

DATA DRIVEN



WEBINAR SERIES

EMAIL MARKETING FOR EXPERTS

52 Proven
Techniques



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STEVE PAGE

GIANT
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WEBINAR SPEAKERS



Anne McDonnell

Strategic Customer
Success Manager
at Hubspot



Jeremy Koenig

President of
Digital Strategy
at Giant Partners



Curran Bell

Enterprise Account
Manager and B2B
Specialist at LiveIntent

WEBINAR AGENDA

CHAPTER 1

Email Data, Design, and Deliverability with Jeremy Koenig

CHAPTER 2

Email Marketing Integrations, Automations and CRM with Anne McDonnell

CHAPTER 3

Email Advertising, Outreach and Hacks with Curran Bell

Q & A

Questions and Answers



Jeremy Koenig

President of
Digital Strategy
at Giant Partners



Chapter 1: Email Data, Design and Deliverability

EMAIL DATA FOR MULTI-CHANNEL TARGETING

Upload email lists into all types of digital advertising campaigns including Google, YouTube, Facebook, Instagram, Streaming TV, and Twitter for direct user targeting

- > Users with matching email addresses can be shown advertising across most digital marketing channels (4X response rates).
- > Omni-channel targeting of user email address across multiple channels dramatically increases campaign performance (Sub \$.01 impressions)

Pro Tip: Upload name, mobile, zip, and DOB (if you have them) along with email to maximize user match rate (Match rate is 75-85%).

Combine uploaded email lists with platform interest groups to empower media buyers with advanced user targeting

- > Upload email lists based on Income, Net Worth, Credit and Investor Status
- > Upload email lists based on Purchase, Response and Donation History
- > Upload email lists based on Education, Veteran Status and Political Affiliation

Pro Tip: First, use native targeting options within each ad manager (age, geography, interests). Second, upload email lists (with advanced targeting parameters). Third, layer them together to reduce the size of your audience and increase lead quality.

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EMAIL TARGETING COMPARISON BY THE NUMBERS (HYPOTHETICAL SCENARIO)



EMAIL OUTREACH

100,000 emails targeted (30 days)

Email deployments (3) \$3,000

Total opens (10% reached) 10,000

Total clicks (5% respond) 500

CPM (Cost per impression) \$.30

Cost per click \$6

META ADVERTISING

100,000 emails targeted (30 days)

Facebook/Instagram ads (\$100/day) \$3,000

Total unique views (80% reached) 80,000

Total clicks (5% respond) 4,000

CPM (Cost per impression) \$.03

Cost per click \$.75

Did You Know: Targeting customers across three channels is ideal as it allows for media buyers to effectively iterate on data, content and spend across channels for maximum return-on-investment.

EMAIL DESIGN FOR MAXIMUM RESPONSE RATES

Clean and concise email design will ensure that your message is read, image is seen, and button is clicked

- > Short paragraph (400 characters or less with text link in first sentence)
- > Compelling image (Use thumbnail with play button for videos)
- > Custom button with instructions (Ideally above the fold on all devices)

Did you know? Email content is quickly skimmed (Example: Read 1.5 sentences > Look at image > Click button). If additional information is needed add a short list of bullet points.

Mobile responsive code is vital as the majority of all email messages are read on a smartphone

- > Keep your code as simple as possible with no special characters or formatting
- > Test user experience across devices and browsers (Example: Litmus)
- > Pay attention to auto formatting of images, buttons and links

ProTip: It is especially important to test your emails with Apple Mail (on an iPhone), Outlook (on a PC) and Gmail (on a Macbook).

Include one call-to-action in your email marketing messages

- > As much as possible promote “no-cost” content that triggers proactive sales follow up
- > Link your text, image and button to the email landing page (3X clicks)

Did you know: First touchpoint emails soliciting a direct response to a sales offer will almost always yield little to no response.

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Use personalization tokens to make your emails get noticed

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Examples:

- > First name <FIRST>
- > Job title and company name <TITLE> <COMPANY>
- > State <STATE>

Pro Tip: Test personalization tokens in email subject lines, preview text and body copy for increased open and click thru rates.

10

A/B test email subject lines to drive maximum open rates

11

- > Keep short (Only the first 3 or 4 words appear in inbox previews)
- > Include relevant or funny emojis (they get opens)
- > Automatically send emails to winning subject line variations

Did you know? 50% of emails are opened based on subject line alone.

Send both company and personal style emails to customers within your ongoing cadence of corporate communications

12

Examples:

- > Send email blasts from <Company Name> twice per month
- > Send emails blasts from <Employee Name> twice per month

Pro Tip: Send emails from a combination of male and female sender names to identify which performs better in your industry. Pay attention to exotic names as well.

13



EMAIL DELIVERABILITY ESSENTIALS

Deploy email campaigns on a steady frequency to establish your sending reputation across email service providers (ESP)

- > Send on consistent days of the week (Example: Thursdays and Tuesdays)
- > Deploy messages in batches (Keep large deployments under 50K messages every 30 minutes)

Pro Tip: Create email batches by sorting email subscriber lists by “email starts with” first letter (Example: Email sending group 1 > A,B,C,D,E,F)

Send from a healthy IP address and email sending domain to ensure that your messages don't go into spam/junk folders

- > Warm up your email sending domains and IP addresses
- > Closely monitor bounce, complaint and unsubscribe levels

Pro Tip: If you have a cold list that has not been engaged by your company in a while run your emails thru a validation service and then send your first message thru a 3rd party. Then import successfully delivered emails back into your CRM.

