

Email Marketing (Advanced Session)

Ιούνιος 2023



The better the question. The better the answer.
The better the world works.





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Ερωτήματα που θα απαντήσουμε

- Πως μπορούμε να μεγαλώσουμε τη βάση των emails μας
- Πως τμηματοποιούμε τους πελάτες μας για email marketing

Ερωτήματα που θα απαντήσουμε

- Πως μπορούμε να μεγαλώσουμε τη βάση των emails μας **Growth**
- Πως τμηματοποιούμε τους πελάτες μας για email marketing **Segmentation**

Email Marketing List Growth

1

Ποιος είναι ο μαγικός αριθμός παραληπτών που πρέπει να έχει μία εταιρεία;

- ▶ 1.000 παραλήπτες;
- ▶ 15.000 παραλήπτες;
- ▶ 100.000 παραλήπτες;
- ▶ 250.000 παραλήπτες;

Ποιος είναι ο μαγικός αριθμός παραληπτών που πρέπει να έχει μία εταιρεία;

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- ▶ 250.000 παραλήπτες;

Τίποτε από τα παραπάνω!

Engagement metrics

LET'S RECAP

Delivery rate	% παραδόθηκαν / στάλθηκαν email
Bounce rate	% που δεν έφτασε ποτέ στα εισερχόμενα / τα μηνύματα ηλεκτρονικού ταχυδρομείου των χρηστών
Open rate	% άνοιξε / παραδόθηκαν email
Clickthrough rate (CTR)	% αριθμός κλικ σε κουμπιά και συνδέσμους στο email / email που ανοίχτηκαν
Unsubscribe rate	% των χρηστών που κατήργησαν την εγγραφή τους / email που ανοίχτηκαν

Η κάθε εταιρεία πρέπει να διατηρεί μία βάση emails πελατών η οποία θα κρατάει τα engagement metrics της σε υψηλά (και ολοένα καλύτερα επίπεδα).

Ο τελικός αριθμός των emails δεν έχει τόση σημασία όσο αυτή η βάση να είναι ενεργή και να συνεισφέρει στα metrics και στο τζίρο.

Footnotes, EY Interstate Light 9pt - Lorem ipsum dolor sit amet, in quas nostrud laoreet per, ad vim minim inermis. Lorem ipsum dolor sit amet consectetur colore intu sitno.

“

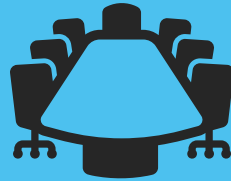
Πως χτίζω όμως
(έστω και μία μικρή)
λίστα emails;

Πως τη μεγαλώνω σταθερά;



Δύο επίπεδα στρατηγικής

Στρατηγικό



Γενικότερες καλές πρακτικές που πρέπει να τηρείτε στην email marketing στρατηγική σας


Τακτικό



Συγκεκριμένες τακτικές και προτεινόμενες ενέργειες για να μεγαλώσετε και να διατηρήσετε τη λίστα σας

Στρατηγικές και βέλτιστες
πρακτικές email marketing

1.1

- 
- A man with a beard and dark hair, wearing a green long-sleeved shirt, is sitting at a desk in a dimly lit office. He is looking towards the right, where a computer monitor is visible. The monitor displays a dashboard with various charts and graphs. A red desk lamp is on the desk, casting a warm glow. The background is dark with some blurred lights.
- ▶ Αναπτύξτε μοναδικό και ενδιαφέρον περιεχόμενο
 - ▶ Τμηματοποιήστε τη βάση σας
 - ▶ Βρείτε την ιδανική συχνότητα και ώρα αποστολής
 - ▶ Αξιοποιήστε όλες (όλες!) τις ευκαιρίες που σας δίνονται να ζητάτε από χρήστες να γραφτούν στα emails σας
 - ▶ Παρατηρείτε με αμείλικτη προσοχή την αποτελεσματικότητα των ενεργειών σας και άνετα συνεχόμενα A/B tests
 - ▶ Εξασκείτε «υγιεινή» της λίστας

Αναπτύξτε μοναδικό και ενδιαφέρον περιεχόμενο

apartment therapy

THE
daily



How to Get a \$\$\$ Living Room Look on the Cheap

Master this classic style that looks super luxe without breaking the bank.

[READ MORE](#)

Today on Apartment Therapy



Allswell Is Offering AT Readers 15% off Their Entire Site

They currently have four fully-curated looks to shop from, and summer is always a great time to pick up cooling percale sheets .

[READ MORE](#)



How to Make Mismatched Decor Feel Cohesive

Just because you're decorating with hand-me-downs, doesn't mean your place has to look like a hodgepodge of random castoffs.

[READ MORE](#)



See How a Couple Converted a Church Basement into a Hip Home

An incredible old church has been completely transformed into a lively live/work space for a pair of musicians.

[READ MORE](#)

Τμηματοποιήστε τη
βάση σας



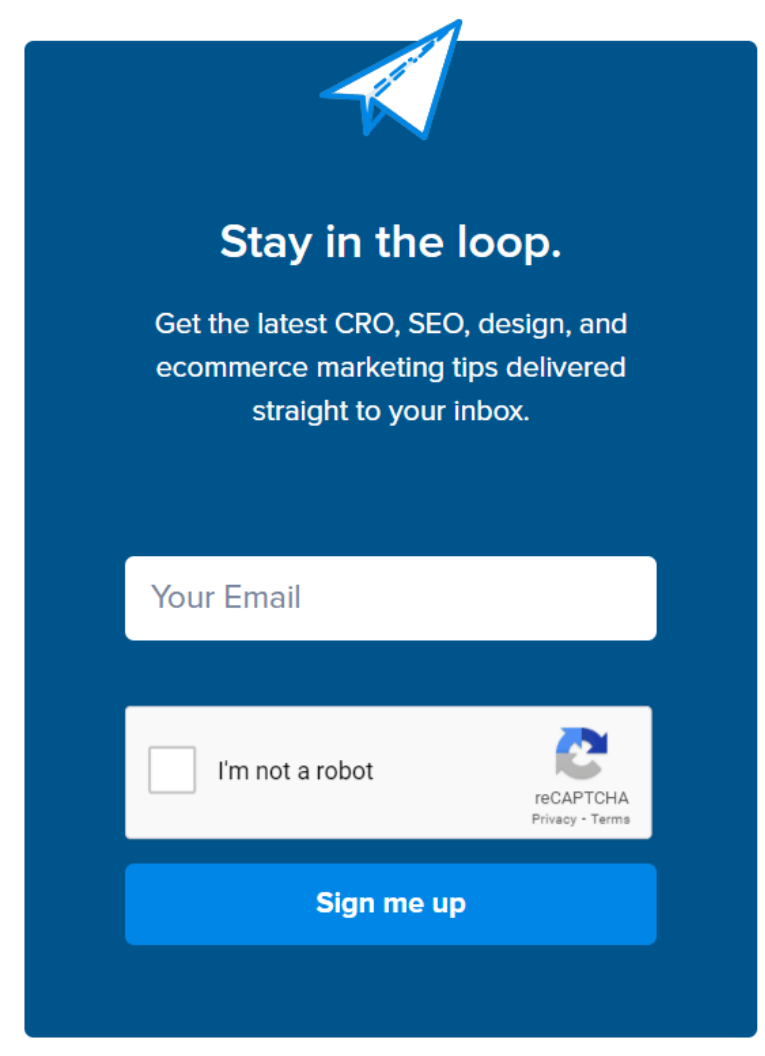
Βρείτε την ιδανική συχνότητα και ώρα αποστολής


