



# Taking your email marketing to the next level: segment, target and engage your audience

*by Tamara Gielen, Plan to Engage*



# About Tamara Gielen

- 10+ years of experience in email marketing & eCRM
- Author of “Be Relevant”  
→ [www.b2bemailmarketing.com](http://www.b2bemailmarketing.com)
- Founder of the “Email Marketer’s Club”  
→ [www.emailmarketersclub.com](http://www.emailmarketersclub.com)



# About Plan to Engage

- Email Marketing & eCRM Strategy
- Contact Strategy
- Email Design & Coding
- Campaign Management
- Deliverability Support
- ESP Selection
- Response Optimization
- Workshops & Courses

[tamara@plantoengage.com](mailto:tamara@plantoengage.com)



# About Pinpointe

- **“Business Class” Email Marketing**
  - ... *Feature – rich, Larger scale*
  - ... *Business / Enterprise Customers*
- **6,000+ companies using Pinpointe platform**
- **Mid-Sized businesses – “B2B” and “B2C”**
- **Customer Quotes – Pinpointe is...**
  - ... *“Constant Contact on steroids!”*
  - ... *“An affordable alternative to ExactTarget”*

# For Today's Attendees

- Free - 1 month Service (\$42 ~ \$500 value)
- <http://www.pinpointe.com/get-started>
- Coupon code: **PPTWEBNR** (2 weeks)



**Plan**to**Engage**

# 5 Email Marketing Trends for 2013





**Plant**to**Engage**

**Trend #1.**  
**Email Marketing**  
**is Alive and Kicking!**



# Ranked 2nd in terms of ROI



Source: Econsultancy





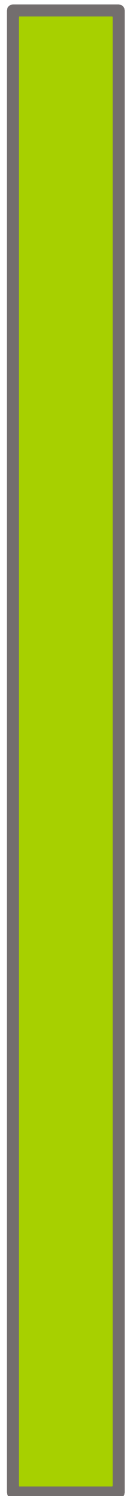
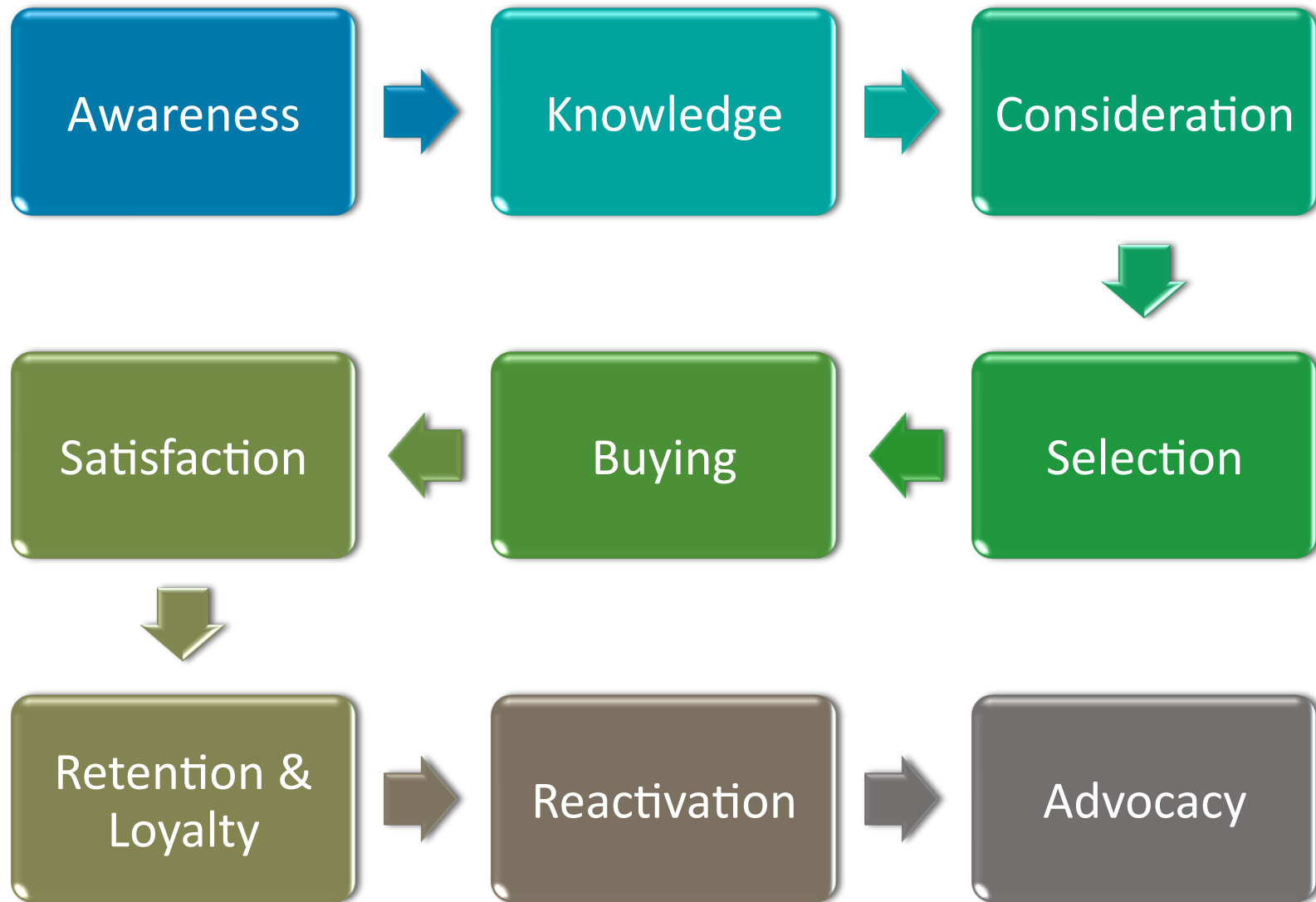
**Plant**to**Engage**

