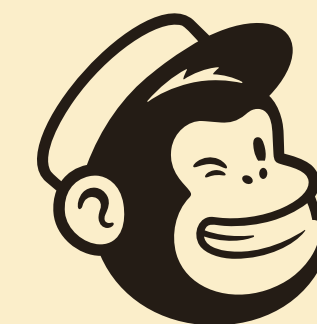




A Mailchimp

e-book

An Introduction to Email Marketing: Tips to Maximize Success



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mailchimp

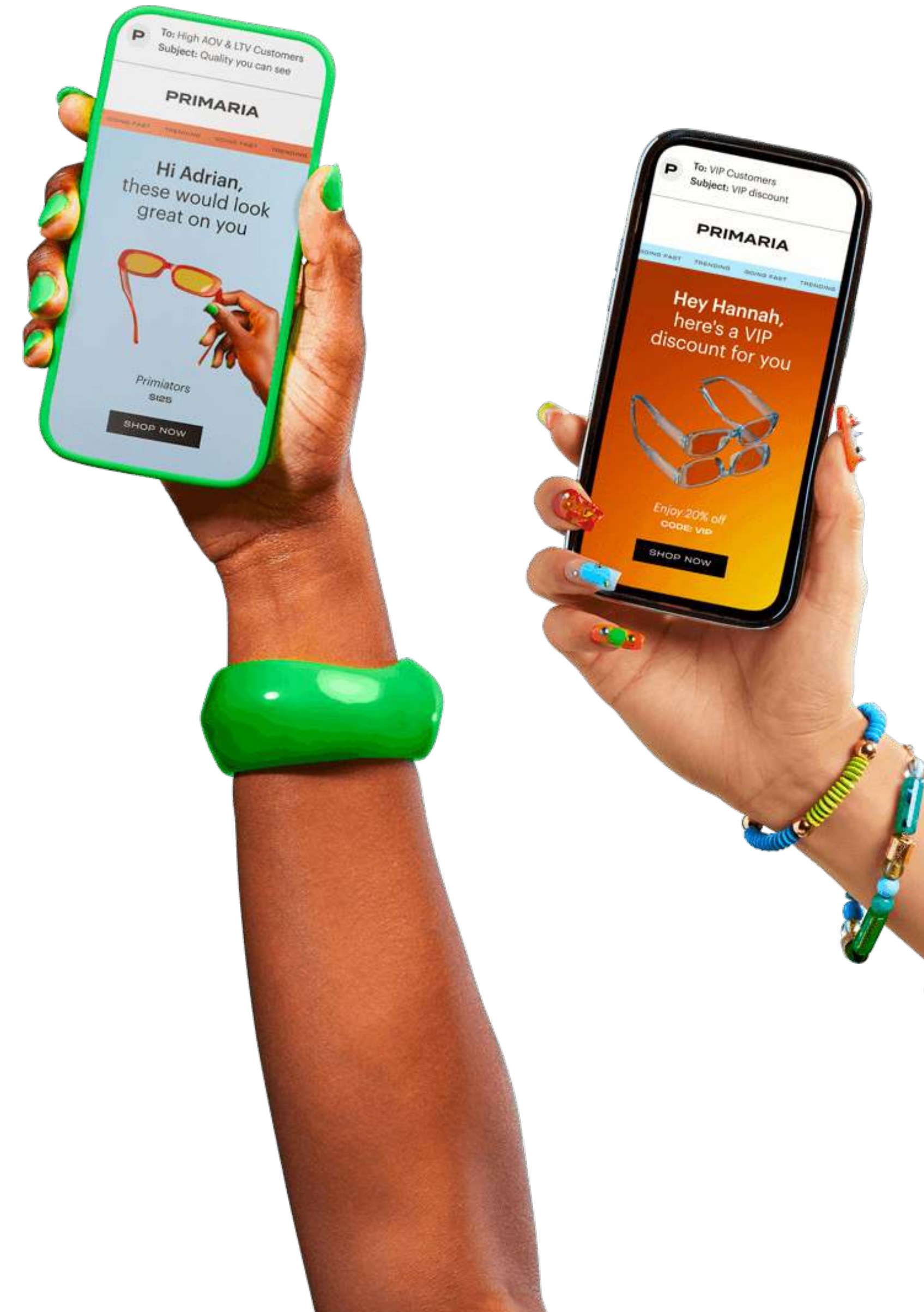
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With over 4 billion email addresses in the world, the opportunity to reach viable audiences and engage new customers is limited only by one's imagination.

With email being a crucial element in any marketer's toolbox, it's no wonder that it also has one of the highest potentials to deliver ROI in any business; according to DMA.org it achieved \$52 for every dollar spent in 2019. The same company posted a survey where 73% of consumers (post-GDPR) also said that email is their preferred marketing channel. With these numbers, it's clear why email marketing can serve as a cornerstone of any company's digital marketing strategy.



What is direct email marketing?

Direct email marketing is one of the most common digital marketing tactics today. It typically comes from communicating an offer directly to pre-selected customers. It's also known as direct response marketing and doesn't follow the same methodology as mass promotional emails sent to your entire contact list.

There are several different types of strategies you may use for this marketing tactic. For example, you may want to craft some welcome emails or birthday messages. As another example, if you have a special discount or promotion, you can look at your target market, figure out who will benefit the most from this strategy, and communicate directly with them.

The size of your recipient list may change, and the goal of direct emailing is to increase your conversion rate, helping you maximize the return on your investment. Think carefully about your email marketing strategy.

Benefits of direct email marketing campaigns

- ✓ Reach the right contacts
- ✓ Deepen your relationship with subscribers
- ✓ Improve email marketing metrics
- ✓ Ensure the delivery of relevant content



Are direct email marketing campaigns effective?

Yes, these kinds of direct email campaigns can be effective as long as you follow email marketing best practices. If you craft your strategy carefully, you may enjoy several significant benefits. Some of the top benefits of putting together a strong strategy include:

- **Reach the right contacts**

When you conduct research ahead of time, you'll be able to reach the right contacts. You can figure out who is interested in your products and services and identify ways to convince them to make a purchase. You need to determine who your target market is before you start sending out emails.

- **Deepen your relationship with customers**

You can deepen your relationship with your customers by using a comprehensive strategy. Instead of getting mass marketing emails, customers will notice that messages are personalized to meet their needs. This is a great way to build customer loyalty.

- **Improve email marketing metrics**

You need to track several key metrics when crafting this type of email campaign. You must keep an eye on those who respond to your emails, click on the links, and make a purchase. With direct email marketing, you can improve your metrics and maximize the benefits of your advertising tactics.

- **Ensure the delivery of relevant content**

Finally, you can also deliver relevant content to your subscribers. Your contact list willingly provided you with their information, and it's best to supply them with content they'll find valuable.

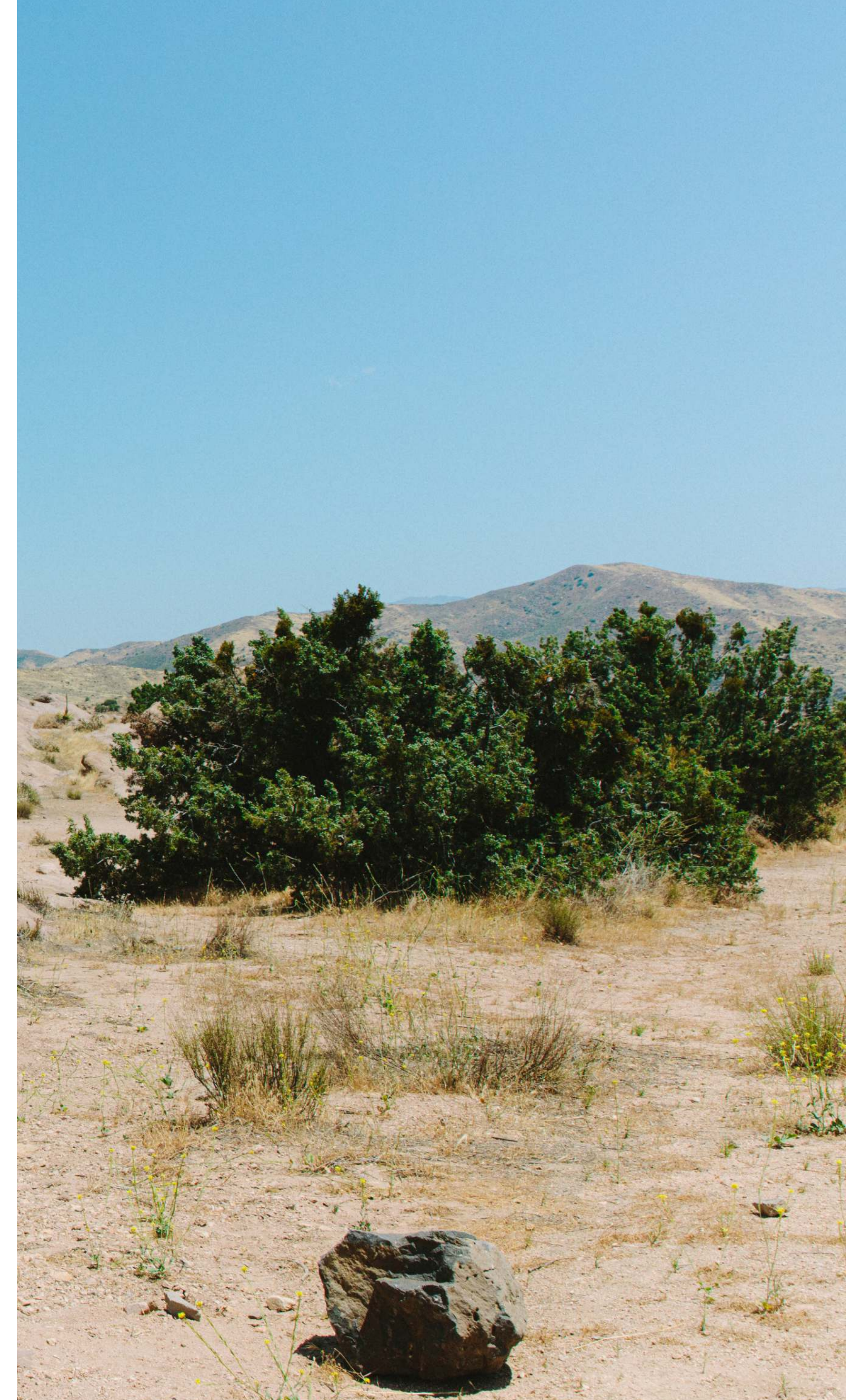
If you want to take advantage of this marketing tactic, you must follow all relevant best practices. That way, you can take advantage of the benefits.