Business Type	Best Day to Send an Email Campaign	Best Time to Send an Email Campaign
Ecommerce	Wednesday	10:00 AM
Software/SaaS	Wednesday	2:00 - 3:00 PM
Marketing Services	Wednesday	4:00 PM
Offline Retail/Hospitality	Thursday	8:00 - 10:00 AM
Professional Services (B2B)	Tuesday	8:00 - 10:00 AM
NGOs (Non-Profit)	Tuesday or Wednesday	3:00 - 4:00 PM
Overall	Tuesday or Wednesday	10:00 AM - 3:00 PM

Source: Sendinblue.com

Αξιοποιήστε κάθε
ευκαιρία να ζητάτε
από χρήστες να
γραφτούν στα
emails σας

On-site pop ups


An on-site pop up form with a blue background and white text. At the top right, there is a blue paper airplane icon. The main heading is "Stay in the loop." followed by the text "Get the latest CRO, SEO, design, and ecommerce marketing tips delivered straight to your inbox." Below this is a white input field labeled "Your Email". Underneath the input field is a checkbox labeled "I'm not a robot" and a reCAPTCHA logo with the text "reCAPTCHA Privacy - Terms". At the bottom, there is a blue button with the text "Sign me up".



Stay in the loop.

Get the latest CRO, SEO, design, and ecommerce marketing tips delivered straight to your inbox.

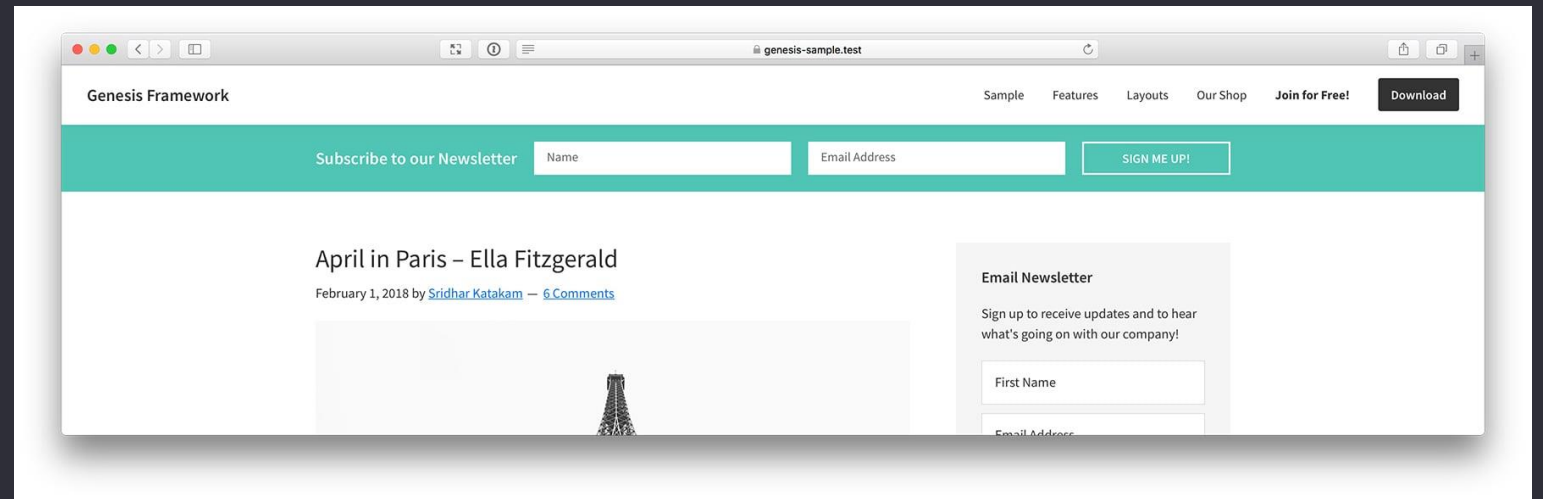
Your Email

I'm not a robot 
reCAPTCHA
Privacy - Terms

Sign me up

Website header

Αξιοποιήστε κάθε
ευκαιρία να ζητάτε
από χρήστες να
γραφτούν στα
emails σας



Ξεχωριστές σελίδες!

Αξιοποιήστε κάθε
ευκαιρία να ζητάτε
από χρήστες να
γραφτούν στα
emails σας

Wrike

Home Product Examples Pricing Enterprise Blog Login

FREE EBOOK

The Beginner's Guide to Online Marketing

What's the difference between SMM and social advertising? And what is marketing automation?

This ebook is your Online Marketing 101. It clears up all your questions in a quick, easy-to-read reference guide. Learn how companies today market online and find the most important tools to use so you can get started quickly.

Enter your email and we'll send you the link to download the ebook.

Your Business Email [Get your free eBook >](#)

We promise to play nice with your email address. See our [Privacy Policy](#).

Click here to look inside

What's in the eBook

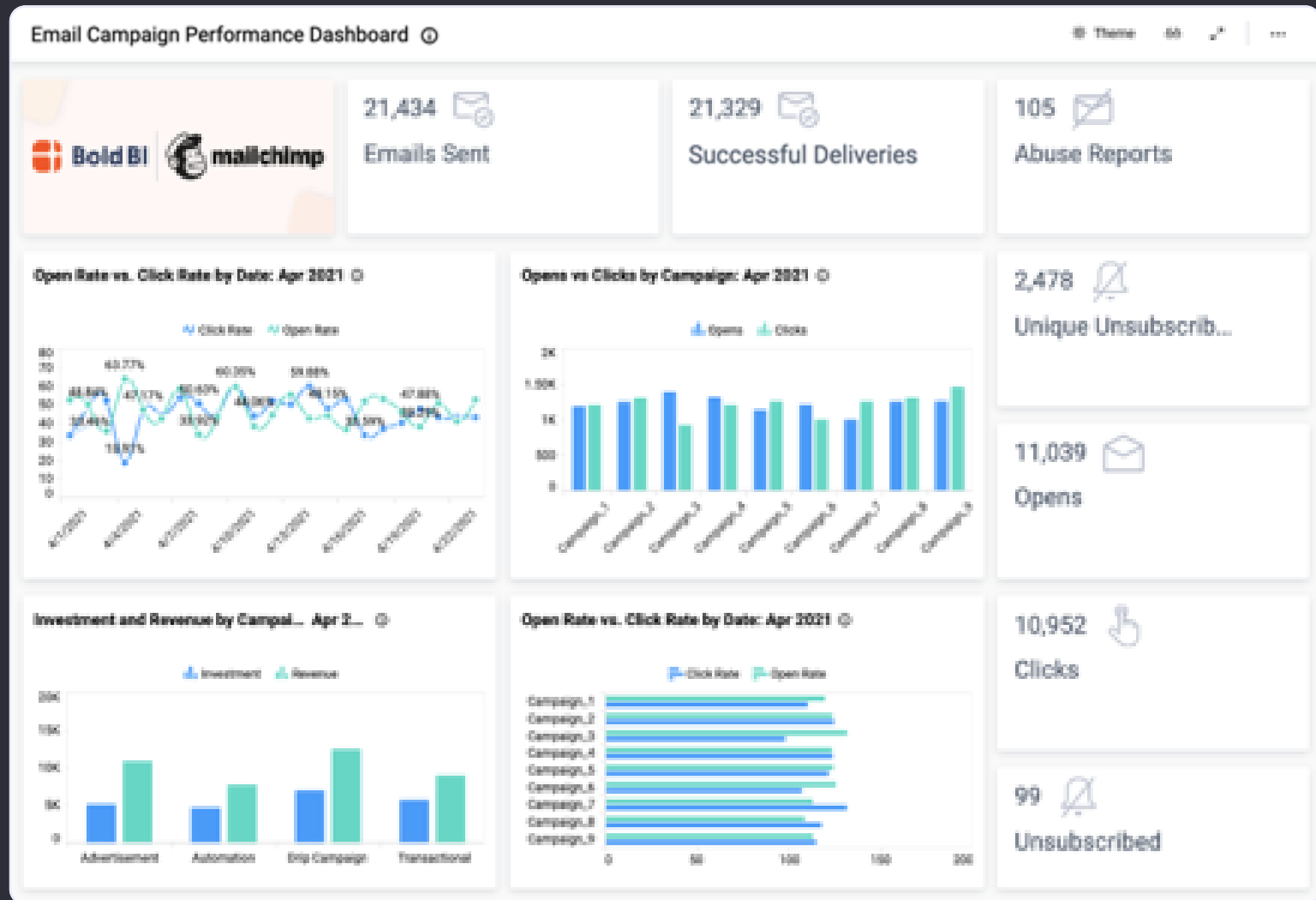
- Comprehensive overviews of 19 digital marketing approaches
- Common tools for each discipline
- Definitions of essential marketing terms like CRO, lead scoring, and POEM

