



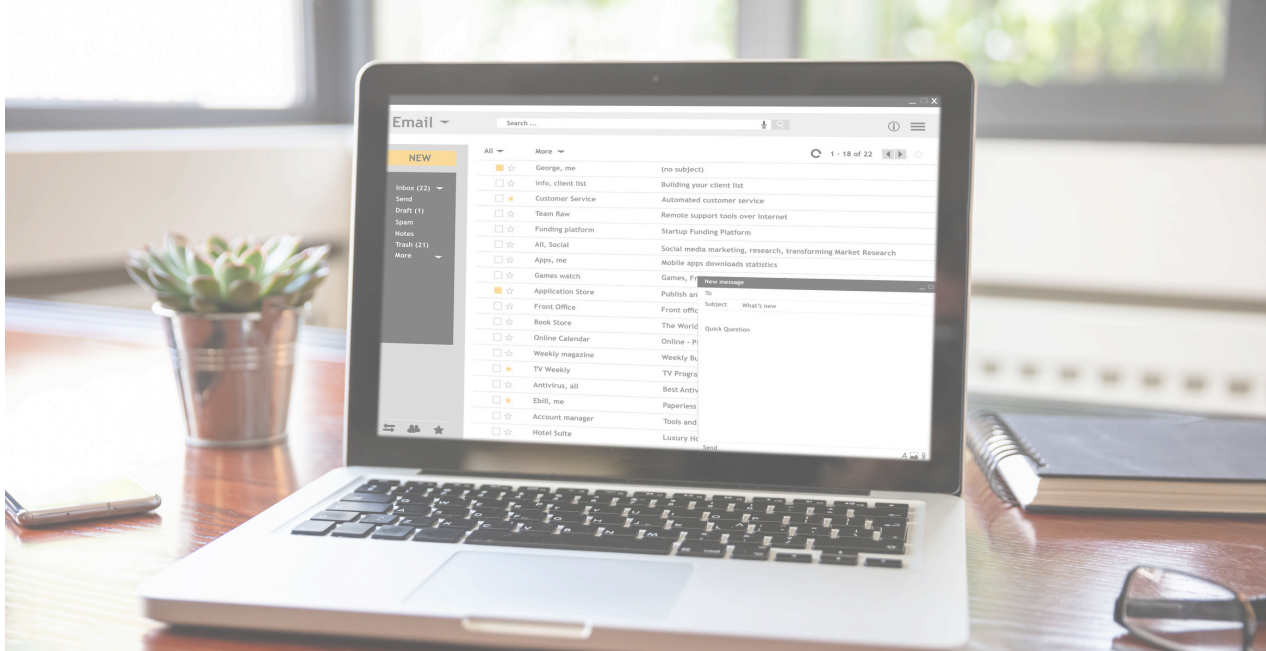
EMAIL MARKETING

Email marketing is a powerful tool because it enables direct communication with your audience, often called eDMs.

For a lot of our clients, emails are a great way to close sales and generate high quality leads.

EMAIL MARKETING

CHECKLIST FOR SETTING UP YOUR EMAIL MARKETING PLATFORM	
Choose your platform (Flodesk or Mailchimp)	
Sign up	
Connect your website to your platform	
Populate your contacts (list of customers exported from your website, Xero, inbox or other)	
Upload and segment your list	
Adding assets (images, logo, branding colours, fonts)	
Set Up Welcome Email	
Select a template you love	
Customise (supply or approve text, images, add buttons, ensure social icons are linked, UTMS if needed)	
Approve and send.	



WHAT IS EMAIL MARKETING?

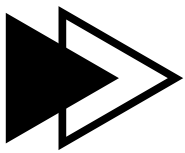
Email marketing (eDM) is a **digital marketing strategy** that involves sending emails to a group of people—typically existing or potential customers—with the goal of promoting products, services, content, or building relationships.

In today's digital world, email marketing offers a convenient way for businesses to connect with their target audience. However to be truly effective, these emails must be intentional, engaging and carefully targeted.

IT'S ONE OF THE MOST DIRECT AND EFFECTIVE WAYS TO COMMUNICATE WITH YOUR AUDIENCE, OFFERING A PERSONALISED APPROACH TO MARKETING THAT CAN LEAD TO HIGHER ENGAGEMENT AND CONVERSION RATES!

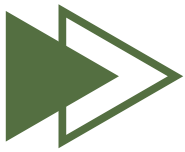
WHAT IS THE PURPOSE?

CUSTOMER ENGAGEMENT



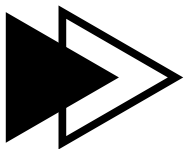
eDMs help keep your brand top-of-mind by regularly engaging with your audience through newsletters, updates, and promotions. This consistent communication fosters a relationship between the business and its customers.

LEAD GENERATION



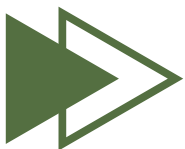
By offering valuable content, discounts, or exclusive offers in exchange for email sign-ups, businesses can generate new leads. Email campaigns can then nurture these leads by guiding them through the sales funnel until they are ready to make a purchase.

PROMOTING PRODUCTS AND SERVICES



eDMs are an effective way to showcase new products, special offers, or upcoming events. Targeted campaigns can drive sales by reaching specific segments of your audience with relevant promotions.

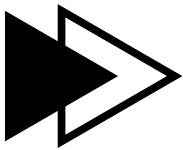
CUSTOMER RETENTION



eDMs are also used to retain existing customers by providing them with ongoing value. This could be through personalised recommendations, loyalty programs, or reminders of upcoming renewals or subscription expirations.

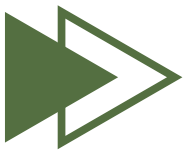
WHAT IS THE PURPOSE?

BUILDING BRAND LOYALTY



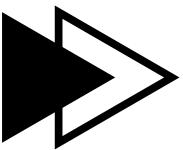
By delivering consistent and valuable content, email marketing helps build brand loyalty. It allows businesses to maintain a direct line of communication with customers, reinforcing the brand's value proposition and keeping customers engaged over the long term.

DRIVING WEBSITE TRAFFIC



eDMs can include links to blog posts, product pages, or landing pages, driving traffic back to your website where conversions can happen. This is especially useful for content marketing strategies and online sales.

MEASURABLE RESULTS



Email marketing provides measurable results, allowing businesses to track metrics such as open rates, click-through rates, and conversions. This data is invaluable for refining marketing strategies and improving future campaigns



BENEFITS OF EMAIL MARKETING



◆ COST-EFFECTIVE:

Compared to other marketing channels, email marketing is relatively inexpensive and offers a high return on investment (ROI).

