WITH WHAT ARE WE GOING TO DEAL IN THIS COURSE?

This course and its activities aim to adopt a structured and effective approach to your teaching strategies related to digital marketing for hotels in VET at EQF 5.
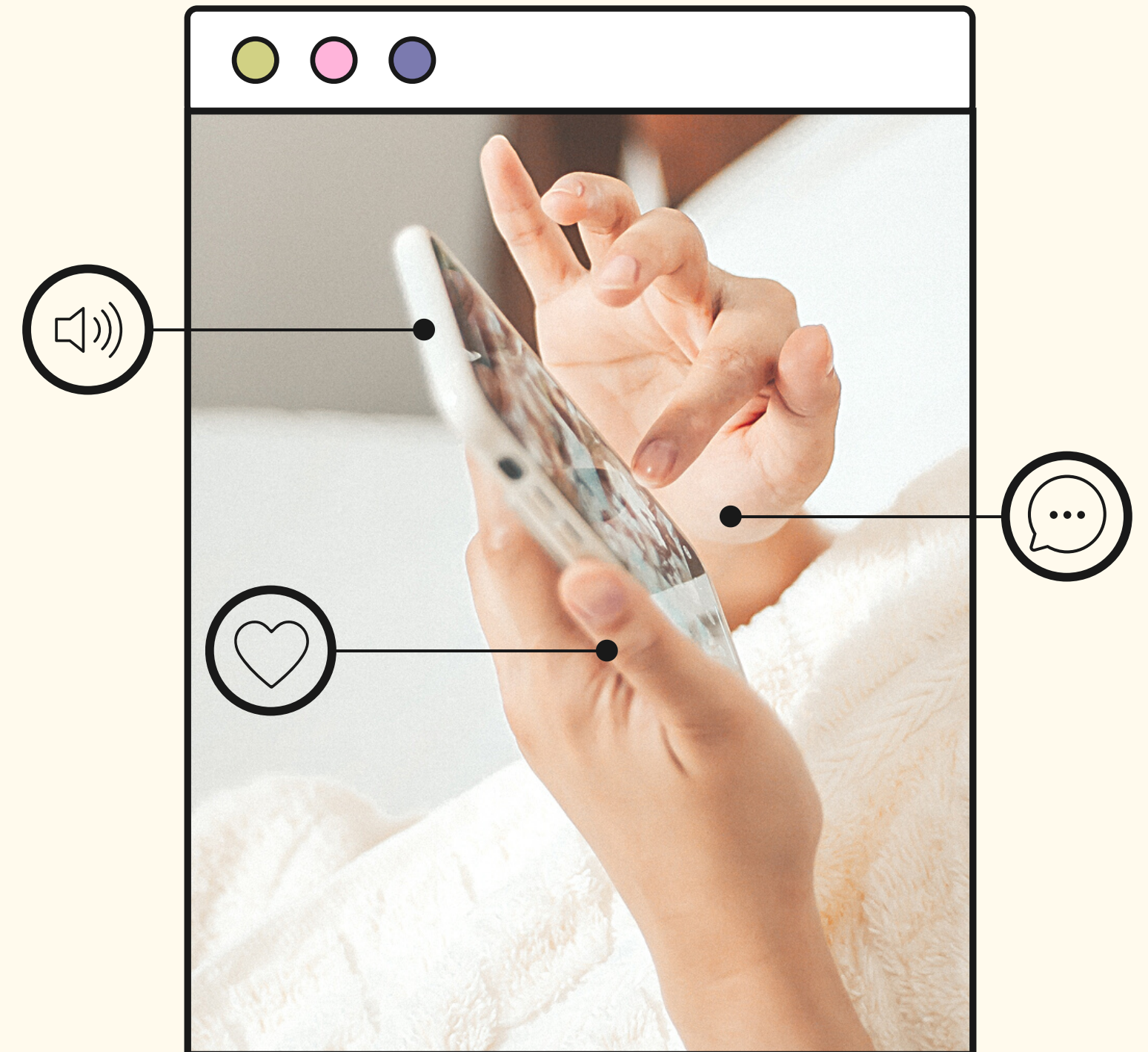
WHAT IS E-MAIL MARKETING?

Definition:
Email marketing is the act of sending a commercial message, typically to a group of people, using email.