Grab the eBook now!

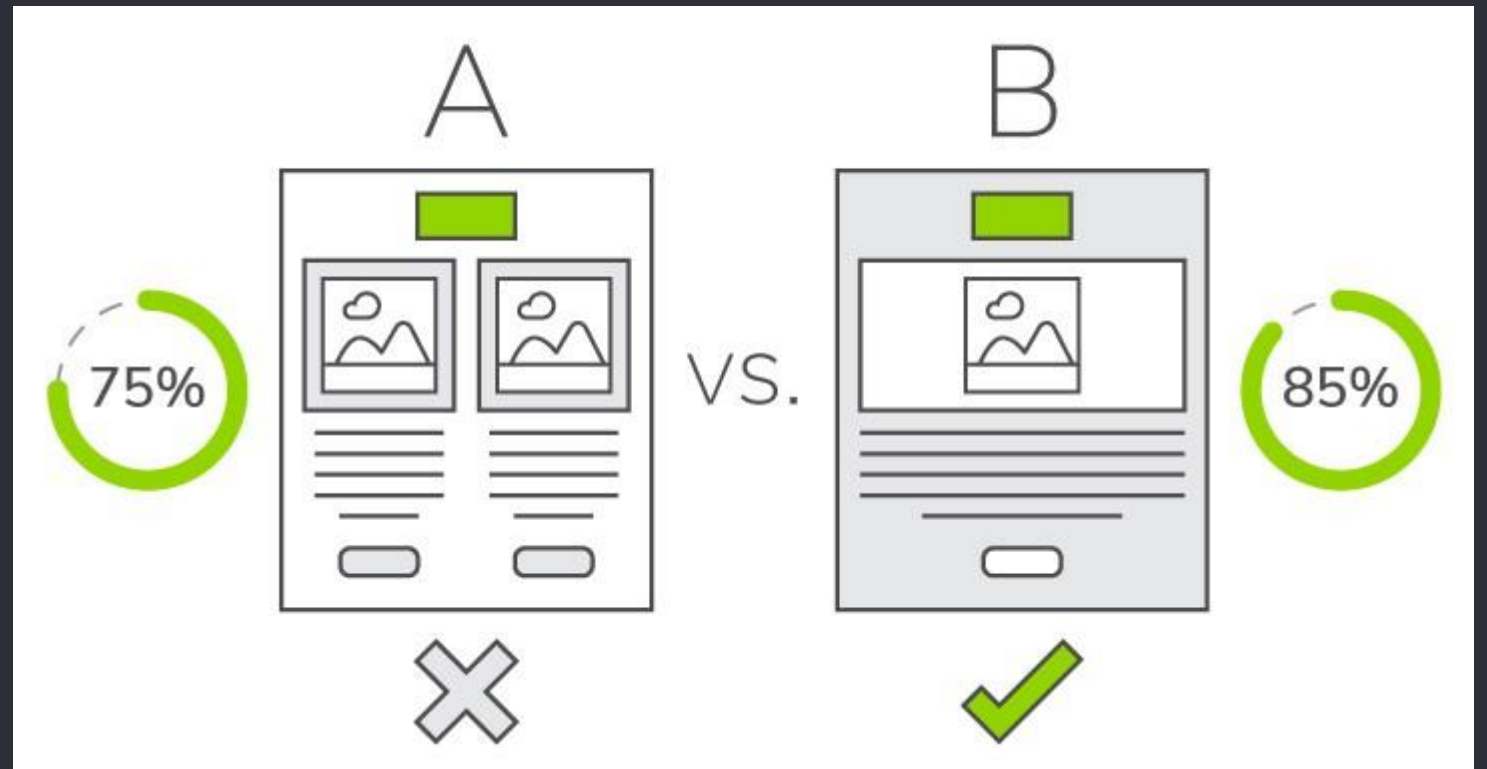
Your Business Email [Get your free eBook >](#)

We promise to play nice with your email address. See our [Privacy Policy](#).


Παρατηρείτε τα KPIs
σας και κάνετε A/B
tests




Παρατηρείτε τα KPIs
σας και κάνετε A/B
tests



Παρατηρείτε τα KPIs
σας και κάνετε A/B
tests

 KARTOGRAPHIK


Isaac, all new animal print graphic tees.
Fresh new looks for summer.




The all new geometric animal print series features three unique designs from artist Nichol Morales.

[Shop Now](#)


help@kartographik.com | 1 (800) 123-4567 | Unsubscribe



A/B

 KARTOGRAPHIK


Isaac, get ready for Festi Season with animal tees.
Sustainable materials and labor.



The all new geometric animal print series features three unique designs from artist Nichol Morales.

[Buy Animal Tees](#)

help@kartographik.com | 1 (800) 123-4567 | Unsubscribe



Εξασκείτε «υγιεινή»
της λίστας σας

Βασικές αρχές μίας υγιούς λίστας

1. Μην αγοράζετε λίστες emails από τρίτους!
2. Διαγράψτε όλα τα generic account emails από τη λίστα σας (info@... support@...)
3. Διαγράψτε τους ανενεργούς
4. Διαγράψτε τα άκυρα emails που κάνουν bounce
5. Επανενεργοποιήστε τους ανενεργούς ή δώστε τους «τελευταία ευκαιρία opt-in»