Drawbacks of direct email marketing

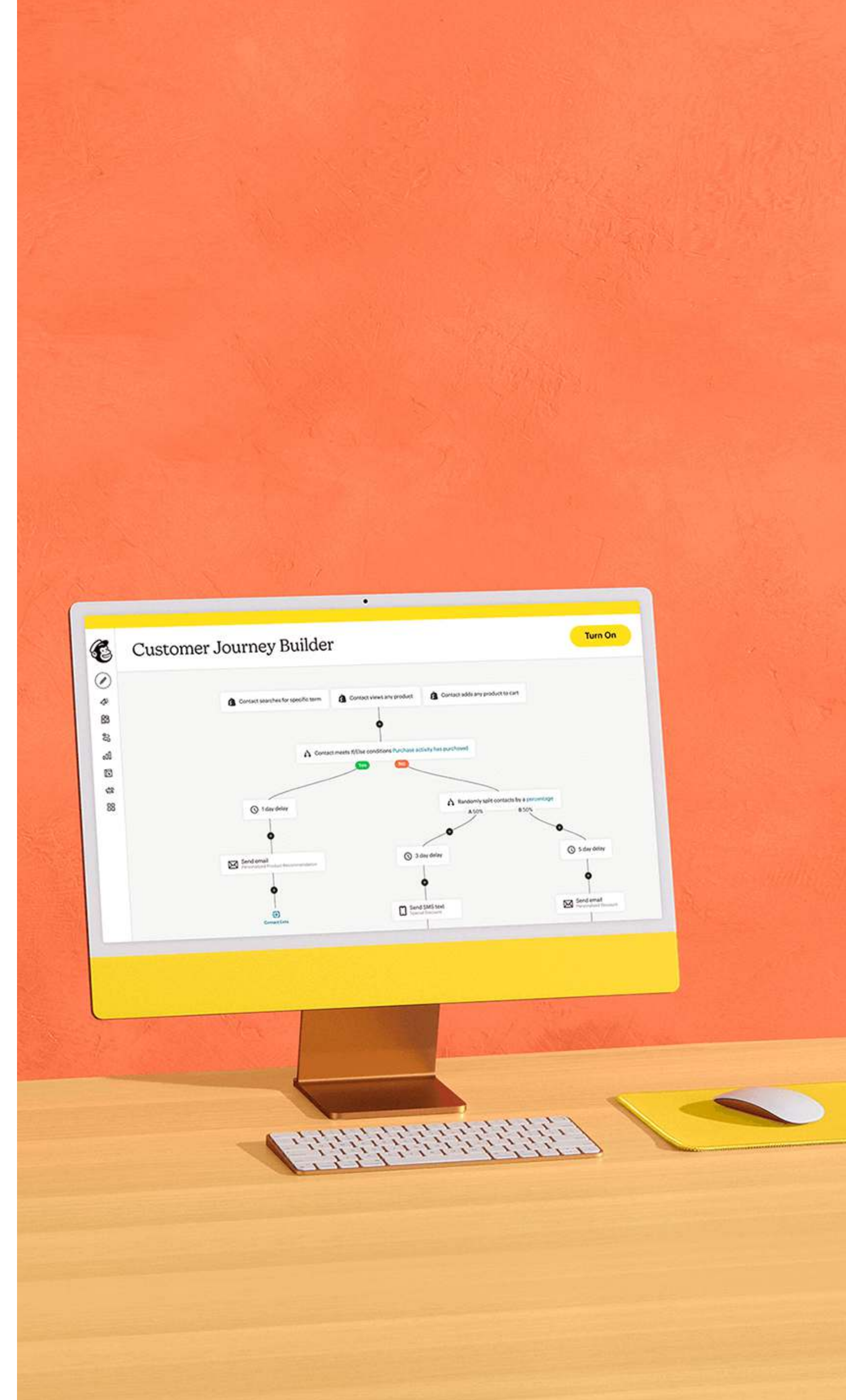
There are a few drawbacks to this type of marketing, and you need to customize your email campaigns to minimize them. For example, there's a chance that your marketing message might be categorized as spam by email service providers. If you feel like your emails are not reaching your target market, you may need to revisit your wording—particularly the information you put in the subject line—to ensure it's missed by spam filters.

There's also a chance that your target market may view your messages as redundant. If you reach out to them too frequently, you may annoy them, meaning they can potentially stop opening your emails. That's why it's important to establish a regular calendar and customize the contents of your emails carefully. Doing so can increase the open rate of your emails and convince your target market to take advantage of the products and services you're advertising. This leads to our next section's focus—your direct email marketing strategy.



How to create a successful direct email marketing strategy

If you want to get the most out of your email marketing campaigns, there are several steps you need to follow. By thinking carefully about how you execute your strategy, you can maximize your conversion rate.



Some of the steps that you need to follow include:

1. Determining your goals

What are the specific goals of this email campaign? For example, do you want to convince people to pick up the phone and connect for a demo? Or, do you want to convince your audience to click the link in your email and check out your new products?

There are many types of email marketing campaigns. However, there are four principal types of marketing emails, which include:

- **Promotional emails**

Promotional emails advertise a company's products or services, often by promoting sales, discounts, seasonal events, company events, and so on.

- **Product update emails**

These emails inform customers about new or updated products.

- **Digital newsletters**

Digital newsletters are regularly sent to a company's email list to inform customers of company or industry updates by providing interesting articles or relevant news.

- **Transactional emails**

These emails are typically triggered by a customer action. For example, if a customer buys a product, they may receive a confirmation email or a follow-up email that asks for their feedback.

Start by deciding what type of email you want to send. You need to craft a funnel for your campaign. Then, each email should have a purpose.

How to create a successful direct email marketing strategy

1. Determine your goals
2. Build an email list
3. Make your campaign



2. Building an email list

Next, it's essential to build an email list. Who do you want to reach out to as a part of this specific campaign? You probably have many email subscribers on your list, but you don't want to send a message to everyone. Otherwise, your target market may view it as impersonal. Consider leveraging demographic information and prior sales history to determine who might benefit most from this specific email marketing campaign.

3. Crafting your campaigns

Now that you have your target market and goals, it's time to craft your campaign. How many emails do you want to send out as a part of your campaign? How frequently do you want to send them? What type of wording do you want to use to move people down the funnel?

Depending on the products and services you sell, you may need to customize these steps. However, this general overview of how you can orchestrate an effective email marketing campaign can serve as your launching point.

