



Almost Everything You Wanted to Know About Email Marketing

By Loren McDonald



SILVERPOP



A New Way To Work

The End of
Marketing ...
As You've
Been Doing It

Loren McDonald,
Marketing Evangelist





A signpost with two signs. The top sign is white with a black border and points to the right, containing the word 'MORE' in bold black letters. The bottom sign is grey with a black border and points to the left, containing the word 'LESS' in bold black letters. The signpost is set against a blue sky with light clouds. On the right side of the image, there are three overlapping circles in shades of teal and purple.

MORE

LESS



Ch,Ch,Ch,Ch,Ch,Ch,Ch



CHANGES

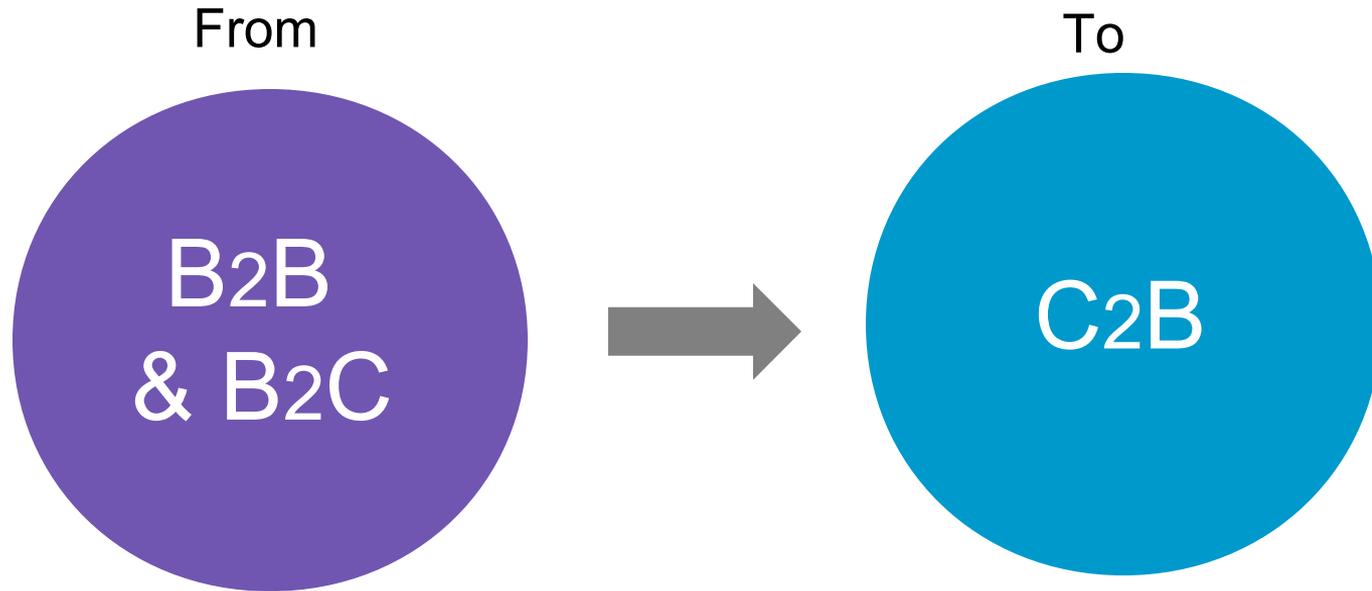




A goldfish is captured mid-jump, leaping out of a clear glass filled with water. The fish is bright orange and is positioned in the upper left quadrant of the frame. The water is splashing, with numerous bubbles and droplets visible. On the right side of the image, a large, semi-transparent blue circle contains the text "Let's talk marketing shifts" in white. The background is a plain, light color. There are also several overlapping circles in shades of purple, pink, and teal on the left and right sides of the image, partially obscuring the background.

