

Ultra Light Startups

November 2009

Email Marketing for Startups

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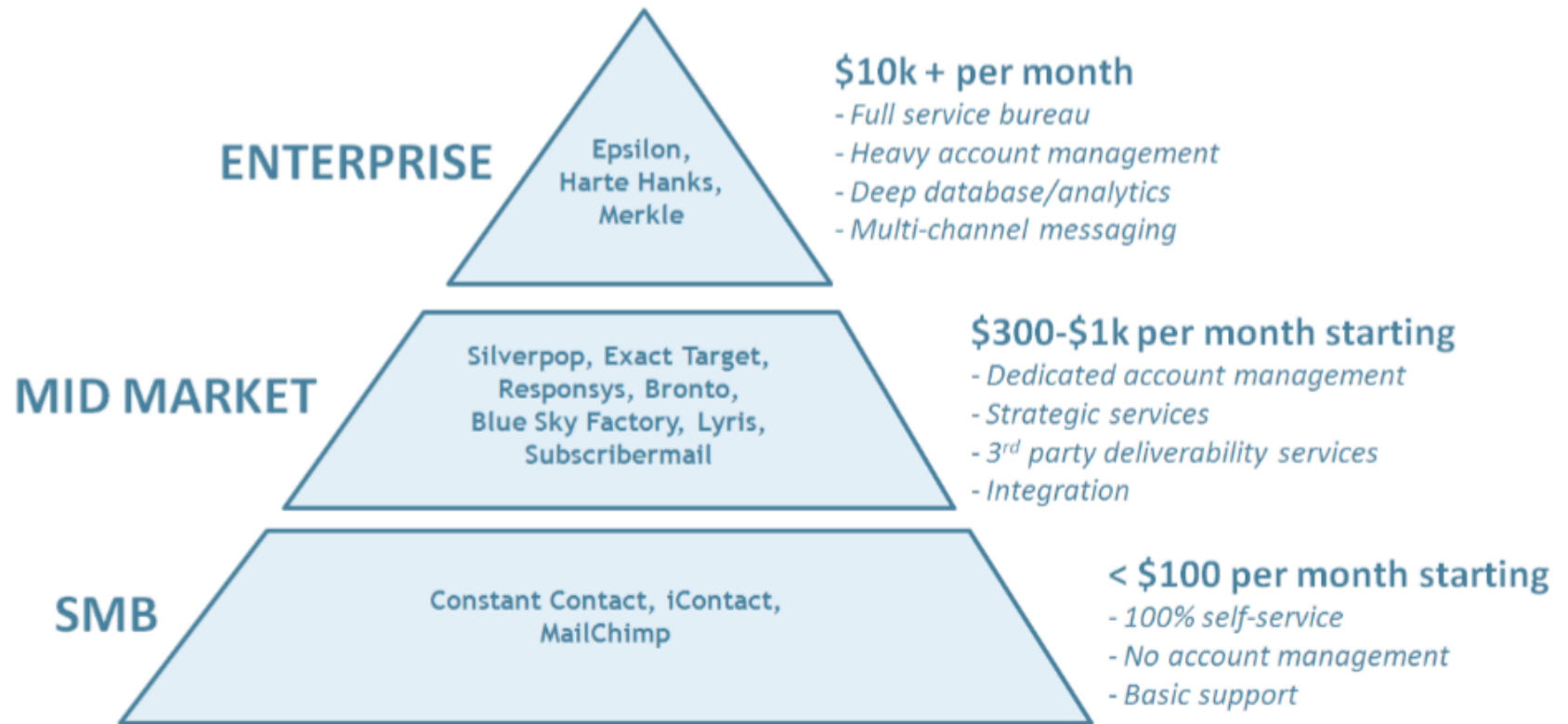
Email Marketing – Terms

- **Campaign** – An individual marketing email
- **Email Service Provider (ESP)** – A hosted email marketing service
- **CAN-SPAM** – Federal anti-spam legislation
 - “Commercial” content – marketing
 - “Transactional” content – non-marketing
- **Auto-responder** – Automated email replies
 - One-time / Sequential
- **Conversion Tracking** – Tracking individual user activity from email opens to website clicks

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Email Platform Landscape



Email Platform Landscape

- Integration
 - Web platform/CMS
 - CRM system, e-commerce system, events system, analytics system (eg Google Analytics)
 - Social media
- Considerations
 - Authoring, templates & HTML email client compatibility
 - Deliverability, message volume
- Analytics
 - Identifying critical metrics for email marketing
 - Differentiators across email platforms
 - Surveys

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Email Marketing Pro Tips

- Building a list / increasing subscription rates
- Segmentation – why & how
- Increasing delivery rates / avoiding spam & blacklists
- Email content / what to send
- Increasing open rates / getting users to read
- Getting users to click/convert
- Pitfalls to avoid

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