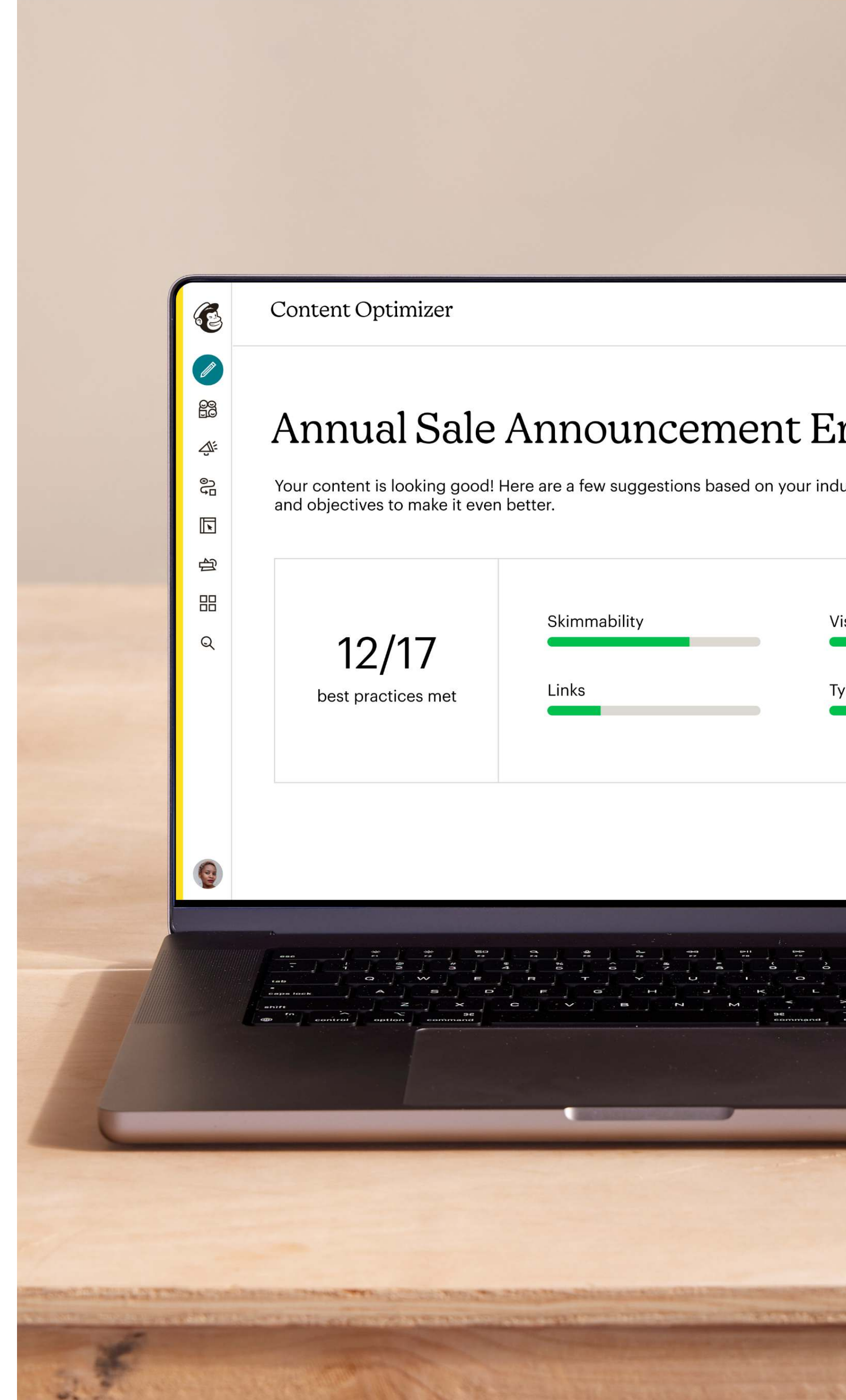
How to create a successful direct email marketing strategy

1. Determine your goals
2. Build an email list
3. Make your campaign



Direct email marketing best practices

As you figure out what information you want to include in your email, it's important to keep a few best practices in mind. That way, you can put yourself in a position to get the most out of each email you send to your target market.



Direct email marketing best practices

Some of the best practices you may want to follow include:

- **Include CTAs in your campaigns**

You always need to include a specific call to action as a part of your email marketing campaign. Even though you might be worried about being too pushy, a call to action is important because it tells your audience what you want them to do next. Do you want them to give you a call? Do you want them to respond to the email?

- **Ensure emails are high quality**

Of course, you must ensure that your emails are high quality. Put the most relevant information in the subject line, and don't make the emails too long. If you have a lot of information to include, you might want to think about converting it into an image or video. Nobody wants to read a wall of text, so make sure you send quality emails to your target market.

- **Write catchy subject lines**

A well-crafted email subject line can grab the attention of the reader. There's never a second chance to make a first impression, and the subject line is what people will see in inboxes first. The subject line should convince your reader to open the email.

- **Personalize all emails**

Personalizing every email with information that applies to each reader is critical. This may mean starting the email with their name or emailing subscribers during special events, like their subscription anniversary or birthday.

Direct email marketing best practices

- ✓ Include CTAs in your campaigns
- ✓ Ensure emails are high quality
- ✓ Write catchy subject lines
- ✓ Personalize all emails

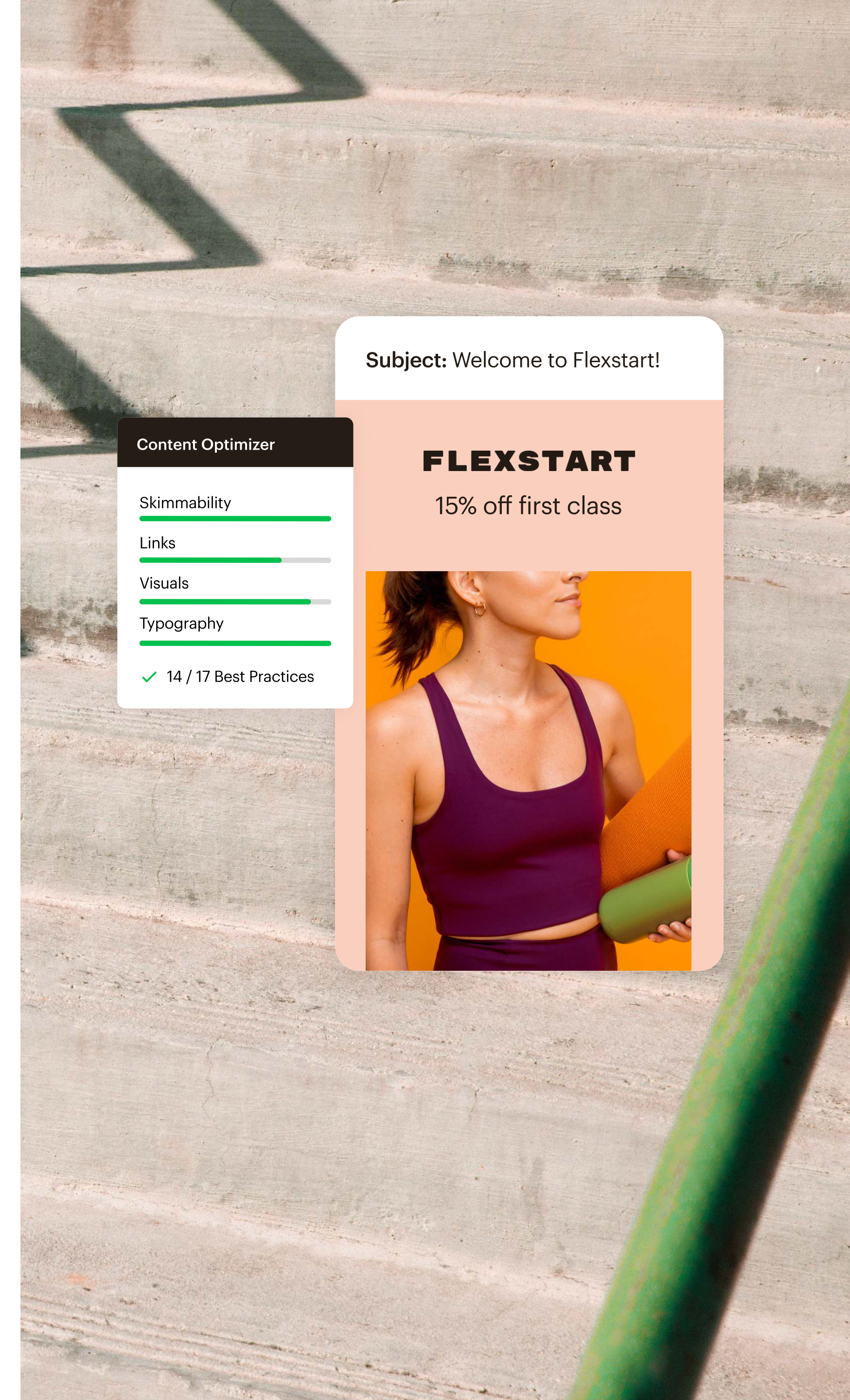


Craft high-quality emails with technology

Direct email marketing can be a great way to ensure you're reaching the right people and deepening your relationship with every subscriber. While there are several best practices to keep in mind, personalization is key to a successful campaign. However, it can be challenging to personalize every email manually, especially if you have an extensive contact list.

Fortunately, today's leading email marketing platforms are here to help. Email marketing software is a great asset that enables you to personalize every email with a subscriber's name and other relevant information. Easy to use email builders allow you to create high-quality, professional emails in a matter of minutes. Plus, you'll have access to valuable metrics that can provide insight into the performance of your campaigns, encouraging you to find ways to improve your marketing efforts.