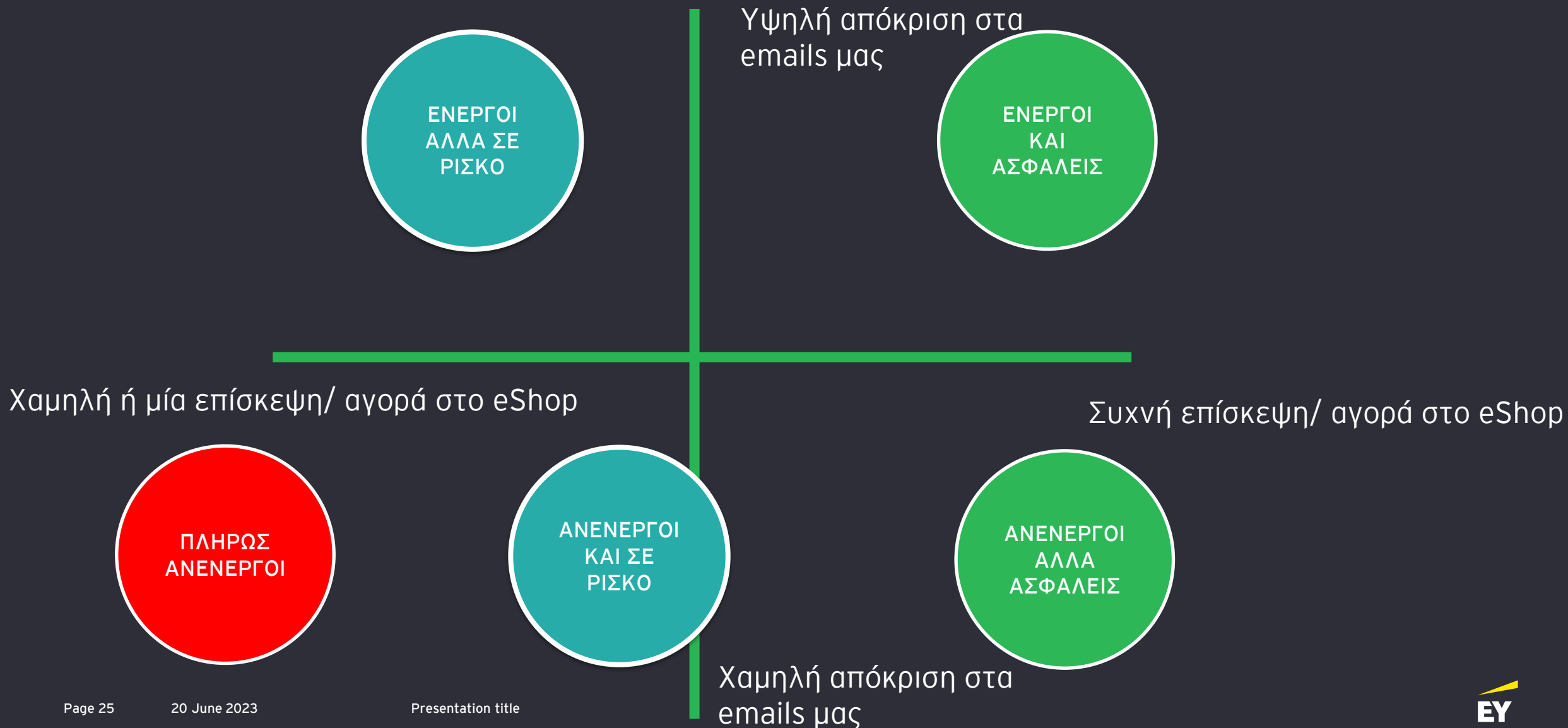
Ποιος χρήστης θεωρείται «ενεργός»;

Κάποιος που

- γράφτηκε πρόσφατα
- έκανε πρόσφατη αγορά
- άνοιξε πρόσφατα ένα email μας και (ιδανικά) έκανε κλικ

Αν στέλνετε email κάθε	Αυτός που έκανε κάτι από τα παραπάνω τις τελευταίες
30 με 60 ημέρες	Τελευταίες 120 - 180 ημέρες
15 με 30 ημέρες	Τελευταίες 90 ημέρες

Αν θέλουμε να είμαστε πιο λεπτομερείς...



Τι κάνουμε για την κάθε κατηγορία;

- ▶ **Πλήρως Ανενεργοί:** Στέλνουμε email “τελευταίας ευκαιρίας πριν τη διαγραφή” -> Διαγράφουμε μετά από μία εβδομάδα
- ▶ **Ανενεργοί και σε Ρίσκο:** Στους 6 μήνες στέλνουμε email επανενεργοποίησης -> στους 12 μήνες email “τελευταίας ευκαιρίας” -> Διαγραφή μετά από μία εβδομάδα
- ▶ **Υπόλοιπες κατηγορίες:** Τίποτα! Ειδικά τίποτα «επιθετικό», όπως email επανενεργοποίησης

Τι είναι “hard bounce” και “soft bounce”;

- ▶ **Hard bounce** = μόνιμη αδυναμία να λαμβάνει τα emails μας γιατί...
 - το email δεν υπάρχει πια
 - το domain δεν υπάρχει πια (“...@paradopoulos.gr” είναι ανενεργό”)
 - ο server του παραλήπτη φαίνεται να έχει μπλοκάρει τα εισερχόμενα emails, πιθανότατα για λόγους ασφαλείας

Αυτά τα emails τα διαγράφετε **αμέσως** και ελέγχετε τακτικά



Τι είναι “hard bounce” και “soft bounce”;

- ▶ **Soft bounce** = προσωρινή αδυναμία να λάβει τα emails μας γιατί...
 - το inbox του είναι γεμάτο
 - ο server του είναι προσωρινά offline
 - το email μας είναι μεγάλο σε μέγεθος και δεν φτάνει

5 soft bounce στην ίδια διεύθυνση --> hard bounce --> **διαγραφή!**



Παραδείγματα ενεργειών επανενεργοποίησης

How to Track an Activity with RunKeeper | Check out the [latest from RunKeeper](#) | View this message [on the web](#) or on your [mobile device](#)

A Note From RunKeeper

Hello!

We noticed that you haven't tracked any activities with RunKeeper yet. Need a little help getting started?

Check out our simple tips below for how to track an activity, or [get started today on RunKeeper.com](#)



RunKeeper.com Activity Tracking

- Step 1: Click the 'Post New Activity' button.
- Step 2: Choose your Activity/Equipment Type.
- Step 3: Add a map (optional).
- Step 4: Enter your activity data and save.

RunKeeper App Activity Tracking

- Step 1: Select manual or GPS tracking from the 'Input type' options.
- Step 2: Select your 'Activity type' and 'Coaching' (optional).
- Step 3: Start, stop and save your activity.

When you save your activity, your workout will automatically be synced with your account on [RunKeeper.com](#).

[Track an activity today through RunKeeper.com](#)

Now, it's up to you to get moving!