Let's talk
marketing
shifts

Shift #1 Customer Power





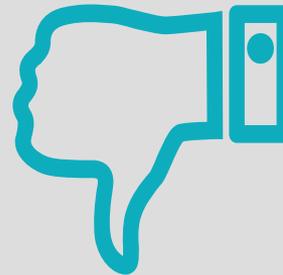
81%

**say they have
a holistic view of
the customers
across segments/
channels**



78%

**of customers
stated that the
average brand
doesn't understand
them as individuals**





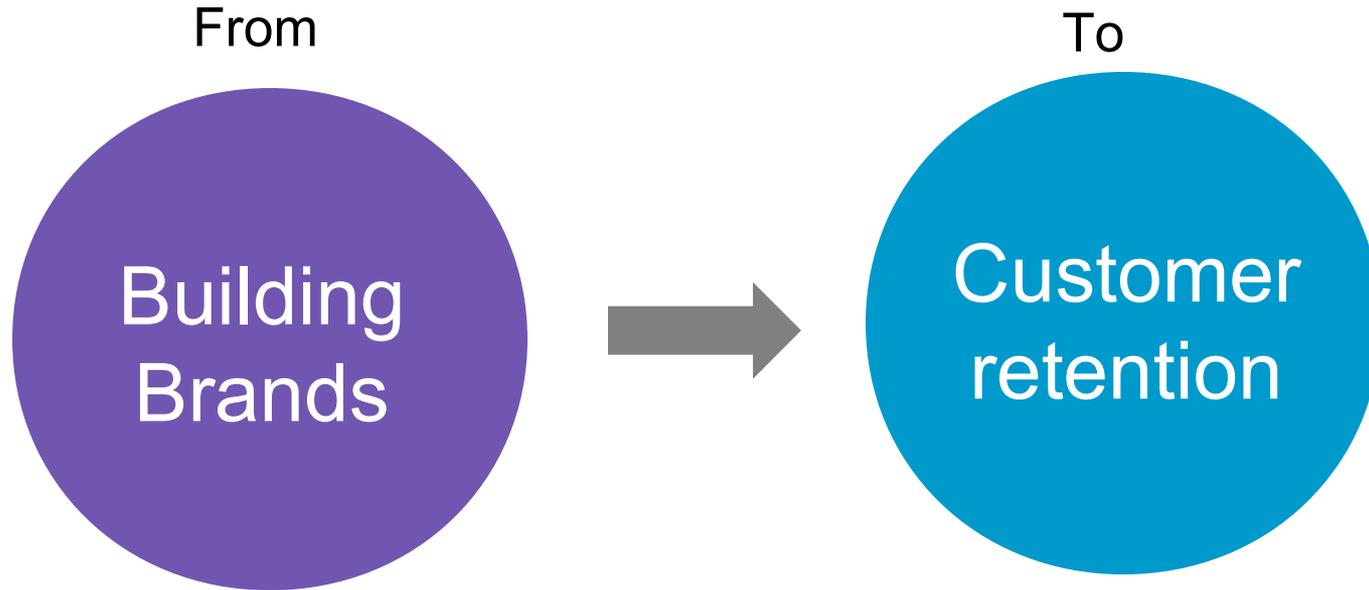
We often
miss the
target ...

