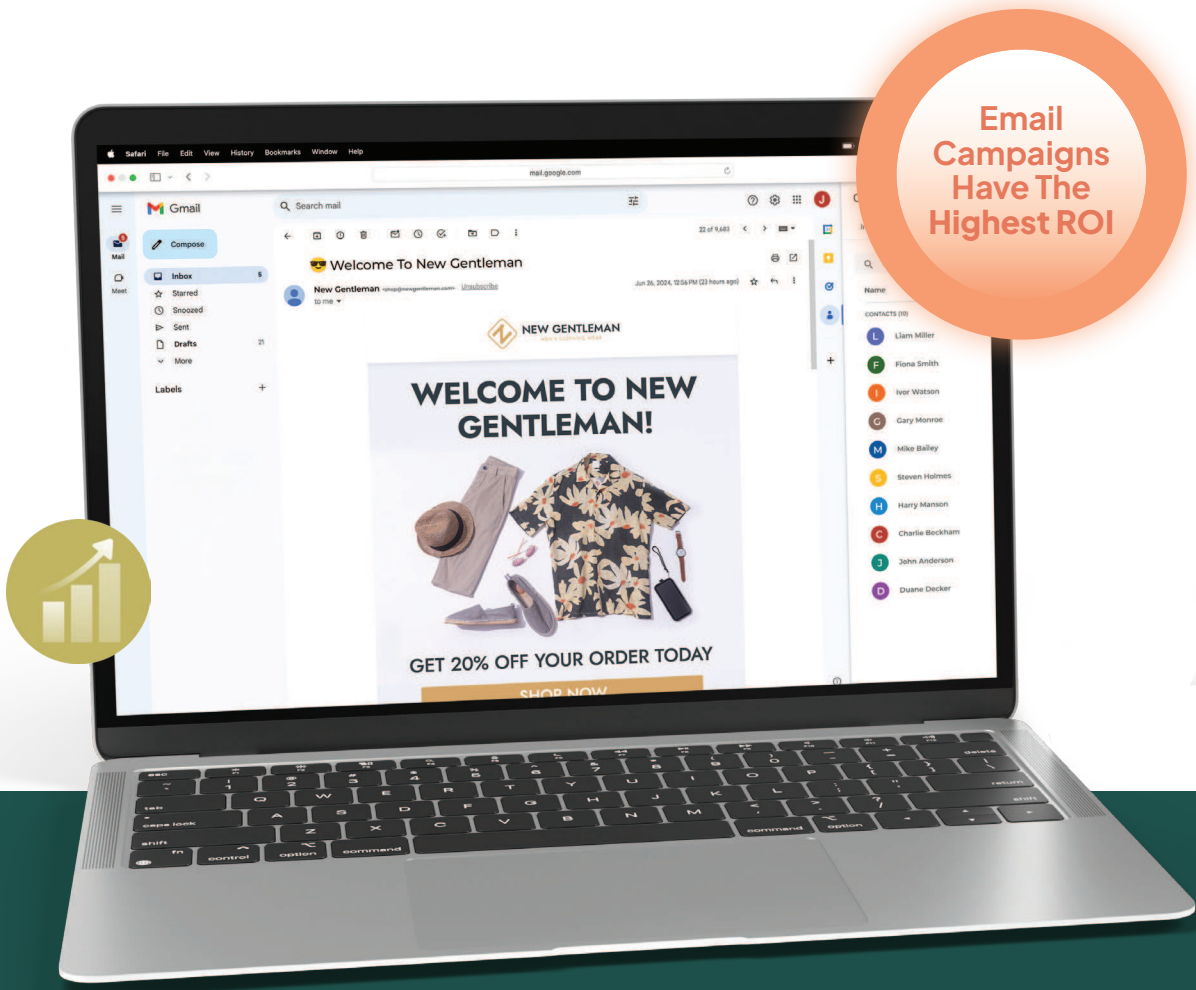
Email is the first impression, and as the old saying goes: "First impressions are everything!". The first email you send is your first chance to make a good impression. That's why you want to make sure that tone, copy, and frequency of Emails is tuned *just right*.

Not to mention that when it comes to customer interaction, email is the Holy Grail of marketing communication. That's because done right, it produces phenomenal results.

In fact, the ROI for email marketing can be as high as 4400%<sup>1</sup>.

That's \$44 for every dollar spent on an email marketing campaign. That's right! Email campaigns have the highest ROI for the lowest cost per acquisition. For most small business owners, this is an ideal situation.

Even with the introduction of new promotional channels and social networks, email marketing still remains very much in the lead, with **over 85 percent** of US retailers naming it as the *most effective lead generator*<sup>2</sup>.



## Where to Start?

The most basic email marketing strategy is to build a list of subscribers who have opted-in to receive emails from you at a specific ongoing frequency. This newsletter strategy allows you to nurture relationships and journey with people over a long period of time. It all starts with a "Welcome!" or "Thank you" Email. Ideally, your subscriber's will receive this email within seconds or minutes of signing up.