Subscription management is important for long term email health

- > You must include your company name and mailing address as well as an unsubscribe link in the footer of all marketing emails to be CAN-SPAM compliant.

Pro Tip: Make it easy for people to unsubscribe from your emails if they so choose. If you make the process difficult this will lead to high complaints which will affect your overall email sending ability.

14

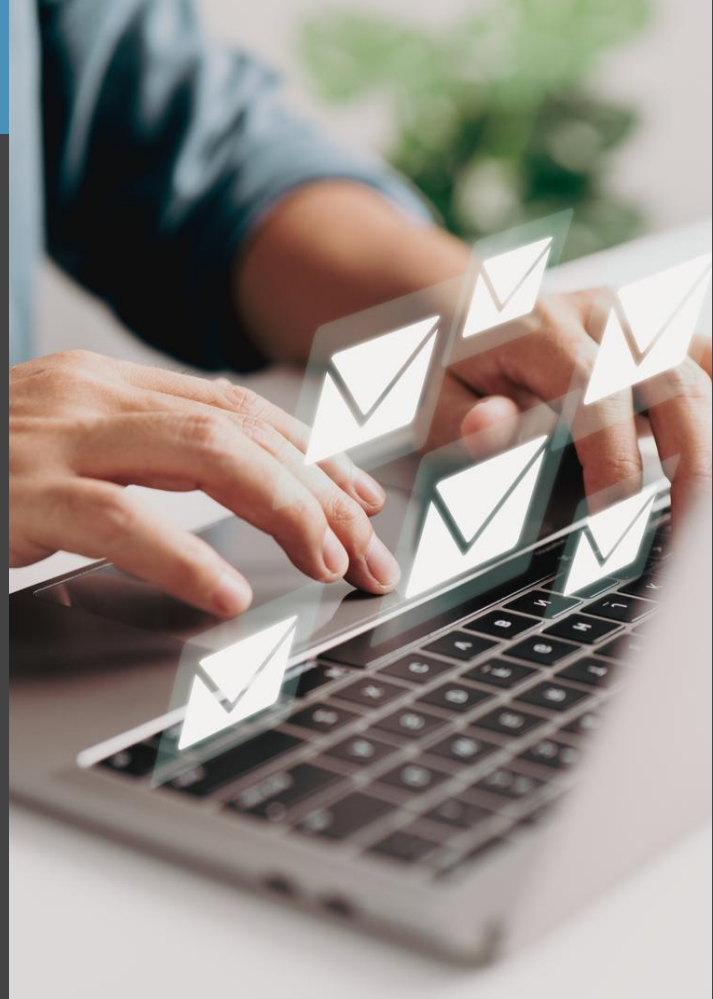
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Scan your emails and remove all spam words that will negatively affect the deliverability of your messages

20

- > Avoid special characters (Examples: \$, !)
- > Avoid prohibited words (Examples: "Free", "Sale", "Buy", "Order", "Click here")

Pro Tip: Email marketers must remove 100% of spam words from subject lines or messages will most certainly find their way into spam traps which will negatively affect future email campaigns.

21

Reference: The Ultimate List of 394 Email Spam Trigger Words to Avoid in 2023 ([Hubspot Blog](#))

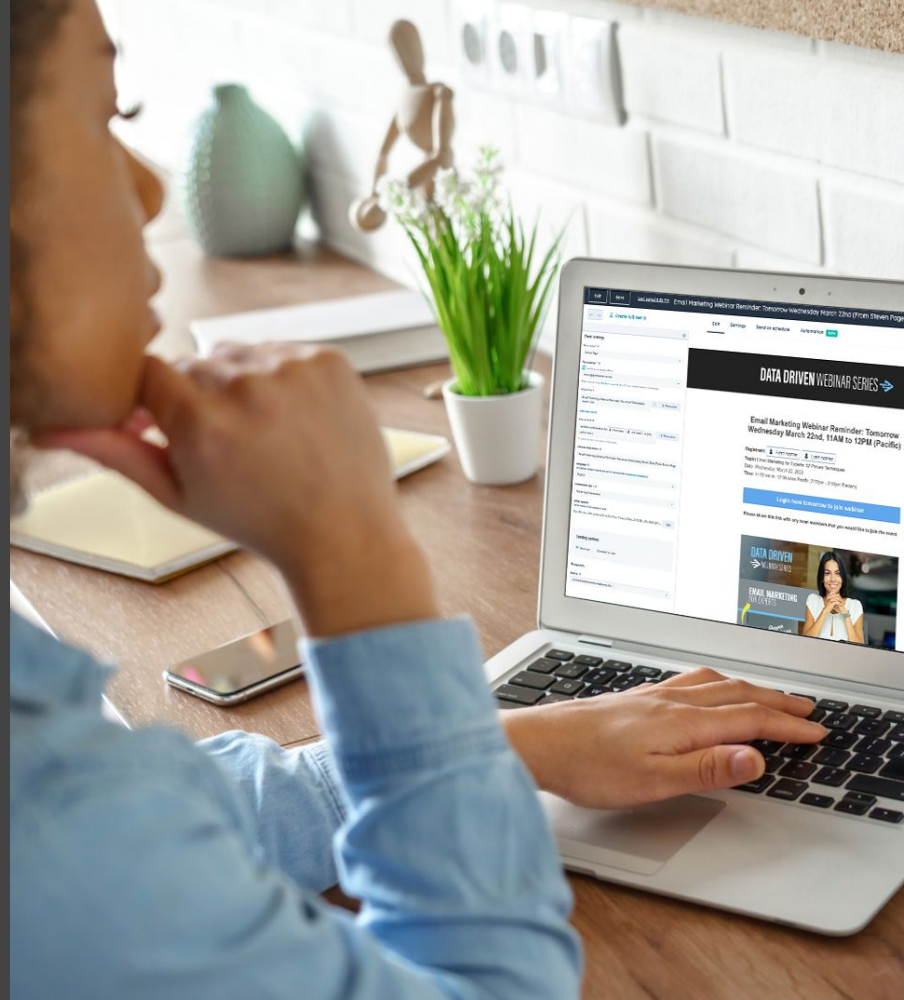
Send from a shield domain to ensure that your primary company domain (aka your website domain) is safe

