

7 STRATEGIES FOR EMAIL ACQUISITION SUCCESS

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TODAY'S PRESENTERS



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What is Email Acquisition?

also known as Email Prospecting

Acquiring customers via email marketing – people who don't have an **established relationship** with the brand and also people with whom the brand doesn't have an **opted-in email address**.



Email Marketing



Email Marketing

99%

MOST FREQUENTLY USED

COMMUNICATION CHANNEL

of people who get online check their email daily

73%

REACH THE RIGHT PEOPLE

of millennials prefer businesses to communicate with them via email

44x

COST-EFFECTIVE

Great ROI, generating \$44 for every \$1 spent. That's a higher return than with any other form of marketing

Sources:

[Adweek.com, 2020](https://www.adweek.com)

[Campaignmonitor.com/resources](https://www.campaignmonitor.com/resources)

[Blog.HubSpot.com, 2022](https://www.blog.hubspot.com)

1 Highly-Segmented Audience

Segmentation = Creating Relevance



1

Segmentation

Using data to create more relevant messages via email



CRUISE
LINE A
NORWEGIAN

Call Us At: 1.866.882.3398
Or Call Your Travel Agent

RESERVE ONLINE LET US CALL YOU

**PACK UP THE KIDS.
THEY'RE CRUISING FOR FREE.**

KIDS SAIL FREE
+
FREE BALCONY
UPGRADES

BOOK NOW

The advertisement features a background image of three children playing in the ocean. The text is arranged in a clean, modern layout with a mix of bold and regular fonts. The 'RESERVE ONLINE' and 'LET US CALL YOU' buttons are orange with white text. The 'BOOK NOW' button is also orange with white text.



2 Permission-Based Emails Only

Contributor website provides notice and choice to consumer to opt in for third-party offers or deals



Sign Up

Full Name *
First Last

E-mail *
Example: myname@example.com

Phone Number *
Area Code Phone Number

Date of Birth - -
Month Day Year

Address *
Street address

Street address Line 2

City State Province

Postal ZIP Code Phone Select Country

CA Privacy Compliance Options I am a California Resident
 I am NOT a California Resident

For California Residents Only I wish to NOT have my registration information sold or shared with any other companies.

Site Terms * I agree to be contacted by CollegeDegreePlacement.com, Degree 4 U, Edegree, Education Now, Uptorner Media, and their marketing partners at the phone number provided above, even if that is my mobile number, or discuss education-related opportunities and other marketing offers that may be of interest to me. I acknowledge that by submitting this form, I may be contacted by phone, including your wireless number if provided, by a representative from CollegeDegreePlacement regarding educational opportunities. These calls may be generated using an automated technology. I understand that consent to be contacted is not a condition of registration. I understand that these calls may be placed using an automatic dialer and/or pre-recorded messages and that I am not required to provide this consent as a condition of purchase. I have also read and accept the CollegeDegreePlacement Privacy Policy.

