

EMAIL
Optimization
SHOP

BY JEANNE JENNINGS

Email Marketing

Project-based
Consulting

Fractional
Director/VP Services

Workshop Training

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A Deep Dive Into Automation

March 22, 2023

About Jeanne

Founder and CEO,
Email Marketing Consultancy
Blog, newsletter

EMAIL
Optimization
SHOP

General Manager,
Original Community of Email Industry
Professionals
Blog, newsletter, networking, events

ONLY
INFLUENCERS

Programming Chair,
Annual Conference,
June 19-21, 2023, Las Vegas, Nevada
Save 20% with code 'JenningsEIS23'



LinkedIn:

<https://www.linkedin.com/in/jeannejennings/>

Twitter:

@JeaJen, @EmailOpShop, @OnlyInfluencers

Why
Automation?

Why Automation?

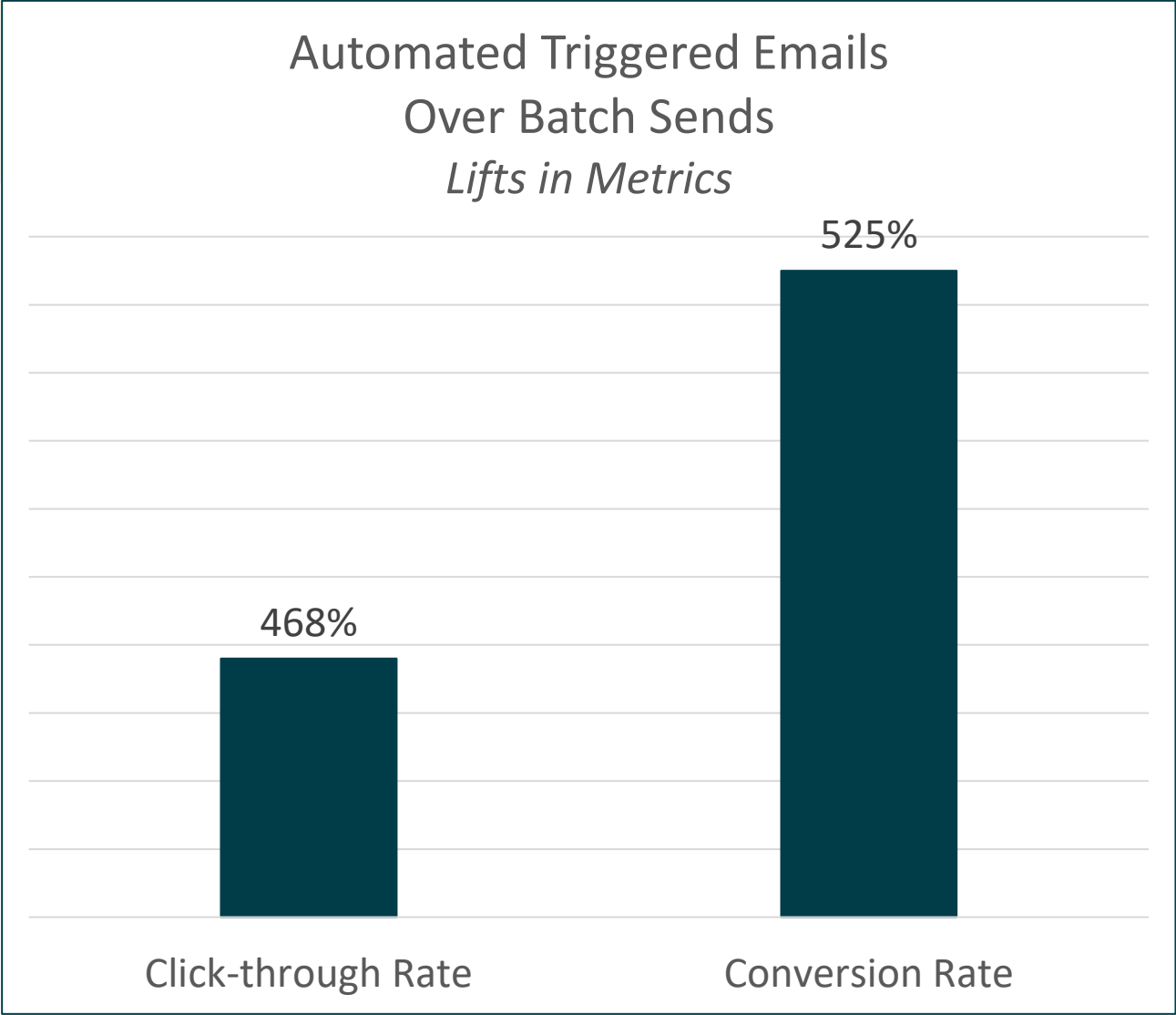
Passive Income	Frees Up Time	Increased Relevance
		