THE MANAGEMENT IS DONE USING AN EMAIL MARKETING PLATFORM

CHARACTERISTICS OF THE E-MAIL PLATFORM

4 SENDING TARGETED EMAILS

1 LIST MANAGEMENT

5 AUTOMATIONS

2 SUBCRIPTION FORMS

6 GDPR READY

3 SENDING NEWSLETTERS

COMPARATIVE TABLE OF POPULAR MANAGEMENT PLATFORMS

LearnWorlds | Best email services for online course creators

	mailchimp	**ActiveCampaign**	**AWeber**	**ConvertKit**
Highlight Features	◆ Smooth and intuitive UI ◆ Multiple ready-to-use templates ◆ Built-in transactional email service (Mandrill) ◆ Multiple integrations with other services	◆ Best-in-class email sequences builder ◆ Drag and drop email designer ◆ Excellent contacts management ◆ Advanced features (Webhooks, SMS etc.)	◆ Automation of the entire marketing funnel ◆ Advanced analytics for optimizing emails ◆ Excellent autoresponder ◆ Subscribers collection & management	◆ Subscribers organization & insights ◆ Audience segmentation & message personalization ◆ Lead Magnets (sign-up forms, landing pages, etc.) ◆ A/B testing for optimal conversion rates
Pricing	Starts at $9.99	Starts at $9	Starts at $16.15	Starts at $29
Free Plan	Yes ◆ Subscriber limit: 2,000 ◆ Monthly email sends: 10,000 ◆ Daily email sends: 2,000	No	Yes ◆ Subscriber limit: 500 ◆ Monthly email sends: 3,000 ◆ Daily email sends: -	Yes ◆ Subscriber limit: 1,000 ◆ Monthly email sends: Unlimited ◆ Daily email sends: Unlimited
Best for - Business	► Coaching & Consulting ► Professional Education & Career Development ► Business & Marketing	► Software & Tech ► Non-Profit/NGO & Governmental ► Corporate & Enterprise	► Finance, Investing & Real Estate ► Personal Development & Mental Health ► Religion & Spirituality	► Online Creators ► Health & Fitness ► Music & Dance

MailChimp Alternatives

	PRICING	FREE PLAN	PREPAY DISCOUNT	# TEMPLATES	# A/B TESTS	DYNAMIC CONTENT	EMBEDDED SIGN-UP FORMS
MailChimp	$20/month for 100 subscribers	2500 subscribers 12000 emails/month ✓			3		✓
Constant Contact	$20/month for 500 subscribers		15%	400+			
AWeber	$19/month for 500 subscribers			700+	4		✓
emma	$49/month for 2500 subscribers			200+		✓	✓
Mad Mimi	$10/month for 500 subscribers	100 subscribers ✓		0			✓
iContact	$14/month for 500 subscribers		15%	650+	Unlimited		
sendinblue	$7^{37}/month for 40000 emails	9000 emails/month ✓				✓	
SimplyCast	$10/month	✓	Lifetime Pricing	40	1		
ActiveCampaign	$9/month for 500 subscribers		15%	50	1	✓	✓
GetResponse	$15/month for 1000 subscribers			500+	5		✓
FRESHMAIL	$14/month for 1000 subscribers	500 subscribers Unlimited emails ✓		130+	1	✓	✓
Campayn	$10/month for 1000 subscribers	500 subscribers 20000 emails ✓				✓	✓
mailer lite	$10/month for 5000 subscribers	1000 subscribers Unlimited emails ✓	30%		1		✓

