

Crack the Code

How to Craft Emails that Turn Prospects into Customers

YOUR ACQUISITION EMAIL PLAYBOOK

What Is Acquisition Email Marketing?

An acquisition email is a marketing message sent with the goal of turning someone into a new customer. It's different from regular email marketing because it targets people who haven't interacted with your business before. The process involves getting new email

addresses (valid, working, and unique) for your business. This can be done through various methods including buying email lists, collecting contacts from social media, putting up a signup form on your website, or even asking current customers for their emails.

A Closer Look



Goal:

Grow your customer base by reaching new people



Target Audience:

People who haven't interacted with your business before, but might be interested in what you offer



Content:

Tailored to introduce your brand, highlight the benefits of your product or service, and nudge the recipient towards becoming a customer



Scalability:

The email marketing model makes automation much more practical and easy. With targeted lists, email can be used to approach vast audiences across various demographics.

Acquisition emails are a powerful tool because they allow you to directly connect with potential customers who haven't discovered you yet. They can be a great way to expand your reach and bring in new business.

How To Start Your Acquisition Email Marketing Campaign

Acquisition email marketing tends to go beyond lead generation. As email allows you to interact in-depth with the same prospective audience repeatedly, it allows you to encourage meaningful connections and strengthen your brand identity.



But just sending emails isn't all you need to do.

Many consumers are actively looking for ways to cut down on their inbox clutter. Think about how you face your inbox every morning: You probably delete most messages that don't seem like a priority without even opening them. If you open an email that doesn't feel useful or

relevant, you'll likely unsubscribe or even report the message as spam. That's why personalization, targeted campaigns, and valuable content are the keys to boosting conversions and building brand loyalty through email.



Just taking this into account will help a decent amount. But there are several key elements to designing a good acquisition email marketing strategy that will drive your campaign to success:

01 Subject Line:

A well-crafted subject line sets the stage for what's inside and entices readers to click through. You need compelling subject lines that will pique curiosity or offer value. It might be valuable to test an A and B subject line with different recipients to get a better understanding of your audience!

02 Content:

An eye-catching subject line is good, but without engaging content within the email, most people will open and click the trash icon. Making sure your content is either informative, entertaining, or actionable keeps consumers engaged and encourages them to take action. Well designed, aesthetically pleasing content not only encourages interaction, but it can also reflect back onto your brand!

03 Call To Action:

Call to action (CTA) encourages the recipient of your email to take some direction after reading. That could be making a purchase, visiting your website, reading a blog, etc.

04 Scheduling:

Bombarding subscribers with emails too frequently can lead to unsubscribes. On the other hand, sending emails too infrequently may cause your audience to forget about you. Always respect the user's right to unsubscribe. You don't want to be like the local gym and have them jump through hoops just to cancel a membership, that reflects negatively on you!

01 Fuel Your Day. Enjoy Now!

JUST FOR YOU: \$5 OFF →



Clean Energy

It's time to Fuel Your body with our athletic longevity supplement.

03

Shop Now

02



Stirista Is Here To Help

Stirista is your full-service acquisition email partner, with over 90% deliverability, proprietary technology, and available creative services. One of our first services, and still one of our highest performing, email is a fundamental channel for both retention and acquisition.



However, not only can we execute acquisition email campaigns, we can work with you to build an omnichannel program to meet your business goals. We can convert your offline data to online, build lookalike audiences, and leverage other channels, including CTV/OTT, Digital, Search, and Social.

Overall, all our data is verified, campaign tested, and ready to go. We can turn campaigns around quickly and you will never have to worry about bad data, blacklisting, privacy and compliance or anything else related to this complex channel.



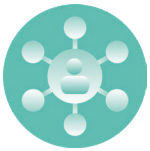
Ready To Put All Of This In Practice?

Here are some key points to remember before you rush into this headfirst:



Stay Compliant:

Don't buy a generic email list and launch a marketing campaign without making sure the data is good.



Make It Multi-Channel:

The most successful marketing campaigns are omnichannel. In this day and age, you have to take advantage of multiple screens being looked at daily!



Test & Evaluate:

Define your KPIs, split test CTAs, split test the subject lines, measure every data point you can and optimize often from the learnings.

Doing these things will be a great start to running a successful Acquisition Email campaign!

Are you ready to start running successful Acquisition Email campaigns?

contact us today →