This message should be succinct and thankful, but also reinforce the value of what they signed up for and reiterate what they should expect to receive and when. Another good idea is to provide value by including content in the welcome email, which gives the user an initial chance to engage with your website or content you have already produced!

<sup>1</sup><https://www.campaignmonitor.com/resources/knowledge-base/how-do-you-calculate-email-marketing-roi/#:~:text=In%20fact%2C%20the%20ROI%20for,0n%20an%20email%20marketing%20campaign.>

<sup>2</sup><https://assets.aweber-static.com/www/assets/img/pdf/aweber-2020-small-business-email-marketing-statistics-report.012e1faa.pdf>

# Why Stirista Is Still Built Around Email

Stirista's ESP and data segments can supercharge your email campaigns. We bring over a decade of experience that we use to uncover and target high-value prospects who are most likely to respond and convert. Stirista's ESP is tailored specifically for prospecting campaigns, unlike most other email tools and marketing automation platforms.

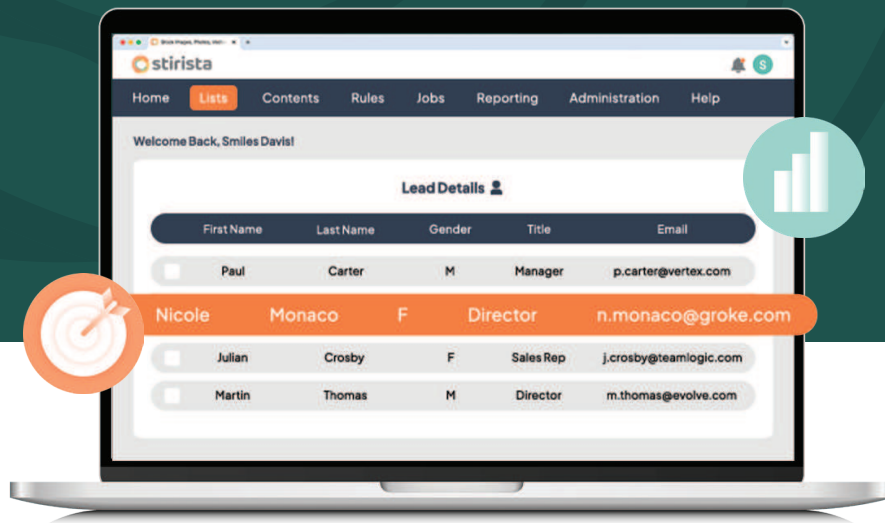


## Not to mention:

- ✓ Stirista's ESP drives targeted customer acquisition and enhances lead generation strategies by reaching contacts not in your CRM system
- ✓ Combine personal, social, and business information for the most complete customer profile
- ✓ Our exclusive email acquisition infrastructure helps you achieve the highest delivery rates and most optimal sending reputations through rotating IPs and domains
- ✓ Stirista analyzes your first-party data and social followers to create tailored audiences with insights and campaign recommendations that deliver results
- ✓ Identify 25–30% of anonymous visitors using VIG's ID resolution website pixel, and use that information to send targeted email campaigns that encourage conversions

# Ready to grow your business through Email Marketing?

## Let's get started!



Here are some initial steps to set yourself on the path to success:

### 01 Know your audience:

Before you start crafting emails, understand who you're trying to reach. Consider demographics like age, interests, and location to tailor your content for maximum impact.

### 03 Choose an email marketing platform:

Numerous services are available, such as Mailchimp, Constant Contact, or AWeber. These platforms simplify subscriber management, email design, and campaign automation.

### 05 Craft high-quality content:

Don't just bombard subscribers with promotions. Provide valuable content that informs, educates, or entertains them. This builds trust and keeps them engaged.

### 02 Set goals:

What do you want to achieve with your email marketing? Typical goals include increasing brand awareness, driving sales, or boosting website traffic. Clear goals will guide your email content and help you measure success.

### 04 Build your email list:

Grow your list organically by offering incentives for signups, like discounts or exclusive content. Always obtain explicit permission before adding someone to your list.



## Here are some additional tips to keep in mind:



### Personalize your emails:

Use subscribers' names in the subject line and segment your list to send targeted content.



### Design for readability:

Keep emails visually appealing and easy to scan on any device. Use clear fonts, concise copy, and high-quality images.



### Include a clear call to action (CTA):

Tell subscribers what you want them to do after reading your email, whether it's visiting your website, making a purchase, or sharing your



### Track your results:

Monitor key metrics like open rates, click-through rates, and unsubscribe rates to measure the effectiveness of your campaigns and make adjustments as needed.

By following these initial steps and continuously refining your approach, you can leverage email marketing to connect with your audience and achieve your marketing goals.

Ready to elevate your data and reach your ideal customers through precise targeting?

contact us today →