Enter the message as it's shown *



Email Confirmation Sent

2 Levels of Privacy Requirements

ORG REQUIREMENTS

Specific brand-level
privacy policies

INDUSTRY BEST PRACTICES

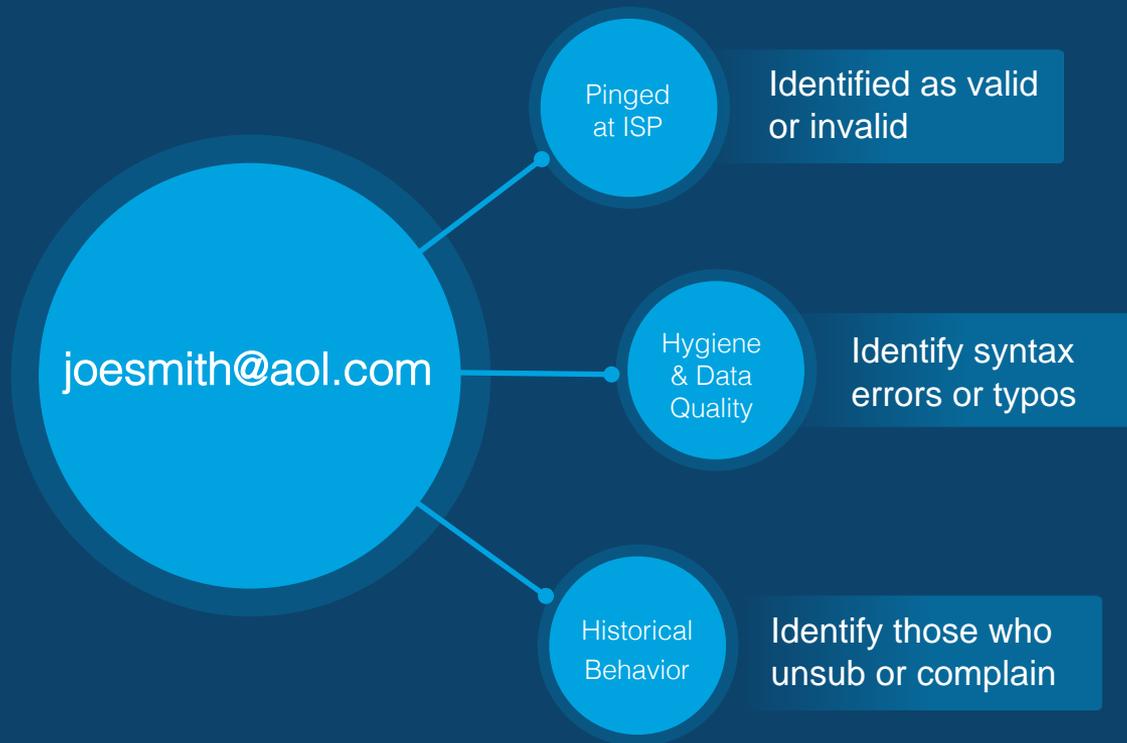
Prospects have opted in to receive
third-party offers

CAN-SPAM REQUIREMENTS

Email must include an option for an individual to opt out, physical postal location. NOT a requirement for individual to expressly opt in

