

Effective Marketing Through Email



Ladies, ladies, ladies.
This is our first issue since our #MeToo event on June 22 — one that a couple weeks to test and review, and also now back to work, in so many ways. And the overarching goal is to make sure you get what you need, fast. In these digital days, we sure want to spend more time in their inbox than is absolutely necessary. A dash of automation, a dash of empowerment, and a sprinkle of relevant news and images to make your business the go-to resource. We're getting to it.

in the news
The US Supreme Court just decided that employers can refuse to cover reproductive healthcare needs for birth control or their employees benefits, if their religion is opposed to women's bodily autonomy. As you can imagine, this is a real ball back for women's rights, and a horrible headline. <https://www.buzzfeednews.com/article/roberta/uscourt-women-birth-control> on the spot.

in your feed
Getting in the spirit. [View @buzzfeednews on the spot.](#)



in the powder room
During #MeToo we added our 'female friends' who are standing by their values throughout that COVID, and now the Black Lives Matter movement's launch, we're looking for more resources. [Check out our new resource page.](#)



Have you tried out the Trello Team Toolkit? These tips and tricks will help you create your best teamwork boards yet.

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Everything you need to eat healthy.

Your delivery includes fresh groceries plus, simple, 10-minute recipes that bring those groceries to real (and delicious) life. Plus, you'll get 30% off your first order of \$99+. Score!

[GET STARTED](#)

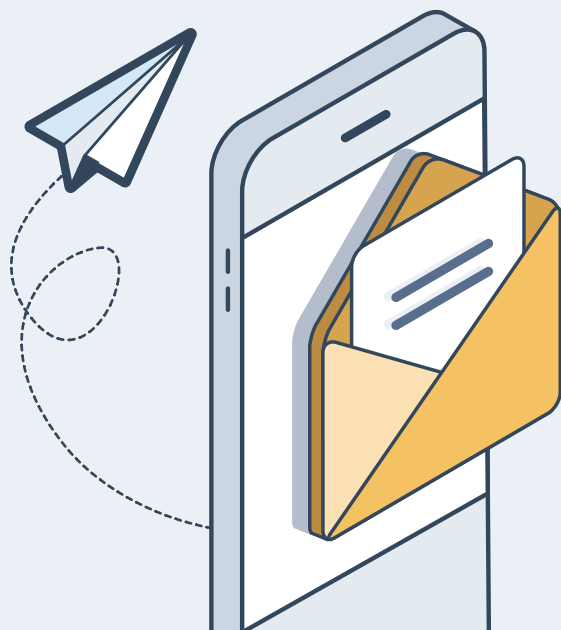
GIVEAWAY

Dinner at home on the patio (or fire escape) is the new "going out", so we're having fun with it. We've joined Our Place, Paddywax, Curious Elkins, and The Novogratz to give away everything you need to enjoy some time under the stars.

[CLICK HERE](#) to enter.

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Introduction

Over the past few years, email marketing has gone from being just another rung on your company's digital marketing strategy ladder to an undeniable necessity. The good news is: [99% of consumers check their email every day](#). The bad news is: with an increasing number of brands investing in email marketing, it's harder than ever to capture your contact's attention and engage them in meaningful conversations.

Executing a successful email marketing campaign is not as easy as it may seem. Anyone who's tried email marketing knows it's not as simple as quickly drafting a message and hitting send. After making sure you're complying with CAN-SPAM regulations, you have to access the right tools and software, design attractive and engaging emails, create different types of emails for all different situations, and track your metrics.

Today, the key to crafting a successful email marketing strategy lies in creating trust with contacts and building genuine, long-lasting relationships with them. Effective email marketing takes time, effort, listening, analytics, and a strategy. But don't worry: This guide will take you step-by-step through how to get started with email marketing.

The Types of Marketing Emails

The most successful marketing emails are not sent on a whim, but are instead part of a larger, calculated strategy. Whether you are launching the first email marketing campaign for your brand or looking to revamp an existing email marketing strategy, the first step is determining your intention. Why are you sending out an email? (Tip: it's not because "everyone is sending emails"—think about why YOU want to send an email.)

To determine your email marketing intention, answer this question for yourself: What do you hope to achieve through your email marketing campaign? Your intended goal will determine which type of marketing email you should send.

To help you decide which type of marketing email will best help you achieve your goal, read on for the major marketing email types:

Newsletters

A newsletter is an email you send regularly to certain segments of your email list that helps you interact and build relationships with your leads and customers. Typically, these newsletters are summaries of recent content you created and a place for announcements or updates. They are an increasingly popular type of marketing email, but not every brand needs a newsletter.

A newsletter can be beneficial if you're trying to generate leads and traffic to your site, maintain relationships, better qualify leads, and close more deals. If your brand's goals line up with any of those, you need to craft killer email newsletters, like this one from [Freelancing Females](#).



Lead Nurturing Emails

Lead nurturing emails are usually part of a connected series that guides users further down your sales funnel. They're launched automatically whenever a user takes a specific action, such as downloading a content offer on a landing page or requesting a trial. To maximize your returns with lead nurturing emails, it's important to segment your audience by behaviors so you're delivering highly targeted messages to readers at [every stage of the buyer's journey](#).

Here's an example of a lead nurturing email from [Hungryroot](#), a grocery delivery service. It includes a discount, a link to sign up, and a giveaway. This offers leads a few opportunities to take different actions based on how ready they are to take the plunge into becoming a customer.

HUNGRYROOT

Everything you need to eat healthy.

Your delivery includes fresh groceries plus, simple, 10-minute recipes that bring those groceries to real (and delicious) life. Plus, you'll get **30% off** your first order of \$99+. Score!

GET STARTED

GIVEAWAY

Dinner at home on the patio (or fire escape) is the new "going out", so we're having fun with it. We've joined [Our Place](#), [Paddywax](#), [Curious Elixirs](#), and [The Novogratz](#) to give away everything you need to enjoy some time under the stars.

Click [here](#) to enter.