◆ DIRECT COMMUNICATION

Compared to other marketing channels, email marketing is relatively inexpensive and offers a high return on investment (ROI).

◆ SCALABLE

Whether you're reaching hundreds or millions of subscribers, email marketing can scale with your business.

◆ CUSTOMISABLE

Content, design, and timing of emails can be tailored to specific segments of your audience, making your marketing more relevant and impactful.

◆ MEASUREABLE

The performance of email campaigns can be easily tracked and analysed, allowing for ongoing optimisation.

KEY COMPONENTS

SUBSCRIBER LIST

A collection of email addresses from individuals who have opted in to receive communication from your business. This list is the foundation of your email marketing efforts and is often segmented based on customer preferences, behaviours, or demographics.

EMAIL CAMPAIGNS

These are a series of targeted emails sent to your subscribers with specific goals, such as promoting a product launch, sharing a newsletter, or offering a discount. Campaigns can be one-off emails or part of a larger, automated series.

BRANDING

This ensures your emails are recognisable and consistent with your brand identity. Using consistent logos, colours, and tone builds trust and strengthens brand recall, creating a cohesive experience that engages and connects with your audience effectively.

PERSONALISATION

Email marketing allows for personalisation, such as addressing the recipient by name or sending tailored content based on their previous interactions with your brand. This helps increase the relevance and effectiveness of the emails.

AUTOMATION

Many email marketing platforms offer automation tools that allow you to send emails based on triggers or specific actions taken by your subscribers. For example, an automated welcome email can be sent immediately after someone subscribes to your list.

ANALYSIS

Email marketing provides detailed analytics on performance, including open rates, click-through rates, conversion rates, and unsubscribe rates. These metrics help marketers understand the effectiveness of their campaigns and make data-driven decisions for future efforts.



SUBSCRIBER LIST

Subscribers are essential for email marketing because they represent a targeted audience **ALREADY** interested in your brand, products, or services.

Having a list of subscribers means you can communicate directly with individuals who have already shown interest and are more likely to engage with your content. This targeted communication helps you build relationships, drive conversions, and nurture leads.

Additionally, a well-maintained subscriber list allows you to personalise your messages, track engagement, and optimise your strategies for better results.

Subscribers are the foundation of a successful email marketing campaign, providing both the audience and the opportunity for meaningful interactions

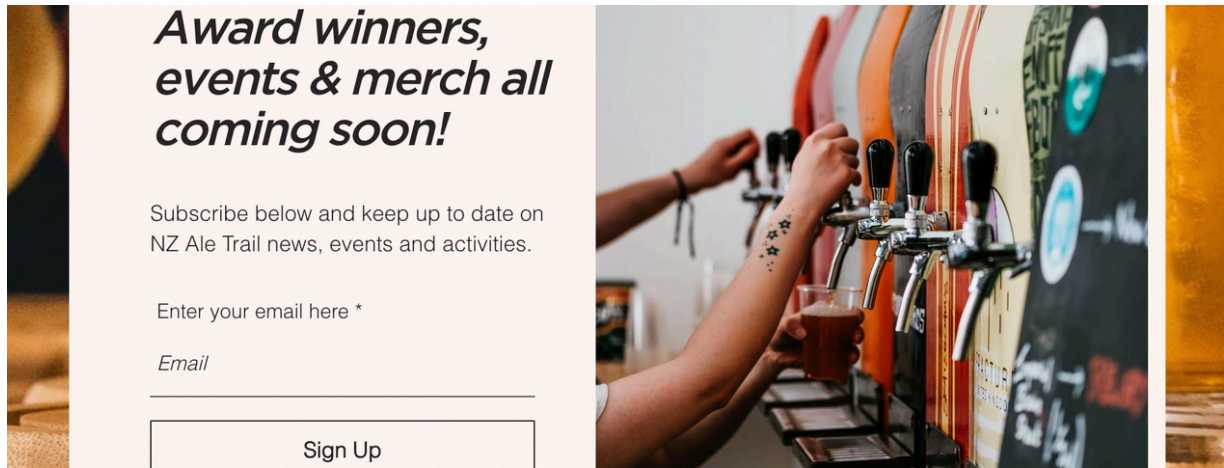
SO HOW DO WE GET THEM...?

OPT-IN FORMS

An opt-in form is a great way to build your email list by offering your website visitors a freebie, discount or newsletter sign-up in return for their email address. There are a couple of different types of forms you can choose from depending on where you'd like your form to show up on your website.

POP UP FORM:

These appear over the content of a webpage, usually triggered by user actions such as scrolling, time spent on the page, or when the user is about to leave the site. Pop-up forms are highly effective for grabbing attention and encouraging sign-ups, though they should be used strategically to avoid disrupting the user experience.



INLINE FORM:

These are embedded directly within the content of a webpage and blend naturally with the website's content and are less intrusive, making them a good option for visitors who are already engaged with your material.

FOMO got you puzzled?

Subscribe to our weekly newsletter.

Email *

Yes, subscribe me to your newsletter.

Subscribe

FULL PAGE FORM:

If you don't have a website or want to avoid the hassle of embedding code, we recommend creating a Full Page Form on Flodesk and publishing it directly to the web! This allows you to easily share your opt-in form across various platforms including social media. You can easily customise the Full Page Form design, including the links (slugs) to be aligned with your brand.

← Back to customize

Your form has been
published to the web.

Here's your URL:

<https://view.flodesk.com/pages/5e0a578796d976002745098f>

Copy



Brewers Guild NZ

Company

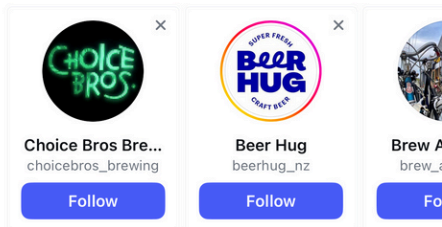
New Zealand beer is about small batches and big taste. The Brewers Guild is the champion of the proud and innovative brewing industry in New Zealand 🍷

www.brewersguild.org.nz

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Suggested for you · See all



LINK IN BIO FLODESK

This is a special type of opt-in form designed to be shared via the link in your social media bio, particularly on platforms like Instagram, where you can only have one clickable link in your profile.

Instead of embedding the form on a website, you can publish it directly to the web and use the generated link in bio to own the audience you're building on social media by capturing their email addresses for future email marketing.

REMINDER!