With today's email marketing services, you can quickly and easily organize your audience, segment customers, write and design emails, set timing preferences and triggers, and evaluate your performance.



6 key benefits of a single audience

Having all your data in one place within Mailchimp creates a single source of truth for insights about your audience, making it much easier to get an understanding of who they are as a whole.



How to sell a surprise: 3 tips from Pack Up + Go

Case Study

They also use [Mailchimp automations](#) to send targeted messages. Travelers who have just booked a trip are sent an automated campaign about Pack Up + Go's Peace of Mind travel insurance. Not only is it good for Pack Up + Go's clients to receive relevant messages, it's also good for the company.

“What we’re doing right now is different segmented lists, targeting past travelers that have gone on Pack Up + Go trips and giving them more information about what other types of trips Pack Up + Go offers—plane and train trips, road trips, vacations, and outdoors trips,” Amelia says.

“Just because you did a Pack Up + Go plane trip doesn’t mean that you can’t experience another type of trip where you’re driving to your destination and staying in a campsite.”

This holistic view is important for your marketing for several key reasons:

1. It helps you get a better understanding of your people

Particularly if your business is just starting out, having one audience helps you see a clearer picture of who you're talking to, and who you should be talking to (it may not be what you'd expect). But seeing trends across your entire audience is helpful for businesses at any stage of growth.

2. Targeting is more effective with all your contact data in one place

A single audience makes it easier to use tools like tags and segments to organize insights about subsets of contacts while still keeping an eye on your audience as a whole, and lets you use pre-built segments with confidence, knowing you're reaching everyone who meets a particular criteria.

3. A single audience simplifies sending

Not only does maintaining one audience make sending to tags and segments more effective, it also makes it a lot easier if you do want to send a message to your entire audience. Rather than replicating content across siloed audiences, just select everyone you want to send to—all in one send.

4. You can keep tabs on trends—and quickly take action

Just because your business is growing doesn't mean you need to create new audiences. Continuing to add contacts to your existing audience can help you spot changing patterns in your data at a glance—and find new ways to talk to people as your audience evolves.

5. It helps preserve data

When you have a central location to look for details about your people, data is unlikely to get siloed or overlooked—or lost in the shuffle of moving data from one audience into another (this is particularly important if you're using GDPR forms to collect consent).

6. It makes it easier to maintain your contact data as you grow

With one view of your contacts and one complete record of their engagement history, it's easier to decide if it's time to re-engage or archive contacts.



When to create a second (or third) audience

While growth in itself isn't necessarily a good reason to create additional audiences, some businesses may notice trends as they grow that do justify a need to create more than one audience in Mailchimp. The most telltale sign is when you start to see distinctly different subsets of people you need to communicate with, with no crossover in contacts or messages you'd want to send to both.

Here are a couple of examples where separate audiences may be the best option for your business:

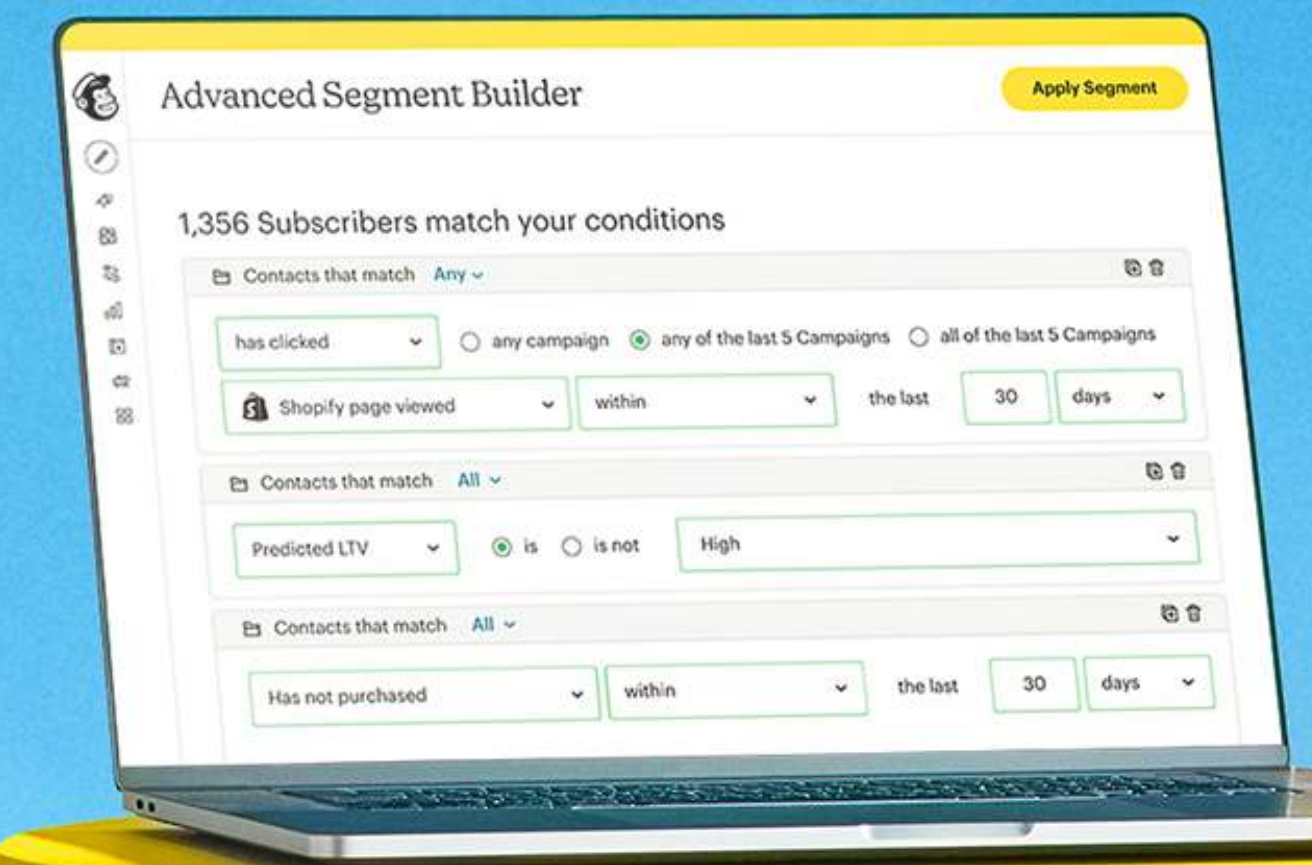
- **If you have a B2B and B2C side to your business**

If you market to both vendors and buyers—or 2 distinctly different types of customers—through Mailchimp, it may be best to keep these audiences separate. This is particularly true if you know you'll want to dig into reporting to understand trends and performance separately for these audiences (and not just the campaigns you send to them) over time.

- **If you communicate to both internal and external audiences**

For businesses that talk to both employees and customers through Mailchimp, keeping these audiences separate may be useful to keep performance data cleaner—and make sure you never accidentally send a message with sensitive information to an external audience.

In cases like the ones described above, where you'll never want to talk to distinctly different audiences in the same way (or where crossover in messages may actually be a liability), maintaining separate audiences can help you keep content, reporting, and insights separate across these two (or more) subsets of people. But in many cases, using tools like tags and segments to target within one audience is the best—and easiest—option.



Fewer audiences, more targeting

As a general rule, before you create a new audience, it's a good idea to stop and ask yourself if organizational tools like tags or segments could get the job done (and still let you maintain a single view of your audience).

Here are a few examples where targeting within a single audience is far more effective than creating new audiences:

- Instead of creating a new audience for contacts you met at an event, use a tag to note where you met them when you upload the list of new contacts into your existing audience. You can even set up an automation to trigger based on that tag, so you can easily follow up with these contacts in a personalized way—without separating them from the rest of your audience.
- Instead of creating separate audiences for contacts located in different cities, keep all of these contacts in one audience and use the pre-built segments on your audience dashboard to reach out to contacts based on their location—just click and go.
- Instead of creating a new audience for all contacts that share a particular interest, use tags to note anything you need to remember about your contacts' preferences. Common tags across your contacts can also be seen in your audience dashboard, so you can target these tags with campaigns in just a few clicks.
- Instead of creating a separate audience for new contacts to welcome them or share onboarding information, use segments to target messaging based on signup date, while still keeping new contacts in the same audience as the rest of your customers. Bonus: with the audience dashboard, you can quickly reach segments of new contacts based on their signup source, so you can get even more targeted with your messages.

In short, keeping contact data as consolidated as possible makes it simpler to get a holistic view of your audience, makes it easier to use flexible tools like tags and segments to target messages based on insights, and ultimately sets you up for smarter growth.



Whether you're writing emails to coworkers, clients, or customers, it's important to engage your reader and be clear about what you want them to do in response.

But writing an email can be tricky. You need to grab the reader's attention and hold it for long enough that they actually read the entire email from start to finish. The average email open rate for all industries is 21.33%, meaning the majority of emails sent aren't read. So how do you craft an email that your recipient will open and read?