**Trend #2.**

**From Email Marketing  
to eCRM and Beyond**



# Think about the lifecycle!





**Trend #3.**

**Automation Saves Time  
& Increases ROI**

Triggered email messages  
can generate **3x the revenue** and  
**7x the profit** of broadcast  
campaigns

*Source: The ROI of E-mail Relevance - Jupiter Research, 2005*

# Case Study: Travel Sector

triggered emails = only  
3-5% of email volume but  
they generate 45% of  
profits



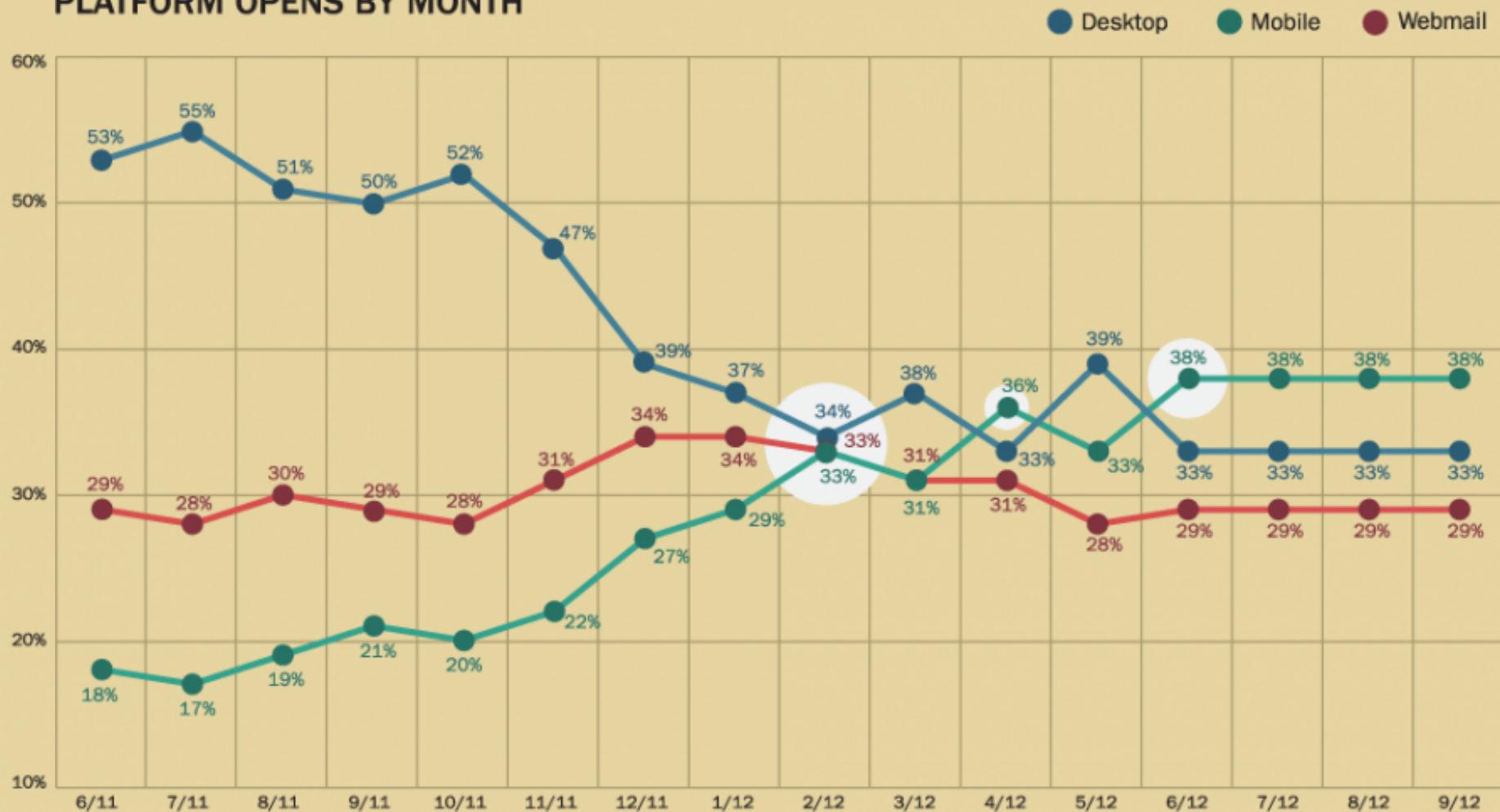
**Plant**to**Engage**

**Trend #4.**  
**Mobile Readership**  
**is Growing Rapidly**



# MOBILE OPENS INCREASE 123% IN 18 MONTHS

## PLATFORM OPENS BY MONTH

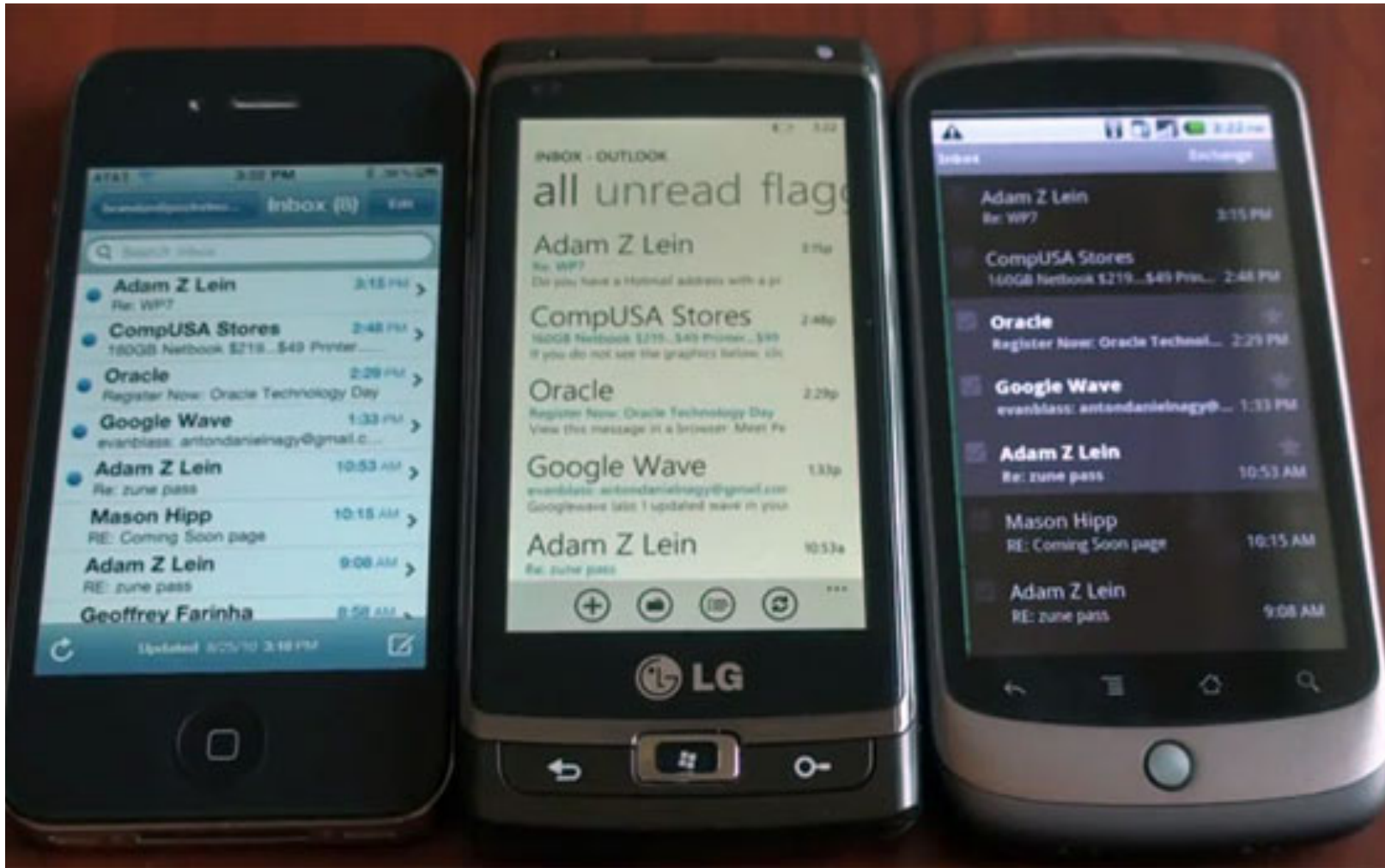


SOURCE: LITMUS

This data is based on more than 1 billion opens collected from Litmus customers worldwide using Email Analytics. Data for some email clients and mobile devices may be over- or under-represented due to image blocking.



# Smaller Screens





# Context changes





**Plant**to**Engage**

**Trend #5.**

**Deliverability Now  
Also Based on Metrics  
You *Can't* Measure**



## ISPs Judge You on a Metric You Can't Measure

---

8/28/12

By Ken Magill

Forget individual opens and clicks.

In their efforts to block email people don't want and deliver wanted messages, Internet email inbox providers are reportedly assessing emailers' spam reputations based on something called the "read rate"—the percentage of a sender's messages that get read.

So what does a marketer's read rate need to be in order to avoid having their messages being treated as spam?

If ISPs have anything to say about it, we're never going to know. The read rate is based on information only the ISPs have. If they were to publish what they consider an acceptable read rate, spammers would most assuredly game it as they do everything else.



**So how do we take our  
email marketing to the  
next level?**





**Plant**to**Engage**

**Tip #1.**

**Clever Segmentation**



# How?

## Traditionally

- Demographics
- BANT criteria
- RFM
- ...



## Segmentation 2.0

- Purchase behavior
- Web behavior
- Email click behavior
- ...