Oh, and Performance

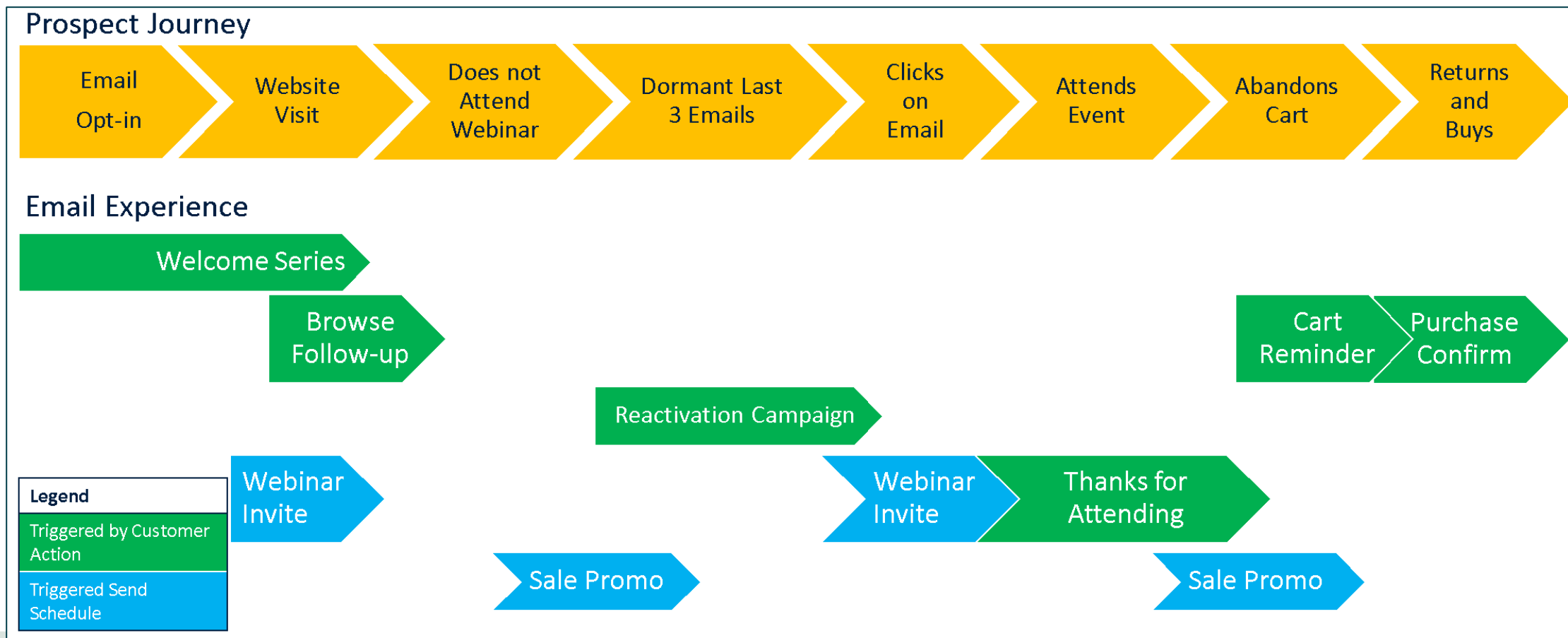
Automated Email Triggers are

497%

More Effective than
Batch Emails

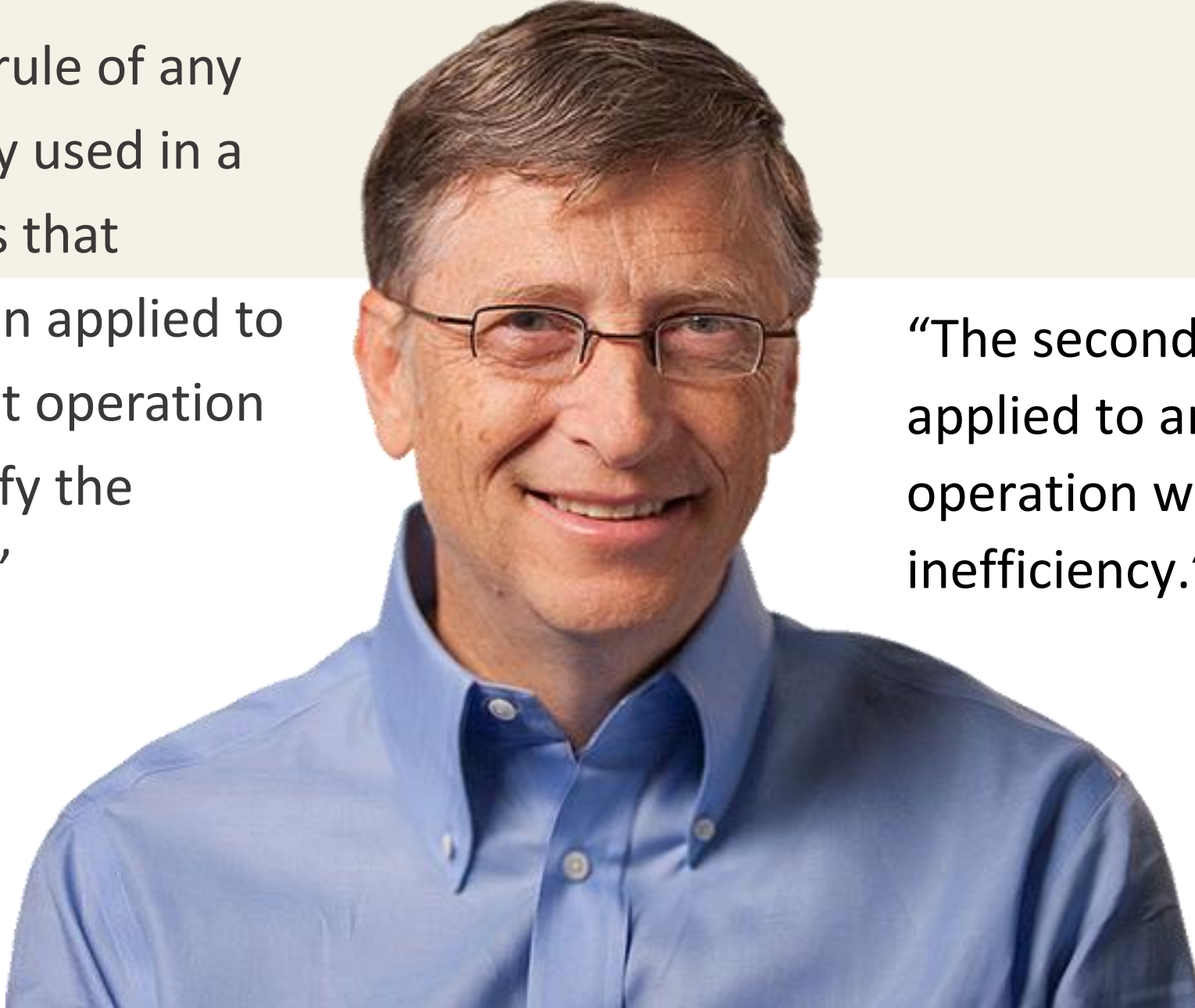


Automation is the Future of Email Marketing



“The first rule of any technology used in a business is that

automation applied to an efficient operation will magnify the efficiency.”



“The second is that automation applied to an inefficient operation will magnify the inefficiency.”

Bill Gates, Microsoft

Where do you
start?

Start automating emails
closest to your final goal
and
work your way up
through the funnel.