ADVANTAGES OF E-MAIL MARKETING

1. Direct customer approach

E-mail
Marketing

Social
Media

Digital
Campaign

SEO

Content
Marketing

Mobile
Apps
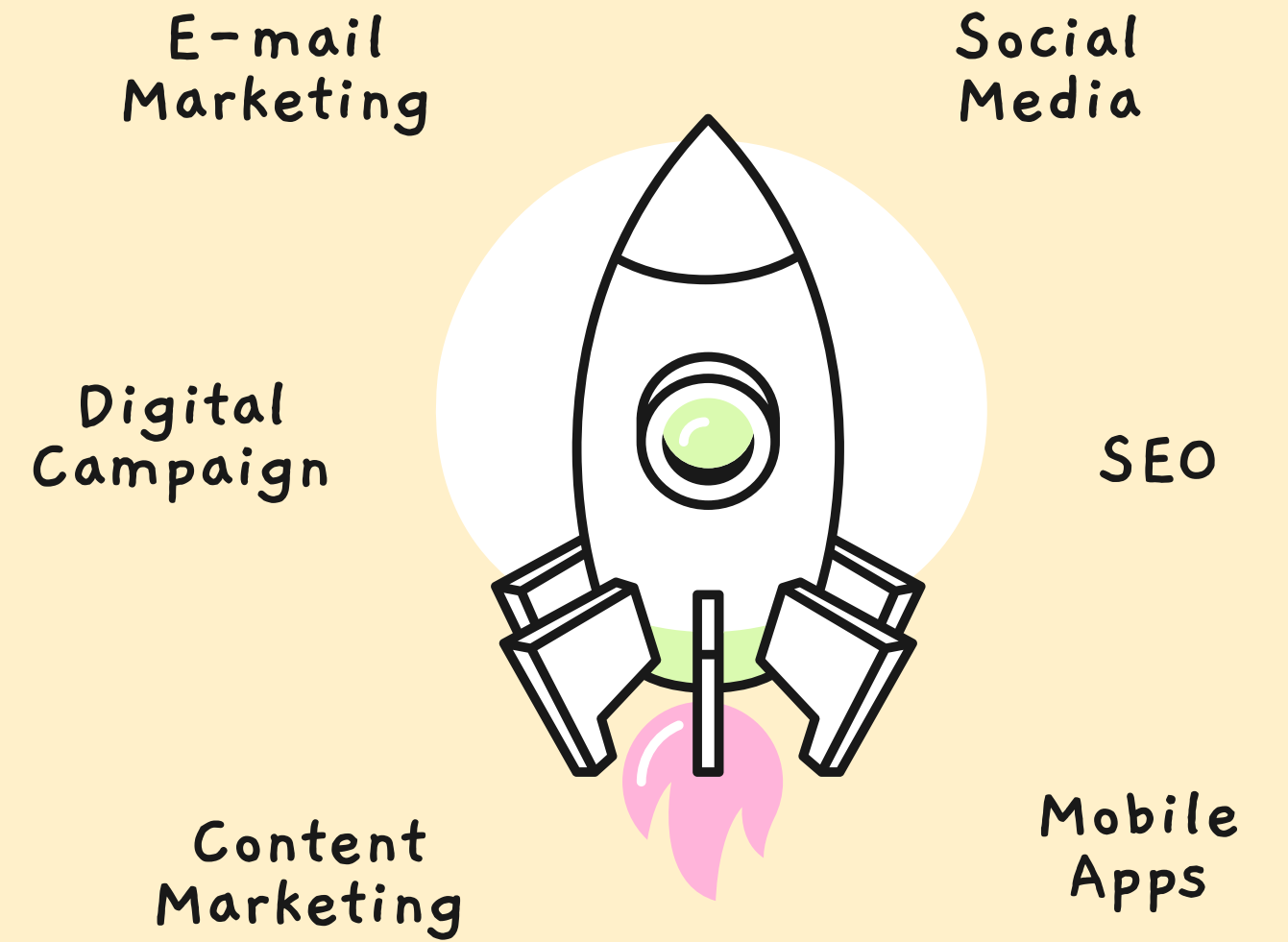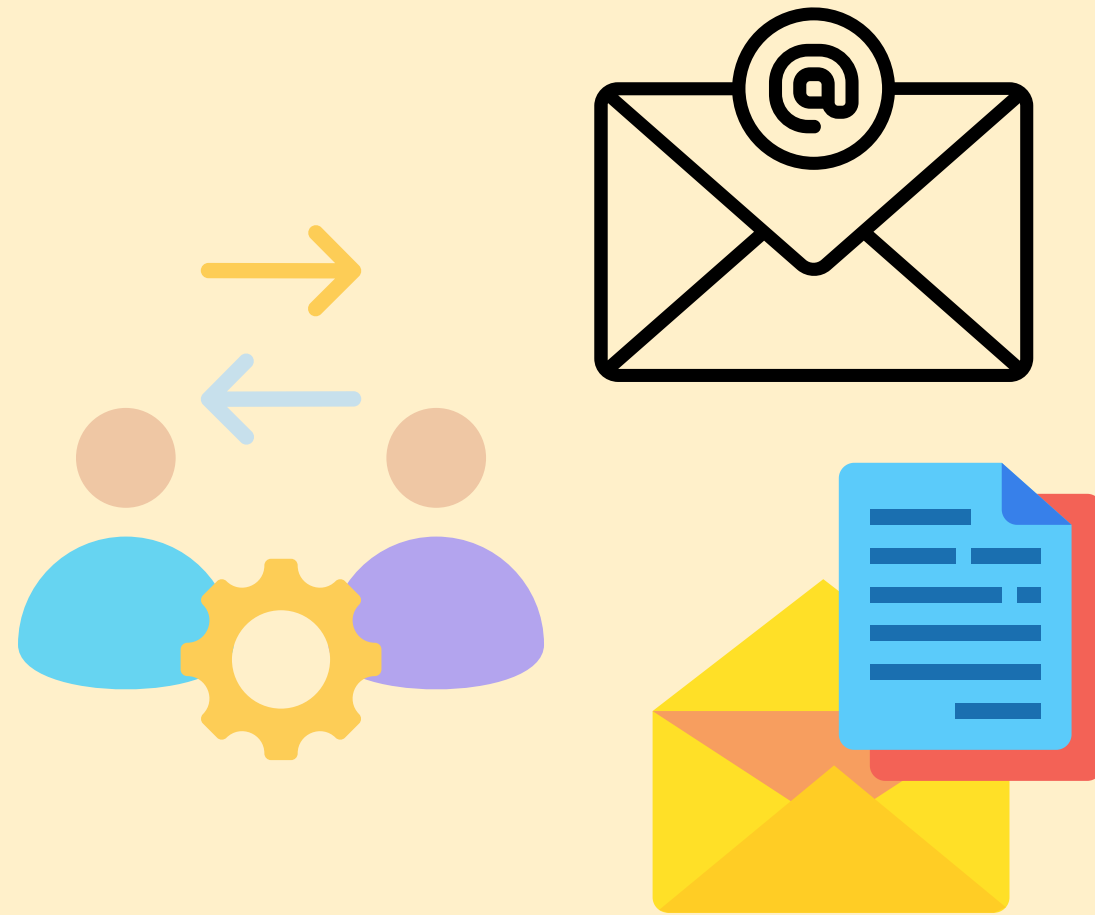
ADVANTAGES OF E-MAIL MARKETING