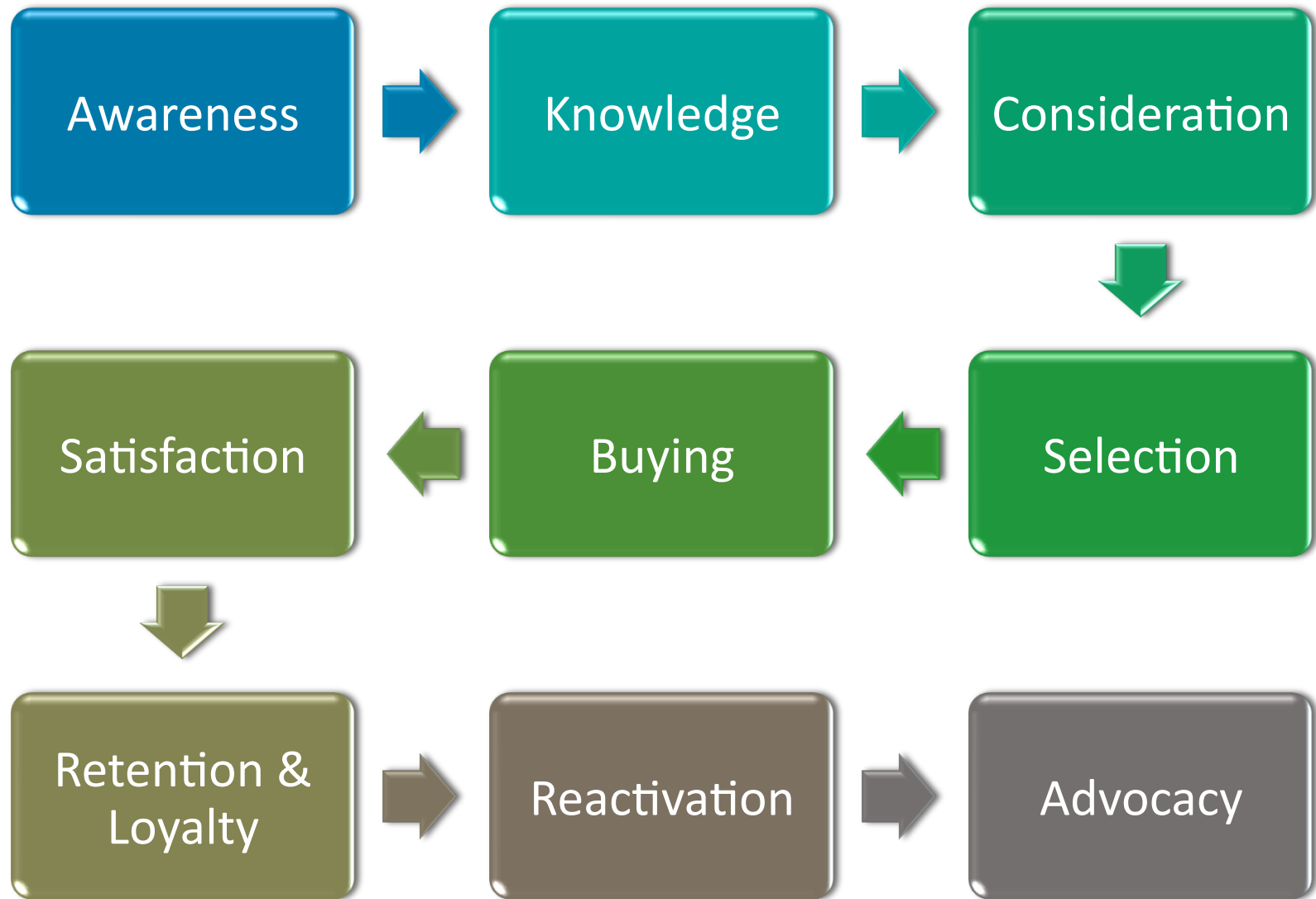




# Who are you trying to reach?

- Think past the typical target audience of your newsletters
- People have **different needs at different stages** in the customer journey.
- Think about how you can **help them move along** the customer journey

# Think about the lifecycle!





# Examples

- Loyal customers
- Customers that have bought only once
- New customers/prospects/subscribers
- Inactive customers
- Recent customers
- Subscribers that opened but didn't click
- Subscribers that clicked but didn't convert
- Subscribers who never respond to your emails