Customers have **ALREADY** given you their email address so they are **WANTING** and **WAITING** to hear from you! They have shown an **ACTIVE INTEREST** in your business before you even send them an email!

Emails will **stay in someone's inbox** until they otherwise take an action on it - so no need to rely on algorithms to ensure your target audience is reached. The fact that majority of your audience has emails on their phones, and their phones on them majority of the time, means your audience **will be instantly notified** when you want to communicate with them!

Email marketing is a powerful tool as it allows you to **boost other marketing channels like social media**. By using email to highlight your social media platforms, you consolidate all your business information in one place, making it easier for your audience to make informed purchasing decisions and **follow your business on multiple platforms**.



DIFFERENT TYPES OF EMAIL CAMPAIGNS

SALES & PROMOTIONAL EMAILS

Sales and promotional emails are designed to inform your audience about special offers, discounts, and new products or services.

These emails are often time-sensitive and aim to encourage immediate action, such as making a purchase or taking advantage of a limited-time offer.

THEY ARE POWERFUL TOOLS FOR DRIVING SALES AND CAN BE TAILORED TO DIFFERENT SEGMENTS OF YOUR AUDIENCE TO MAXIMIZE RELEVANCE AND IMPACT.

NEWSLETTERS

Newsletters are regularly scheduled emails that keep your audience informed about your business, industry news, and other relevant topics. They often include a mix of content, such as blog posts, company updates, and upcoming events.

NEWSLETTERS HELP MAINTAIN ONGOING ENGAGEMENT WITH YOUR AUDIENCE, BUILDING A RELATIONSHIP OVER TIME AND ESTABLISHING YOUR BUSINESS AS A TRUSTED SOURCE OF INFORMATION.



**BREWERS
GUILD
OF NEW ZEALAND**

DIFFERENT TYPES OF EMAIL CAMPAIGNS

RE-ENGAGEMENT EMAILS

Reengagement emails are targeted at subscribers who have become inactive or disengaged with your content. These emails are crafted to reignite interest and encourage these users to re-engage with your brand.

Reengagement emails might offer special incentives, remind subscribers of the benefits of your products or services, or simply ask if they want to continue receiving communications.

The goal is to win back customers who may have lost interest or have not interacted with your emails for a while.

TRANSACTIONAL EMAILS

Transactional emails are automatically triggered by specific actions taken by users, such as making a purchase, signing up for a service, or resetting a password. These emails include order confirmations, shipping notifications, welcome emails, and receipt of purchase.

While primarily functional, transactional emails also offer opportunities to reinforce your brand message, upsell related products, and encourage further interaction with your business.

DIFFERENT TYPES OF EMAIL CAMPAIGNS

LEAD-NURTURING EMAILS

Lead-nurturing emails are part of a strategic sequence designed to guide potential customers through the sales funnel. These emails provide valuable content tailored to where the lead is in their journey, addressing their specific needs and concerns. The goal is to build trust and move leads closer to making a purchase decision.

Each of these email types serves a distinct purpose within an overall email marketing strategy, helping businesses to engage their audience, build relationships, and drive conversions. When used effectively, they can be powerful tools for reaching marketing objectives.

Examples:

- **Welcome Email:** Introduces new leads to your brand, products, and values, building an initial relationship and guiding them to explore more.
- **How-to Guides:** Provides valuable information to address lead pain points, establishing your brand as a trusted resource.
- **Free Trials:** Encourages leads to experience your product or service first-hand.
- **Success Stories:** Showcases real-life examples of how your product or service solves problems, building credibility with proven results.
- **Personalised recommendations:** Tailors product or content suggestions to the lead's interests, making the experience more relevant and engaging.
- **Abandoned Carts:** Reminds leads of items left in their cart, offering incentives to complete the purchase



**LET'S
GO!**



BEFORE YOU START

You will need to have your business email set up and ready to go – this will be the email address that your customers see the email coming from.

Remember to always comply with email marketing regulations, including obtaining consent from your subscribers and providing an option to unsubscribe from your emails.

Before you start, take the time to research and segment your audience. Knowing who your customers are and what they need will allow you to tailor your email content, ensuring that your messages resonate and lead to higher engagement.

Ensure your emails reach your subscribers' inboxes by setting up proper email authentication. This helps build trust with email service providers and reduces the risk of your emails being marked as spam.

Regularly test different elements of your emails, such as subject lines, content, and sending times. Use A/B testing* and analyse metrics like open rates and click-through rates to continually optimise your campaigns for better performance.

* A/B testing compares two versions of content to see which appeals to your audience the best.

CHOOSE YOUR PLATFORM

Klaviyo, Mailchimp, and Flodesk are popular email marketing platforms, each offering distinct features tailored to different business needs.



KLAVIYO

Klaviyo is renowned for its robust e-commerce integration, specializing in data-driven marketing automation and personalized campaigns based on customer behaviour. It excels in advanced segmentation and analytics, making it ideal for businesses focused on maximizing customer engagement through targeted emails.

MAILCHIMP

Mailchimp is widely recognised for its user-friendly interface and extensive template library, catering to businesses of all sizes with its scalable pricing plans. It emphasises ease of use, offering a wide range of marketing tools beyond email, including social media ads and landing pages, appealing to start-ups and small businesses looking for a comprehensive marketing solution.



FLODESK

Flodesk stands out with its emphasis on design aesthetics, offering beautifully designed email templates that are highly customizable without needing any design skills. It appeals to creative entrepreneurs and small businesses wanting to create visually stunning email campaigns effortlessly. While it may lack some of the advanced automation features of Klaviyo, Flodesk excels in simplicity and aesthetic appeal, making it a favourite among those prioritising visual impact in their email marketing efforts.

The Flodesk logo is written in a bold, lowercase, serif font.



SETTING UP FLODESK OR MAILCHIMP

FloDesk and MailChimp are our recommendations for a user-friendly email marketing experience.

- Go to the [Mailchimp website](#) or the [Flodesk website](#) and click on the "Sign Up" or "Get Started" button on the homepage to begin the registration process.
- Provide the required information, including your email address, username, and password. Make sure to choose a strong and secure password. You will be sent you a verification email. Open your email inbox and click on the verification link to confirm your email address.
- You will be prompted to complete your profile by providing information about your business or organisation. Fill in the required details, including your name, organisation name, and contact information.
- Mailchimp and Flodesk both offer various pricing plans. Choose the plan that best suits your needs. You can always upgrade to a paid plan later if your needs change. Depending on your location and the information you provided, you might need to verify your identity by providing additional details.
- After your account is set up, you'll need to create an audience (your subscriber list). To do this, click on "Audience" in the top menu and select "Create Audience." Follow the prompts to add subscribers, such as their email addresses, names, and any additional information you want to collect.