GET STARTED

@hungryroot

This email was sent to you by Hungryroot Inc., 7 W 29th St, New York, NY 10019. It's only delivery in your area. Please add hello@hungryroot.com to your address book and call ahead for the latest free ground shipping promo available. No longer want to receive these emails? Unsubscribe

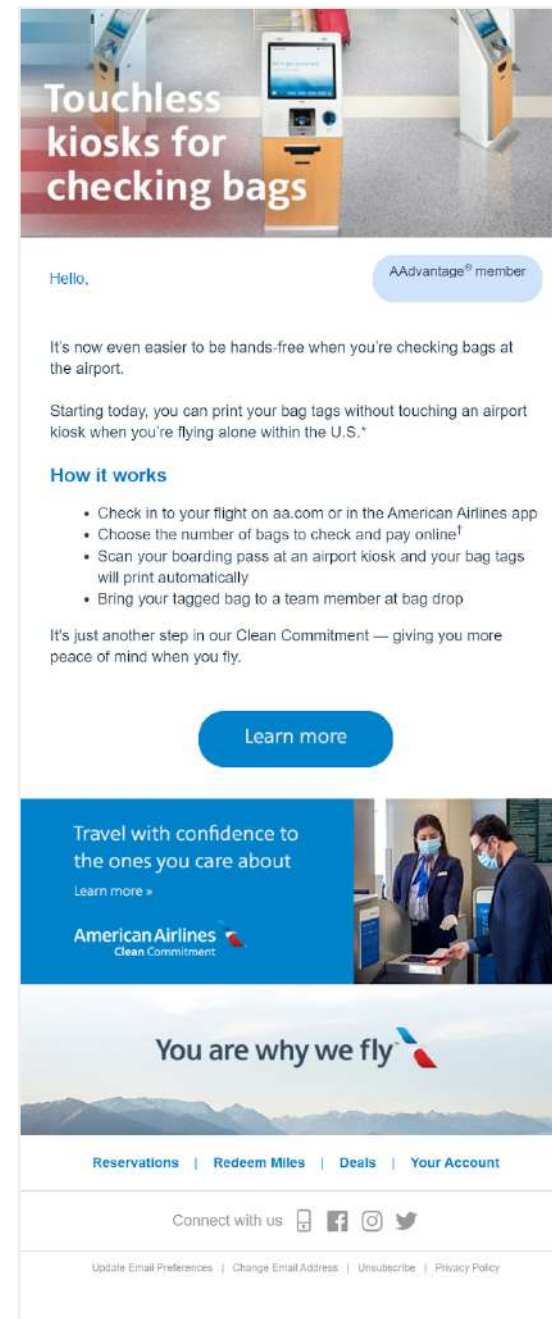
Informational Emails

Similar to a newsletter, this type of email delivers an update to a large group of readers. In these emails, you could send announcements relating to:

- New content
- Product updates
- Upcoming events
- Event updates
- Co-marketing partnerships

For example, if you want readers to sign up for your webinar, your informational email should contain facts pertaining to registration windows, times and dates of the event, a short description, and how readers can sign up.

Here's an informational email from [American Airlines](#) that tells recipients about a new feature, touchless kiosks.



Transactional Emails

Once you've grown your email list a little bit, how do you engage the prospects and customers you have a relationship with? Transactional emails are automatically triggered when a reader performs a specific action, such as signing up for your newsletter, purchasing a product, and so on. The most common forms of transactional emails are:



CONFIRMATION EMAILS

Confirmation emails should be just that—confirmation emails. To avoid any confusion, keep these emails simple, with just a brief summary of the information your recipients would want you to confirm. Try not to fuss with the design, as they simply want to know that the action they took was completed so they can save the information, have peace of mind, and move on.



KICK-BACK/THANK YOU EMAILS

Whenever a prospect, lead, or customer fills out a form on one of your landing pages, a kickback email should automatically get triggered after their submission. Depending on the form, these kickback emails are often referred to as thank-you emails. Be sure not to overcomplicate the appearance of these emails. The reader isn't looking for additional information, but rather the offer or content they already know they redeemed.



WELCOME EMAILS

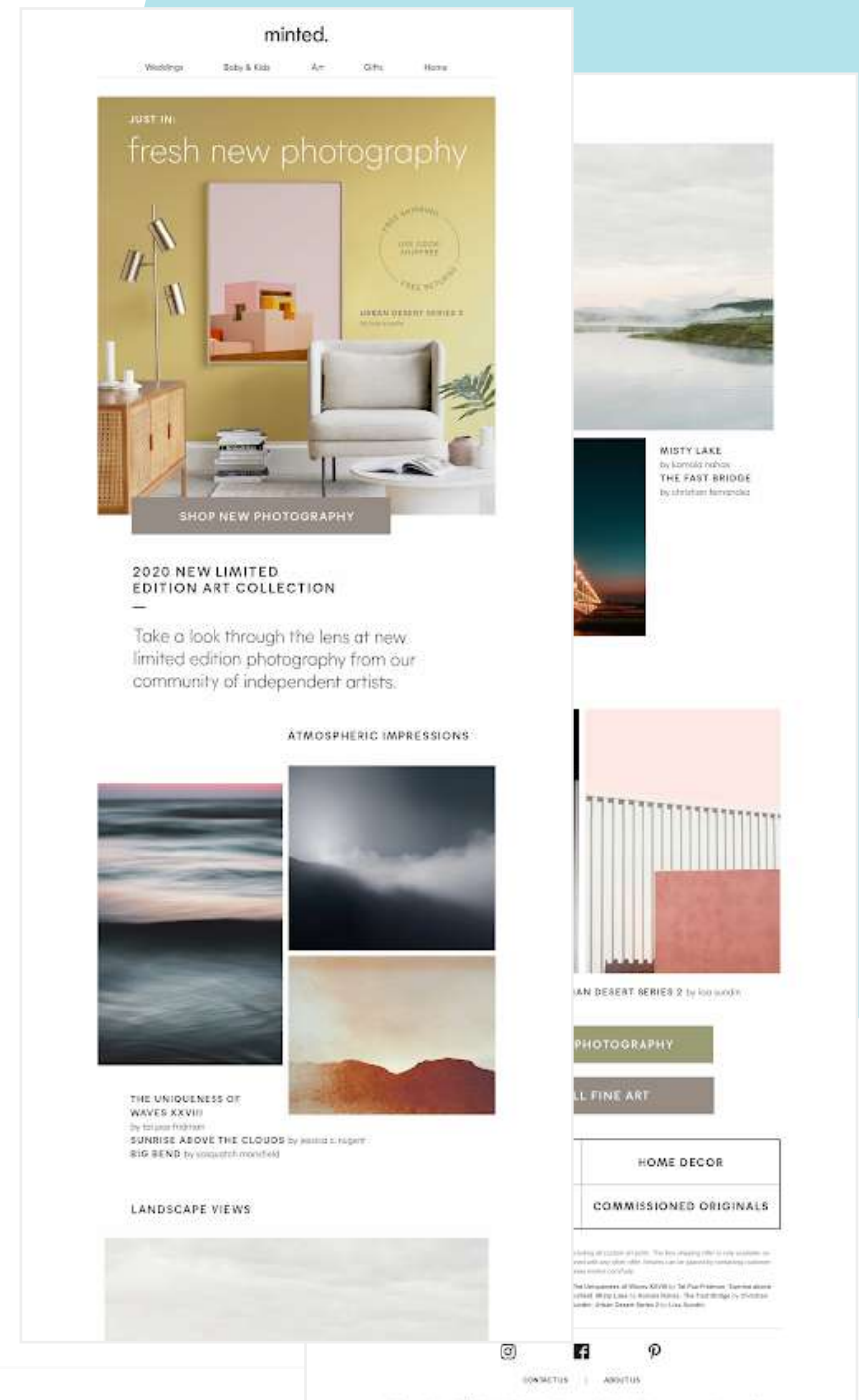
Welcome emails are the perfect option for thanking and providing more information to people who have signed up for your newsletter, product trial, or other offer. Use your welcome email to showcase your brand's personality and to highlight the value that recipients can expect to receive. If you're welcoming new users to a product or service, the welcome email is a great place to explain how everything works and what users need to do in order to get started.

