

Advanced Email Marketing

Course Type

Online

Duration

90 Minutes

Module Overview

Learn advanced techniques to improve email metrics, including dynamic personalization, frequency, optimization, effective database segmentation, and trigger-based email. Participants will develop analytic skills that can be utilized to evaluate various program metrics and overall success.

Module Objectives

- After completing this module, participants will be able to:
- Use segmentation to improve targeting, campaign relevance, and email list performance
- Manage the email list opt-out process, improve list hygiene, and ensure email address validity
- Determine the optimum frequency for email marketing campaigns
- Develop triggered email marketing, series, and dialog campaigns
- Integrate email campaigns with social media
- Conduct advanced email marketing campaign and program analysis

Module Outline

Improving List Performance

- Using segmentation and targeting to improve results
 - Keys to successful targeting
- Five types of effective list segmentation
 - Demographic and firmographic
 - Contextual
 - Self-reported preferences
 - Transactional or behavioral
 - Life cycle
- List management, maintenance, and email address validity
 - Top 10 email address validity best practices

Optimizing Frequency

- Effects of frequency
- Frequency testing and analysis
 - Selecting the testing approach

Trigger-Based Email

- Trigger-based email explained
- Trigger email as part of your marketing mix
 - Higher engagement response and revenue
 - Shows customer you are paying attention
 - Offers the opportunity to vary the message

- Better customer service
 - Streamlined operational and company performance
- Five types of triggers
 - Functional
 - Behavioral
 - Personal
 - Sales cycle
 - Transactional
- Triggered email dialogs (tracks)
 - Where dialogue marketing comes in
 - Within the track

Integrating with Social Media

- Share with social networks
 - Reasons to promote social connections
- Enable social connections from email
- Proactive invites to engage with social
- Use email and social to build content

Analysis and Metrics

- Three views of process metrics
 - By campaign or program
 - Segment
- ROI Analysis
- Comparative campaign analysis

Registration Rates

DMA member \$189

Non-member \$219

Instructor

Karen Talavera

President, Synchronicity Marketing

Karen Talavera is a nationally recognized email and direct marketing expert and president of the consulting firm Synchronicity Marketing, which she founded in 2003. Synchronicity Marketing specializes in improving direct marketing effectiveness through multichannel integration and is a member of the Email Experience Council. Karen is a board member of the Florida Direct Marketing Association (FDMA) and a member of the Marketing Executives Networking Group (MENG). Karen frequently teaches, speaks and writes on issues related to permission email around the country. Prior to forming Synchronicity Marketing, Karen was VP Marketing and Director of Marketing for a company acquired by Acxiom Digital and Yesmail consecutively. Before entering the world of email marketing with Yesmail in 1999, Karen spent nearly 10 years in a variety of marketing and product development positions for information services giant Experian.