Congratulations! You have successfully set up a Mailchimp or Flodesk account and are ready to send your first marketing email campaign.

WHAT MAKES AN EFFECTIVE EMAIL?

PERSONALISATION

Personalised emails, which use the recipient's name and tailor content based on their preferences or past behaviour, tend to perform better. This personalization helps make the email more relevant and engaging.

SUBJECT LINE

The subject line is the first thing recipients see and can determine whether they open the email. It should be attention-grabbing, relevant, and convey the value of the email's content in a concise manner.

UNSUBSCRIBING

Including an easy-to-find unsubscribe link ensures compliance with email regulations and allows recipients to opt out if they no longer wish to receive your emails. This helps maintain a healthy and engaged email list.

ENGAGING CONTENT

The content should be valuable and relevant to the recipient. This includes having a clear message, engaging visuals, and well-structured text.

OPTIMISATION

Regularly testing different elements of your emails, such as subject lines, CTAs, and design, helps identify what works best. Analysing performance metrics like open rates, click-through rates, and conversions allows for ongoing optimisation.

CALL TO ACTION

A clear and compelling call to action (CTA) directs recipients on what to do next, whether it's making a purchase, signing up for a webinar, or downloading a resource. The CTA should be prominent and easy to follow.

OFFERING

If the email includes promotions or offers, they should be compelling and provide clear value to the recipient. This might include exclusive discounts, limited-time offers, or valuable resources.

EFFECTIVE EMAILS

AESTHETICS

The email should be designed to look great and function well on both desktop and mobile devices. A responsive design ensures that the email is accessible and visually appealing across various screen sizes.

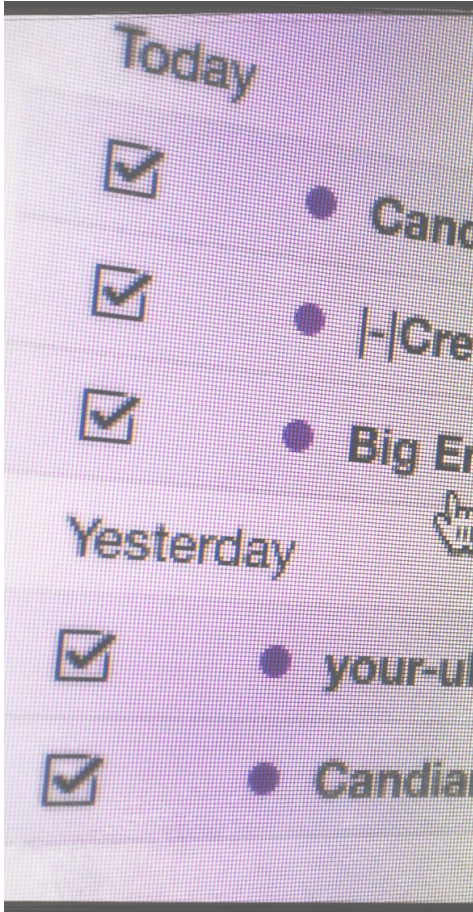
BRANDING

The email should reflect your brand's identity through consistent use of colours, fonts, and logos. This helps reinforce brand recognition and trust.

SEGMENTED TARGETING

Effective EDMs are sent to segmented lists based on criteria like demographics, behaviour, or past interactions. This targeted approach ensures that the content is relevant to each recipient, increasing engagement and conversion rates.

PERSONALISATION



Personalisation is crucial in email marketing because it enhances engagement and effectiveness.

When emails are tailored to the recipient's preferences, behaviour, and past interactions, **they feel more relevant and engaging.**

This relevance increases the likelihood of recipients opening, reading, and acting on the emails.

Personalised emails can address recipients by name, suggest products based on their previous purchases, or offer content that aligns with their interests, creating a more compelling and individualised experience.

This approach not only builds stronger relationships with your audience but also improves conversion rates and customer satisfaction, making your marketing efforts more impactful and efficient.

TOP TIP:



Change the "From" field to an actual person, rather than your business name and logo

**PEOPLE TRUST
PEOPLE**

◆

EXAMPLES OF PERSONALISATION:

Personalised
Greetings:

Address recipients by their first name in the email opening. This simple touch makes the email feel more tailored and personal.

Example: "Hi Rosie!"

Relevant Content
Recommendations:

Suggest products or content based on the recipient's previous purchases or browsing behaviour

Example: "You might also like these items based on your recent shopping history"

Custom Offers and
Discounts:

Provide exclusive discounts or offers based on the recipient's engagement history or preferences

Example: "Thank you for being a loyal customer, enjoy 20% off your next purchase"

Location-Based
Information

Include details relevant to the recipient's location, such as local events, store openings, or regional promotions

Example: "Join us for our in-store in Wanaka this weekend"

Behavioural
Triggers:

Send automated emails based on specific actions the recipient has taken, such as cart abandonment reminders or re-engagement emails for inactive users

Example: "You left items in your cart—complete your purchase now to receive 10% off"

Personal Milestones

Recognise significant events such as anniversaries or birthdays with special messages or offers

Example: "Happy Birthday, Rosie! Celebrate with a special gift from us this month"



ENGAGING CONTENT

Engaging content is crucial in email marketing because it captures attention in a crowded inbox. With so many emails competing for a recipient's time, **compelling and relevant content can be the difference between your email being opened or ignored.**

A strong headline, visually appealing design, and an intriguing message can draw the recipient in, making them more likely to read through the entire email.

In addition to grabbing attention, engaging content helps build brand loyalty. When recipients consistently find value in the emails you send, they **begin to develop a positive association with your brand.** Whether it's helpful information, exclusive offers, or entertaining content, emails that engage recipients keep them interested and foster a sense of trust. Over time, this leads to stronger relationships between your brand and your audience.

Engaging content **increases interaction and drives conversions.** Content that is tailored to the recipient's needs encourages them to click through links, explore your offerings, and follow calls to action. This not only improves click-through rates and engagement metrics but also leads to higher sales and conversions. **By providing valuable and relevant content, you increase the likelihood of turning leads into loyal customers,** ultimately improving the overall effectiveness of your email marketing campaigns.