New Content Announcement Email

When you are ready to announce your next sale, ebook, webinar, coupon, free trial, or any other promotion, use a new content announcement email to spread the word. The main feature of new content emails is a prominent CTA (call to action). You will want to use this email format sparingly and for offers and content you particularly want to highlight.

When it comes to designing an email for a specific offer, the main component to keep in mind is the offer itself. You want the copy to be brief but descriptive enough to convey the offer's value. In addition, include a large CTA image/button underneath the copy to make the action you want email readers to take crystal clear.

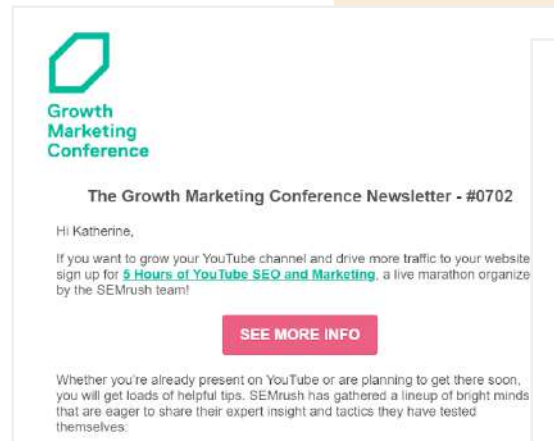
Take a look at this email from [Minted](#), a stationery company. With clear calls-to-action, the artwork speaks for itself and it's easy for customers to quickly browse the new designs.



Product Update Email

Many companies choose to send weekly or monthly product digests to keep their customers or fan base up-to-date with the latest features and functionalities. These product update emails can be tough to write because their content is typically not as flashy as an offer email. That said, it's important to keep these emails simple and straightforward.

To keep your email subscribers on their toes, rather than inundating your contacts with a slew of emails about each individual product update, consider sending a sort of roundup of new updates or products periodically. For each update you list, include a large, clear headline, a brief description, and an image that showcases the product or feature. It's also worth linking to a custom page for each feature to make it easy for recipients to learn more about it.



Event Promotion Email

Don't overlook email when promoting the upcoming event you're hosting. If you want to invite your contacts to an event and motivate them to register, it's extremely important to clearly showcase why that event is worth their attendance.

A great way to do so is through visuals. A lot of events cost money to attend, and most cost a pretty penny. So if you want to attract registrants, cut down on the copy and show potential registrants why the event will be awesome. Have your design team create some killer visuals to promote in your event email and across your social media accounts to garner cross-platform interest in your event, and ensure no one goes uninvited.

Check out this email from [Growth Marketing Conference](#). Paired with an eye-catching visual, the registration link is included several times throughout, making it easy to sign up.

Getting Set Up

Before you can send your first marketing email, there are some ducks left for you to get into a row.

There is an array of tools and tech that you'll need to successfully launch your marketing emails. To set yourself up for success, make sure you've checked all of these steps off of your email marketing to do list:

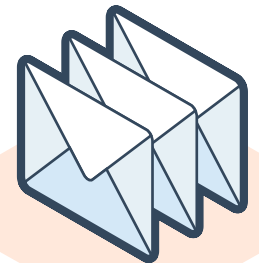
Choose an Email Marketing Service

An email marketing provider (ESP) is a great resource if you're looking for any level of support while fine-tuning your email marketing efforts. [HubSpot's Email Marketing tool](#) allows you to efficiently create, personalize, and optimize marketing emails that feel and look professional without designers or IT. There are a variety of features to help you create the best email marketing campaigns and support all of your email marketing goals.

Additionally, you can analyze the success of your email marketing so you can share the data that matters most to your business with your team. The best part? You can use HubSpot's Email Marketing service for [free](#).