- The RunKeeper Team

Twitter

Facebook

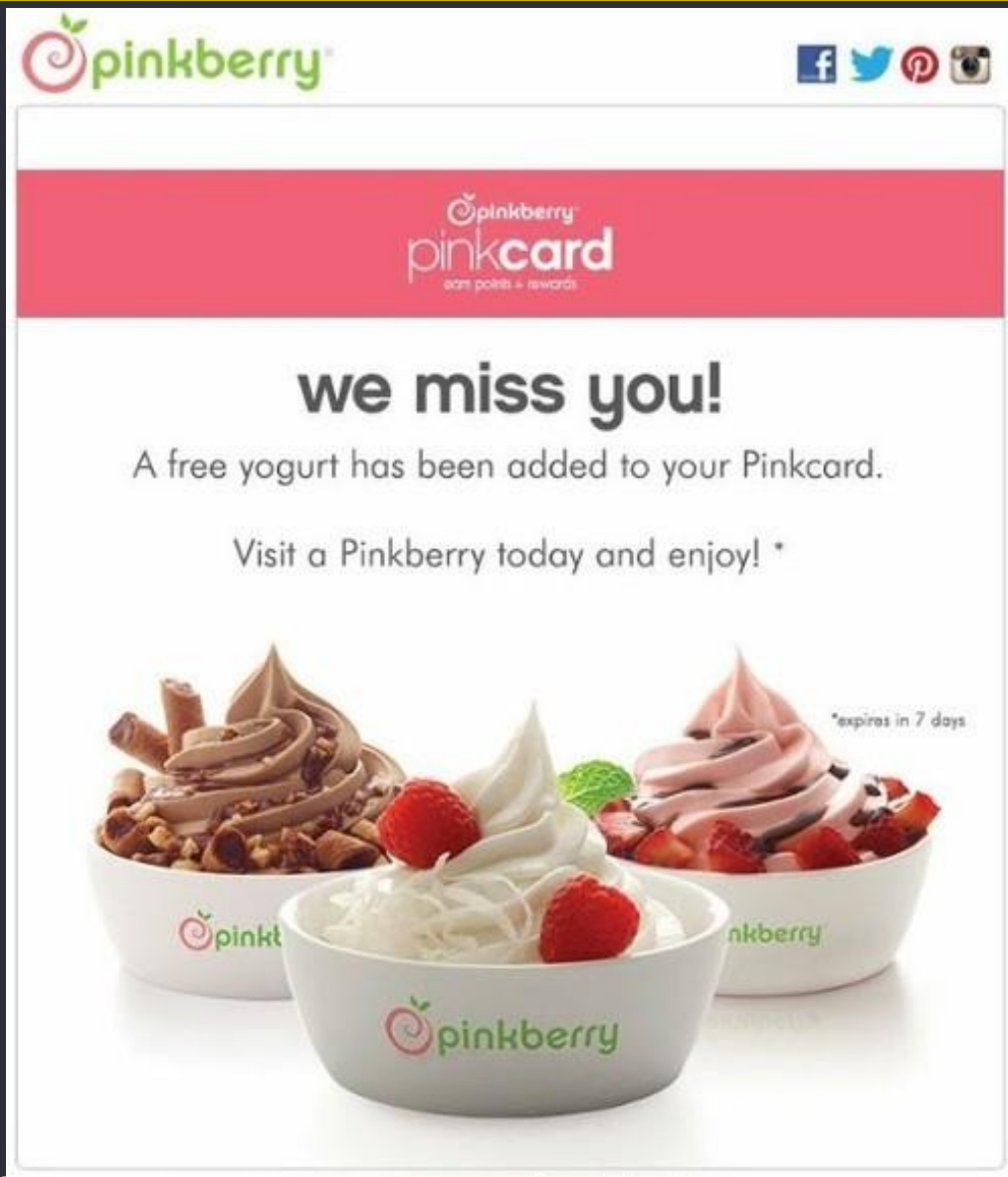
Sent by FitnessKeeper, Inc. 590 Harrison Ave. Suite 4 Boston, MA 02118

Don't want to receive future emails from RunKeeper? You can [unsubscribe](#) here.

[Click here to update your email address](#)

«Ευγενική υπενθύμιση»

Παραδείγματα ενεργειών επανενεργοποίησης



«Θα σας ανταμείψουμε αν επιστρέψετε»

Παραδείγματα ενεργειών επανενεργοποίησης

Chain Reaction CYCLES.com

MTB ROAD TRI RUN BMX

We've noticed you've been a little distant lately.

Need a little reminder on what we have to offer?

We could think of 99 reasons why you should receive our weekly emails, but you're probably pushed for time, so here are our top five, and if that's not enough to sweeten the deal, scroll down for a very special offer just for you!

- 1** Handpicked offers direct to your inbox
Not everyone has time to seek out the best deals on the web, so our experts handpick the latest and very best and deliver them direct to you, saving you both time and effort.
- 2** Vouchers and competitions
You'll be the first to be rewarded with our exclusive money off vouchers and promotions, plus get the latest info on our fantastic competitions and prize giveaways.
- 3** Latest info on industry news and events
The world of cycling is packed with industry gossip, hot new products, buying guides and action packed global events. Rest assured that we're in the loop and by subscribing to our emails, that means you are too.
- 4** More than just bikes
We're not just a site for hardcore mountain bikers and die-hard roadies. We cater for you runners, triathletes, commuters and BMX riders too. Whether you're a seasoned pro or a fresh-faced beginner, we'll provide you with everything you need for your adventures!
- 5** Shhhh! Keep this one under your hat...
Changes is on the way! We've been busy behind the scenes to bring you a brand new kind of shopping experience, tailored to you. Very soon you'll be able to join us in our biggest event yet... you guessed it, you'll be first in the queue at our grand unveiling, so stay tuned to your inbox!

As a little welcome back gift we'd like to give you £10 off your next shop.
Enter the voucher code below at your basket to receive your discount.

GBP10
£75 minimum spend required

[treat yourself now](#)



Συνδυασμός:
επανενεργοποίηση +
κίνητρο



Ενεργοποίηση σε άλλο
κανάλι

«Δεν ακολουθείτε τα *emails*
μας; Γιατί δεν μας ακολουθείτε
καλύτερα στο *Facebook*;»

Παραδείγματα ενεργειών «τελευταίας ευκαιρίας»



Over the past few months, we've been emailing you our latest Sidekick Content.

But it looks like our content wasn't of high enough quality or interest. It looks like you haven't had the time to clickthrough to our blog *for over two months now*.

So in the spirit of love and candy hearts, **we want to show you how much we respect your inbox by removing you from our subscriber list.**

Don't worry - you'll still receive the latest product emails relevant to your Sidekick usage. We're simply clearing your email of any blog posts on productivity tips or networking tricks. [Posts like this one.](#)

If we've accidentally read all your love signs incorrectly, forgive us, and **simply click the blue button below to stay subscribed.** It's easy to act like a teenager longing for affection around this time of year.

WAIT, KEEP ME SUBSCRIBED!

Happy Valentine's Day,
Sidekick Content Team

«Θα σβήσουμε το email σας αν δεν πατήσετε το παρακάτω κουμπί»

Hey, remember us?

It looks like we haven't heard from you in awhile. Here's what you're missing:

- A completely free copy of our latest book: *Content Marketing Works*
- Other downloads including a content marketing workbook and our latest Future of Content Marketing in 2015 guide
- Top articles, news and updates about the internet marketing industry

Do you want to continue to hear from us?


This will be our last email unless you'd like to stay connected (we sure would like you to!) We're making it simple too...**the only thing you have to do is click that big orange button below.**

If you do, we'll make sure to send you the best stuff in our digital marketing toolbox and you're free to opt-out whenever you want.

I want to stay connected!

«Θα χάσετε αν δεν πατήσετε το παρακάτω κουμπί (για να μείνετε στη λίστα)»

Παραδείγματα ενεργειών «τελευταίας ευκαιρίας»



jetBlue

So let's stay together!
For consistent delivery, add jetbluepromotions.com to your address book.

BREAKING UP IS HARD TO DO.

We know inboxes get a little crowded, but we hope you'll keep making room for our low-fare sales, special promotions and endless travel puns.


Because we'll always make room for you!

You initially subscribed to our emails because you wanted to be in-the-know about JetBlue's great sales and promotions, and we loved showing you why we enjoy making your vacation our vocation. But it's probably time we had a "Determine the Relationship" talk. So, what's it going to be?

Let's stay together
If you still want to receive emails from us, [click here](#). (Good choice – we knew this was love at first flight!)

It's complicated
To change your email preferences, [make updates here](#). (We understand – things might have been moving a little fast.)

We're on a break
If you no longer want to receive emails from us, [click here](#) to unsubscribe. (We're sad to see you go, but maybe we'll get together again someday?)