◆

EXAMPLES OF ENGAGING CONTENT:

Exclusive Discounts & Offers	Offering exclusive discounts or promotions to your email subscribers makes them feel valued and gives them a reason to open your emails. Example: Limited-time discounts, early access to sales, or free shipping offers, which encourage immediate action
Personalised Content Recommendations:	Based on a recipient's previous interactions, you can suggest products or services tailored to their preferences. Personalised recommendations make the email content more relevant, increasing the likelihood of engagement and purchases.
Educational How-To's Guides or Tutorials	Providing value through educational content can be highly engaging. These guides show your expertise, offer useful insights, and keep readers coming back for more.
Interactive Content (Quizzes or Surveys)	Interactive elements like quizzes, polls, or surveys can boost engagement by involving the recipient directly. Example: a quiz that helps customers choose the right product or a survey to gather feedback can make the email feel more personalised and engaging.
Customer Feedback, Testimonials or Case Studies	Sharing real-life success stories, reviews, or case studies highlights how your products or services have benefited others. This builds trust and credibility while also inspiring recipients to take action, knowing that others have had positive experiences.
Behind-the-Scenes Content	Giving subscribers a behind-the-scenes look at your business can make your brand more relatable and human. You could share how a product is made, introduce team members, or offer a sneak peek at upcoming projects, fostering a personal connection with your audience.

◆

SELLING A PRODUCT VS. SELLING A SERVICE VIA EMAIL MARKETING

Selling a product through email and selling a service via email marketing involve distinct approaches, each tailored to the nature of what is being offered, but both are closely tied to brand identity and messaging.

SELLING A PRODUCT

Email marketing often focuses on **showcasing the tangible benefits, features, and value of the item.** This typically includes compelling visuals, product descriptions, and promotions like discounts or limited-time offers to encourage immediate purchases.

Emails for products often highlight reviews, customer testimonials, or demonstrate the product in use, helping potential buyers see its practical application in their lives. Clear calls to action (CTAs), such as "Buy Now" or "Shop Today," are designed to prompt direct transactions. **The brand's identity is reinforced through consistent imagery, messaging, and offers that align with its overall positioning,** such as luxury, affordability, or innovation.

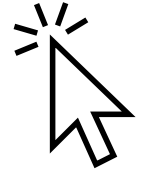
SELLING A SERVICE

Selling a service tends to focus more on **building trust, showcasing expertise, and offering solutions to a customer's needs or problems.**

Email campaigns for services often provide educational content, case studies, or testimonials that demonstrate the effectiveness of the service.

The messaging usually emphasises **long-term value, relationships, and outcomes rather than immediate gratification.** CTAs might encourage recipients to book consultations, schedule appointments, or request demos. **The brand is built through credibility, reliability, and expertise,** as the service offering is often intangible and depends heavily on the provider's reputation.

CALLS TO ACTION



Having clear calls to action (CTAs) in email marketing is crucial because they guide recipients toward your desired outcome.

A CTA **provides direction and tells the reader what to do next**, such as making a purchase, signing up for a webinar, or downloading a resource. Without a clear and compelling CTA, the recipient may lose interest or be unsure of how to take the next step, reducing the effectiveness of the email.

Clear CTAs also help drive engagement by making it easy for recipients to act. If the CTA is prominently displayed and communicates the benefit of clicking, it increases the likelihood of higher click-through rates.

Well-designed CTAs stand out visually, are concise, and use action-oriented language that motivates recipients to take action immediately.

Additionally, CTAs are essential for tracking the success of your email marketing efforts. By measuring how many recipients click on the CTA, you can gauge the effectiveness of your campaign and optimise future emails based on what resonates with your audience.

Clear CTAs ensure that the email fulfils its purpose and contributes to overall marketing goals.



EXAMPLES OF CALL TO ACTIONS:

CTA	Explanation
"Shop Now"	Direct and action-oriented, it encourages immediate purchasing.
"Learn More"	Invites visitors to gather more information about a product or service.
"Get Started"	Prompts users to begin a process, such as signing up or using a service.
"Subscribe Today"	Encourages visitors to subscribe to a newsletter or service.
"Request a Quote"	Invites potential customers to inquire about pricing or services.
"Join Our Community"	Fosters a sense of belonging and encourages social engagement.
"Book Now"	Directs visitors to schedule an appointment, reservation, or booking.
"Download Your Free eBook"	Offers a clear incentive for lead generation.
"Sign Up for Exclusive Offers"	Promises value and exclusivity to encourage sign-ups.
"Add to Cart"	Initiates the shopping process, especially on e-commerce sites.
"Get Your Discount"	Offers an immediate benefit or incentive, encouraging user engagement.
"Explore Our Products"	Invites users to browse a range of offerings, increasing their interest.
"Claim Your Gift"	Promises a reward, motivating users to take action.
"Upgrade Your Account"	Encourages current users to access more features or benefits.
"Book Your Consultation"	Encourages users to schedule a professional consultation.

AESTHETICS

FIRST IMPRESSIONS MATTER!

An attractive and well-designed email creates a positive first impression and captures recipients' attention. **Aesthetic elements such as clean layouts, appealing visuals, and consistent branding help make your emails stand out in a crowded inbox.**

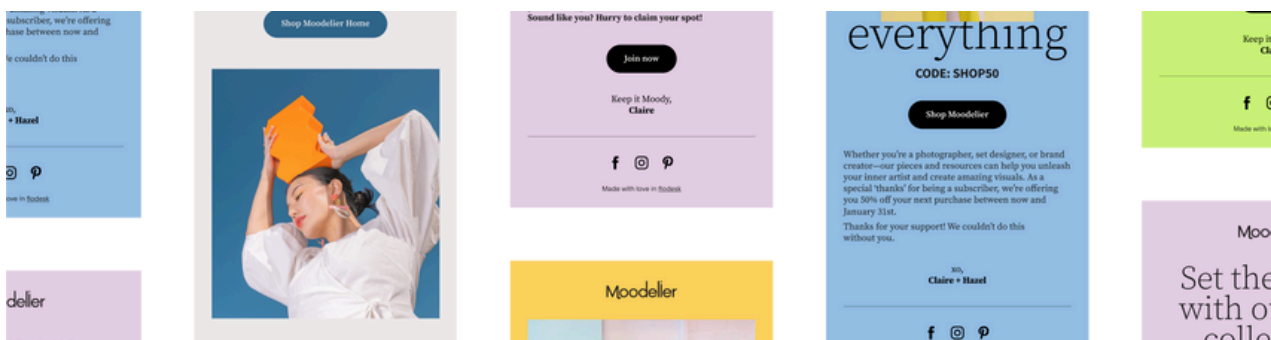
Visually appealing emails are more likely to engage recipients. Good design encourages readers to interact with your content, whether it's clicking on links, making a purchase, or sharing the email with others.