22

Examples:

- > go.giantpartners.com
- > giantpartners.co

Did you know? If you are sending bulk email blasts from your everyday email domain (Example: giantpartners.com) you are at high risk of getting all employee emails blocked by email service providers (Example: Barracuda).



START USING CHAT GPT FOR AI GENERATED EMAIL CONTENT

Start using AI generated content to streamline the email creation process 23

Top 3 types of Chat GPT searches to strengthen email marketing campaigns:

#1 Create email subject line variations

Example: “Give me top 3 email subject lines for BMW road home event”

#2 Create email messages with character count limitation

Example: “Compose 320 character or less email message for free hearing aid test promotional offer.”

#3 Create email sequence outlines and copy

Example: “Compose 7 part email marketing sequence to grow customer relationship after downloading a free [your product here] resource”

Pro Tip: Include “Email campaign goal” details (Examples: For “highest open rates” “highest click thru rates” “highest conversion rates”) in your ChatGPT request. 24

ChatGPT



compose under 400 character invitation to upcoming email marketing best practices webinar



Dear [Name],

We would like to invite you to our upcoming webinar on email marketing best practices. Join us on [Date/Time] as we delve into the latest strategies for optimizing your email marketing campaigns.

In this session, we will cover everything from crafting compelling subject lines to boosting open and click-through rates. Our team of experts will also share their insights on personalization, segmentation, and automation, providing practical tips that you can implement right away.

Don't miss out on this opportunity to improve your email marketing game. Register now to secure your spot and take your campaigns to the next level.

Best regards,
[Your Name]



Anne McDonnell

Strategic Customer
Success Manager
at Hubspot



Chapter 2: Email Integrations, Automations and CRM

EMPOWER SALES AND CUSTOMER SUCCESS TEAMS

Google or Office 365 integration with real-time email and calendar syncing with automatic tracking, notifications and contact creation

- > All devices and programs (Apple mail and Outlook)
- > Entire email history from all connected reps appear chronologically in contact activity

Standardized email signatures with consistent branding and formatting for seamless customer experience

- > Standardize company, title, email, phone/sms number, calendar, logo and headshot

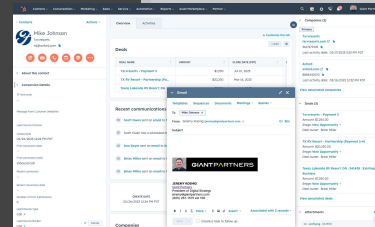
Pro Tip: “Login as a user” to configure email preferences (signature, dashboard and templates) for employees and teams.

Easy to use email templates with personalization tokens

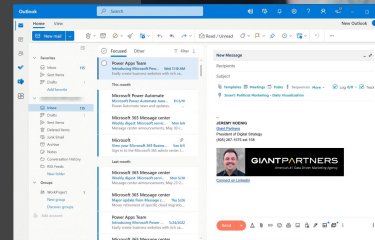
- > Lead follow ups with case studies
- > Presentation follow ups with proposals
- > Payment follow ups with contracts
- > Onboarding follow ups with timelines

Pro Tip: Use snippet functionality to provide easy access to frequently used text and use to create outlines.