2. Low costs with good conversion rates

ROI (per $1 spent)

- Email: $40
- Catalogs: $7.30
- SEO: $22.24
- Internet Display: $19.72
- Mobile: $10.51
- Keyword Ads: $17
- Banner Ads: $2
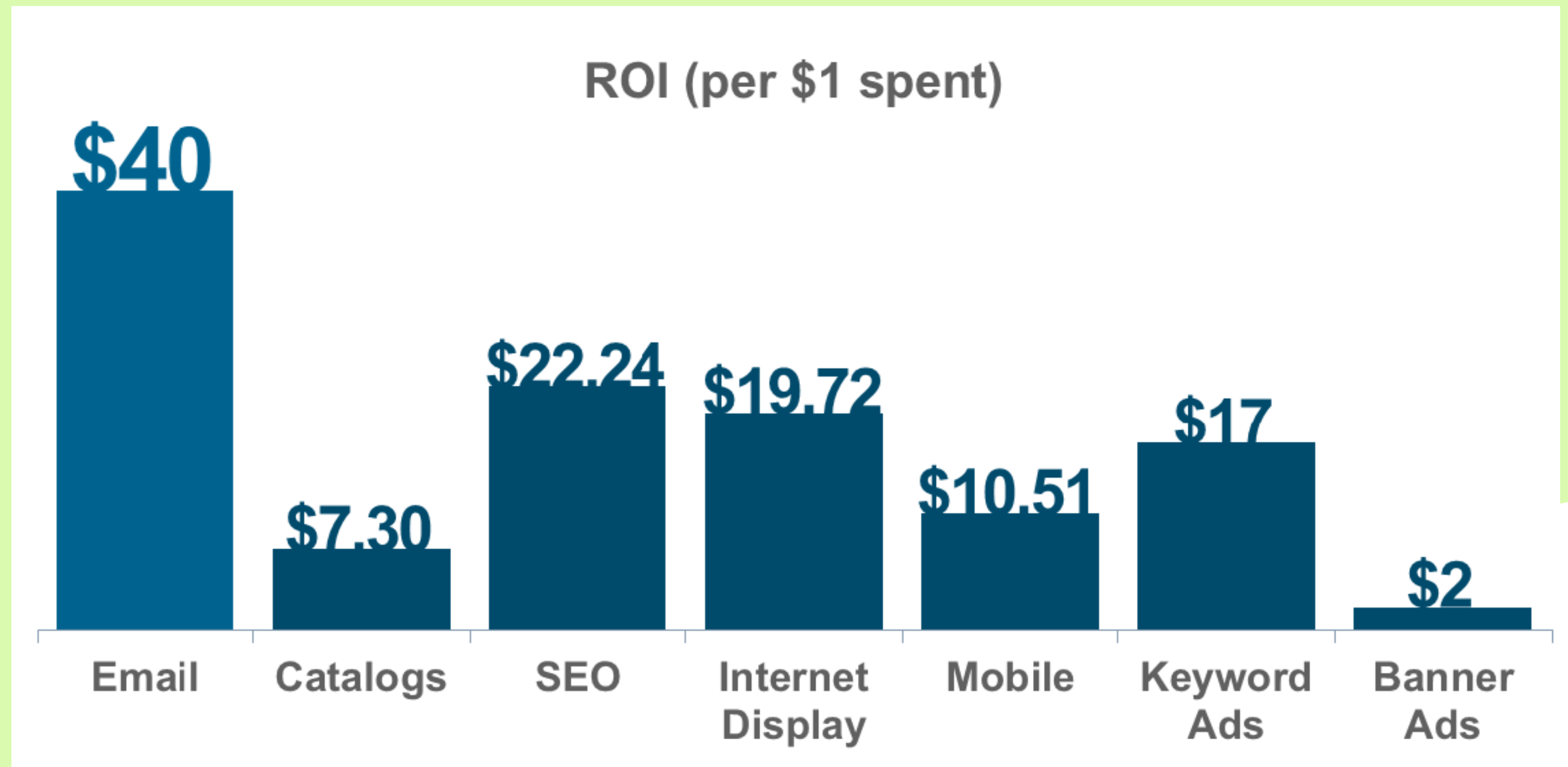
ADVANTAGES OF E-MAIL MARKETING