See how Earl of East reaches their audience with value-added content

Case Study

Learn how this lifestyle brand keeps their audience inspired through storytelling.

How does your tone change based on whether you're emailing people over the weekend at their personal email address vs. during the week at work?

Over the weekend, we move away from being sales-driven to be more focused on what we always call 'added value content.' We dial up the inspiration.

How does this approach help get people into your stores?

The lucky thing we have with our locations is that they are part of a bigger neighborhood. We have a store in Kings Cross, where we are surrounded by amazing food vendors and restaurants. We are surrounded by amazing exhibition spaces and galleries, activities to do free of charge, and also other really nice independent stores. So yes, when we send content over the weekend with things to do, one of the 5 things to do is always come and visit us. But the other 4 are always like go eat there, go see this, go try that. Buy your bouquet of flowers at our local florist and then come to us as well.



Email format: 4 essential email components

There is a basic format for an email that you should follow when writing emails for any occasion. Every email should contain the following four components:

1. Subject Line

The subject line is arguably one of the most important parts of an email. It's the first thing the person will read and sets the tone for the rest of the email. So if you want to send a good email, you need a good subject line. Your subject line should be short and to the point, but interesting enough to entice the reader to actually open the email. It's also crucial that everything is spelled right in the subject line and uses perfect grammar. Remember: if you don't have a strong subject line, the reader likely won't even open the email. Need help? Check out our [Subject Line Helper](#) for some inspiration.

2. Salutation

The salutation in an email doesn't have to be lengthy or extravagant. You just want to greet and acknowledge your audience in a nice way. Here are some examples of salutations to get you started:

- [Recipient Name]
- Dear [Recipient Name]
- Hi all
- Hi team

3. Body

The body of the email is when you'll actually go into detail about the purpose of your message. If you've engaged a reader enough to reach the body of an email, that means you're doing a good job. So it's important to keep the momentum going and write a good body, too. Keep the body clear and concise and mention your specific purpose of the email very early on. If you can, try to keep the body of the email to just a couple of sentences.



4. Conclusion

The conclusion of an email should just be something friendly and simple that ends the email on a good note. Some examples of good conclusions are:

- Thanks
- Best
- Regards
- Sincerely
- Take care

Your conclusion should also provide a clear action you'd like your customer to take.

We wouldn't be helping you much if we just told you the sections and how to outline your email structure. So we've also pulled together some tips for you on how to write and craft your email to be as effective as possible towards your target audience.



10 tips for crafting an effective email

There are key tips that can make your emails more effective; from defining your goals to writing for your audience, the following can help you make the most out of your email campaigns:

1. Define your email goals

Before you actually go in and write your email, it might be helpful to take some time and define your email goals. What do you want to achieve with this email? What are the main points you want to get across? And how can you do that in a concise way? Figuring out the goals of your email can help you write your email much more quickly and effectively.

2. Consider your audience's needs

There's a reason why you can't just copy and paste your emails and mass send. You need to actually change the tone of voice in your email to fit each individual audience. For example, your tone to your boss will sound a lot different than your tone to a close colleague. You have to consider your audience's needs and write at the appropriate reading level for them. If you're going to be using any supporting data in your email, make sure that matches the audience as well.

3. Craft a compelling introduction

Your introduction should immediately grab the reader's attention and entice them to keep reading. Your introduction should be specific for the person who you're writing it to. Keeping your reader engaged is an important part of effective email marketing. You want the reader to feel like the email was written personally to them, even if it's being sent out to multiple people.

10 Tips for Crafting an Effective Email

- ✓ Define Your Goals
- ✓ Consider Your Audience
- ✓ Craft a Compelling Intro
- ✓ Be Concise
- ✓ Use Proper Etiquette
- ✓ Don't Mix Topics
- ✓ Proofread
- ✓ Schedule Your Emails
- ✓ Follow Up
- ✓ Embrace Trial and Error



4. Be concise

No one wants to spend half their day going through emails. Keep your email as concise as possible, without leaving out important information, and aim to say more with less words. You can do this with bullet points or by adding visuals to break up the text. Your email design is crucial because it allows the reader to properly navigate the content. If an email is shorter and includes images, the recipient will be more likely to actually read through the entire thing, rather than just skimming it.

5. Use proper etiquette

You want to sound friendly and polite in your emails, but not too casual. And at the same time, you don't want to sound too serious. Just be sure to include a friendly salutation and closing in your email. Also, make sure to not send an email very early or late in the day. Be considerate of the recipient's personal life.

6. Stick to one topic

If you have multiple topics that you want to address in your email, avoid including them all in the same email. This can make it confusing for the recipient to read and make them less likely to respond. Instead, space out the emails to be sent at different times so it's less intimidating for the reader.

7. Proofread

The biggest mistake you can make is not proofreading your email before clicking send. It doesn't matter how many emails you've sent in your day—always proofread your emails. Just take a couple minutes to check for spelling and grammar mistakes, as these can reflect very badly on you or your business.

10 Tips for Crafting an Effective Email

- ✓ Define Your Goals
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- ✓ Don't Mix Topics
- ✓ Proofread
- ✓ Schedule Your Emails
- ✓ Follow Up
- ✓ Embrace Trial and Error



8. Schedule Your email blasts

If you're planning on sending out multiple emails at once, it's important to schedule them. Not only does this make it much easier because you don't have to go in and individually send a bunch of emails, but also it ensures they get sent at the right times. Most people tend to check their emails shortly after waking up, so scheduling email blasts in the morning may be ideal. However, make sure you take into consideration the different time zones, so you don't send an email at 5 a.m. to someone on the West Coast.

9. Follow up

It's not uncommon for a reader to forget about a deal you offered, especially if they're receiving hundreds of emails a day. But as a general rule of thumb, you should wait two business days to send a follow-up email. Sending something sooner than that might make a customer unsubscribe from your emails.

10. Embrace trial and error

It'll likely take some trial and error before you can nail down how to write an effective email. But don't let this deter you. Understanding how to write emails in an effective manner is a learning curve, and you'll get the hang of it eventually. And while you're learning, you can try out email A/B testing, which is essentially the process of sending out one variation of an email to one person and a different variation to another person. This will help give you an idea of what type of email works best.

10 Tips for Crafting an Effective Email

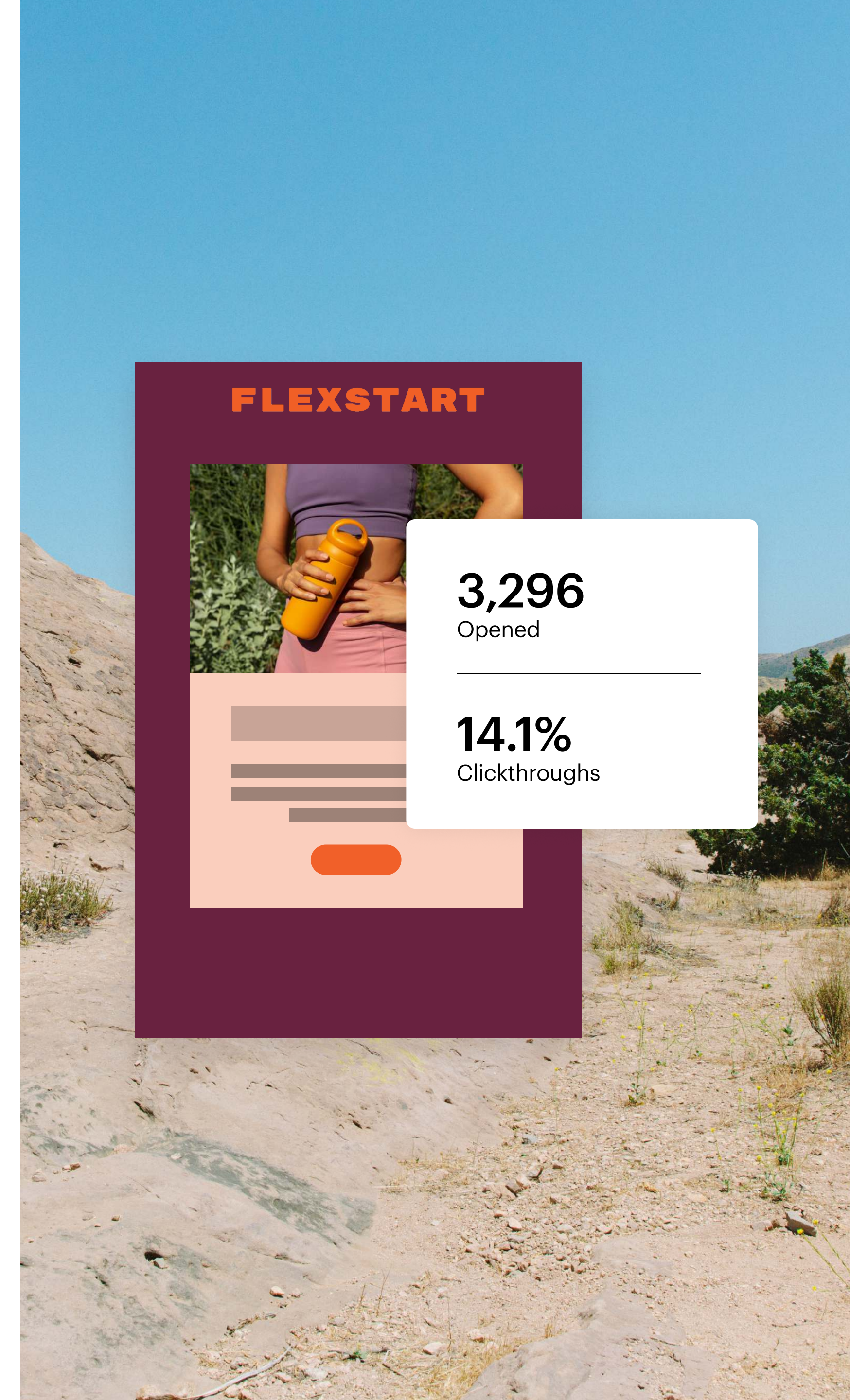
- ✓ Define Your Goals
- ✓ Consider Your Audience
- ✓ Craft a Compelling Intro
- ✓ Be Concise
- ✓ Use Proper Etiquette
- ✓ Don't Mix Topics
- ✓ Proofread
- ✓ Schedule Your Emails
- ✓ Follow Up
- ✓ Embrace Trial and Error