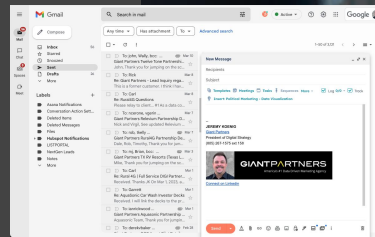
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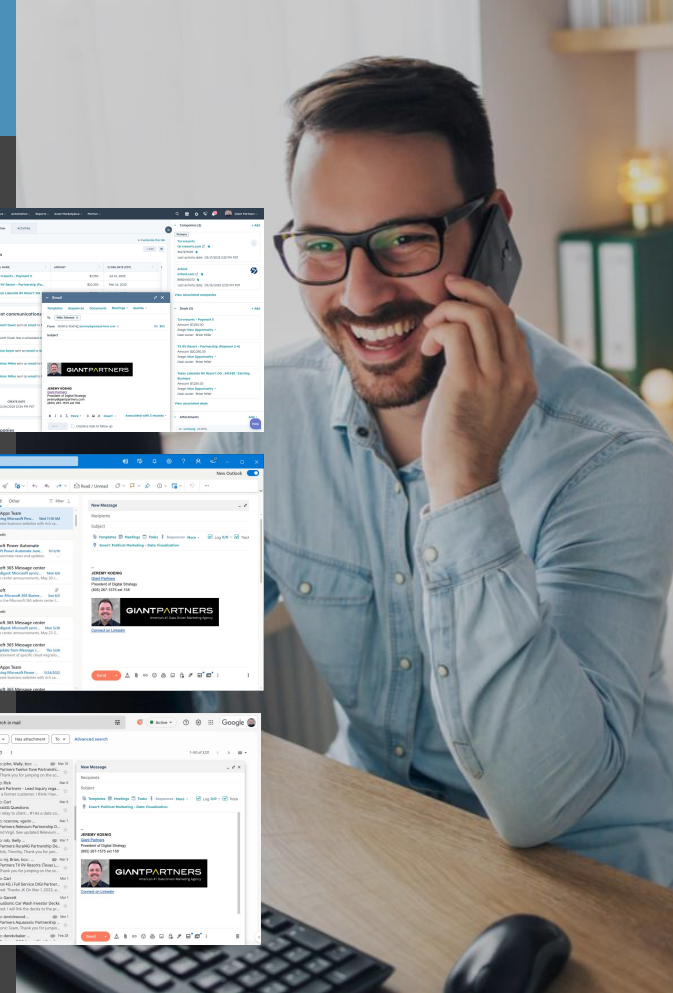
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Notify reps and managers in real-time when leads are ready for follow up and when conversions occur

> Send immediate lead instructions to contact owners (assigned rep via automation or round robin) and to sales manager for oversight.

> Reinforce notification with “Pop up” push notifications on Mobile App and Google Chrome.

Pro Tip: Follow up with leads in 5 minutes or less to increase sales conversions 400%.

Empower reps to track email activity with a live activity feed

- > See opens and clicks in a live feed (Who opened and clicked your message)
- > See document open frequencies (Which pages of your PDF did they view)
- > See video views and duration rates (Did they watch your video and for how long)

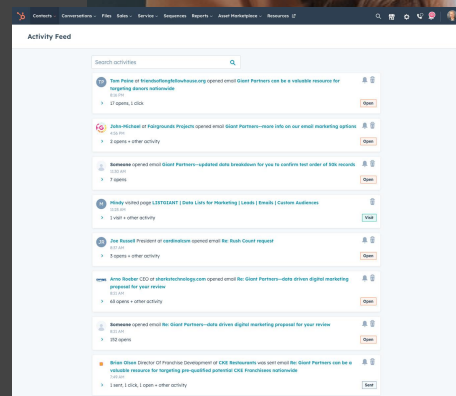
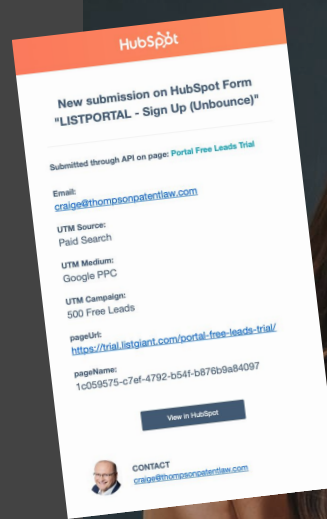
Pro Tip: Use email engagement activity data to prioritize and schedule lead follow up dates and times.

30

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EMPOWER YOUR MARKETING TEAM

Send regular communications to your existing database of subscribers to increase campaign awareness and drive re-orders

- > Thought leadership (free resource downloads)
- > Webinars and events (free signups)
- > Promotions (limited time promo codes)
- > On average, 7 touch points of communication are need to drive a conversion

Pro Tip: Send 4 pieces of helpful content before emailing an offer.

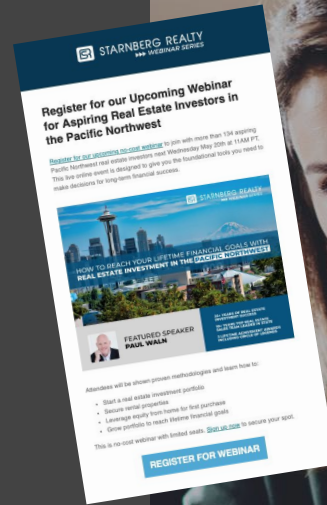
Segment and tailor communications to customers, opportunities and prospects with dynamic lists

- > Send company style emails from “Company Name” (Example: Seasonal Florist)
- > Send personal style emails from “Employee Name” (Example: Stephanie Jones)

Send messages from your company email sending domain to ensure maximum deliverability and engagement

- > Ensure your emails don't go into spam
- > Manage opt-in permissions to avoid complaints

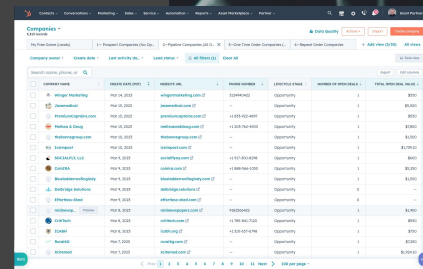
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Schedule email campaigns in batches to throttle lead volume for effective follow up on inbounds and conversions

- > Send emails during peak response times
- > Send emails during ideal follow up times
- > Protect yourself from website crashing click floods

Pro Tip: For lead generation campaigns deploy emails when your team is ready to follow up during regular business hours.