Aesthetic emails reflect the professionalism and quality of your brand. Consistent and stylish design **reinforces your brand's identity** and helps build trust with your audience.

A well-designed email is easier to read and navigate. Proper use of whitespace, typography, and visual hierarchy ensures that **your message is clear and accessible**, making it easier for recipients to absorb and act on your content.

Aesthetic elements such as compelling images, well-placed call-to-action buttons, and eye-catching design **can drive conversions**. A visually appealing email encourages recipients to take the desired action.

Good design can **evoke emotions and resonate with your audience** on a deeper level. Aesthetic emails that align with your brand's voice and message can create a stronger emotional connection with recipients, **leading to increased loyalty and engagement.**





USING A TEMPLATE TO CREATE AN AESTHETIC EMAIL CAMPAIGN

By using customisable eDM templates, you can create visually appealing, on-brand, and effective email campaigns with greater ease and efficiency!

Templates **simplify the design process**, allowing you to create professional-looking emails without needing advanced design skills. For example, Mailchimp offers drag-and-drop templates that make it easy to add and arrange content blocks, while Flodesk provides visually appealing templates that are intuitive to modify.

They help **maintain brand consistency across your emails**. With Mailchimp, you can save and reuse templates with your brand's colours, fonts, and logos. Similarly, Flodesk's templates can be customised to align with your brand's visual identity, **ensuring that every email reinforces your brand image**.

Using a template saves time by providing a ready-made structure. Mailchimp's templates come with pre-set layouts and elements that can be quickly adapted to your content. Flodesk's templates are designed to be easily customisable, allowing you to **focus on content rather than design details**.

Many customisable templates are designed to be mobile-responsive, ensuring your emails look great on all devices, providing a seamless experience for recipients on both desktop and mobile.

flodesk

flodesk.

What's your goal?

Browse all

#UpMyEmailGame

Share news

Welcome

Make money

Say thanks

Inspire

Start from scratch

SHOWING ALL



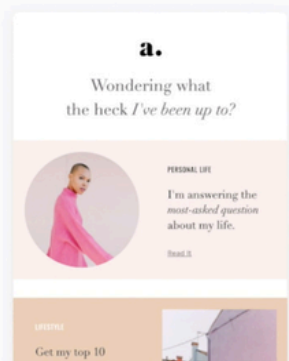
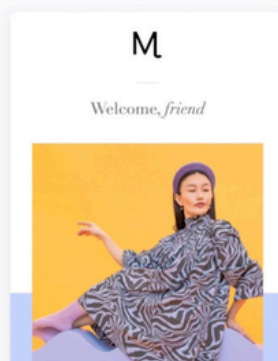
WELCOME

Deliver your freebie



INSPIRE

Invite a response



Create a template

Choose a template to start from

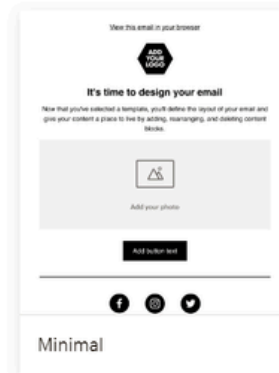
Mailchimp templates

Code your own

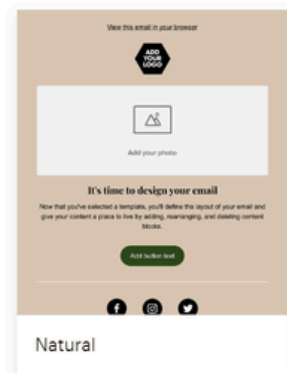
Mailchimp Templates



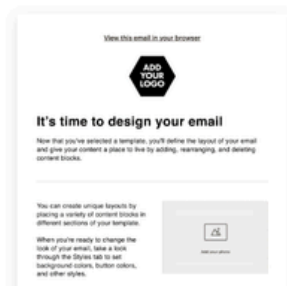
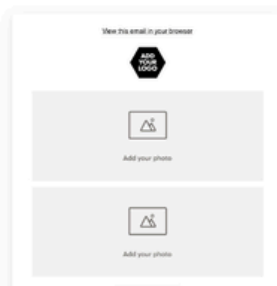
Bold



Minimal



Natural



THE IMPORTANCE OF 'BEING ON BRAND'

Branding is a key component in email marketing because it helps establish and reinforce your brand's identity, making your emails **instantly recognisable and memorable**.

Consistent use of brand elements such as your logo, colours, and tone in your emails ensures a cohesive experience for your audience, enhancing brand recall and trust. Strong branding in your email campaigns also helps convey your brand's values and personality, **creating a more engaging and authentic connection with your subscribers**.

By aligning your email content with your overall brand strategy, you can effectively communicate your brand message, differentiate yourself from competitors, and build a loyal customer base.

TOP TIP:

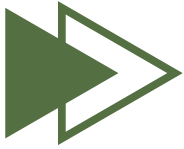


Remember the THREE C's when it comes to creating an authentic brand: **CLARITY, CONSISTENCY, CONSTANCY**



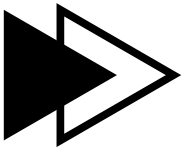
YOUR BRANDING CHECKLIST

◆ ◆



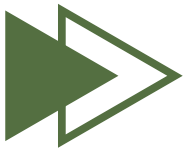
VISUAL CONSISTENCY:

Use your brand's colours, fonts, and logo to create a visually cohesive design. This helps make your emails immediately recognisable and reinforces brand identity.



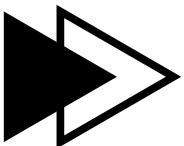
tone and voice:

Maintain a consistent tone and voice that reflects your brand's personality. Whether it's professional, casual, or playful, ensure your messaging aligns with your overall brand image.



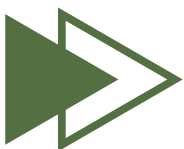
header and footer:

Include your brand's logo in the header and contact information in the footer. This reinforces brand recognition and provides essential details to your recipients.



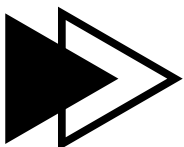
images and graphics:

Use images and graphics that are in line with your brand's style and message. Avoid stock images that may not align with your brand's visual identity.



personalisation:

Tailor your emails to reflect the individual's interests and past interactions with your brand. Personalisation enhances engagement and strengthens the connection with your audience.



call-to-action (cta):

Ensure your CTAs are consistent with your brand's tone and visual style. They should be clear, compelling, and aligned with your brand's goals.