Here are examples of features services like HubSpot offer to consider when [choosing an email service provider](#):

- CRM platform with segmentation capabilities
- Good standing with Internet Service Providers
- A positive reputation as an email service provider (ESP)
- Easy-to-build forms, landing pages, and CTAs
- Simple, stylish email templates
- Automation
- Simple ways to comply with email regulations
- Ability to split test your emails
- Built-in analytics

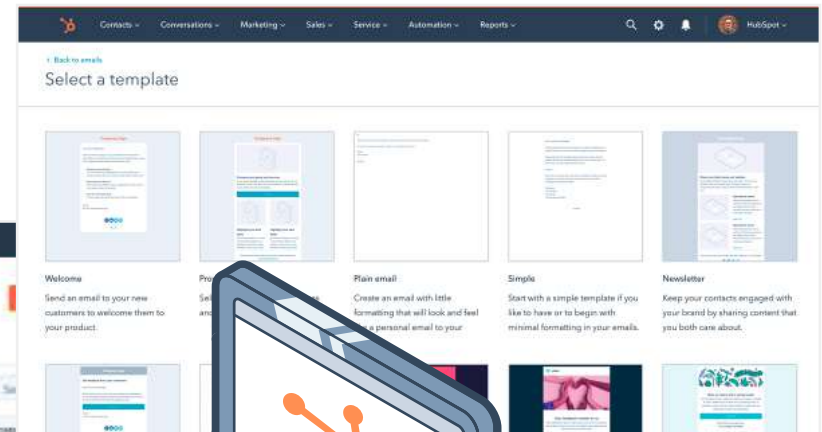
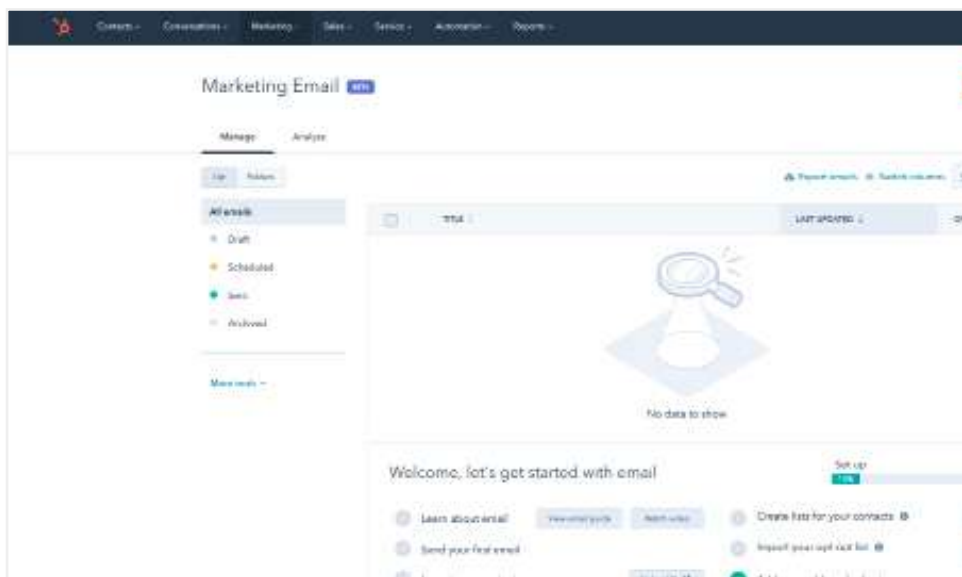


Choose a CRM with Free Email Marketing

Instead of shopping around for an ESP, you could choose a CRM that includes free email marketing tools. With a CRM, you get full insight into the customer's journey with your brand. You're able to ensure your marketing is not seen out of context, and better understand how each action you take is turning leads into loyal customers. For example, the [addition of email marketing tools into the free HubSpot CRM](#) helps to optimize business' understanding of their customers.

For non-designers, a host of email templates is crucial, with options available for everything from newsletters to holiday celebrations. HubSpot's email tool includes an intuitive drag and drop email editor that makes it easy to style the email to match your brand and create a compelling message for your customers.

HubSpot's email tool gets more powerful as you grow. If you upgrade to Marketing Hub Starter, the amount of email sends you have will scale with the number of contacts you have in your account, and you'll be able to connect an email sending domain to HubSpot. Upgrading to Marketing Hub Professional or Enterprise, you'll unlock premium features such as A/B testing, Smart content, and the ability to send an email at the same time across time zones, upping your email marketing game.



Implement Email Segmentation and Create Lists

Email segmentation is the act of breaking up your large email list into sub categories, or smaller lists, that pertain to your subscribers' unique characteristics, interests, and preferences. The subscribers to your marketing emails are humans, after all, and we should do our best to treat them as such. That means not sending generic email blasts. Segmentation is a vital part of email marketing because if you send the wrong content to the wrong people you run the risk of losing subscribers.

The first step in email list segmentation is creating lead magnets and opt-in forms for each part of the buyer's journey. That way, your contacts are automatically divided into separate lists depending on what triggered their subscription to your marketing emails. Beyond that, email marketing platforms allow you to [segment your email list](#) by contact data and behavior to help you send the right emails to the right people and move leads closer along their journey to becoming brand advocates.

Here are some ways you could break up your list:

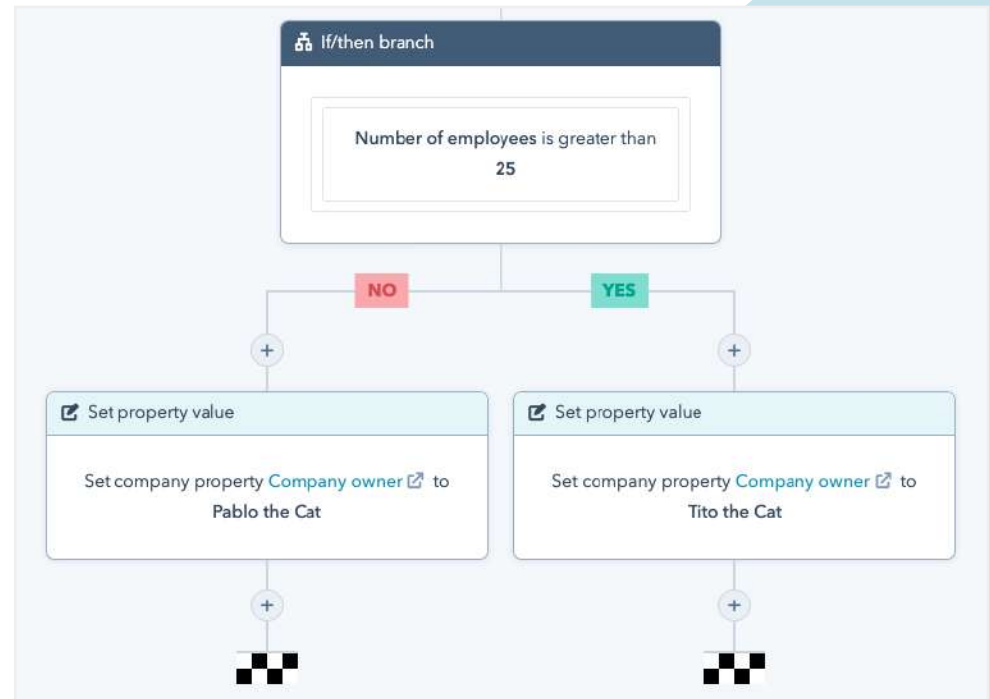
1. Geographical location
2. Lifecycle stage
3. Awareness, consideration, decision stage
4. Industry
5. Previous engagement with your brand
6. Language
7. Job title



Incorporate Automation in the Form of Workflows

Automation is putting your list segmentation to use. Once you've created specific subgroups, you can send automated emails that are highly targeted. One way to do this is by using workflows. Think of [workflows](#) like a flow tree with yes/no branches that will execute actions based on the criteria that you set.

Workflow tools are smart enough to know if a user opened an email or downloaded an offer, and it will set off a series of actions based on that behavior. That means, it can send an email series, or even change a prospect's lifecycle stage based on what a user does. The best part is, workflows are smart – they can change the course of your automated series based on what your prospect will find useful. For instance, if a new subscriber receives a welcome email and the subsequent email is set up to send them an offer that they already found and downloaded on your site, the workflow tool will know and adapt. In an autoresponder, a user receives a specific set of emails at specific time intervals no matter what action they take.



RSS Feeds

RSS stands for “Really Simple Syndication” and is an easy way for blog readers to be able to subscribe to your blog and get regular emails with new blog posts. This takes a lot of the work out of the equation for marketers because you don’t have to manually add new blog posts to an email template and send it out daily/weekly/monthly/quarterly. HubSpot allows you to create an email-based subscription to your external blog using an RSS feed. Easily create a list of blog subscribers using a HubSpot form and an external form field, then create a new RSS email that will pull in new posts to the template of your choosing.

The screenshot displays the HubSpot interface for creating an RSS email. The top section, titled 'Edit RSS', includes fields for the RSS feed URL and options to preview the feed. The middle section shows a preview of the email content, which includes a headline 'UK Cryptocurrency Tax Guidance Revealed' and a sub-headline 'Gold's Monthly Returns Beaten by Bitcoin'. The bottom section, titled 'Recipients' and 'Sending schedule', shows the recipient list 'List for RSS email (247)', the send frequency 'Monthly', and the total number of recipients '218'.

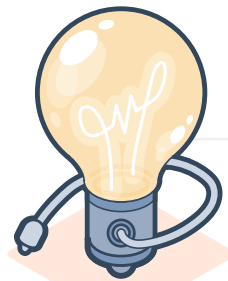
Check out the step-by-step guide on setting up an RSS-to-email blog subscription using HubSpot.

Email Design Tips

Now that you have all of the tools and know the best practices on how to send your marketing emails, it is time to consider what you want your emails to look like.

The content and design of your marketing emails will be what sets your brand above the competitors in your field. Enticing design and brief, responsive copy are how you effectively keep recipients reading and interacting with your email content.

To ensure your emails stand out in subscribers' crowded inboxes, here are our email design best practices:



Your Email is Only as Strong as Your Subject Line

Considering your email subject line is the first thing anyone sees when you send them an email, its importance cannot be overstated. Your subject line should capture their attention so they want to open the email and continue reading. The best subject lines:

- Grab the attention of your readers in as few words as possible (less is more).
- Provide some sort of value and/ or information that makes them want to open the email.
- Summarize what recipients are going to read and/ or see once they open the email.
- [For more subject line-inspo, check out the best we have ever seen.](#)

Here's a great example of a subject line from Trello:
it's short, to the point, and eye-catching.