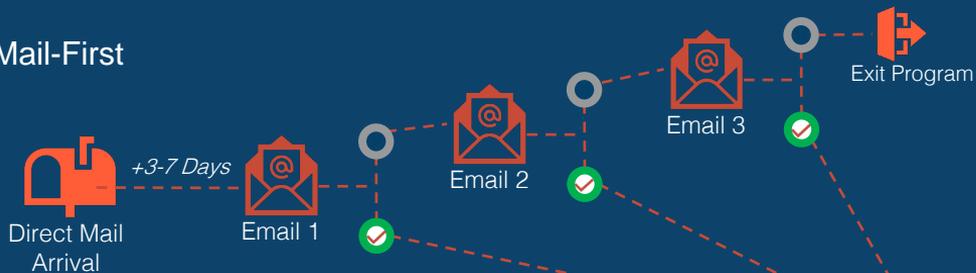
3

Hygiene and Verification



4 Engagement-Based Journeys

Direct Mail-First



Email-First



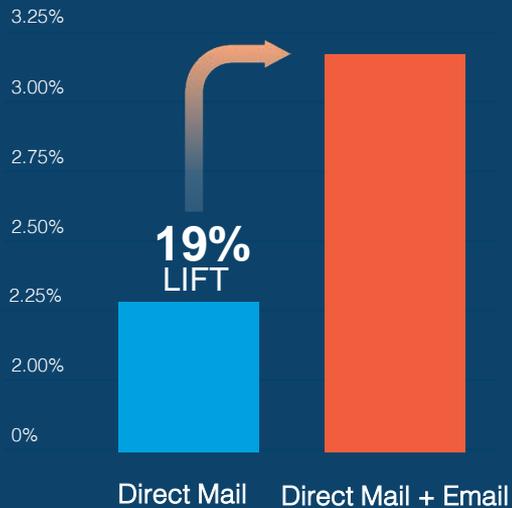
Conversion



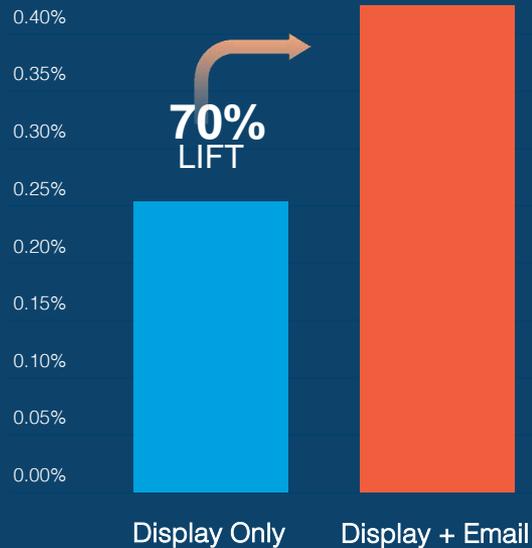
5

Omnichannel Strategy

RESPONSE RATE

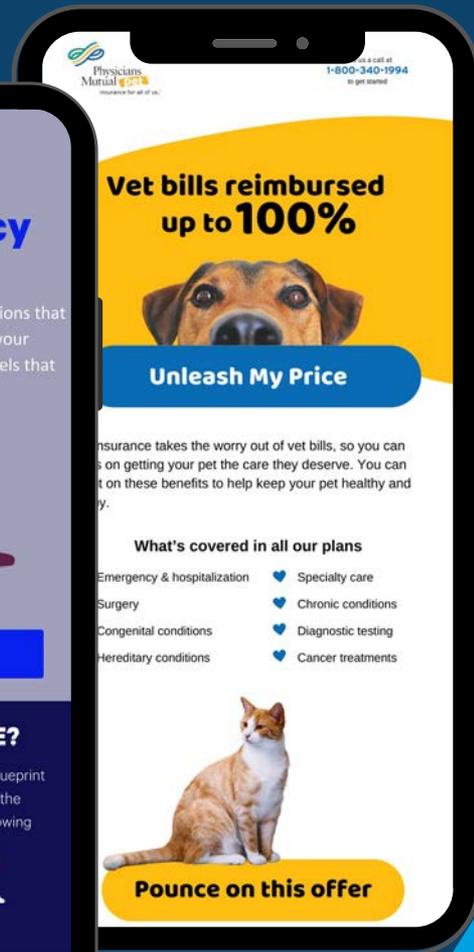


RESPONSE RATE



6 Compelling Content

- ✓ Concise
- ✓ Visually Appealing
- ✓ Readability and Accessibility
- ✓ Loading Speed
- ✓ Animated or Interactive Content



7 Artificial Intelligence

Using AI tools to send marketing emails can result in more efficient and personalized emails.

Subject Lines, Email Copy
& Content

Send Time Optimization

Campaign Creation

Smarter Segmentation

Product Recommendations

The screenshot shows the 'subjectgeni.us' interface. On the left is a navigation menu with options: Subject lines, Email campaigns, Out-of-the-box automations, Multi-touch campaigns, and SMS / Push. The main area is titled 'Subject Line + Preview Text Generator'. It includes a 'What's your email about?' section with a tip and a text input field containing 'Promoting a virtual webinar, "Email Masterclass: 7 Strategies for Successful Acquisition Email" on July 11'. An 'Example' shows 'We c jeans. The sale'. Below is a 'Settings »' button and a 'Generate Subject Lines' button. On the right, there are five preview cards for email subject lines and copy, all related to a 'Masterclass: 7 Strategies for Successful Acquisition Email' on July 11.

Summary

1 WHAT IS EMAIL ACQUISITION?

Opted-in email lists from a vendor that follows proper data collection and consent practices

2 HIGHLY-SEGMENTED AUDIENCE

A highly segmented prospect audience interested in the offer

3 HYGIENE & VERIFICATION

Audit/cleanse list (hygiene, verification, general date and time-based segmentation)...???

4 ENGAGEMENT-BASED JOURNEYS

Avoid one and done – AND WHY

5 OMNI-CHANNEL STRATEGY

Omni-channel marketing – and why

6 COMPELLING CONTENT

Compelling email content can

7 ARTIFICIAL INTELLIGENCE

Use artificial intelligence for more efficient marketing

IT'S LIKE INVESTING – YOU MUST BE IN THE MARKET, BECAUSE YOUR COMPETITION IS.

Questions?

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