A/B test subject lines, creatives, copy, and sender names

- > Concise emails are best (Paragraph, image, button and clear call-to-action)
- > Emails with video thumbnails are 4X more likely to be clicked

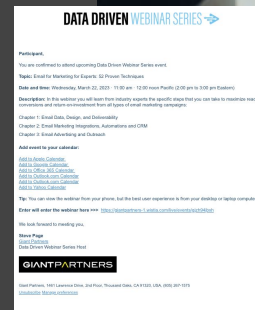
Did you know?: According to Hubspot data the majority of email views come from mobile devices (41%), followed by desktop (39%).

38



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AUTOMATE YOUR SALES FUNNEL

Ecommerce automations maximize website conversions by ensuring that every visitor is engaged with tailored limited time promo codes

41

- > Abandon cart sequences: Deals, discounts and progressive offers
- > Promotion reminders
- > Welcome email sequences
- > Post purchase follow up sequences: Recurring offers, bundles and discounts on repeat orders
- > Re-engagement email sequences: “You haven’t purchased in a while” style messaging

Did you know? 90% of promotion redemption happens on the last day of a sale.

Send immediate lead follow up messages with next step instructions

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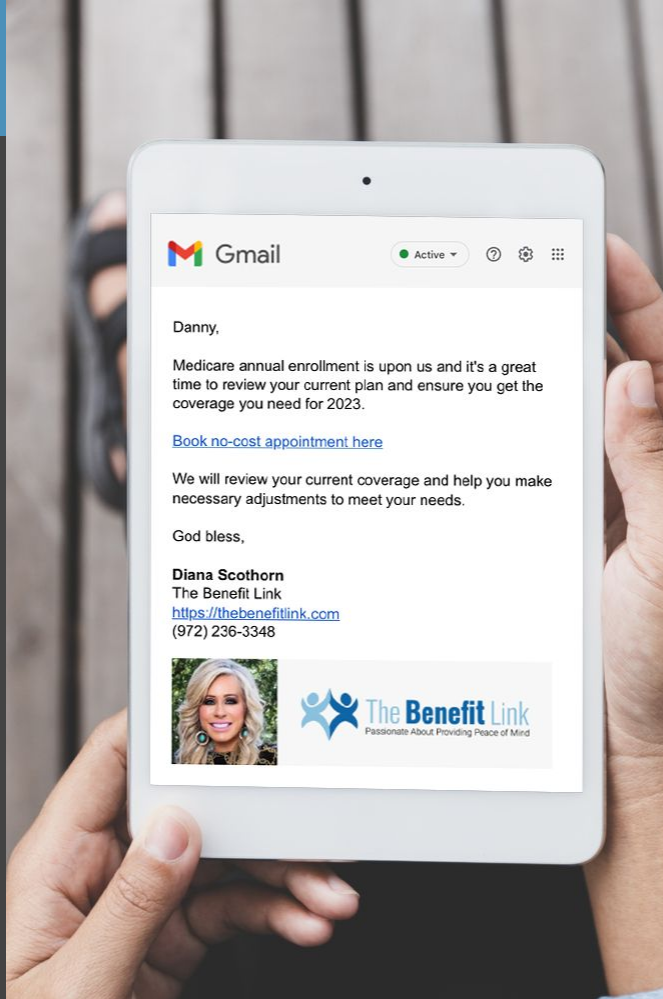
- > Send autoresponder “Thank you” message with calendar link to book a meeting
- > Send presentation date and time reminders with login credentials and “add to calendar” links

Send event reminders to ensure maximum “day of” participation

43

- > Login credentials and instructions
- > Week before, day before, hour before automated message reminders (email and text)

Did you know? Event participation doubles when registrants receive multiple forms of reminders leading up to an online event.