Start sending better emails

Writing a good email isn't as easy as just typing down your thoughts and clicking send. It takes a lot more than that to engage with your reader and entice them to do what you're asking. But knowing how to write an email is crucial for both your personal and professional life, and you can use leading email marketing platforms like Mailchimp to help you out along the way.

Alright, we've now learned about direct mail theory, structure and best practices. We've even learned some triggers that have proven successful for other Mailchimp customers. So what happens when you've crafted and sent your email? How do you know the best time to send it? How do you tweak that timing in the future? And how do you know if your emails are working for you?



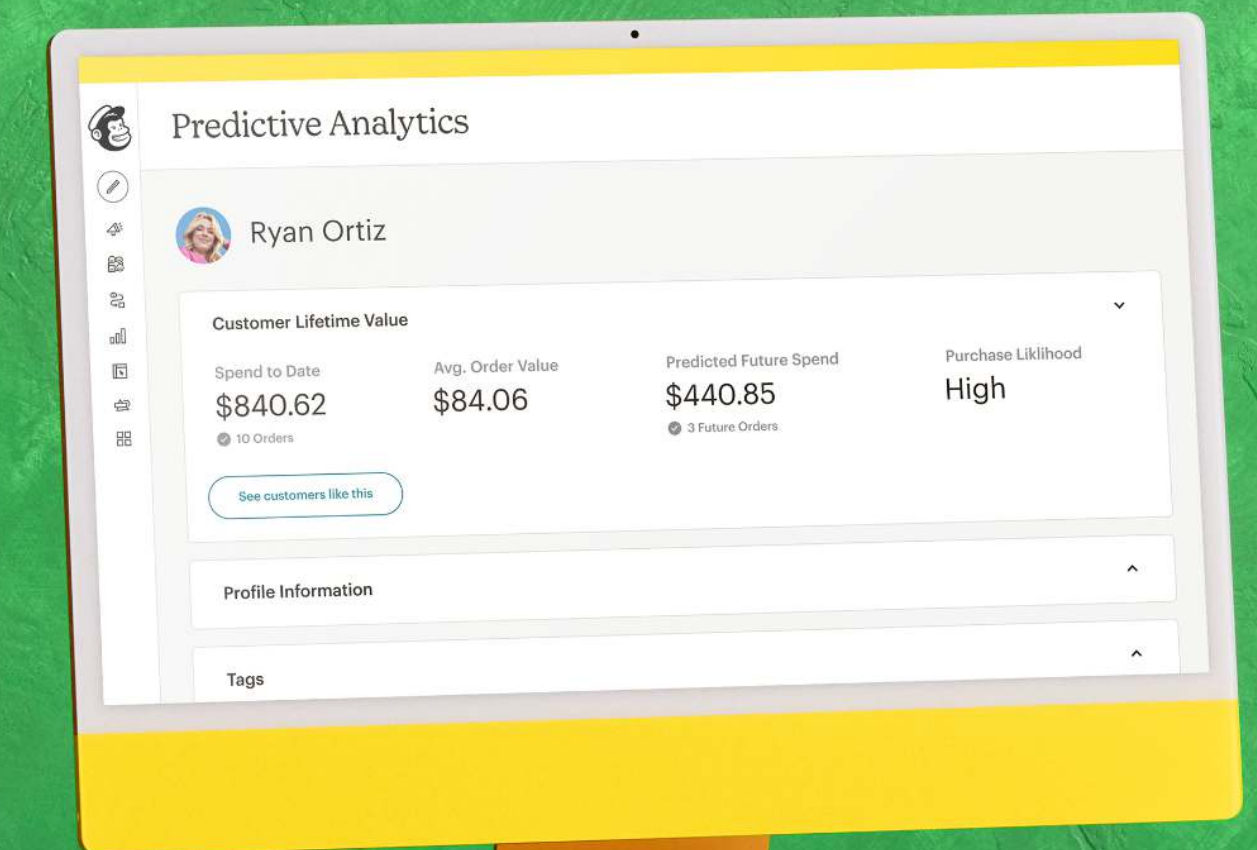
Deliverability and inbox success

Are your email marketing communications reaching their intended destination? Understanding email delivery is important to determining engagement. Simply put, if your emails aren't making it to subscribers' inboxes, they can't be engaged with.

Proven best practices for email deliverability include maintaining a clean subscriber list, ensuring content relevancy, and obtaining clear opt-ins. Furthermore, to dodge the vigilant spam filters, creating authentic, relevant content and avoiding spam-triggering keywords are essential.

Leading email marketing platforms offer suites of tools delivering detailed audience analytics and comprehensive email dashboards to provide real-time insights into how your emails are performing, including their open rates, engagement levels, and where they're landing. By consistently accessing these analytics, brands can pinpoint what's working and what needs tweaking.

Since email marketing success relies on your ability to ensure your message is seen, by leveraging these tools (like Mailchimp) and paying attention to your email analytics, you can continuously refine your strategy to ensure your emails reach inboxes and encourage engagement.



Deliverability and inbox success

Customer engagement isn't just about whether an email gets opened; it's the actions the subscriber takes as a result of that email.

For instance, do they click on a link, forward it to a friend, or spend a significant amount of time reading your content? These interactions indicate how compelling and relevant your email content is to your audience.

For marketing teams, high engagement rates often lead to better email delivery. Email service providers monitor user interactions, and if your emails are frequently opened, clicked on, or positively interacted with, they're more likely to land in the primary inbox rather than the spam folder. In addition, engaged subscribers are more likely to convert, whether that means making a purchase, signing up for an event, or any other desired action. High engagement rates typically correlate with a better return on investment (ROI) for your marketing efforts.

Email engagement metrics can also give you key insight into audience preferences. Monitoring engagement can help you determine what resonates with your audience to refine future campaigns. There are several metrics you'll find in your email marketing dashboard to measure email engagement, including open rate, click-through rate (CTR), conversion rate, bounce rate, and so forth.



The types of metrics you define might vary based on the type of email. Promotional emails may use different key performance indicators (KPIs) than transactional emails. Let's take a look at the different email engagement metrics and what they mean:

- **Open rate**

The percentage of subscribers who received and opened your email. Keep in mind that an opened email doesn't necessarily translate to an engaged subscriber.

- **Click-through rate (CTR)**

The percentage of recipients who clicked on one or more links within the email. A high CTR indicates that your email's content successfully encouraged readers to take action.

- **Conversion rate**

The percentage of subscribers who completed a desired action, such as making a purchase or completing a form.

- **Bounce rate**

The percentage of your sent emails that were not successfully delivered. A high bounce rate indicates an outdated email list or issues with deliverability.

- **Share rate**

The percentage of recipients who forwarded or shared your email with someone else or via social media. A high forward/share rate indicates highly compelling content. Share rate is important for promotional emails, newsletters, and other shareable content. You shouldn't expect a high share rate for transactional emails since those primarily deal with transaction information only relevant to the particular customer.

- **Unsubscribe rate**

The percentage of subscribers who unsubscribed from your email communications. A high unsubscribe rate might indicate that your content isn't relevant or you're emailing too frequently.

Although the basics remain the same, the world is ever changing and has thrown in advanced technologies that have flipped email marketing on its head. With the introduction of ChatGPT and other AI solutions, email marketing is becoming easier than ever before.

What is happening with the introduction of AI in email marketing

How do you use AI in email marketing? That's a big question, and because there's so much AI technology out there, the answer can be complex. AI can crunch numbers, write email subject lines, inform your email marketing strategy, and much more.