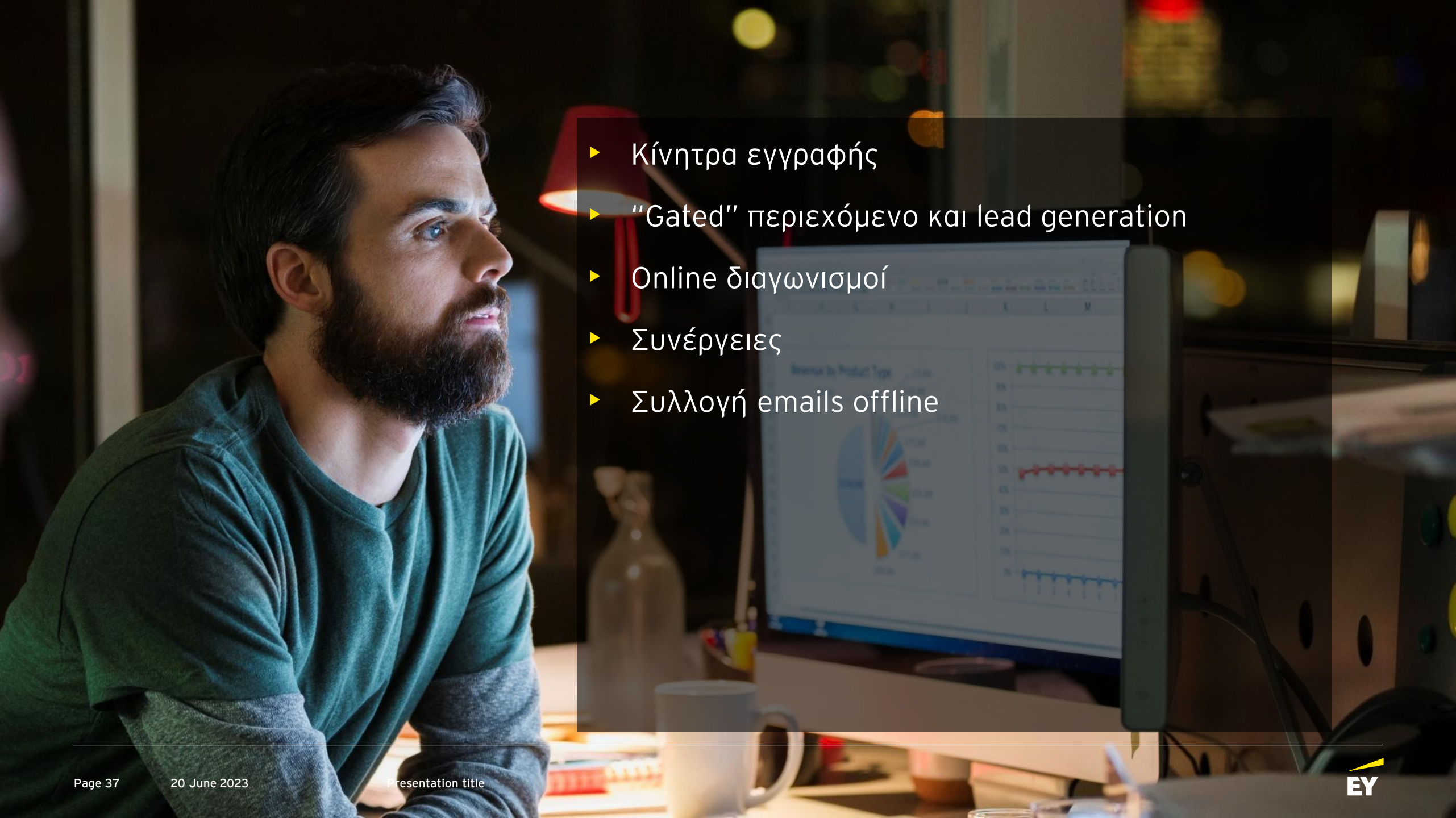


Sure, we've got some baggage and sometimes we have our heads in the clouds, but we know you'll make the right decision.

Ασφαλής προσέγγιση
«Σας δίνουμε 3 επιλογές:
1. Να παραμείνετε
2. Να μας πείτε τι σας
αρέσει περισσότερο
3. Να διαγραφθείτε»

Τακτικές ανάπτυξης βάσης email

1.2

- 
- ▶ Κίνητρα εγγραφής
 - ▶ “Gated” περιεχόμενο και lead generation
 - ▶ Online διαγωνισμοί
 - ▶ Συνέργειες
 - ▶ Συλλογή emails offline

Κίνητρα εγγραφής

NS
Je
'O
u

Hipsters Rejoice!

Sign up for emails and save 15%
on your first order of bona fide Brooklyn goods

Cannot be combined with other discounts

I'M IN

THE DEALS START NOW

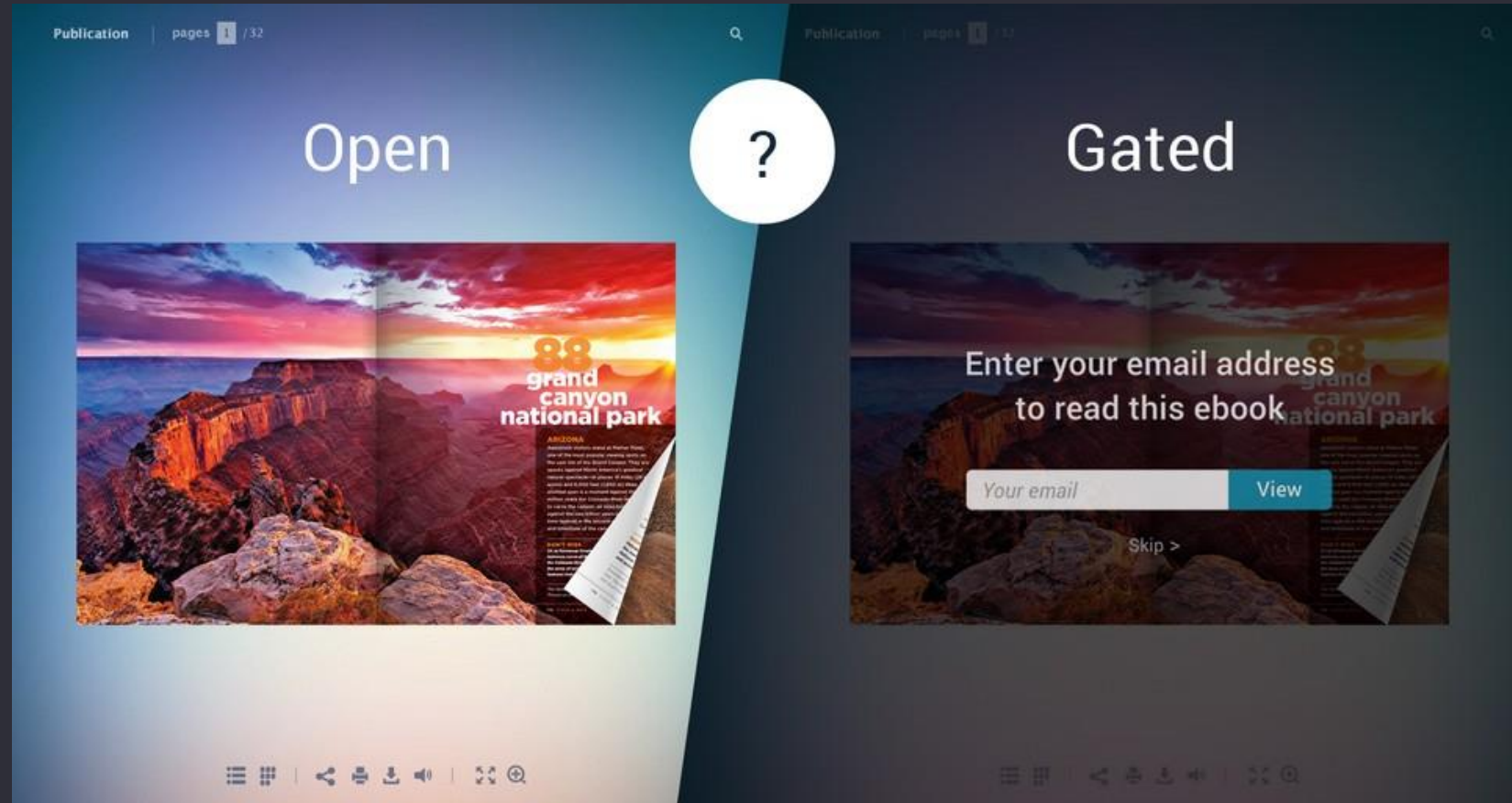
Join our email list for first dibs on freebies,
offers, and 15% off your first purchase.