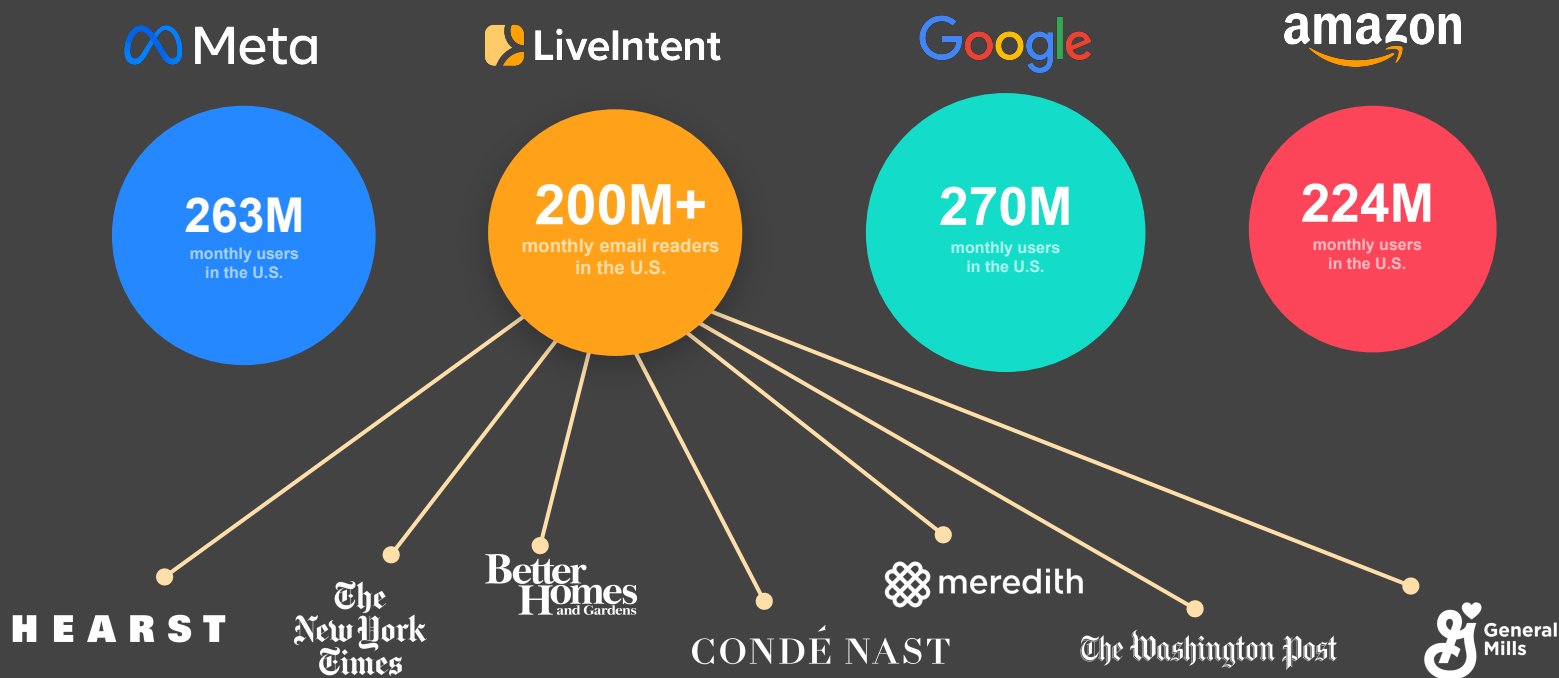
Curran Bell

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Chapter 3: Email Advertising, Outreach and Hacks

LIVEINTENT EMAIL ADVERTISING EXCHANGE OFFERS SCALE



WHAT IS PROGRAMMATIC DISPLAY EMAIL ADVERTISING?

Email is the #1 used application across desktop, mobile, and tablet devices

- > Almost 100% of the U.S. population over the age of 12 has at least one email account.
- > Nearly 20 minutes of every hour spent online is in email, more than any other activity.
- > 59% of consumers say that marketing emails influence their purchasing decisions.

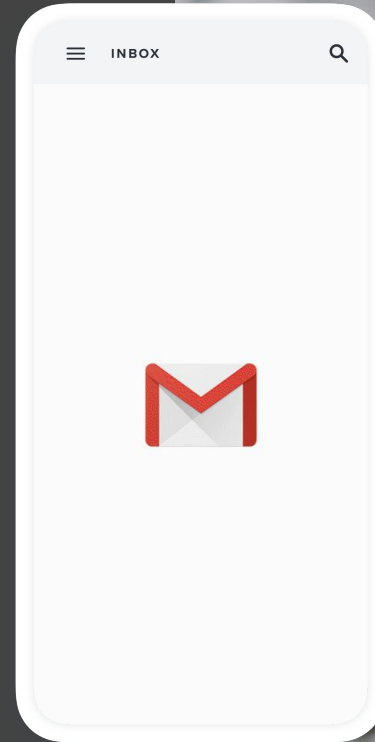
LivelIntent is a people-based platform that delivers ads within brand and publisher emails

- > 2000+ premium publishers: We monetize their email newsletter inventory by serving an ad to an engaged reader when an email opens.
- > 200+ million unique people: We have a massive audience, across professional and personal email addresses, that actively open and engage with daily newsletters.
- > Advertising in email is not email blasting: We don't send emails, but rather deliver display and native ads in a unique channel that is incremental to other programmatic media.

Did you know? LivelIntent is a future proof technology platform that is not affected by big tech and government policy changes (Examples: Apple IOS 14 update and Google deprecating cookies).