3. Process automation

Flow Chart for Automation of Email Marketing

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Create Marketing Campaign	Create Initial List	Create Email 1	Create Email 2	Create Email 3
• Text Here	• Text Here	• Text Here	• Text Here	• Text Here

Schedule All Emails	Send Email 1	Automatic List Cleanup	Did User Sign Up With First Email?	Send Email 2
• Text Here	• Text Here	• Text Here	• Text Here	• Text Here

No

Yes

Automatic List Cleanup	Send Email 3
• Text Here	• Text Here

ADVANTAGES OF E-MAIL MARKETING

4. Message personalization

Personalized emails have **29 percent** higher open rates and **41 percent** higher click rates

Hi John. Your car will be ready at 3pm this afternoon. Regards The AutoShoppe

Dear Personalized
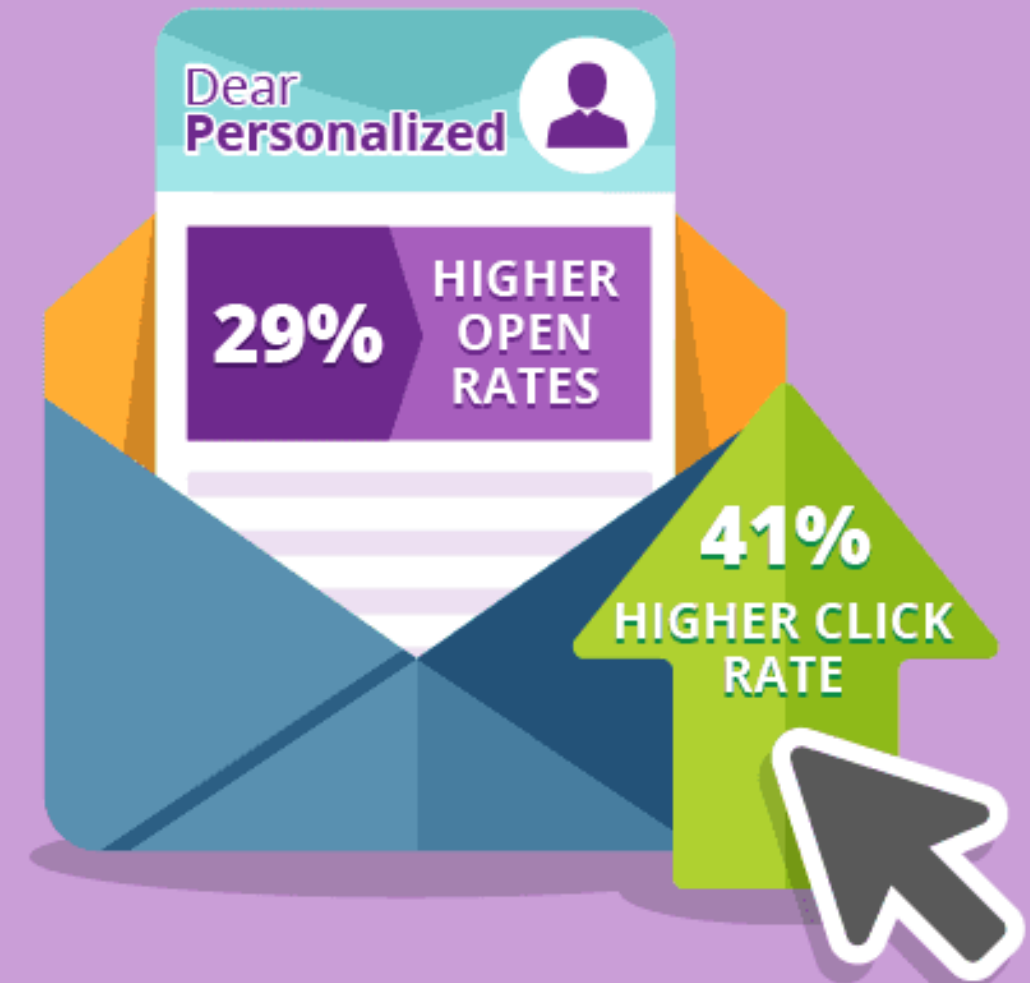
29% HIGHER OPEN RATES

41% HIGHER CLICK RATE

ADVANTAGES OF E-MAIL MARKETING

5. Individual statistics
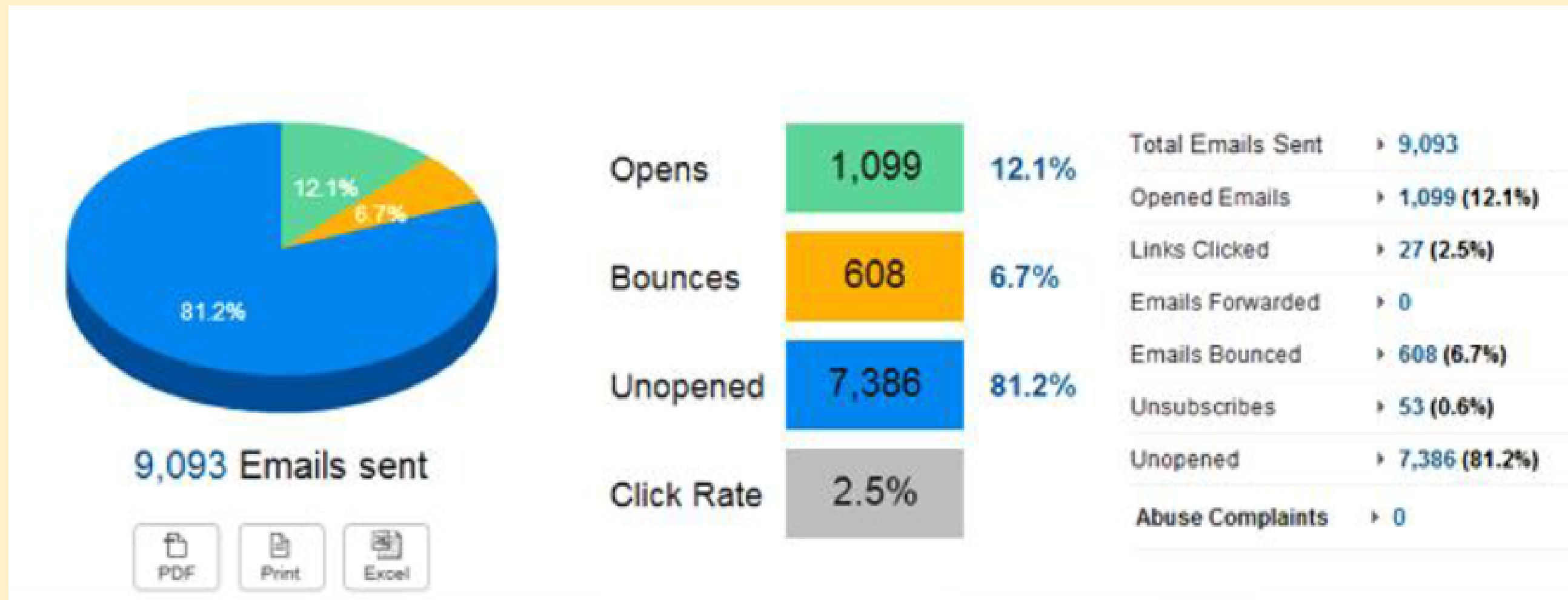
GDPR RULES

1.

Acquisition by consent
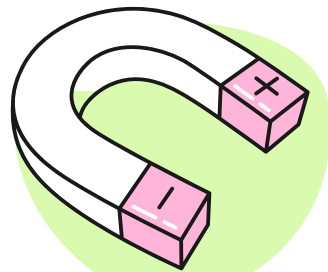
2.