I am interested in:

BEAUTY GROOMING

SIGN UP NOW

“Gated” περιεχόμενο και lead generation



Online διαγωνισμοί

buffer

Win Buffer Awesome Plan for Life (worth \$6,000!)

\$6,000 VALUE 1 WINNER

14 0 57 40
DAYS HOURS MINUTES SECONDS

Buffer is the easiest way to publish on social media.

2 Enter your email address

Email

Enter

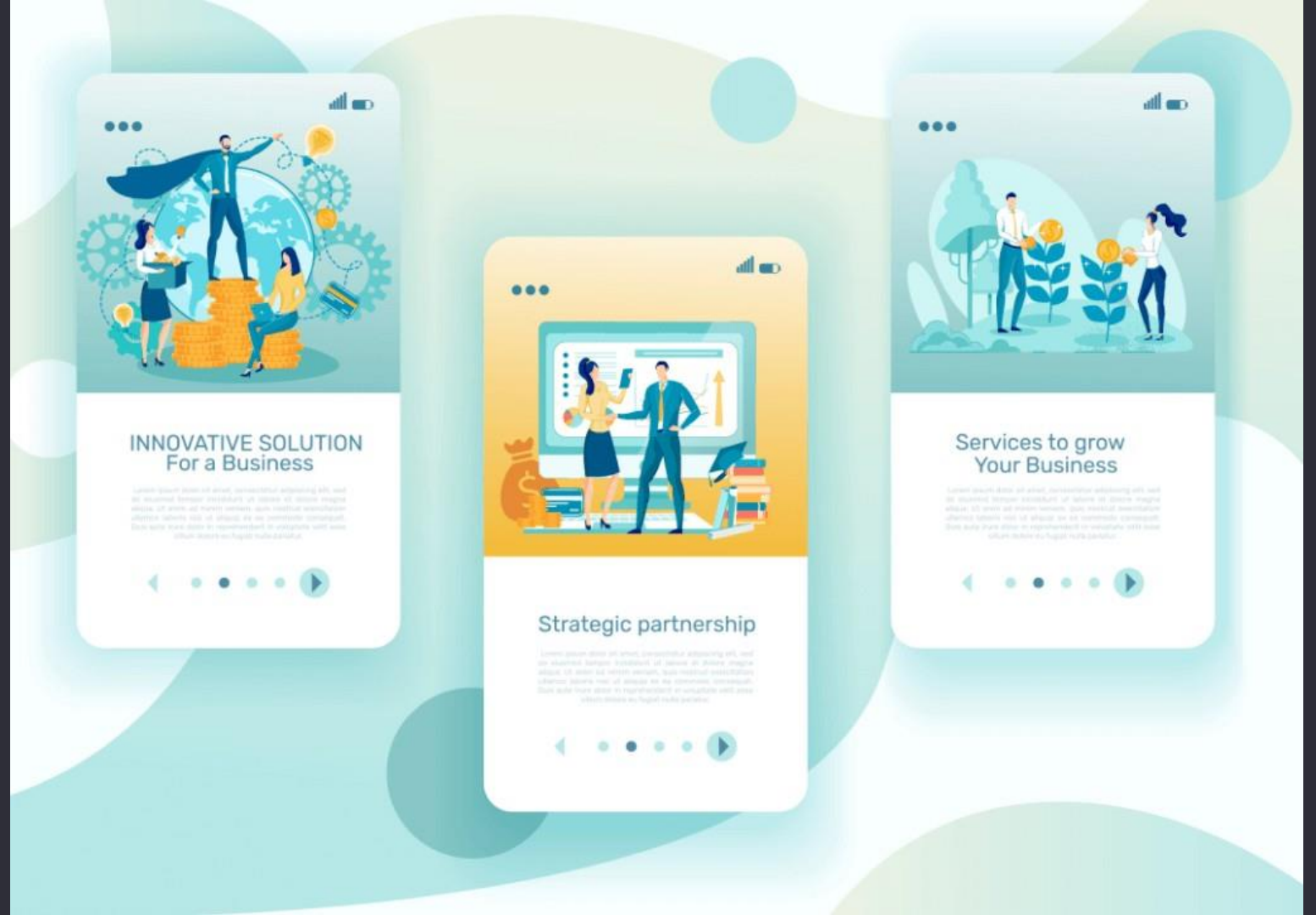
Giveaway Ends
July 10, 06:00PM CDT

Prizes Awarded
July 10, 07:00PM CDT

Enter now to get a chance to win exclusive offers from KingSumo. Unsubscribe anytime. Buffer is not affiliated with the giveaway. [Read official rules.](#)

Powered by KingSumo Giveaways

Συνέργειες



Συλλογή emails offline



Προσοχή:

ισχύουν οι ίδιοι όροι για τη λήψη συναίνεσης (consent) του πελάτη για χρήση των emails του για marketing όπως και στο online!

Πρέπει να δηλώσουν εγγράφως ότι συναινούν!

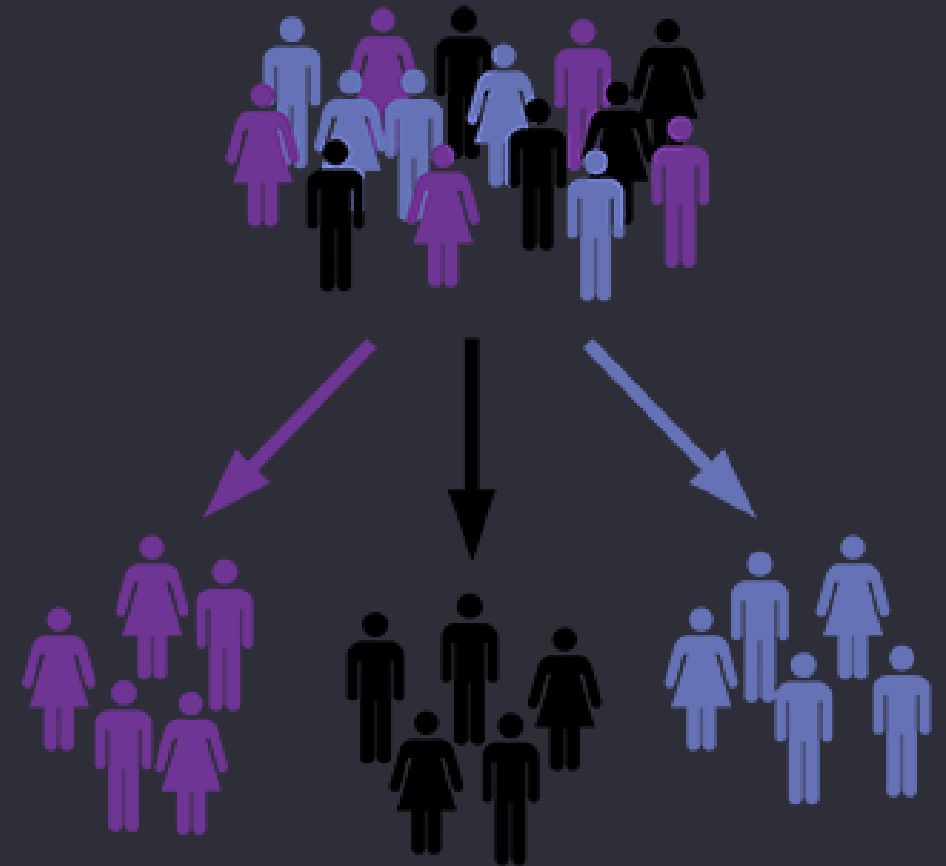
Τμηματοποίηση βάσης (Segmentation)