SEGMENTED TARGETING

Segmented targeting in email marketing is vital because it allows businesses to send more personalised and relevant content to specific groups of subscribers, **which leads to higher engagement and conversion rates.**

Instead of sending a generic message to an entire email list, segmentation breaks the audience into smaller groups based on factors such as demographics, behaviour, purchase history, or preferences.

This makes the content more aligned with each recipient's interests, increasing the likelihood of interaction.

By tailoring emails to each segment, you create a more personalised experience for your subscribers.

EXAMPLE: Someone who has previously purchased from you might receive a special loyalty discount, while a new subscriber could be sent a welcome email introducing your brand. This targeted approach **helps build stronger relationships with your audience, as they feel the content speaks directly to their needs and preferences.**



SEGMENTED TARGETING

Additionally, segmented targeting **improves the efficiency** of your email marketing campaigns.

When emails are relevant to the recipient, open rates, click-through rates, and conversions tend to rise.

It also reduces the chances of your emails being marked as spam, as subscribers are more likely to engage with content they find useful or interesting.

Ultimately, segmented targeting helps businesses make the most of their email marketing efforts by delivering the right message to the right audience at the right time.

EXAMPLES:

- A common segmentation strategy is based on geographic location, where an online store could promote region-specific events or seasonal products.
- Behavioural segmentation is also effective, where businesses send re-engagement emails to inactive subscribers or cart abandonment reminders to users who didn't complete a purchase.





OFFERING

Offering value in email marketing is essential because it **provides a clear incentive for recipients to engage with your message**. Whether it's a discount, exclusive content, or access to a limited-time offer, **having a strong, relevant offer gives recipients a reason to open the email**, click through, and take action. Without a compelling offer, your email may not stand out in a crowded inbox, leading to lower engagement and conversions.

An effective offer not only attracts attention but also strengthens customer relationships **by showing that your brand cares about providing something valuable**. For example, offering special discounts to loyal customers makes them feel appreciated, while exclusive content like guides, resources, or early access to new products helps build a sense of exclusivity and connection with your brand.

Clear and compelling offers drive specific actions, whether it's encouraging a purchase, signing up for a service, or downloading a resource. **They guide recipients toward a desired outcome** and help measure the success of your email campaigns, as a well-designed offer often leads to higher click-through and conversion rates.

OPTIMISATION

Testing and optimising email marketing campaigns is crucial because it helps improve performance, engagement, and return on investment (ROI) over time.

By running tests, such as A/B testing, you can identify which elements of your emails work best with your audience. This could involve experimenting with subject lines, CTAs, design layouts, or even the time of day emails are sent. **Through testing, you gather valuable data on what resonates with your subscribers and what drives higher open, click-through, and conversion rates.**

Optimisation is equally important because it allows you to refine your campaigns based on insights gained from testing. For example, if a particular subject line performs better in a test, **you can apply that winning strategy to future emails.** Constant optimisation ensures that your email campaigns are always improving, helping you deliver more personalised and relevant content that engages your audience.

Additionally, testing and optimising help reduce waste in your marketing efforts by minimising the chances of sending ineffective emails. It allows you to make data-driven decisions, increasing the likelihood of meeting your goals and improving overall campaign performance. **Regular testing keeps your email marketing strategy dynamic, helping you stay ahead of competitors and adapt to the changing preferences of your audience.**





Having a clear unsubscribe button in email marketing is essential for several reasons, both from a legal and customer experience perspective.

COMPLIANCE WITH REGULATIONS

Email marketing requires businesses to provide recipients with an easy way to opt out of receiving emails. A clear and accessible unsubscribe button ensures that your email campaigns comply with these regulations, helping you avoid legal penalties or fines.

BUILDING TRUST

Offering a simple way to unsubscribe demonstrates transparency and respect for your audience's preferences. It shows that your brand values customer autonomy and is not forcing people to remain on your list against their will. This trust-building can enhance your brand's reputation, as subscribers are more likely to engage with companies that prioritise user control and respect for privacy.



IMPROVING LIST QUALITY

Allowing uninterested or disengaged subscribers to easily unsubscribe helps maintain a healthier email list. It's better to have a smaller, engaged audience than a large, disinterested one. Removing those who no longer wish to receive your emails improves your open rates, click-through rates, and overall email marketing performance.

REDUCING SPAM COMPLAINTS

When recipients can't easily find the unsubscribe option, they may resort to marking your emails as spam. This can harm your sender reputation, causing future emails to be filtered into spam folders.

A clear unsubscribe button reduces the chances of this happening, keeping your emails out of spam folders and ensuring better deliverability.

A clear unsubscribe button is not only a legal requirement but also a key factor in building trust, maintaining a quality email list, and improving the overall effectiveness of your email marketing efforts.

MAINTAINING ENGAGEMENT

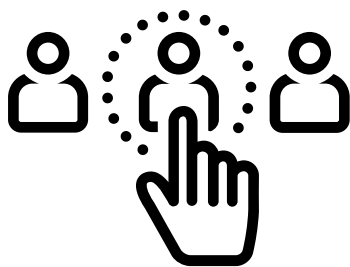
Maintaining engagement with your email marketing database requires a strategic approach to keep your audience interested and active.

Here are some effective strategies to achieve this:



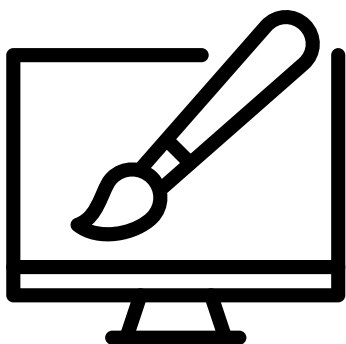
PROVIDE VALUABLE CONTENT

Regularly deliver content that offers value to your subscribers. This could include useful tips, industry insights, exclusive offers, or educational resources. When your emails consistently provide something beneficial, recipients are more likely to remain engaged and look forward to your communications.



PERSONALIZE YOUR EMAILS

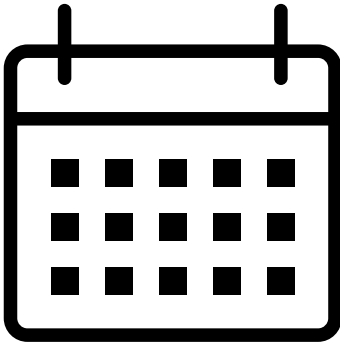
Personalisation goes beyond using the recipient's name. It involves customising content based on past interactions, preferences, and behaviours. Personalised recommendations, targeted promotions, and relevant updates make your emails feel more relevant and engaging to each recipient.