C2B

Consumer
are in control

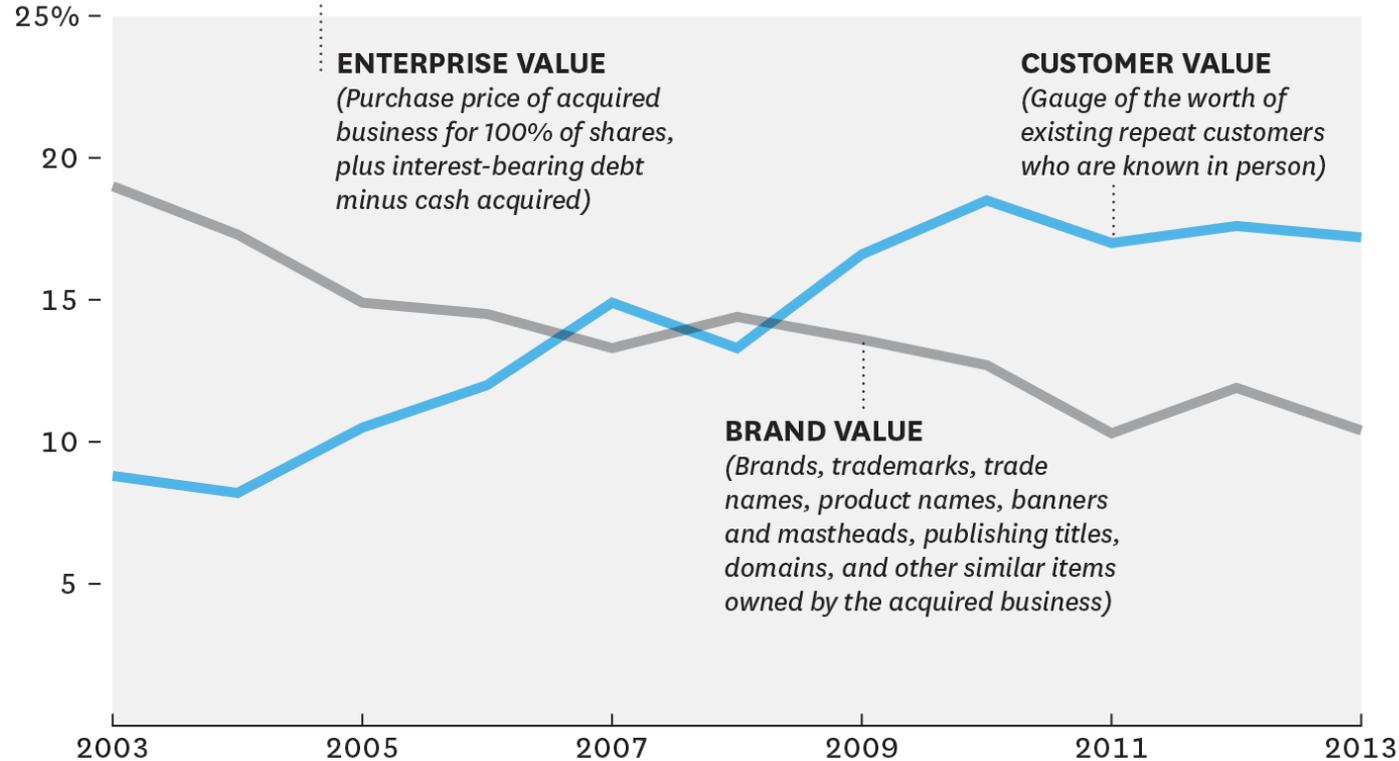


Shift #2: Retention marketing increases



The Declining Value of Brands (and the Rise of Customer Relationships)

PERCENTAGE OF ENTERPRISE VALUE



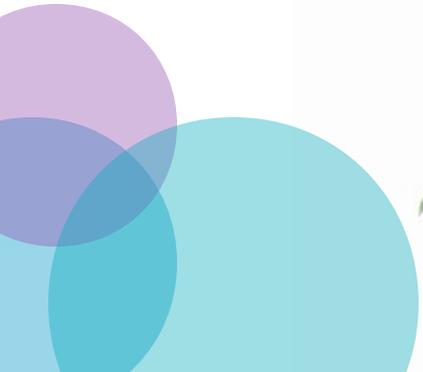
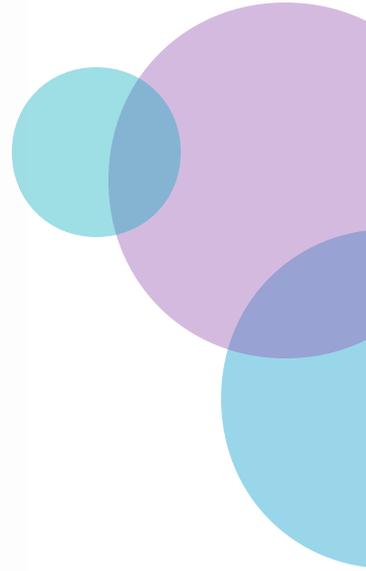
SOURCE MARKABLES