Learn more about how Yuool grows revenue—and their business

Case Study

The Brazilian shoe brand stays connected to their audience and keeps them coming back for more using customer journeys.



13%

Online sales made via email in 2022

7.4%

Click-through rate in welcome journeys as of June 2023

34%

Sales made from repeat customers from January 2022 through May 2023



What is happening with the introduction of AI in email marketing

1. Content ideation

Sometimes, the most challenging part of email marketing is coming up with general ideas. Once you know what to talk about, making content becomes easier. If you've ever stared at a blank screen or page trying to start a project, you already understand this.

AI writing tools can completely solve this problem easily. ChatGPT has made a lot of waves, and it's pretty well known, so let's use it as an example (this particular AI technology will come up again). As a natural language generation tool, you can type prompts into ChatGPT, and it will give you full-fledged ideas. You can tell it about your business, and it will customize different ideas for your brand. Even if you don't end up using any of the AI ideas verbatim, it's a tool that can always get your creativity flowing. This is only the first example of email marketing with AI.

2. Email validation

One of the significant challenges of email marketing is curating a quality email list. AI can help. There are a few different ways for AI to implement itself into this process.

First, AI can review your existing email marketing program lists and compare metrics to determine the probability that a single email address (or an entire list) is valuable. By using this, you can skip low-quality emails and save a lot of time and effort.

Second, AI-based email marketing can help you track responses and interactions to rank the quality of various email addresses. With that information, AI tools can even curate an email list for you.

3. Sending frequency

AI often shines when it gets the chance to do math (a powerful feature of machine learning), and this is one of those times. It might seem like you can send emails on a regular schedule and succeed, but marketing is far more complicated than that.



If you send emails too soon, you risk burning out recipients, leading to them not reading your messages. They might even unsubscribe or block your email address.

But if you send them out too rarely, you miss opportunities. AI can track the value generated by each email you send and analyze the frequency of your efforts to help you build an optimized schedule.

4. Campaign insights

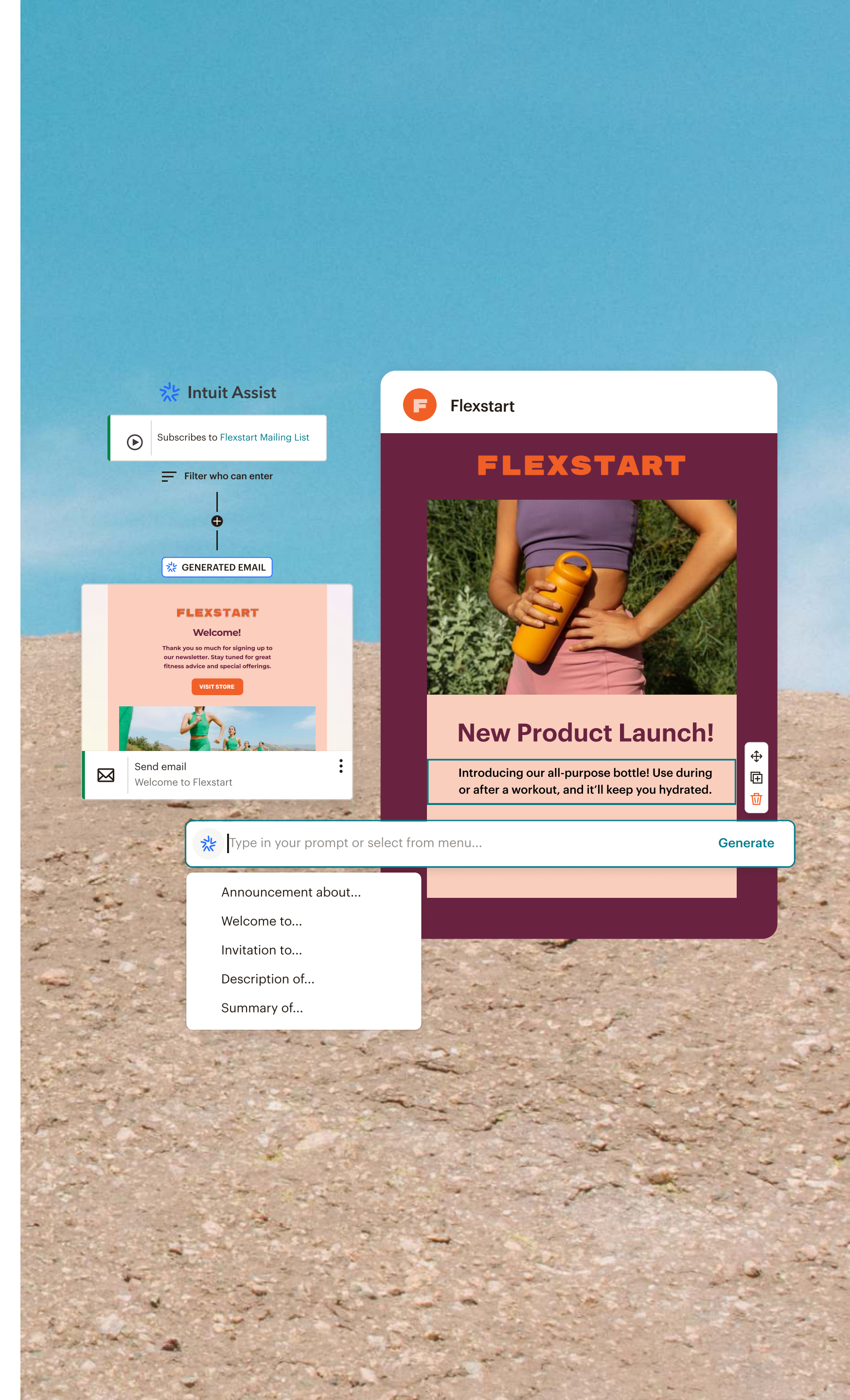
Insights for AI email campaigns expand on the previous section. You could consider email frequency to be a single insight in a sea of possibilities.

Other insights you should consider are which contact methods are most useful, which types of products get the most responses, what kinds of email headings work best, and much more. Not only can AI tools track various insights for you, but they can also help you figure out which additional insights are worth investigating.

5. Content creation

Before we continue, let's stop and remember that ChatGPT is not the only generative AI tool companies can use. However, it's the most well-known, and that's why it's discussed often. That said, you can use any AI that you prefer for content creation.

We already covered how content generators can help you come up with ideas. Once you have ideas, you can feed them into the AI, and it can write your entire email. If you told it about your business to tailor the content, that's even better. It will keep track of what you tell it and incorporate that into the content that it creates.



You can also use image generators to get unique graphics and much more. Content creation AI tools can save you countless hours and provide various benefits. But here's a word of caution: AI content creators often fail to produce human-quality content, which may be plagued with inaccurate information. They can shortcut the creative process, which is invaluable, but you still want to proofread written content and have a designer clean up your graphics.

6. Email list cleanup

This goes hand-in-hand with email validation, but cleanup involves more than just marking invalid email addresses.

Email list cleanup can remove low-quality and inactive email accounts from your list. The AI can check that email addresses exist on server lists, and it can do this very quickly.

Additionally, the AI can analyze the quality of valid emails to help you decide if they're worth keeping on the list or not. This is powerful and insightful, and it can boost the value of your email list.

7. Email personalization

You've probably heard that marketing emails should be personalized. The problem is that it takes time. Even if you put everyone's name into their email, the recipient won't feel the personalization.

This is where AI shines. As long as it has access to the personal information you might use, it can easily incorporate that into the email. If you were using ChatGPT to help write the emails, feed it a little personal information, and you'll immediately see a difference in content. To call this a time saver is an understatement.