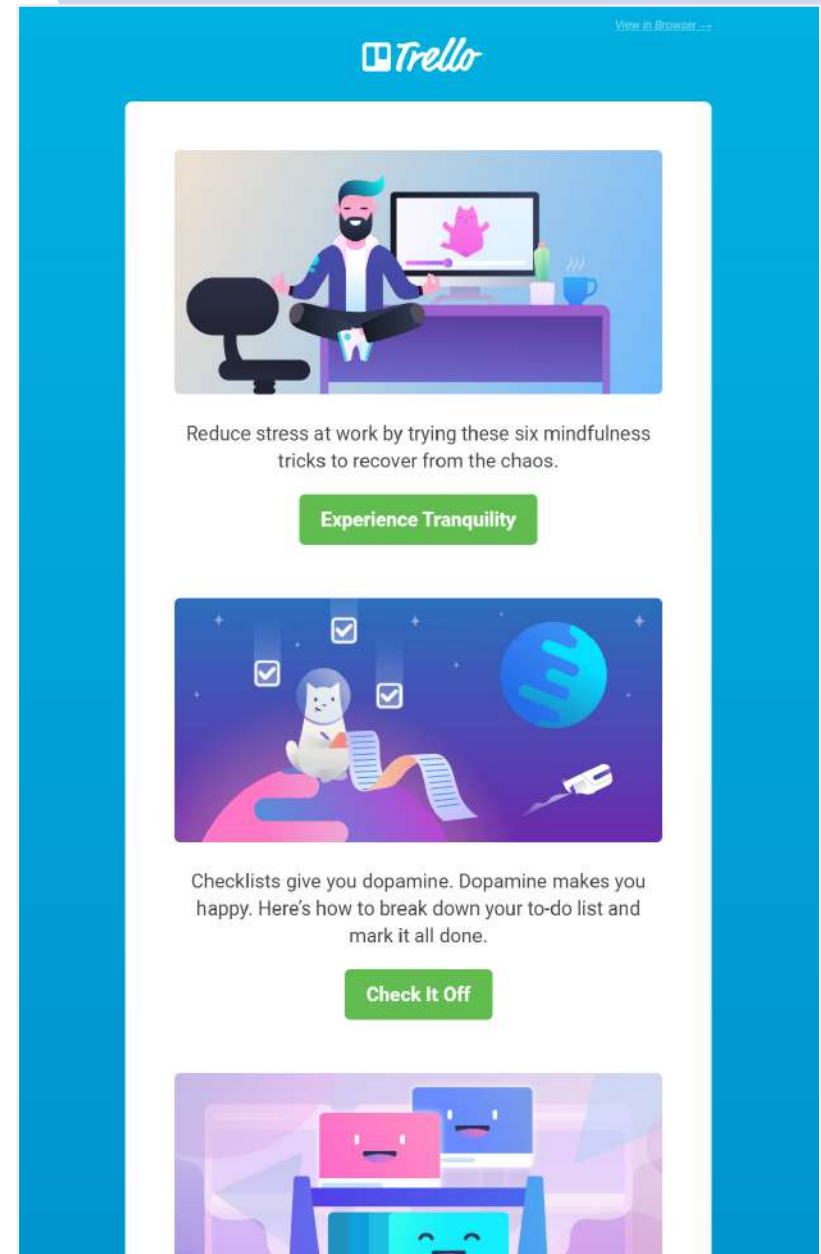


Stay on Brand

As soon as your email recipients open your message, they should know the email was sent from your company – meaning your email should be branded to the point that they don't need to look at who's sending the message to know it's from your business.

To maintain your brand voice and appearance through your marketing email, be sure to use a consistent tone through your email content, your social accounts, and your web site. Incorporate the same colors and fonts in your email design as you have across all platforms as well. And of course, display your signature logo prominently. With email design, consistency is key. A consistent design and tone will remind your subscriber what they love most about your brand, its uniqueness!

Here's an example of a nicely designed, branded email from Trello that incorporates their brand's personality and character throughout.

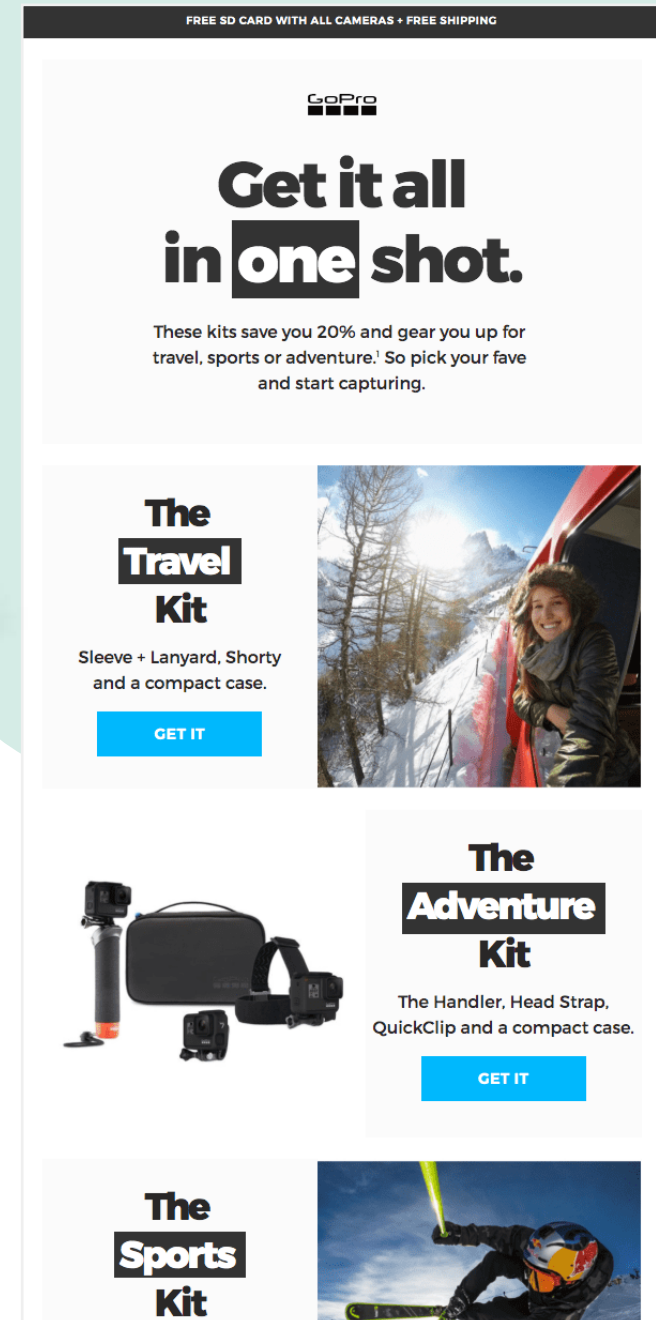
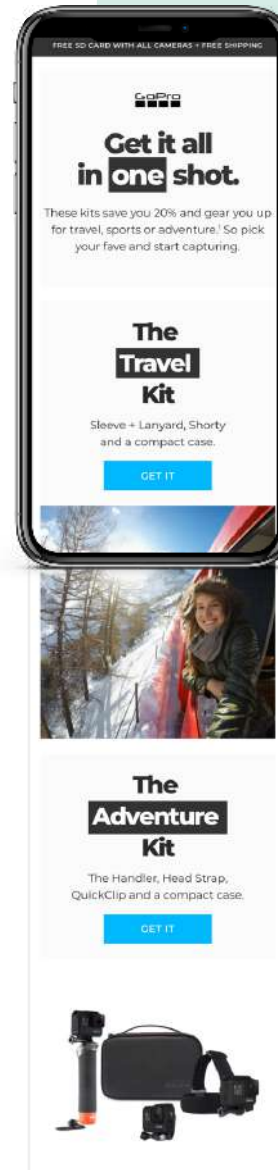


Enhance the User Experience

Subscribers are likely to be turned off by cluttered, unorganized emails. Your email will appear too overwhelming and time-consuming to deal with, and you'll increase your chances of abandonment. Instead, organize your layout with an eye on user experience (UX).