© HBR.ORG

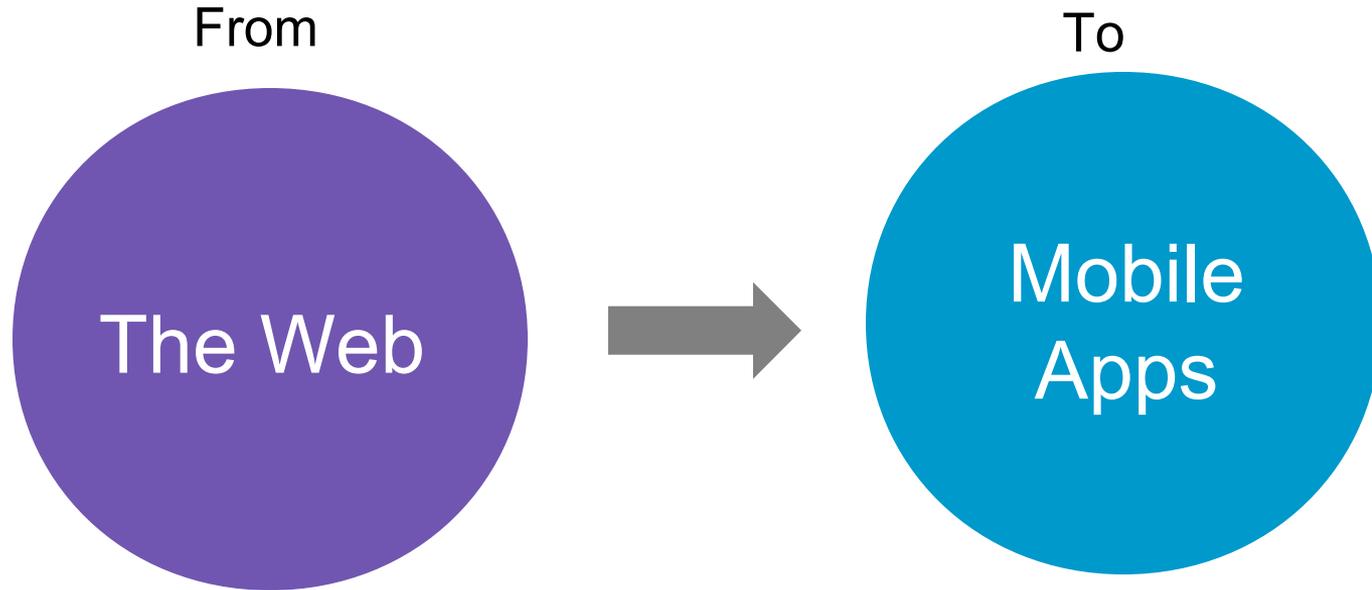




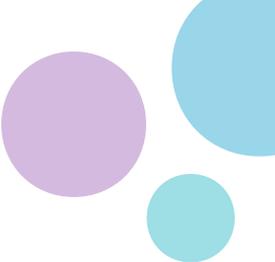
**special
offer**



Shift #3: Mobile rules







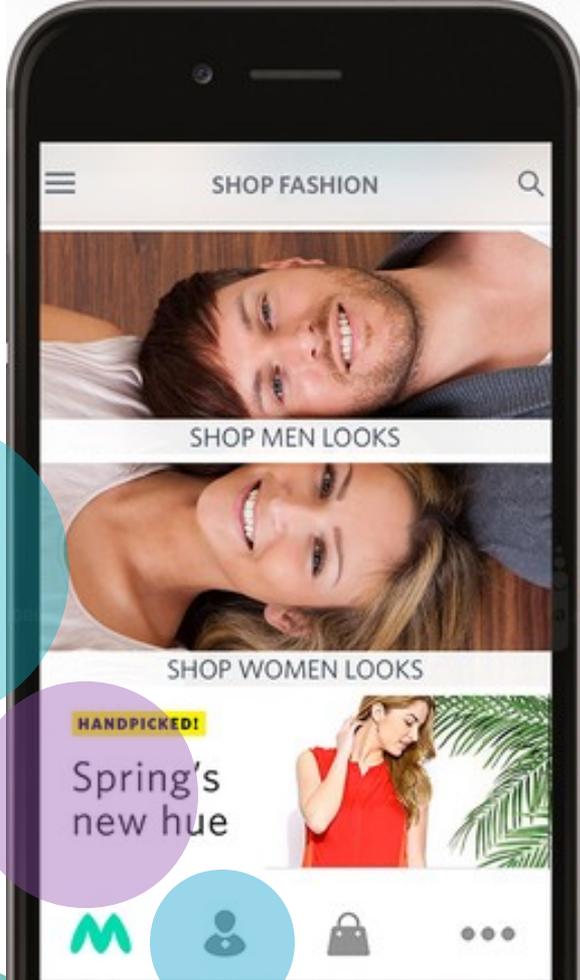
India will be the biggest retail market in the world to evolve in the digital age.

India will be the biggest mass retail market in the world to evolve in the digital age. That web-first, mobile-first mindset will likely give birth to retail innovations as yet unseen in the rest of the world. Because while personalizing the retail experience is not new, doing so at a scale of 1.2 billion people certainly is.



