



Email Marketing as your Business Development Channel

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October 2019

Get Real Business Results



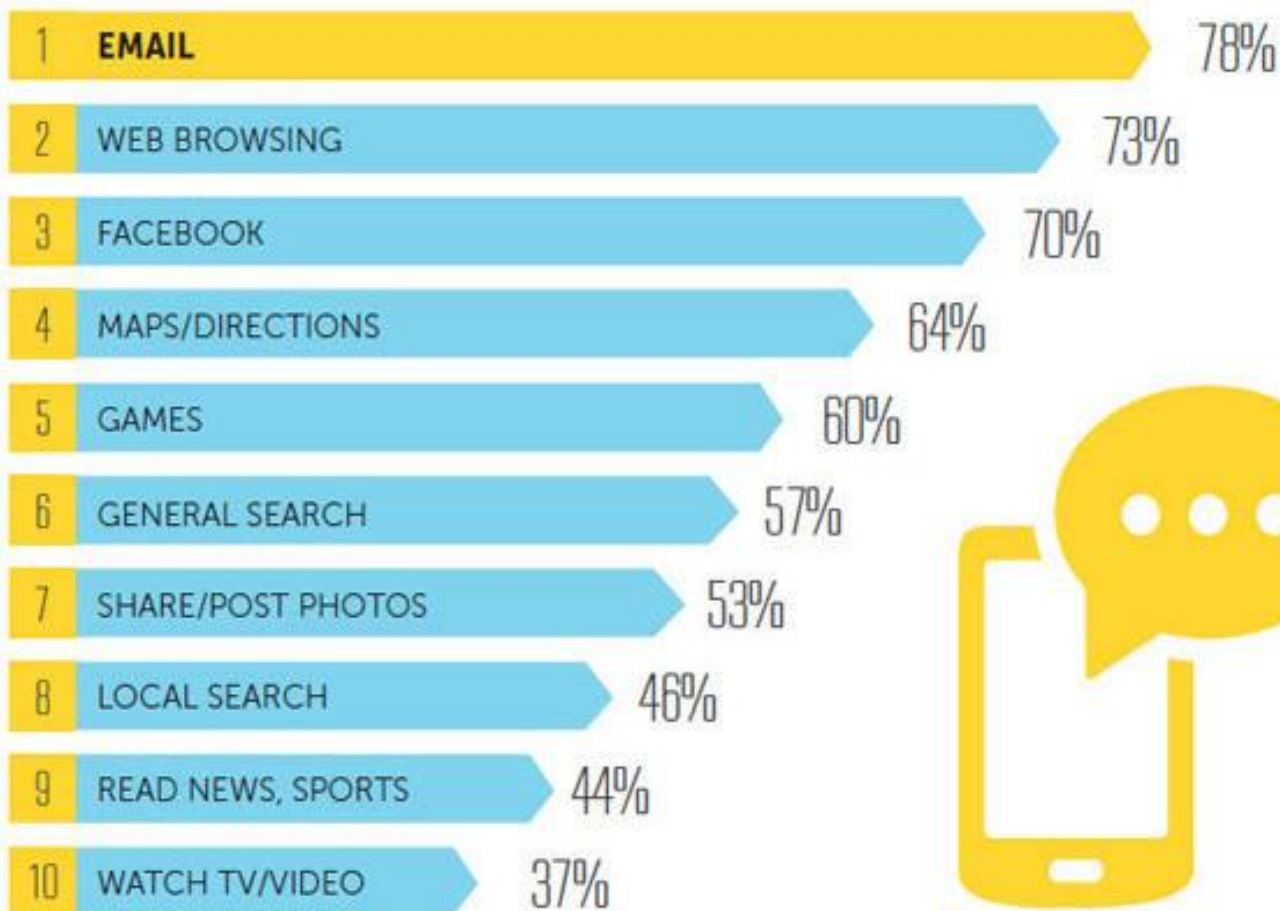
Why Use Email Marketing?

Average Return of \$38 per \$1 Spend

- Drives Offline, Online & In-Store Sales
- Nurture Prospects into Customers
- Maintain Relationship with Customers
- Segmented, Conditional & Personalised
- Integration + Automation = Productivity



MOST POPULAR ACTIVITIES ON SMARTPHONES



Source: iQ and Facebook (Marketing Intelligence)



How to Use Email Marketing Effectively

- Understand your Target Audience
- Quality, Relevant & Compelling Content
- Optimal Frequency
- Priority Communications
- Marketing Intelligence
 - Track, Report, Analyse & Optimise

Send to the **right people**, the **right message**, with the **right offer**, at the **right time** and you will get the **right response**



Examples for Effective Marketing

- Product/Services Sales Promotions
- Loyalty & Rewards Programs
- Company News and Updates
- Contests & Sweepstakes
- Free Content
- Exclusive Peeks & Offers



Managing Growth of your Email Database

- Do Not Buy or Rent Email Lists
- Maintain a Healthy List
 - An Engaged List is a Good List
 - Reengage Old or Deactivate Contact
 - Learn From Churn
 - Soft & Hard Bounce
 - Unsubscribes
 - Keep List Clean & Accurate



Managing Growth of your Email Database

- Welcome Subscribers
 - Use of Single Opt-In versus Double Opt-In
- Comply with the Australian Spam Act
 - Permission
 - Expressed, Inferred & Withdrawn
 - Identification
 - Unsubscribe (Opt-Out)
 - Exemptions
 - Factual
 - Designated Commercial Messages



Value Take Away

Consider how You can use Email Marketing to Grow your Business

Free One Month Trial Email Marketing Account at
<http://bit.ly/PMZVeMail>





- Need help for your marketing?
 - *Email: patrick@pmzmarketing.com.au*
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