Data portability

3.

Notification of loss

4.
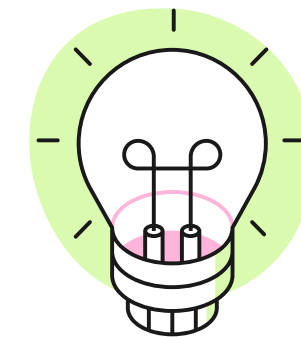
Right to be forgotten

DOUBLE OPT-IN METHOD

The double opt-in registration process consists of 2 steps.

Step 1: The potential subscriber fills out the online signup form.
Step 2: Receives an email with a confirmation link that adds him/her to the corresponding list when clicked.

SIGN-UP FORM

Someone fills out your MailChip signup form

OPT-IN EMAIL

They receive the opt-in confirmation email and click the link to confirm subscription

CONFIRMATION

You have a new subscriber.
Optionally, you can turn on the final welcome mail

BEST TIME & DAY TO SEND AN EMAIL

Best Day To Send An Email Newsletter
By Number of Emails Sent

Day	Emails Sent
Monday	61
Tuesday	91
Wednesday	53
Thursday	125
Friday	91
Saturday	53
Sunday	26

BEST TIME & DAY TO SEND AN EMAIL

The Best Time to Send an Email

Bar chart showing email engagement by time of day:
- 6AM-9AM: 11.3%
- 9AM-12PM: 34.9%
- 12PM-3PM: 27.6%
- 3PM-6PM: 18.3%
- 6PM-9PM: 6.6%
- 9PM-12AM: 1.3%