Forbes

“India's Myntra to close website, go mobile only”

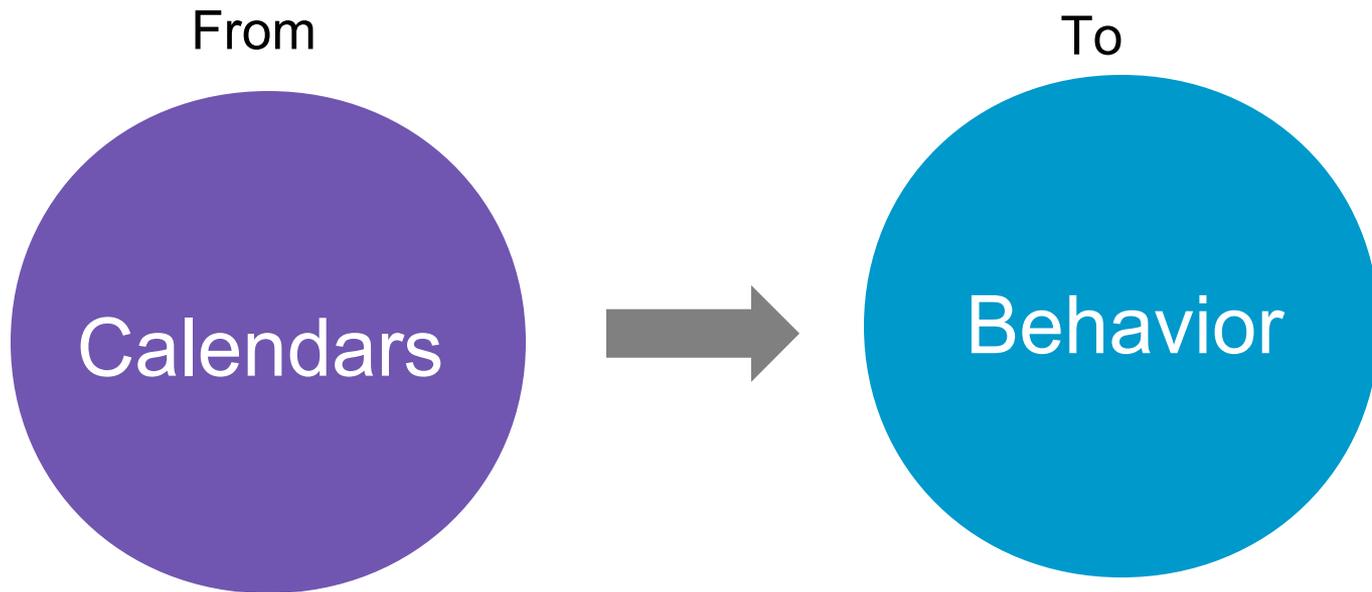


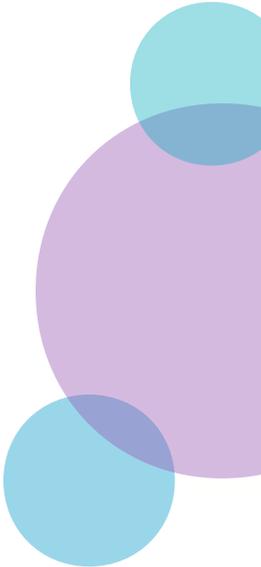
Mobile
app:

80%
traffic

70%
sales

Shift #4: Behavior + Automation





Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						
31						
34	32	30	31	38	39	30
41	40	38	39	46	47	37
48	47	45	46	53	54	44
55	54	52	53	60	61	51

Traditional Marketing

It's all about "the plan":
Filling up the Calendar



4 per week

Behavioral Marketing

It's all about the customer:
Acting like a great Concierge



50 per day



The Decisive Moment

"To me, photography is the simultaneous recognition, in a fraction of a second, of the significance of an event as well as of a precise organization of forms which give that event its proper expression."

Henri Cartier-Bresson



It is about making “Big Data” small and actionable for each individual customer.