**Plant**to**Engage**

**Tip #2.**

**Automated,  
Event-Triggered  
Campaigns**



# Welcome campaigns

The screenshot shows the COVAD Start Center website. At the top right, there is a blue button that says "My Covad Account: Please sign in.". Below this is a dark grey header with "Start Center" on the left and the "COVAD" logo on the right. A navigation bar below the header contains links for "My Covad", "Online Support", "Webmail", "Rebate", "Moving", and "Referral Program". The main content area features a large dark grey box with the heading "Navigate the Start Center" in blue. Below the heading, there is text: "Click on the **resource links** above to access information on the tools available to you to access and manage your account." and "Mouse over the modules below to learn more about the full suite of **Covad services**." A blue arrow points from the text to the navigation bar, and another blue arrow points from the text to the module buttons below. On the right side of this box is a photo of a woman in a pink shirt. At the bottom, there is a row of five module buttons: "Enhanced Web and Email Hosting" (with a server icon), "NEW! Integrated Access" (with a phone and mouse icon), "Covad Business Essentials" (with a padlock icon), "Multi-site Savings" (with a folder icon), and "Business T1" (with a briefcase icon).


# Welcome series

The image displays three overlapping screenshots of the MarketingProfs Member welcome series. Each screenshot features the MarketingProfs logo (a blue bird) and the tagline "Smart thinking ... pass it on." The first screenshot, titled "MarketingProfs Member", is for "Week 1 of our 4-Week Tutorial". It includes a "Welcome to MarketingProfs!" message, a "We're Here to Help You" section with a congratulatory message, a "Get the Newest Ideas" section, a "Marketing Toolbox" section, an "Advertising Policy" section, and a "Try Premium Membership today, plus a discount!!" section with a "Promo Code: MP091" and a "Start your Free Trial Now!" link. The second screenshot, titled "MarketingProfs Member", is for "Week 2 of our 4-Week Tutorial". It includes a "Find What You Need Quickly" section, a "Know-How Exchange Forum" section, and a "Marketing Cases" section. The third screenshot, titled "MarketingProfs Member", is for "Week 3 of our 4-Week Tutorial". It includes a "Daily Fix Blog" section, an "Online Seminars" section, and a "My Account" section with a "LOGIN" button. The screenshots are arranged in a staggered, overlapping fashion, showing the progression of the tutorial.

# Welcome new trial user

Your CrossOver Mac Trial Inspiration/Triggered x Print Image

**CodeWeavers** <trial@crossover.codeweavers.com> 12/5/12 ☆ Reply More  
to Tamara ▾

 **Images are not displayed.**  
[Display images below - Always display images from trial@crossover.codeweavers.com](#)

## Your CrossOver Mac Trial

Thank you very much for downloading our CrossOver Mac Trial — we appreciate your interest in CrossOver.

Here's the deal: your trial software will run for 14 days. After that, it will time out and not run anymore. We hope that by then you will be able to make a purchase decision.

If you have any problems during the trial period, we want to hear from you! Please feel free to simply reply to this email, or email [trial@codeweavers.com](mailto:trial@codeweavers.com) directly, and we will see if we can't get you taken care of.

Thanks for trying out CodeWeavers CrossOver!

Cheers,  
Jeremy White  
CEO & Founder  
CodeWeavers

<b>Helpful Links</b> <a href="#">How to install your Trial</a> <a href="#">Contact General Support</a> <a href="#">Download the Trial Again</a>	<b>CrossOver Mac</b> <a href="#">Buy Now</a>	<b>Contact Us</b> We want to hear from You! Contact us day or night! <a href="#">Email Us!</a>
--	---	---

# Post-trial

50% Off of CrossOver! Inspiration/Triggered x



 **Christian Delzer** <cdelzer@codeweavers.com>  
to Tamara ▾

12/7/12 ☆  ▾

Hello,

I would like to take the opportunity to thank you for downloading a trial copy of our software CrossOver in the past. According to our database, it appears that you may have not purchased our product. Maybe our software didn't support the application(s) that you needed, or maybe you felt it may have been too expensive...At any rate, I would like to extend a unique opportunity to purchase CrossOver.

If you purchase CrossOver, in the next few days, I will provide you with a Promo Code that will save you 50% off of the purchase price, as well as have access to our next version CrossOver 12, when it becomes available.

We have done something new and combined our CrossOver Games and CrossOver Standard licenses into one package. This will allow you to run many, but not all, Windows based applications, as well as play many, but not all, Windows based games, with a single install. CrossOver XI, which is now compatible with Mountain Lion, will give you better support on applications/games such as:

- MS Office 2007 and 2010
- Quicken 2013 and Quicken 2012
- E-sword
- Minute Menu for Kids
- Roots Magic 4 and 5
- Wizard 101
- Skyrim
- Our own version of Internet Explorer
- And many other Windows-based applications/games

# Upsell

Try [PRO](#) FREE for 30 days, and let us get your back.