2

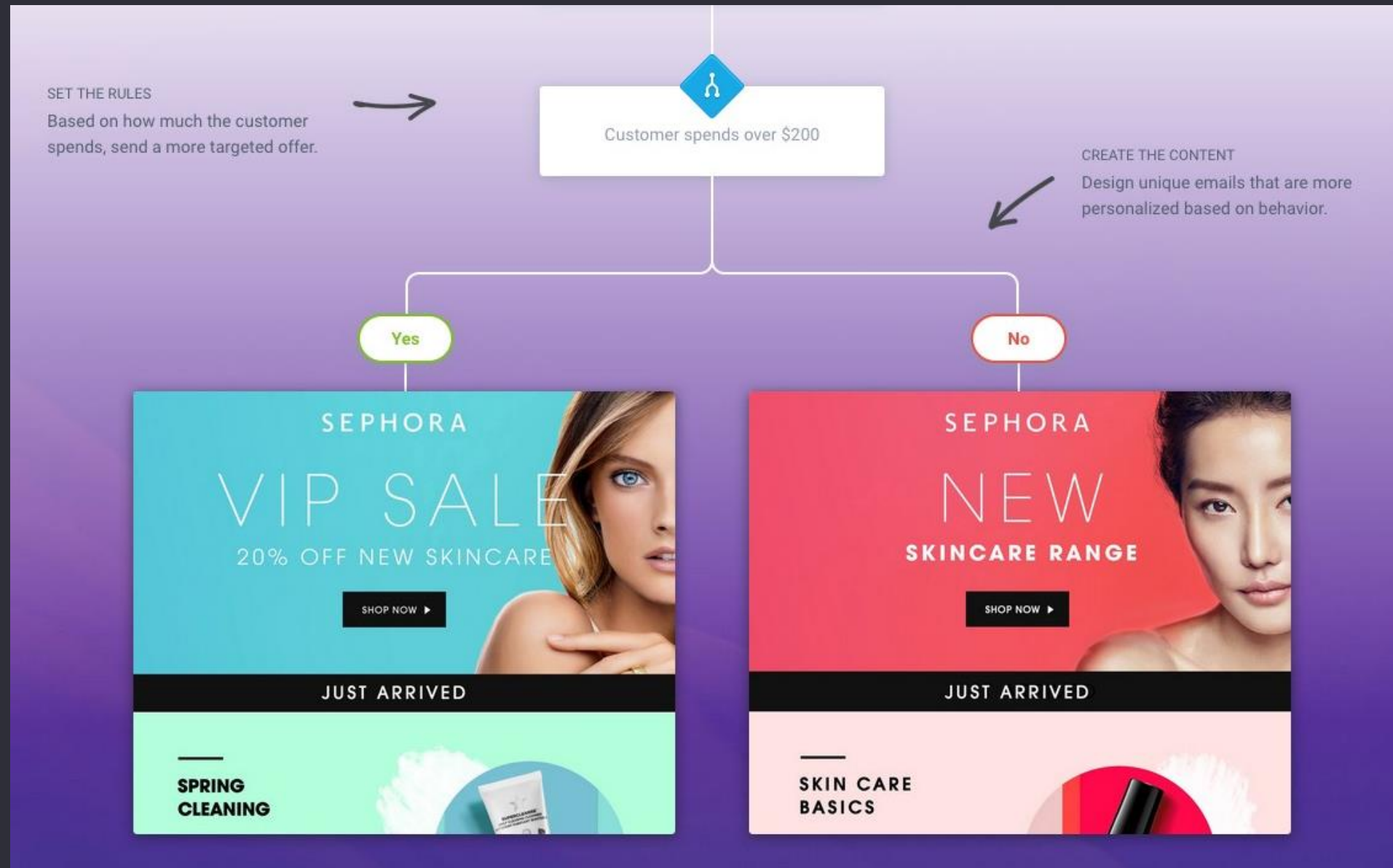
Γιατί κάνουμε «τμηματοποίηση» της βάσης;

Γιατί μας βοηθάει να:

1. Στέλνουμε το σωστό περιεχόμενο στους σωστούς πελάτες
2. Καταλαβαίνουμε την ιδανική συχνότητα αποστολής
3. Οδηγήσουμε τους πελάτες μας στο επόμενο βήμα για την αγορά
4. Πετύχουμε καλύτερο ROI!



Ένα απλό παράδειγμα...



6 + 6 "διαστάσεις" τμηματοποίησης



6 + 6 "διαστάσεις" τμηματοποίησης



Δημιουργία personas!



MARK, 22

DEMOGRAPHICS

-  Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.
-  Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.
-  Recently single and using dating apps. An only child and rescued a puppy 4 months ago.
-  Graduated with a BS in Health Sciences from UNCW. Owes \$28,000 in private loans.

BEHAVIORAL IDENTIFIERS

-  Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.
-  Prefers chat systems for customer service and support. Values quick responses and 24-hour availability.
-  Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.
-  Shops online between 7pm-8pm. Buys during pay periods at the end of the month and often uses promo codes.
-  Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.
-  Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.
-  Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.
-  Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.



JUSTIN, 31

DEMOGRAPHICS

-  Rents a 1 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.
-  Works 40 hours a week in a 5 star hotel as a superintendent with a net income of \$120,000.
-  Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.
-  Graduated from a community college with honors and held office in 3 on-campus clubs.

BEHAVIORAL IDENTIFIERS

-  Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.
-  Prefers to call for customer service and support. Values follow up summary emails and easy to read directions.
-  Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.
-  Shops online between 8am-3pm and makes multiple returns. Uses PayPal at checkout.
-  Owns an iPhone and tablet. Shops on his tablet with referrals from email marketing and promotions.
-  Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.
-  Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.
-  Cooks very healthy and with local products. Has great self care and is very active.



MAGGIE, 52

DEMOGRAPHICS

-  Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.
-  Human Resource Director of a small media company for 5 years with a \$68,000 salary.
-  Happily married for 12 years with 2 sons and a house hold income of above \$220,000.
-  Well educated with an HR degree from a state university. Graduated without debt.

BEHAVIORAL IDENTIFIERS

-  Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.
-  Strong need for customer service and support. Values face to face communication and rewards systems.
-  Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.
-  Shops in department stores after 3pm. Buys in bulk on sale items. Referred by a previous client.
-  Owns an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.
-  Well traveled in Europe. Prefers traveling in off peak times in chain hotels and loves pre-planned travel like cruises.
-  Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.
-  In very good health but very busy and often stressed. Visits group exercise programs.

EY | Assurance | Tax | Strategy and Transactions | Consulting

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