You need to connect to everything



Customer Interactions



Events



SMS



Mobile



Blogs



Call Center



Location



Communities



Push



Facebook



Twitter



Wearables



Retail

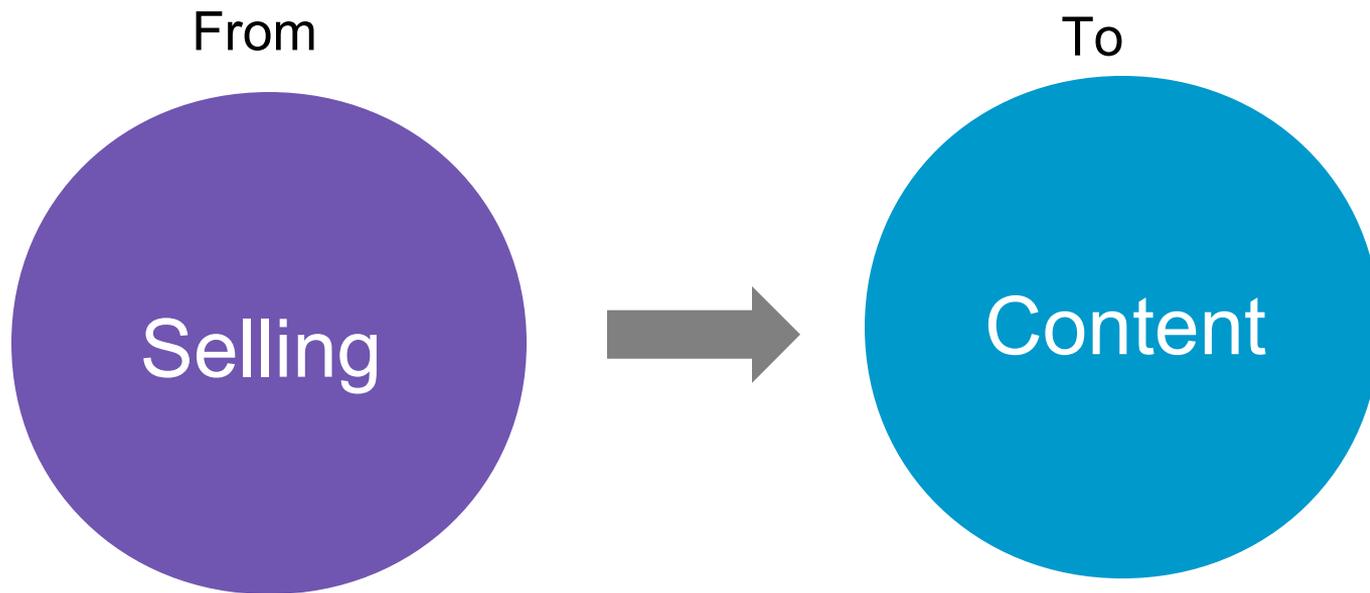


Email



Devices+

Shift #5 Creating value for the customer







No value = tune out



Calvin Klein, Hugo Boss, John Varvatos, and more. Please [click here](#) if the email below is not displayed correctly.



[YOUR ACCOUNT](#) | [TODAY'S DEALS](#)

[AMAZON FASHION](#) | [WOMEN](#) [MEN](#) [GIRLS](#) [BOYS](#) [BABY](#) [SALES & DEALS](#)

[FREE RETURNS](#)

Restrictions apply



ALL-OCCASION POLISH

Lightweight suits, blazers, and more.

[▶ See more](#)

Shed some winter weight with lighter fabrics and brighter colors. [Shop our guide.](#)