Leave white space and strategically place your written and visual content in the email so it's organized and easy to navigate. This will also improve your email's professional, thoughtful feel, which ensures readers are able to find the information they want and need to enjoy their interactions with your business's email content.

Additionally, enhancing user experience means using a responsive design. A responsive design means your email changes format to fit the screen it's being viewed on, whether it's on a desktop, laptop, or mobile device. Recipients will be able to read your emails with ease no matter where or how they're viewing them. Responsive design enhances user experience and improves email subscriber retention.

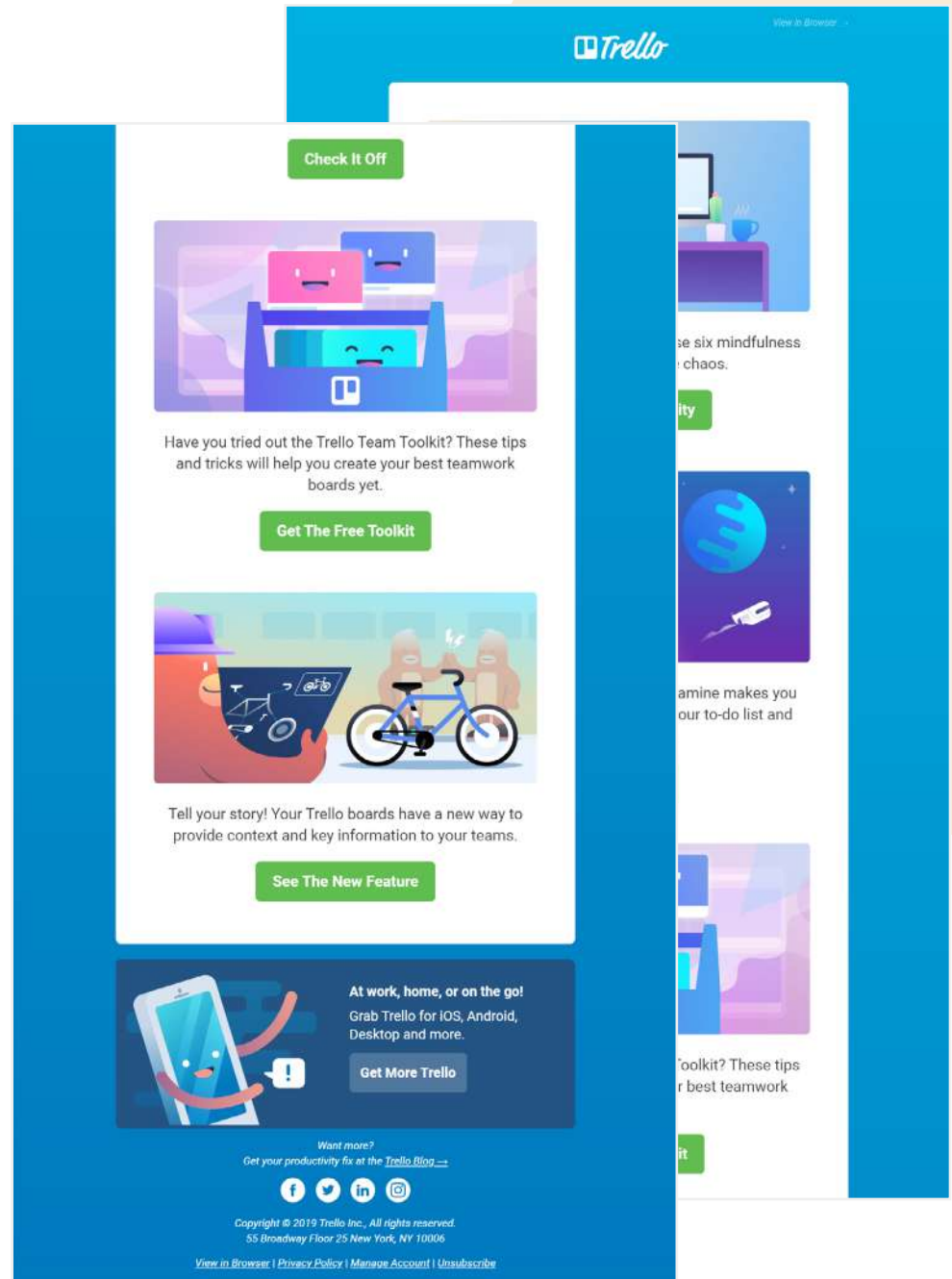


Don't Forget Your CTAs

Calls-to-action (CTAs) are used to convert your email recipients. They may be used to get your recipients to follow you on social media, visit your website, or become paying customers. CTAs should be visible, enticing, and clearly show why they're valuable to click. Additionally, you might choose to personalize your CTAs to tailor them towards specific recipients – this tactic has been proven to increase conversions.

Remember, as much as CTAs are proven to work, keep an eye on how frequently you are using them. Too many CTAs in one email may overwhelm your subscriber and cancel one another out. Instead, design each email around one or two relevant CTAs with the goal of your email in mind to increase your chances of their interaction.

See here how Trello uses smaller CTAs throughout, then a larger, card-style CTA at the bottom.



Email Marketing Metrics

To gauge your email marketing efforts, you'll want to track a few important metrics. Which metrics you measure will depend on your goals. The goal of your company's email marketing may be very different from the goals of another company, even one like yours. In fact, it may even vary within your own company over time.

Here are a few of the most important email metrics you should be tracking:

Clickthrough Rate

Expressed as a percentage, CTR represents the ratio of people who clicked on one or more of your links to the total number of people who opened your email. CTR gives you immediate insight as to how engaging your content is for your readers.