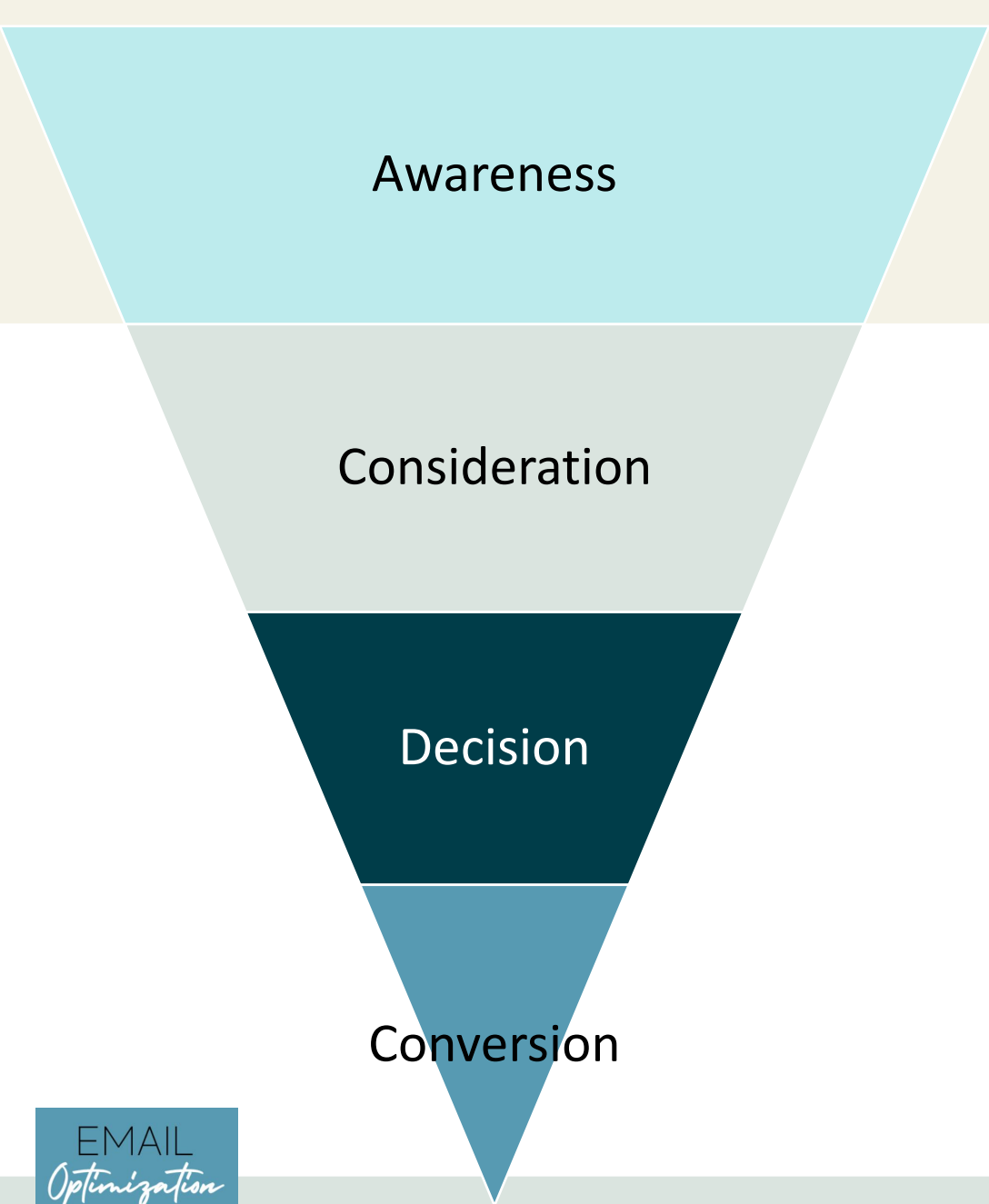


Awareness

Consideration

Decision

Conversion



Awareness



Consideration



Decision



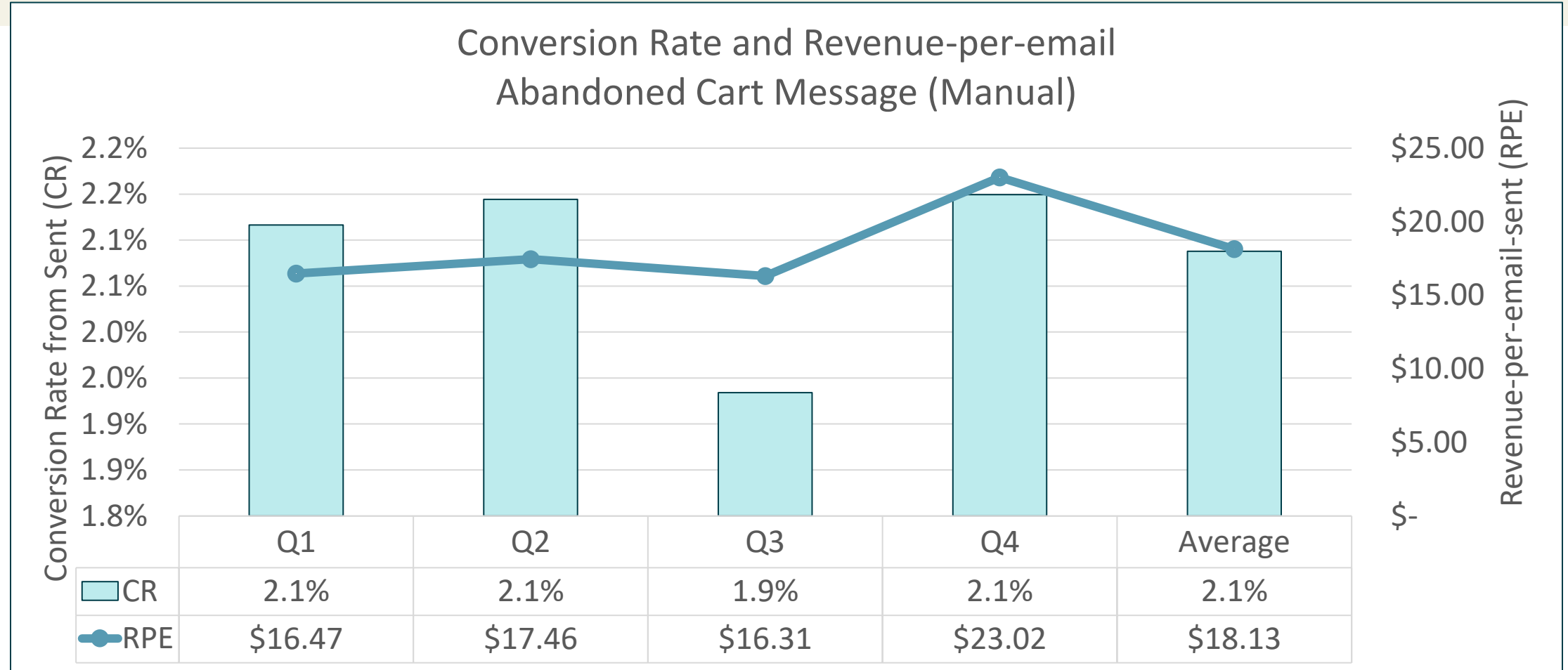
Conversion

Work
Your Way
Up

Start
Here

Case Study: \$18 Revenue-per-email

No brainer to automate this manual abandoned cart message



Set a SMART
goal for each of
your automation
campaigns.

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What are you trying to achieve?

Specific	Measurable	Achievable	Relevant	Timed
S	M	A	R	T
				

Case Study: Sample Goals

If you don't have a goal, how will you know when you succeed

Cart Abandon Reminder Series

Goal: Drive at least 10% of recipients to return and complete their purchase within 3 days.

Lead Generation Series

Goal: Persuade at least 5% of recipients to schedule and participate in a call with a representative within a 2-month period.

Welcome Series

Goal: Motivate at least 25% of recipients to come back to the website within a 1-week of email opt-in.

Top of Funnel Lead Nurture Series

Goal: Entice at least 15% of recipients to download at least one whitepaper within a 6-week period.

Don't
automate
just one
email.