NORDSTROM MEN'S SHOP

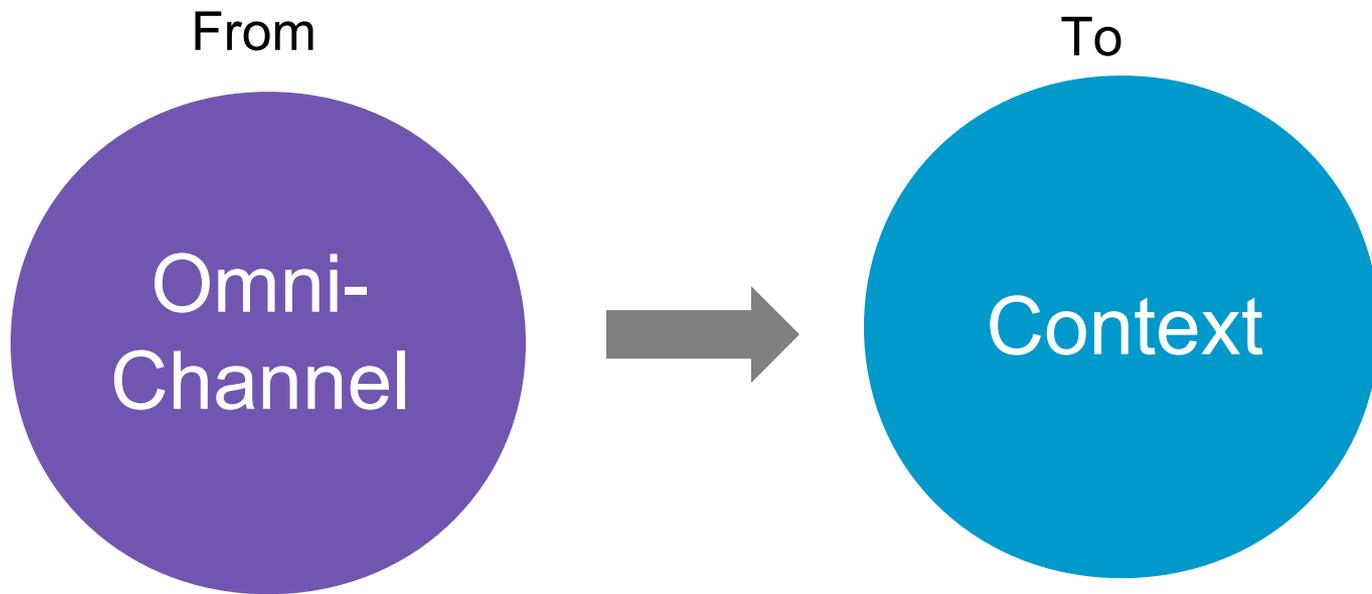
[All Men's](#) [Clothing](#) [Shoes](#) [Accessories](#) [Grooming & Cologne](#) [Designer Collections](#) [Sale](#)



HOW TO
SUIT UP
FOR SPRING



Shift #6 Contextual marketing



How many
channels can we
use to reach our
customers?



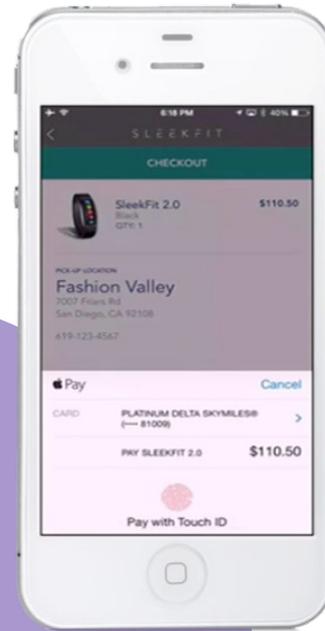
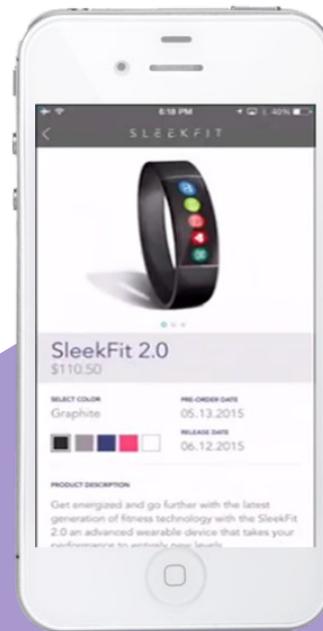
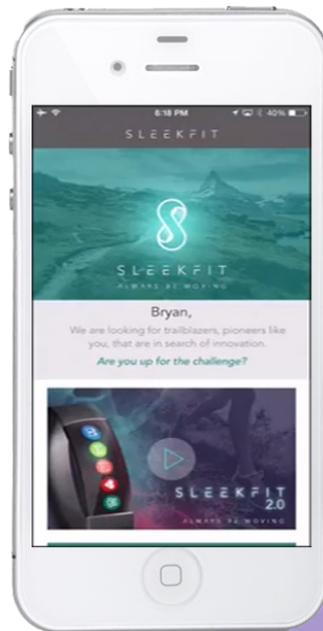
FINALLY, FITNESS THAT JUST FITS YOU.

SLEEK FIT 2.0



SLEEK FIT
2.0
FINALLY, FITNESS THAT
JUST FITS YOU.
IN STORES JULY 1







A photograph of two women in bikinis jumping into a large body of blue water under a clear sky. The woman on the left is in a dark bikini, and the woman on the right is in a pink bikini. The image is overlaid with several semi-transparent circles in shades of blue and purple. The text 'Are you ready to jump in?' is written in white on a large blue circle on the left side of the image.

Are you ready
to jump in?

A New Way To Work

Thank
You!

Questions?
Loren McDonald