PRO TIP

If your clickthrough rate isn't yet where you want it to be, revisit your email list segmentation to make sure you are sending the most relevant content to the right people. Take an eye at which links people are clicking, then eliminate the ancillary links that aren't getting as much love.

Conversion Rate

A conversion is recorded anytime a reader takes action after following a link in your email. Similar to your CTR, it's measured as a percentage. So if the goal of your email is to get readers to sign up for your next webinar, and 300 readers out of 10,000 do actually sign up, then your conversion rate would be 3%.

PRO TIP

To increase your conversion rate, try creating mobile-optimized emails with enticing CTAs to make converting reading emails into action as easy as possible for your subscribers.

Bounce Rate

An email bounce happens anytime an email cannot be delivered. These bounces are distinguished as “hard” or “soft”, depending on the circumstances. A hard bounce is due to inactive, closed, or incorrect email addresses. This is a common problem with purchased lists. Hard bounces prevent the email from being delivered in the future and can cause major (and sometimes long-lasting) issues for your brand.

A soft bounce is less serious and not as permanent; it happens when your recipient has a full inbox or their email server is down, for example. When this occurs you have two options: Wait to see if the provider resolves the issue and delivers your message, or resend your message to any addresses marked with a soft bounce.

PRO TIP

When a hard bounce happens, immediately remove that email from your subscriber list. To combat a soft bounce, authenticate your email to ensure it gets delivered to your reader and occasionally rid your list of subscribers who haven't interacted with your brand in some time.

List Grow Rate

To track the growth of your list, you'll need to pay attention to the rate at which your email list is growing. Your email marketing database will naturally degrade by about 22.5% each year as people switch jobs, abandon old email addresses, and unsubscribe, which makes growing your list and paying attention to this metric even more crucial. Unless you're refreshing your contacts database with fresh leads every year, your marketing strategy will be based on a dying asset.

PRO TIP

To grow your list, try running giveaways or contests for new subscribers. On-brand incentives are a great way to give your email list a subscriber boost.



Email Forwarding Rate

These important figures represent the percentage of readers who clicked on a “share this” button or a “forward to a friend” link. In both cases, your email recipients are spreading your brand’s message to help you generate new leads. Growth-focused brands and those hoping to create evangelists must improve both of these numbers for success.

PRO TIP

To up your email forwarding rate, include a small CTA at the end of each email urging subscribers to share your message with a friend. Sometimes subscribers just need a little nudge in the forwarding-direction to share your email.



ROI (Return On Investment)

The ROI for email marketing is no different than what you’re already used to: How many of each type of lead did you generate via email marketing? How does this translate to potential revenue? Actual revenue? These are the types of metrics that will help you show your boss and your sales team how valuable email marketing is as a channel that drives real, tangible results. You should be able to find a direct correlation between your email marketing and your positive sales numbers right there in black and white.

PRO TIP

To maximize the ROI for your marketing emails, send your emails on the day that they have the most engagement. Track your email performance until you determine which day’s emails perform best. Moving your weekly newsletter from Monday morning to Wednesday afternoon may be the decision that catapults your ROI to the next level.

Staying Compliant

CAN-SPAM (Controlling the Assault of Non-Solicited Pornography And Marketing) is an act that gives recipients the right to have a business stop emailing them. Violating this act can result in penalties as high as \$16,000 per email. Additionally, in May of 2018, the European Union put the General Data Protection Regulation (GDPR) into effect. This decision was followed shortly by the United States and other countries implementing privacy policies and laws of their own that reflect the regulations outlined in the GDPR requirements.

To avoid being fined for violating either of these acts, always keep these rules in mind:



TIP #1

Include an Unsubscribe Link

It may seem counterintuitive to give people the chance to leave your list, but it's actually a good thing. There's no point in keeping someone on your list who doesn't want to be there. And you'll see lower open and engagement rates by making it hard for people to unsubscribe.

Make it as easy as possible for users to unsubscribe once they do hit that link at the bottom of your emails. If recipients have to jump through several hoops and a myriad of questions, they're more likely to bail on the process and flag your emails as spam. Again, this will only hurt your sender credibility.

TIP #2

Remove People Who Have Unsubscribed

Next, you have to physically remove those who unsubscribed from your list within 10 business days, according to CAN-SPAM regulations. Generally speaking, your email service provider should have a feature that helps automate this process so you don't have to get stuck doing it manually each time.

TIP #3

Include Your Physical Location in Your Email Signature

Many email providers are making this a required feature, but not all of them have implemented it yet. Either way, you should always include your physical location (in the form of a valid postal address) in your emails. While this may seem unimportant, it's an ideal way to show transparency in your brand. A simple address builds trust for your readers and proves that you're a credible, accountable sender to your email service provider.



TIP #4

How to Avoid Being Blocklisted

When someone marks your email as spam, they're essentially blacklisting you. This makes it extremely tough to reach them in the future since your emails will be automatically filtered out. Unfortunately, sometimes even CAN-SPAM compliant emails wind up in the junk folder.

To avoid this, it's important to ask your recipients to allowlist your emails. An allowlist works the opposite way a blacklist does: By adding the sender's email address to the person's contact or address book, your recipients will mark your emails as trusted and important instead of as junk.

One way to ask subscribers to add your email to their address book? Ask them in your thank-you message that pops up whenever a visitor subscribes to your list. If you skip this crucial step, many readers could miss your messages even though they actually want to hear from you.





Congratulations, you are now prepared to try your hand at email marketing!

With the basics of email marketing now under your belt, it's time to take advantage of email - one of your brand's most powerful marketing tools. Follow the tips in this ebook and you'll find that you don't need to be a seasoned email marketing expert to see a positive ROI in a short amount of time.

To get started, work on building your email list so you can eventually nurture and develop an audience that's highly engaged and interested in what you have to offer.

Then, figure out how to segment your list as soon as possible so you can deliver automated messages that are specifically suited to your readers' needs depending on where they are in your sales funnel. And monitor the important metrics we covered to gauge how well your emails and offers are resonating with your audience.

By the time you've completed all of this, you'll have a solid foundation of email marketing to build all of your successful campaigns on. Good luck!