Y-axis: Engagement
X-axis: Time
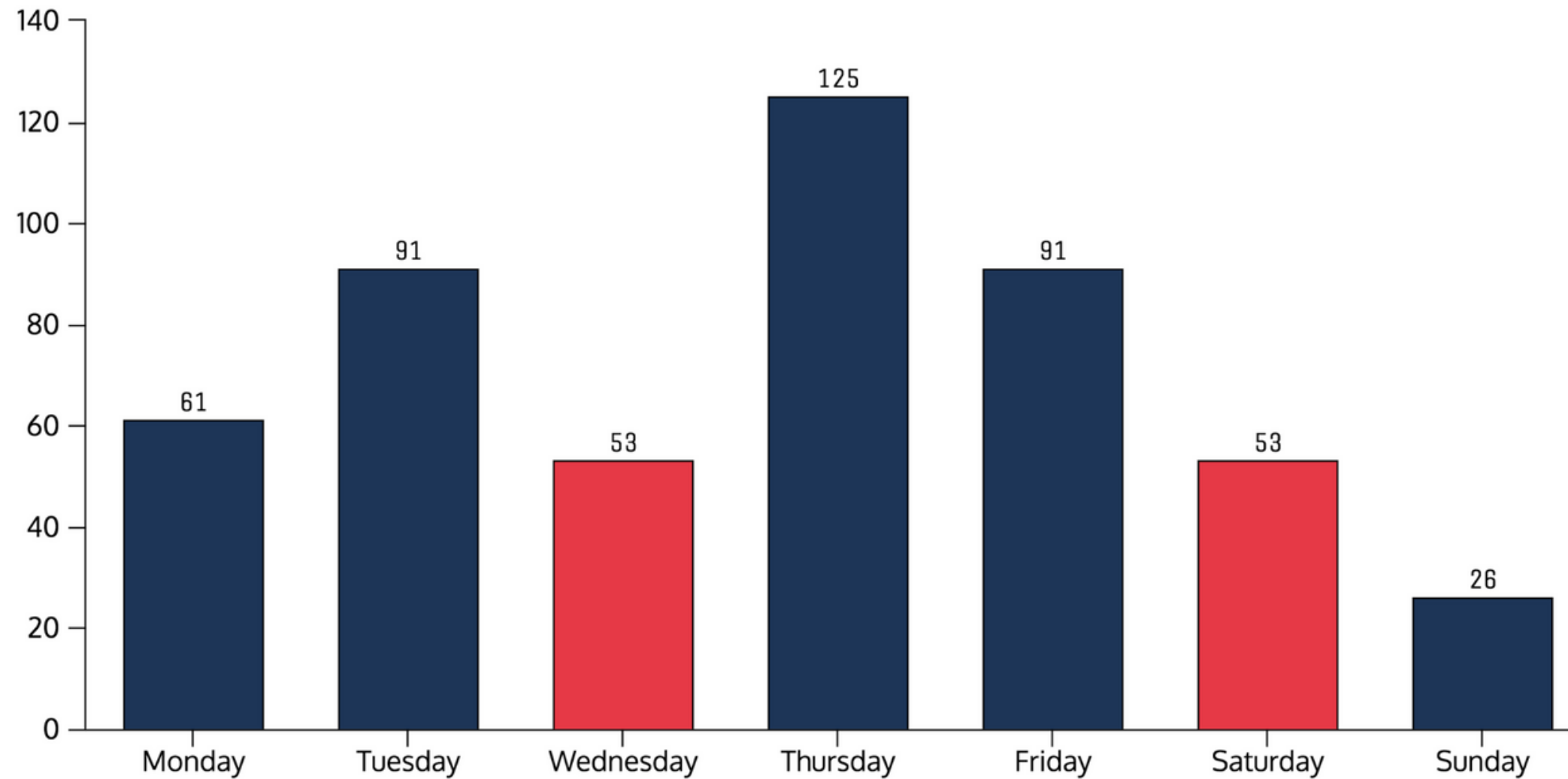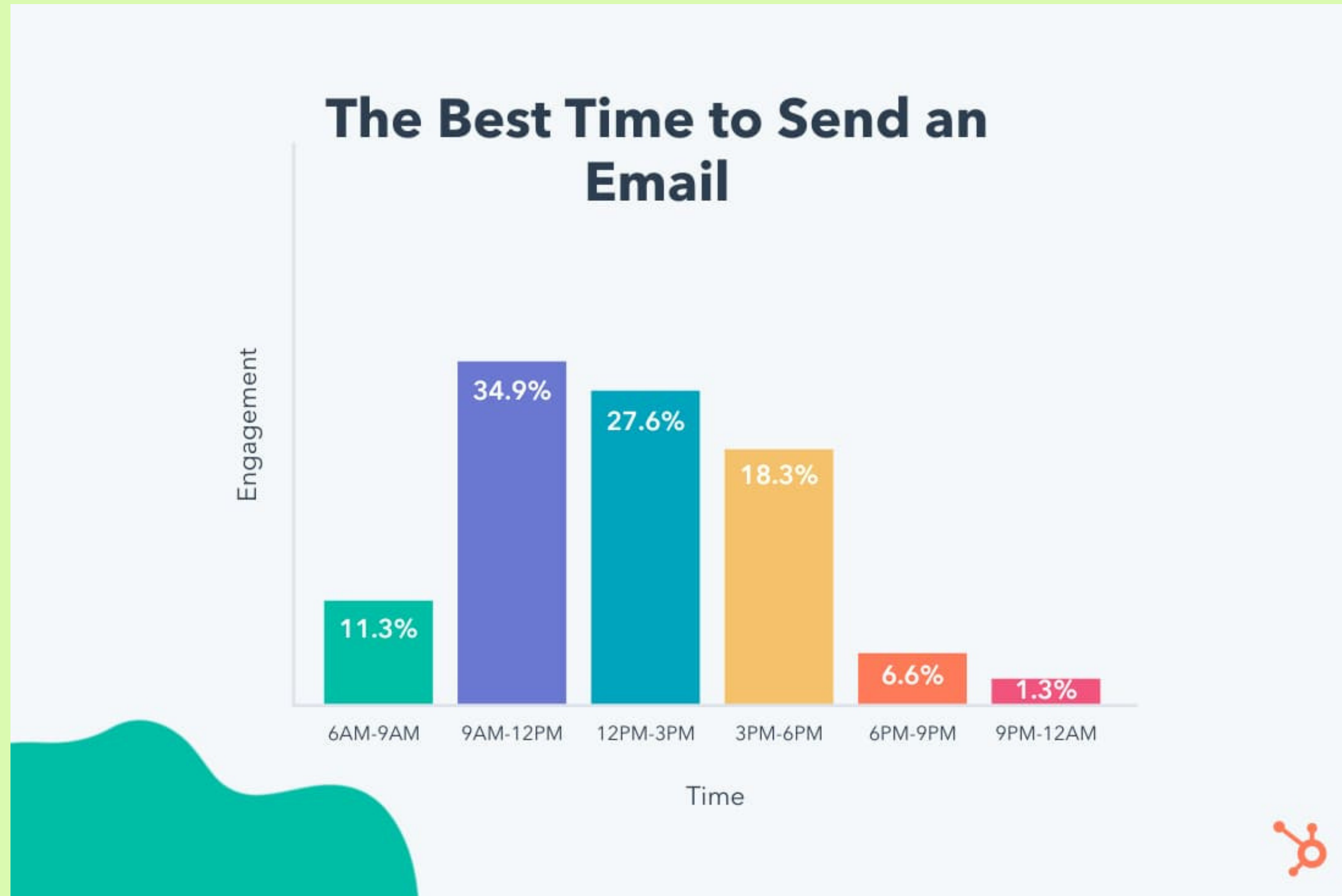
BEST PROPOSED TITLES FOR AN EMAIL