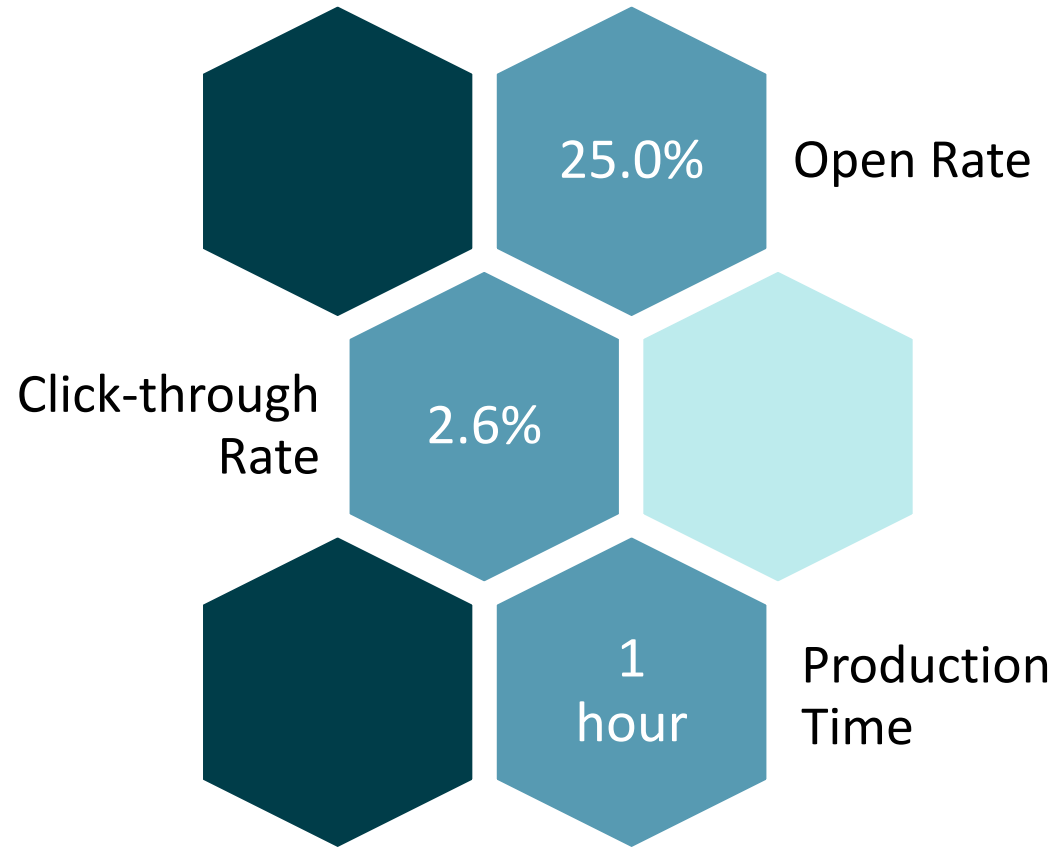
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Multi-effort Campaigns Increase ROI

