Digital Marketing

Lesson 2

motorsportdigitalmarketing

Course Outline

1. Traditional Marketing

2. Email Marketing

3. Social Media

4. Content Marketing

5. Mobile Marketing and Apps

6. Affiliate Marketing

7. Display & Banner Advertising

8. eCommerce

motorsportdigitalmarketing

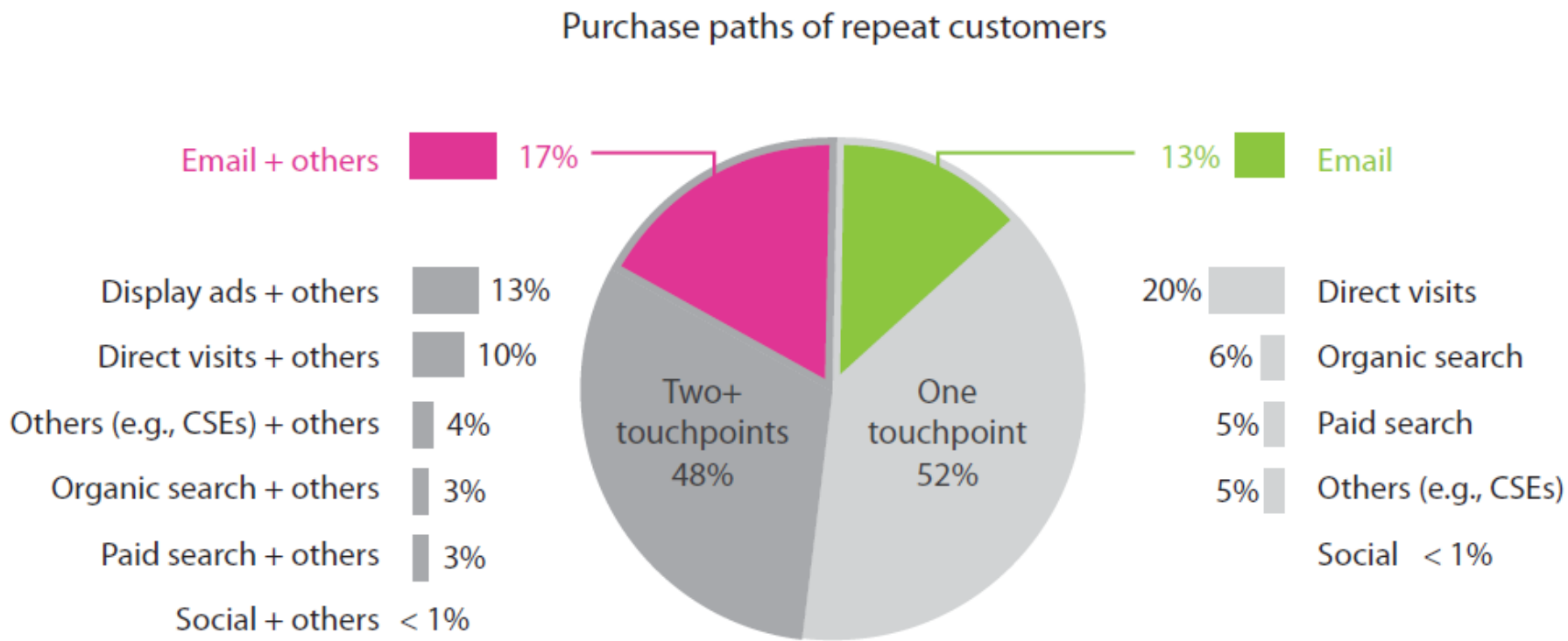# SECTION 2

2 Email Marketing
- The role of ESPs
- Threats and challenges for email marketers
- Segmenting your database: eCRM
- Increasing your open and click-through rates
- Email design & development do's and don'ts
- Law consideration

E-mail MKTG: Introduction

- Email is the #1 best returning channel for driving repeat purchasers

(Source: 2014 Forrester Research)

Purchase paths of repeat customers

| Email + others | 17% | | 13% | Email |

Display ads + others	13%		20%	Direct visits
Direct visits + others	10%		6%	Organic search
Others (e.g., CSEs) + others	4%		5%	Paid search
Organic search + others	3%		5%	Others (e.g., CSEs)
Paid search + others	3%			Social < 1%
Social + others < 1%				

Two+ touchpoints 48%

One touchpoint 52%

motorsportdigitalmarketing

E-mail MKTG: Introduction

	Initial "Pray and spray"	Managed "Targeted emailing"	Defined "Starting to automate"	Quantified "Starting to integrate"	Optimised "Integrated lifecycle targeting"
Email capabilities and evaluation	Simple ESP response tracking	Regular report of opens/ clicks	'Beyond the click' tracking Segment tracking	Value reporting Hurdle rates and activity levels	Response data > CRM system/warehouse
List quality	Not managed	List-building options increased	List quality improved	Reactivation and removal	Preference centres
Targeting (relevance)	None: 'Pray and Spray'	Demographics	Basic triggers	Full lifecycle sequences	Additional sequences added
Proposition and communications strategy	Newsletter and Eblasts	Increased frequency	Content marketing integration	Social integration	Optimised frequency
Creative and templates	Simple headers	Multiple template	Dynamic content	Fully mobile optimised	Advanced techniques
Delivery	Not reviewed	Bounce rates reported	Inbox delivery reported	Feedback loops and delivery service	Continuous monitoring
Optimisation	None	Experiments with different offers/subjects	Structured offer / subject testing	Layout reviews AB testing	Multivariate testing
	★☆☆☆☆	★★☆☆☆	★★★☆☆	★★★★☆	★★★★★

motorsportdigitalmarketing

E-mail MKTG: Introduction

- 30% of transactions online started with a click on an email campaign

- Smartphone users check e-mails 6 times a day

- 61% use phone to make purchases

Source: Google, 2013

motorsportdigitalmarketing

E-mail MKTG: Introduction

- 94% of internet users receive opt-in permission based email

- 89% of internet users prefer email over offline media

- 93% of internet consumers believe that email is the best way for existing suppliers to communicate with them

Source: Emarketer, 2013

motorsportdigitalmarketing

E-mail MKTG: Introduction

SPAM

• Seven trillion spam messages sent in 2013.

• Spam accounts for 85% of e-mail worldwide.

Source: Microsoft Jan 2014

motorsportdigitalmarketing