How To Make {Subject}**That Will** {Benefit}

21+ Ways To Grow Your{Subject}

Do You Think You Can {Benefit}**?**

real {audience}**use**{solution}

Discover the {solution}

{Subject}, {subject}, **and** {unrelated subject}?

5 Reasons Why You Should{Subject}

{Benefit}**While You Sleep**

[TEMPLATE] **10 Best** {Subject}

BEST PROPOSED TITLES FOR AN EMAIL

How {Name/Company}**does**{Subject}

{Name/Company}**can afford any** {Subject}**, he uses**{Solution}

How {Name/Company} **Got** {Number/Desirable Outcome} **In** {Number Of Days}

Stop {Undesirable Current State} **Now**

Discover the {solution} **that will change your life today**

5 Answers To The {New Subject}

New {Subject}: **What It Means For** {Audience}

Finally! {Company} **releases** {subject}

SPAM WORDS: WHAT TO AVOID

Ad	Auto email removal	Bulk email
Click	Click below	Click here
Click to remove	Direct email	Direct marketing
Email harvest	Email marketing	Form
Increase sales	Increase traffic	Increase your sales
Internet market	Internet marketing	Marketing
Marketing solutions	Mass email	Member
Month trial offer	More Internet Traffic	Multi level marketing
Notspam	One time mailing	Online marketing
Open	Opt in	Performance
Removal instructions	Sale	Sales
Search engine listings	Search engines	Subscribe
The following form	This isn't junk	This isn't spam
Undisclosed recipient	Unsubscribe	Visit our website
We hate spam	Web traffic	Will not believe your eyes

REFERENCES:

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- https://venngage.com/blog/best-time-to-send-an-email/

- https://digitalent.gr/?gclid=CjwKCAiA9tyQBhAIEiwA6tdCrBsyIS2RqdPTNLED1-158O7ALVojh8hpEqwoISbjzZTdsgUq0arTYxoCVv0QAvD_BwE