Trouble viewing this email? [Web](#) | [Mobile](#)



## We're Here to Help You Tackle Your Toughest Marketing Challenges


We pride ourselves in providing marketers with the best content out there. From how-to guides to reports, Take 10 video tutorials (short and sweet!) to online seminars, online toolkits to over four thousand articles and resources, we've got your back.

Facing a branding challenge? PRO membership can help. In constant search for the social media ROI "special sauce?" PRO membership can help with that, too. Looking to branch into mobile marketing and don't know where to start? You got it, PRO membership also has your back there.

Let us get your back ... try PRO free for 30 days!

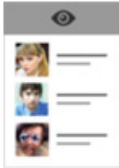
**UPGRADE NOW**

# Upsell

LinkedIn Premium  Tamara  
Member since 2005


**Tamara, thanks for being a loyal LinkedIn member** [Upgrade for Free](#)


**As a special gift, we'd like to give you a **free month** of LinkedIn Premium. Here are the additional benefits you'll enjoy:**



**Who's Viewed Your Profile**  
Unlock the full list and see all people who have viewed your profile in the last 30 days


**InMails**  
Contact people outside your network with 25 InMails per month—response guaranteed\*





**Premium Search**  
Find the right people in ½ the time with up to 8 additional search filters and 7X more results

**Expanded Profiles**  
View details on 35X more profiles with access to full profiles of everyone in your network



**Your special offer ends soon, so upgrade now.**

[Upgrade for Free](#)



# Non-responders

We're fascinated by you Inspiration/Reactivation x

**Naked Wines** <rowan@nakedwines.com> 4/18/12 ☆

to me ▾

Dear Tamara,

**We're fascinated by you**

So we're offering **6 bottles (worth £52.44)** to the first 50 people who respond.

You had a voucher from one of our best partners and were interested enough to come and have a look, but you didn't buy anything.

**It's the classic Chicken and Egg, so we're removing the Egg**

You need to try the wines before you know if they're any good. But you won't buy them if you don't know they're going to be good!

We'll give you 6 bottles of wine, all we ask is that you pay the taxes and delivery (£18.02\*), rate them on your Naked Me page, and join our community of 100,000 Angels.

Angels save at LEAST 25% (and up to 50%) every time they buy by squirreling away £20 a month into their account towards their next order, theirs to spend on ANY of our wines whenever they want.

This money helps us to support independent winemakers, who make us delicious, exclusive wines for less.

**You've got nothing to lose**

We're paying for the wine so if you don't like it you've had 6 bottles and you can cancel your Angel membership at any time^.

There's absolutely NO obligation to buy again (although we'd love it if you did!)

**[Order your 6 bottles \(worth £52.44\) here – Be quick as there are only 50 cases available.](#)**

Cheers,  
Rowan, Founder  
Naked Wines

Ps. Please don't forward this email to a friend. This case can only be bought on **your** account, because it's **you** we're interested in!

# Retargeting

To receive our emails to your inbox add [John.Lewis@em.johnlewis.com](mailto:John.Lewis@em.johnlewis.com) to your address book, you can find out how to do this [here](#). [View email in browser](#).

**John Lewis** [John Lewis Insurance](#) [What's new](#) [Our shops](#) [Gift list](#) [Customer services](#)

Home & Garden | Electricals | Women | Men | Beauty | Baby & Child | Toys | Sport & Leisure | Gifts | Special Offers

FREE STANDARD UK DELIVERY ON ALL ORDERS OVER £30 | CLICK & COLLECT AVAILABLE FROM JOHN LEWIS SHOPS | NEVER KNOWINGLY UNDERGOLD

Thank you for visiting...

On your recent visit to [johnlewis.com](#) we noticed that you showed an interest in the products below and just wanted to let you know that they're still available for you to buy.