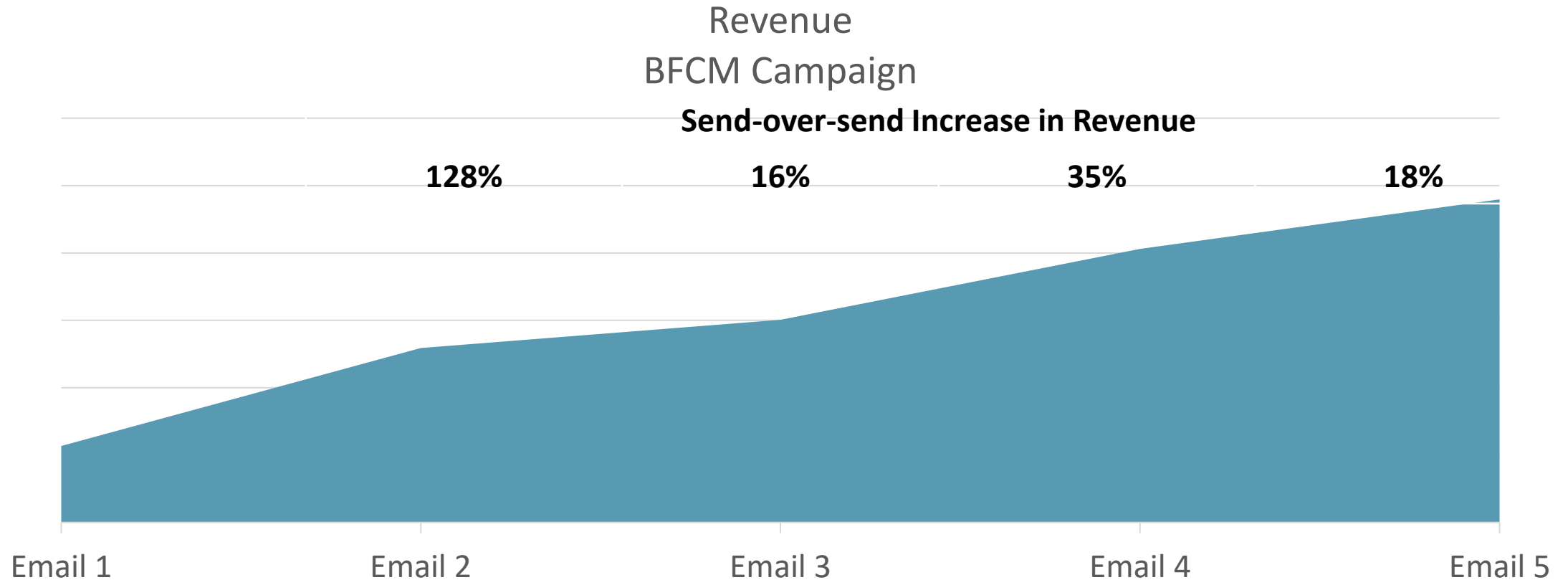


Multi-effort Campaigns Increase ROI



Case Study: 323% increase in revenue

Send a 5-email campaign instead of a single email send



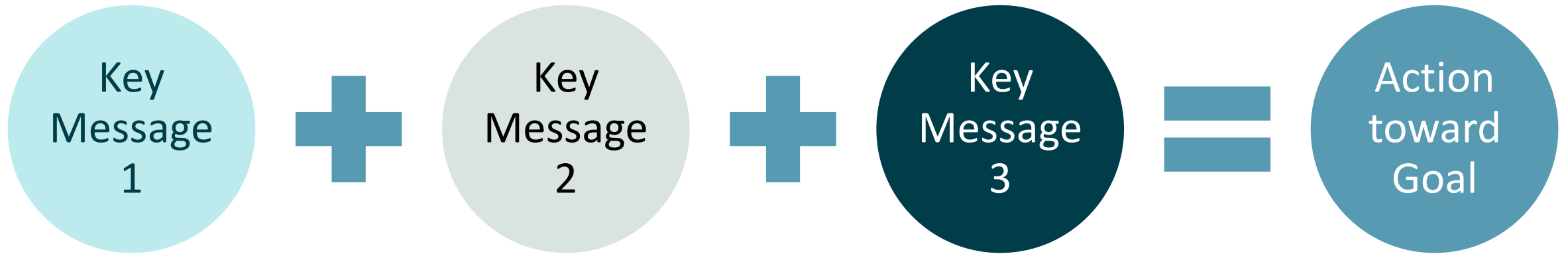
Outline key
messages for
your
automated
series.

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Key Messages Make the Case for the Action

Key Messages Make the Case for the Action



Case Study: Key Messages

Key Messages

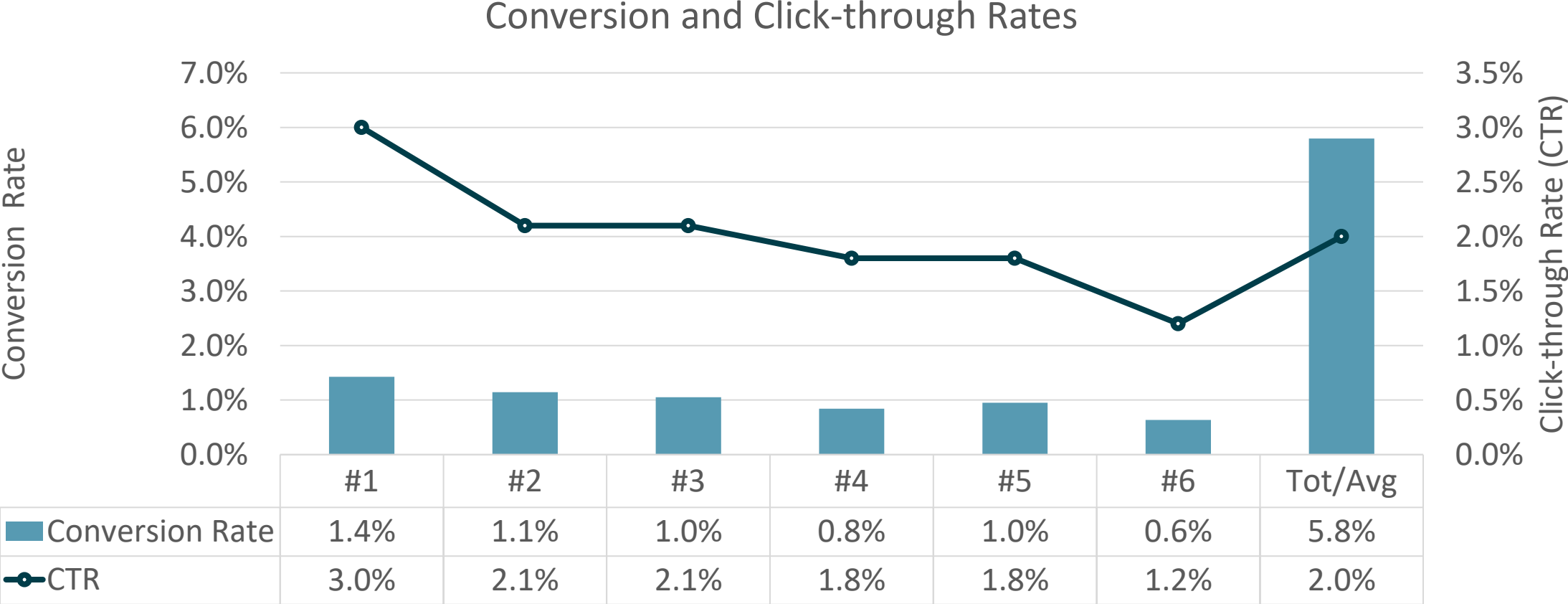
GSA is here to help you with the key requirements of spending ARRA funds, including:

Speed	Getting the funds out there quickly, to jump start the economy and save jobs
Value	Making sure citizens get the maximum benefit from the money spent
Transparency	Ensuring that the funds are distributed in a way that is fair and reasonable
Accountability	Protecting against fraud, waste, error, and abuse in ARRA projects

Report
on your
automation series
as a whole.