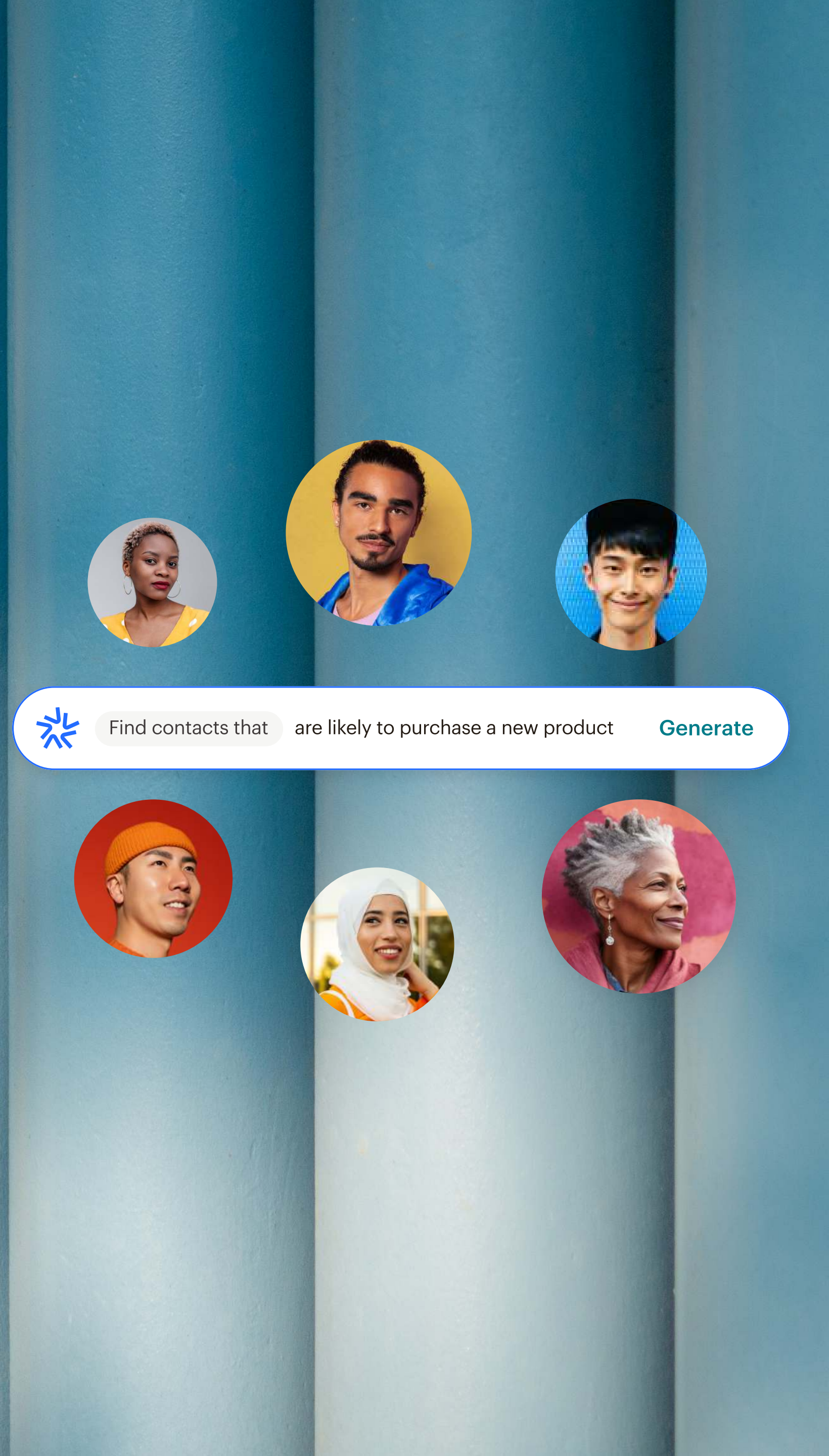
8. Smart segmentation

There's no such thing as a universal marketing email. You already want personalized emails, but even beyond that, good email marketing requires segmentation. You don't want to send car fresheners to people who don't have a car or attract the right people to the wrong product.

AI can compare responses, campaign goals, products, and services and automatically break recipients into segments. More than that, it can use math and data analytics to do this in powerful ways without needing you to watch over its shoulder. It's ensuring that your emails go to the right recipients in the right ways, and it's not doing this on a hunch. It follows powerful analytics the whole time.

9. Email automation

We've already talked about automating email lists, customization, content creation, and more. What if you could automate the design and delivery of entire emails? For instance, if a customer orders something online, you can send an automated receipt to their email address. With AI, you can expand on this process and send customized, personalized, automated emails for various purposes. This broadens the scope of what you can accomplish with marketing emails, and it continues to lower the costs of your operation at the same time.

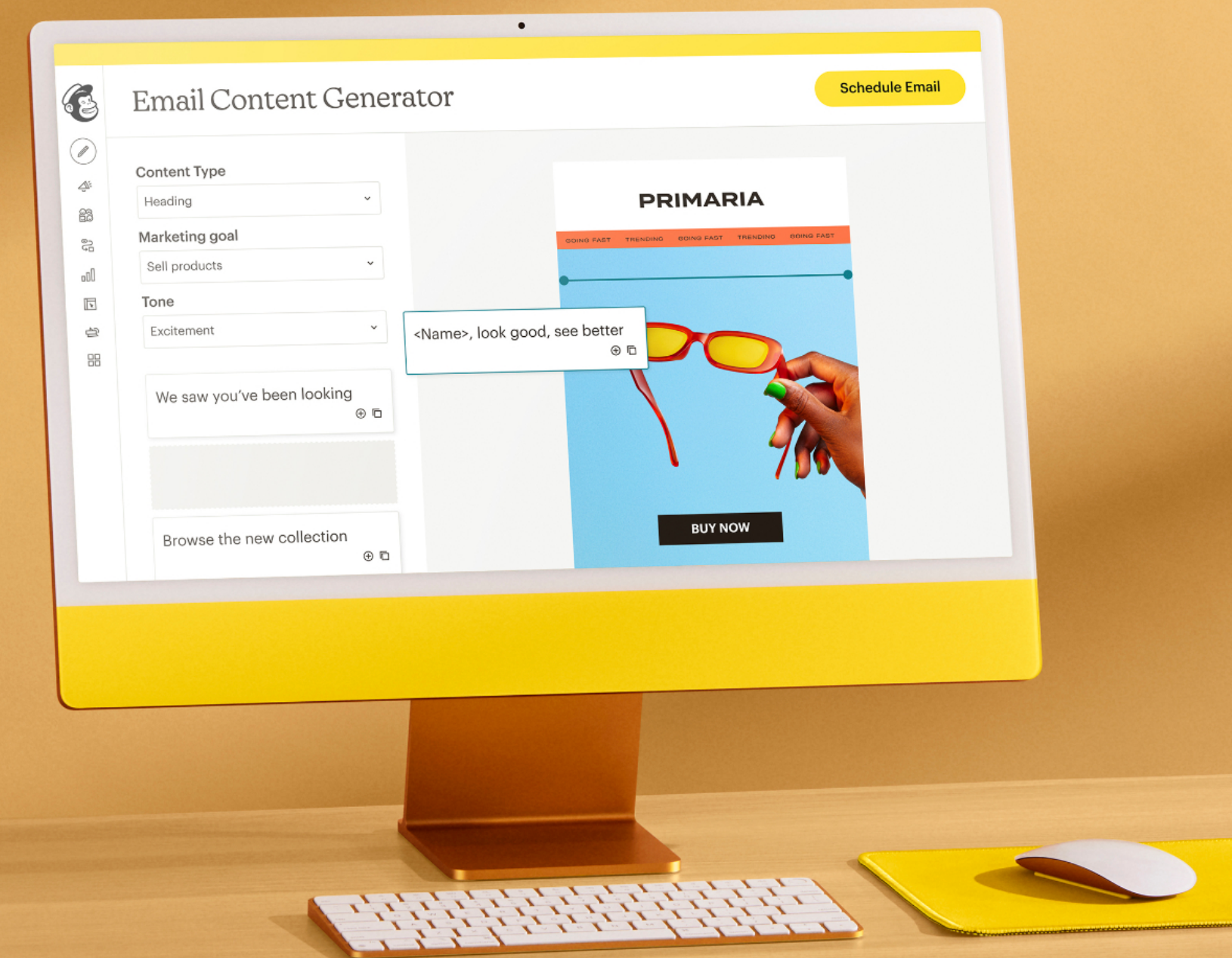


What are the advantages of using AI in email marketing?

The purpose of AI and email marketing is to save time. It allows your team to do more without overworking them. Consider the ChatGPT example one more time. If it's helping with idea creation and content creation, a single person on the marketing team can handle a more extensive range of emails without additional stress.

As they say, time is money, and if you can make your labor more productive or reduce how much you spend on labor, that's already a win.

Yet there's more to this. Because AI can integrate with data and analytics tools, it can inform email marketing strategies and ideas, leading to more successful campaigns. You can also increase revenue by effectively leveraging your AI email marketing tools.



Is AI technology a replacement for email marketing teams?

You've just read a ton about how AI is powerful and can automate everything. But just like ChatGPT still needs you to proofread it, any email marketing software needs human intervention.

As powerful as artificial intelligence technology is, it needs people to operate. An automated workflow still requires human resources to succeed.

An AI tool can help your people explore new ideas, improve their outreach, work more efficiently, and discover insights through analytics, but it's just a tool. Tractors made farming more efficient, but they didn't replace the farmer. Marketing automation is the same.



Leverage the power of AI in future email campaigns

AI tools specifically designed for email marketing are beneficial regardless of your industry or business size. AI technology can speed up the creation of marketing emails and allow you to produce effective campaigns, keeping in mind the limitations of AI and always adding in your branding and your personal touch.

The bottom line

Email marketing can be a powerful part of any company's marketing strategy, big or small. By taking advantage of effective email marketing tools, you can engage with your audience by crafting personalized messages that appeal to their interests. With email marketing tools offered at a range of price points, including free, this can be an extremely cost-effective way of marketing your business. It's time to jump in, stand out, and grow your business!

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