44

45



HOW EMAIL ADVERTISING FOR CUSTOMER OUTREACH WORKS

Deliver a creative message that is endemic to the email newsletter environment and put email to work throughout your customer lifecycle

Acquire new customers

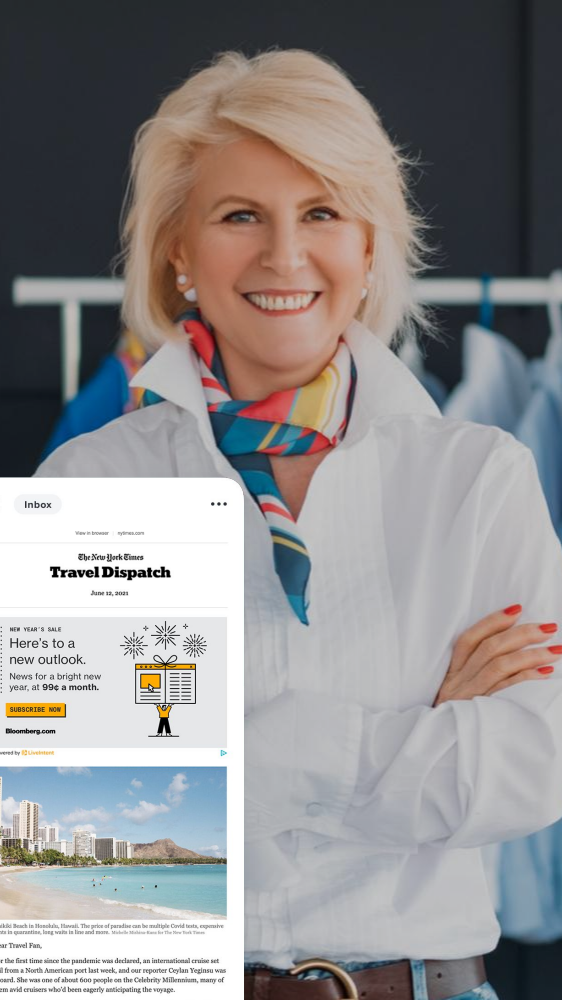
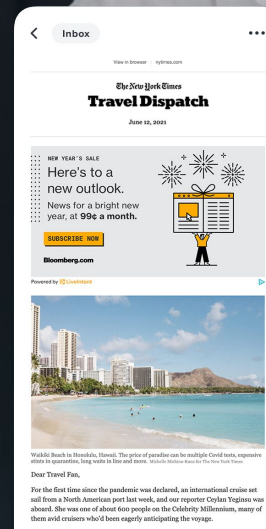
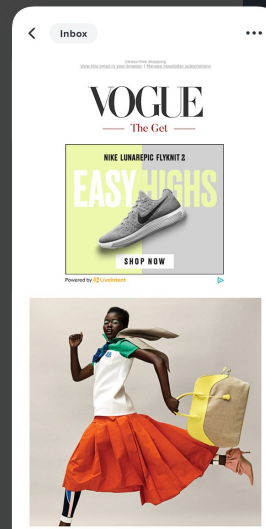
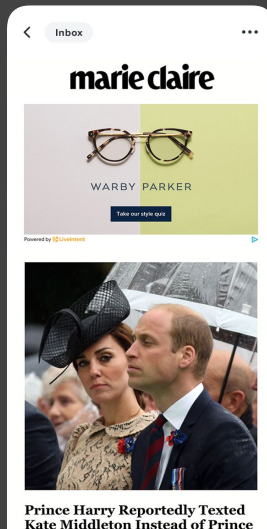
- > Reach new high-value customers
- > Build lookalike audiences
- > Target curated inventory packages
- > Suppress current customers

Grow existing relationships

- > Re-target customers visiting your site or app
- > Promote upsell or cross-sell opportunities
- > Raise awareness for promotions and special offers

Re-engage lapsed customers

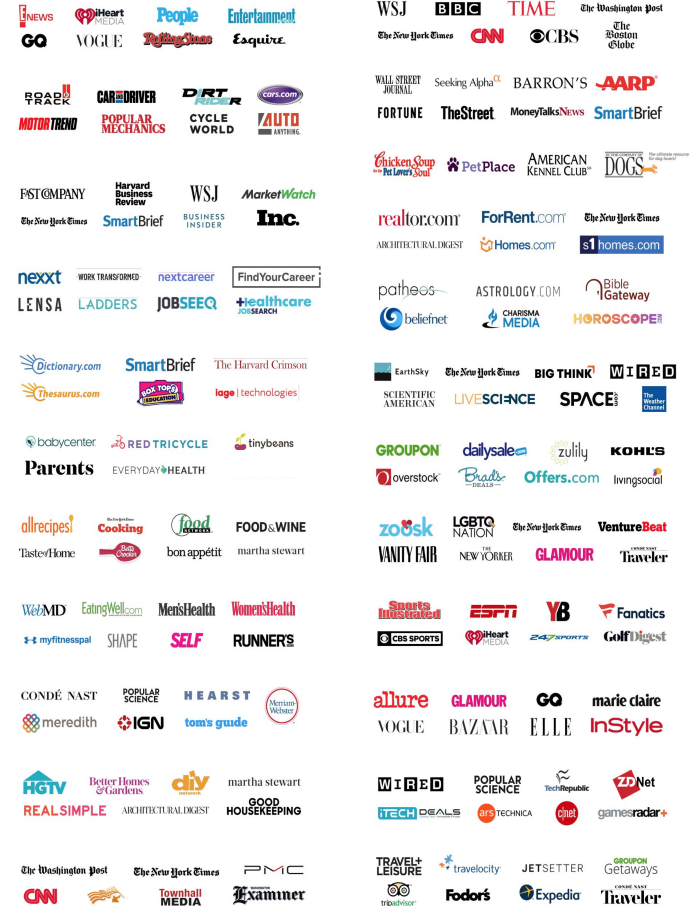
- > Target custom audiences with relevant ads
- > Promote loyalty programs and events to top customers
- > Invite lapsed customers back with discounts