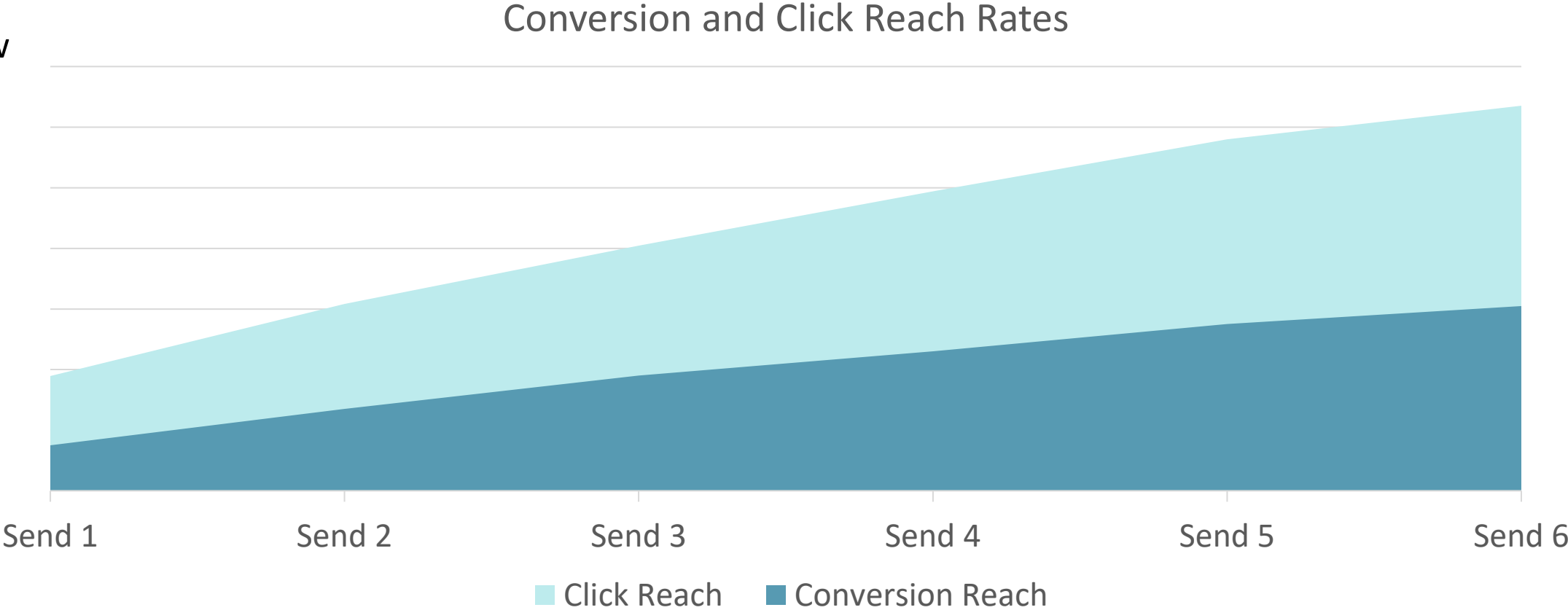
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Look at Individual as well as Aggregate Performance



Look at Reach Rates Too

Reach rate shows you how many **unique** people total that action on each email in the series



Look at Reach Rates Too

Reach rate shows you how many **unique** people took that action on at least one email in the series

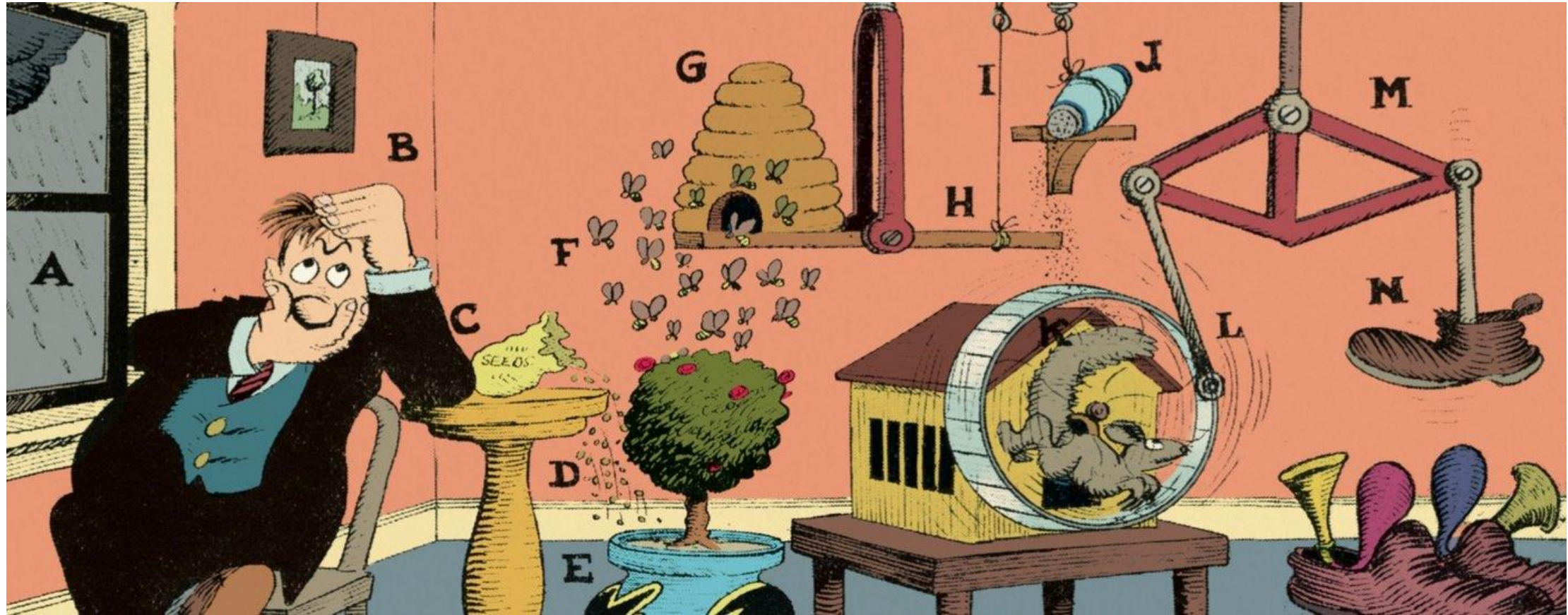
	Email 1	Email 2	Email 3	Email 4	Email 5	Email 6
People who clicked	Pam, Mark, Madison	Pam, Mark, Erick	Pam, Erick, Kyle	Pam, Mark, Madison, Erick, Kyle	Pam, Mark, Kyle, Susan	Pam, Mark, Frank
Unique clickers	3	3	3	5	4	3
Repeat clickers	0	2	2	5	3	2
New clickers	3	1	1	0	1	1
Click reach	3	4	5	5	6	7