OPTIMISE EMAIL DESIGN

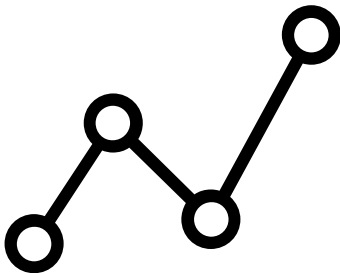
Ensure your emails are visually appealing and easy to read on both desktop and mobile devices. Use a clean, professional design with a clear layout, compelling visuals, and effective calls to action. An attractive and well-organized email encourages recipients to engage with the content.

MAINTAINING ENGAGEMENT



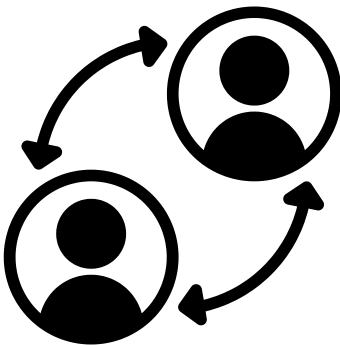
MAINTAIN CONSISTENT FREQUENCY

Find a balance in email frequency to stay top-of-mind without overwhelming your subscribers. Regular communication keeps your brand visible and maintains engagement, but be careful not to overdo it, which could lead to unsubscribes or decreased engagement.



MONITOR AND ANALYSE METRICS

Regularly review your email performance metrics, such as open rates, click-through rates, and conversion rates. Analysing these metrics helps you understand what's working and what isn't, allowing you to refine your strategy and address any issues that may impact engagement.



RE-ENGAGE INACTIVE SUBSCRIBERS

Identify and target inactive subscribers with special offers or re-engagement campaigns. For example, you might send a “we miss you” email with a special discount or a survey to understand their preferences better. This can help rekindle interest and bring them back into the fold.

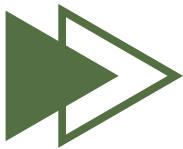
By implementing these strategies, you can effectively maintain and even boost engagement with your email marketing database, ensuring that your communications continue to be relevant and valuable to your audience.



ANALYSING THE DATA

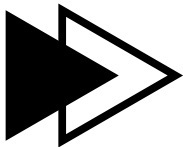
When interpreting analytics from your email marketing campaigns, it's important to focus on several key metrics and trends to assess the effectiveness of your emails and make informed decisions.

OPEN RATE



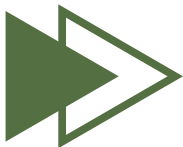
The open rate indicates the percentage of recipients who opened your email. This metric helps gauge the effectiveness of your subject lines and sender name. A low open rate might suggest that your subject lines need improvement or that your emails are not reaching the intended audience effectively.

CLICK-THROUGH RATE (CTR)



CTR measures the percentage of recipients who clicked on links within your email. It provides insight into how engaging and relevant your email content is. A high CTR suggests that your content and calls to action are resonating with your audience, while a low CTR may indicate that your content needs to be more compelling or your CTAs need to be clearer.

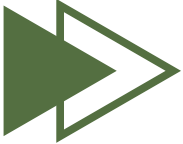
CONVERSION RATE



The conversion rate tracks the percentage of recipients who completed a desired action, such as making a purchase or signing up for a webinar, after clicking through from the email. This metric helps evaluate the overall effectiveness of your email in driving meaningful actions and achieving your campaign goals.

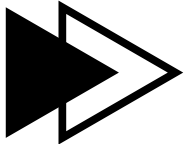
ANALYSING THE DATA

BOUNCE RATE



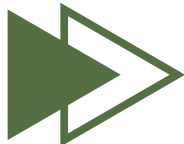
The bounce rate measures the percentage of emails that were not delivered successfully. A high bounce rate can indicate issues with your email list quality or deliverability problems. Monitoring bounce rates helps you maintain a clean and up-to-date email list, which is crucial for effective email marketing.

UNSUBSCRIBE RATE



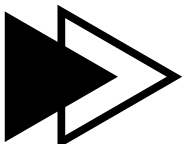
This metric shows the percentage of recipients who opted out of your email list after receiving a campaign. A high unsubscribe rate may suggest that your emails are not meeting subscribers' expectations or that the frequency of your emails is too high. Analysing this can help you adjust your content and strategy to better align with subscriber preferences.

SPAM COMPLAINTS



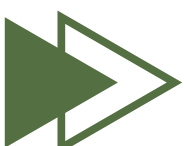
Spam complaints reflect how many recipients marked your email as spam. High levels of spam complaints can damage your sender reputation and affect deliverability. If you notice an increase in complaints, it's important to review your email content, targeting, and frequency to address potential issues.

ENGAGEMENT OVER TIME



Analysing how engagement metrics like open rates and CTR change over time can provide insights into trends and patterns. For example, if you see declining engagement, it may be a sign that your content or strategy needs to be refreshed.

SEGMENTATION PERFORMANCE



Reviewing how different segments of your email list perform can help you understand which segments are more responsive and which are less engaged. This information allows you to refine your segmentation strategy and tailor content more effectively.

BEFORE YOU CLICK SEND:

SUBJECT LINE AND PREHEADER TEXT:

- Subject line is clear, compelling, and relevant.
- Preheader text complements and enhances the subject line.

PERSONALISATION AND DYNAMIC CONTENT

- Personalisation elements (e.g., recipient names) are correctly applied.
- Dynamic content displays correctly for different segments.

CONTENT QUALITY & RELEVANCE

- Email content is clear, engaging, and relevant to the recipient.
- Spelling, grammar, and punctuation are correct.
- Messaging aligns with campaign goals and provides value.

CALL TO ACTIONS

- CTAs are clear, compelling, and prominently placed.
- All links and buttons are functioning and direct to the correct pages.

DESIGN & LAYOUT

- Email design is visually appealing and consistent with brand identity.
- Layout is well-structured and easy to read.
- Images are optimised and relevant.

BEFORE YOU CLICK SEND:

RESPONSIVE DESIGN

- Email displays correctly on both desktop and mobile devices.
- Design elements are adjusted for different screen sizes.

SEGMENTATION AND TARGETING

- Email is sent to the correct audience segments.
- Segmentation rules and filters are correctly applied.

UNSUBSCRIBE OPTION

- Unsubscribe link is clear and easily accessible.
- Email complies with relevant regulations
- Email footer contains necessary contact information and legal disclaimers.

TESTING AND PREVIEWS

- Test email has been sent and reviewed for formatting, links, images.
- Email has been previewed across various devices and email clients.

OKAY LET'S DO IT!



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