TOP PERFORMING EMAIL ADVERTISING CATEGORIES

LivIntent advertising categories with monthly performance statistics and readership by the numbers

> Arts and Entertainment	1B impressions	49M readers
> Automotive	42M impressions	2M readers
> Business	213M impressions	18M readers
> Career Seekers	133M impressions	9.4M readers
> Education	97M impressions	8.8M readers
> Family and Parenting	273M impressions	18.7M readers
> Food and Drink	982M impressions	24M readers
> Health and Wellness	444M impressions	31.3M readers
> Hobbies and Interests	596M impressions	22.7M readers
> Home and Garden	384M impressions	14.5M readers
> Law, Gov and Politics	309M impressions	51.4M readers
> News	2.6B impressions	6M readers
> Persona Finance	70M impressions	2.5M readers
> Pets	3.9M impressions	1.1M readers
> Real Estate	44M impressions	4.2M readers
> Religion and Spirituality	70M impressions	1.7M readers
> Science	32M impressions	1.1M readers
> Shopping	2.6B impressions	62M readers
> Society	3.62M impressions	21.8M readers
> Sports	264M impressions	21.8M readers
> Style and Fashion	201M impressions	7.8M readers
> Tech and Computing	134M impressions	5.3M readers
> Travel	860M impressions	26M readers



EMAIL ADVERTISING HACKS FOR ACCELERATED PERFORMANCE

Target pre-qualified audiences in a live curated marketplace alongside brands, products and services that your customers love

50

- > **Scalable cookieless audience segments:** Confidently scale your campaigns while targeting a deterministic, high-value audience.
- > **Based on observed behavior:** Audiences are bucketed based on a person's interactions with newsletter and website content.
- > **Upload data and match users within the LiveIntent network:** Create additional touchpoints in your omni-channel marketing strategy for more campaign awareness and increased conversion rates.

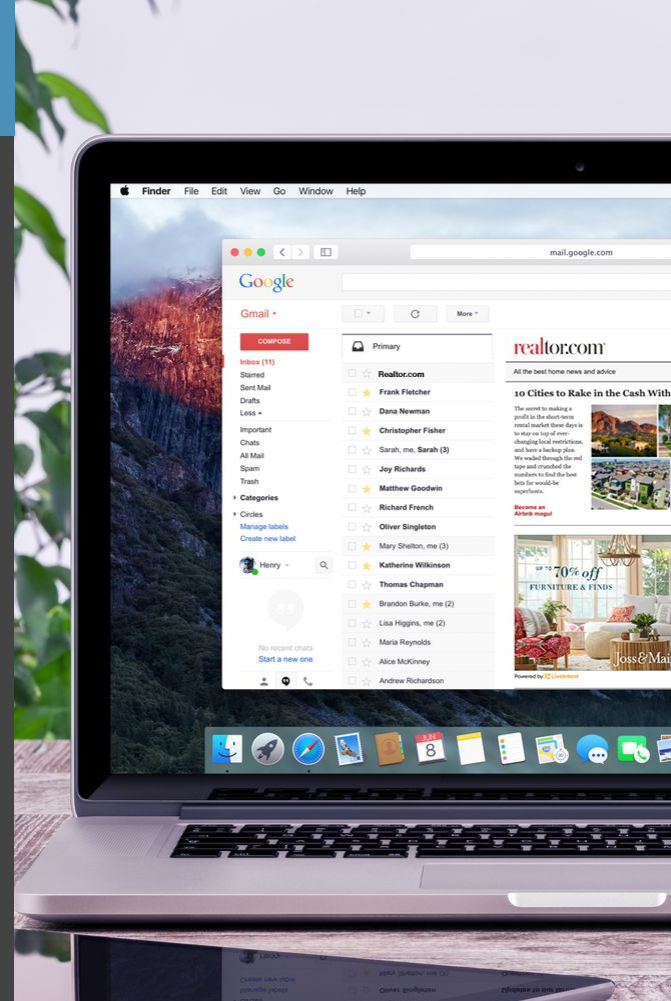
Pro Tip: Upload and target custom audience databases to restrict your targeting to consumer and business profiles that meet your unique buyer requirements (Example: Auto and Home Status)

51

Optimize email advertising campaigns based on impressions and conversions

52

- > **Daily CPM is based on audience size for interest groups and uploaded databases:** Layer interest groups with uploaded data to increase campaign performance and let the LiveIntent advertising algorithm work for you based on conversion events.



A modern desk setup with a white pegboard, a desk lamp, books, a mug, and stationery. The background is a light gray wall with a framed picture in the top right corner.

QUESTIONS AND ANSWERS

Please type your **questions into the chat**

A modern desk setup with a white pegboard, a desk lamp, books, a mug, and a pen holder.

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or visit **giantpartners.com** to learn more about data and digital marketing
services that strengthen your upcoming marketing campaign.