Keep
it
simple.

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Complicated doesn't equal more effective

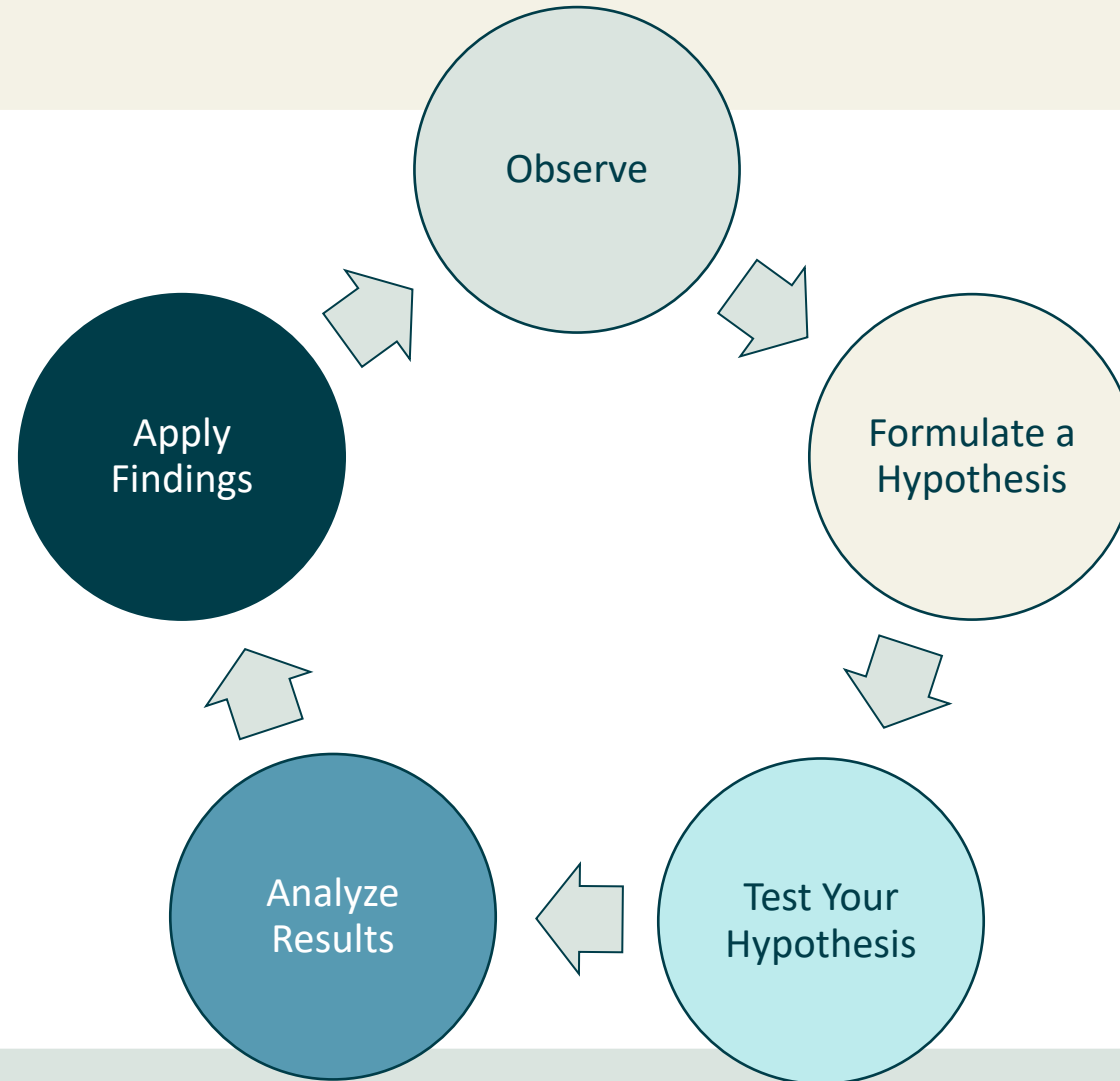


Optimize.

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Use scientific method to test into changes that boost performance



Let me know
how it goes!

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Additional Resources



**Blog and
free email newsletter**

www.EmailOpShop.com

Twitter: @JeaJen,
@EmailOpShop

**Blog, free email newsletter,
webinars, and other resources
for all.**

**Additional benefits for
members (\$200/year)**

www.OnlyInfluencers.com

Twitter: @OnlyInfluencers

Annual email marketing conference
June 19-21, 2023 | Las Vegas, NV

www.EmailInnovationsSummit.com

Twitter: @InnovateEmail

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Questions?

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