Speck SPK-A0413 new iPad/iPad 2 Screen Protector, Pack of 2  
£19.95

★★★★☆

[Buy now](#)

Griffin iPad Stylus  
£14.95





★★★★☆

[Buy now](#)

**Why shop with us?**

- 1 We are never knowingly undersold. We match the online and shop prices of our high street competitors.
- 2 Standard delivery is FREE on all UK orders over £30.
- 3 Click & Collect is FREE. Order online before 7pm and collect at your chosen shop after 2pm the next day.\*
- 4 All John Lewis all our TVs come with a 5-year guarantee included at no extra cost.\*\*
- 5 If your fashion purchase is not the right fit, returns to us are FREE\*\*\*
- 6 You can find your local John Lewis shop [here](#) including events, promotions and opening hours.


You might also be interested in...

 <b>XtremeMac InCharge Sync for iPad</b> £29.95	 <b>Lauren by Ralph Lauren Newbury Leather iPad Case</b> £125.00	 <b>Native Union Pop Phone</b> £24.95	 <b>Built NY Smart Back Protective Shell for iPad 2</b> £17.95
		★★★★☆	★★★★☆

**Need any help?**  
If you've had any problems with your purchases, why not speak to our Customer Service team? They'd be happy to help.

[Home & Garden](#) | [Electricals](#) | [Women's Fashion](#)  
[Men's Fashion](#) | [Beauty](#) | [Special Offers](#)

[Update your details](#)  
[Change your preferences](#)  
[Unsubscribe](#)



To make sure our emails reach your inbox, please add [Cooking.com@email-cooking.com](mailto:Cooking.com@email-cooking.com) to your address book.

**@Cooking.com®** [Your Shopping Cart is still waiting for you at Cooking.com](#)

Homepage | Cookware | Cutlery | Small Appliances | Cooking Tools | Clearance

[Click here to see what's in your shopping cart.](#)


**Your shopping cart is still waiting for you at Cooking.com**


**Why Wait?**

**Complete your order today.**

[SEE WHAT'S IN YOUR CART](#)

**Ready for Checkout:**

EXCLUSIVE 



**Rachael Ray Exclusive Nonstick Cookie Lovin' Set (2-pc.)**

**Only \$29.99**

We noticed that you did not complete your order during your last visit to our site. Just in case you were interrupted, we have saved your cart for you: [Click here to view your shopping cart.](#)

If you had trouble checking out or found something confusing, please contact our customer service department by email at [support@cooking.com](mailto:support@cooking.com) or by phone at (800) 663-8810 for assistance.

Also, remember you can use "My Wish List" to save your favorite products in one place. They'll be easy to find when you want to make a future purchase. To save a product, just click on "add to my wish list" on any product page, or directly from your [shopping cart](#).

Thank you for visiting Cooking.com!  
Cooking.com

Prices and information correct at time of sending and subject to change without notice.

We've contacted you because you signed up at Cooking.com for news and special offers or you provided us with your email address which is listed as [jan@proimpact7.com](mailto:jan@proimpact7.com). To unsubscribe or make changes to your subscription, [click here](#).


Please do not reply to this email. This newsletter is being sent from an e-mail address that cannot receive e-mails. To contact us, [click here](#) or call us toll-free at 1-877-999-2433. We'd love to hear your thoughts about our newsletters or your comments about Cooking.com.

Cooking.com offers 100% satisfaction and [secure ordering](#) guaranteed.

Thank you for letting us share our products, recipes, and love for cooking. We look forward to your next visit!

© 2009 Cooking.com. All rights reserved. 4086 Del Rey Ave., Marina Del Rey, CA 90292 [Privacy Policy](#)

# Feedback



Bekijk [hier](#) de online versie van deze nieuwsbrief.

## ELKE DAG EEN BEETJE BETER.

Het begint met luisteren.

**Beste Tamara Gielen,**

We maken er geen geheim van. Bij Coolblue is klanttevredenheid een heuse obsessie. Door kritisch te kijken naar onze dienstverlening, worden we elke dag een beetje beter. Wij hopen dat u ons daarbij wilt helpen.

Onlangs kocht u onderstaande producten bij [PDAshop.be](#):

- > A-Solar Xtorm AL360 Power Bank 11000 mAh
- > Veripart Thuislader Adapter USB Black


Wij zijn benieuwd naar [uw ervaringen](#) rond deze aankoop. Wat was goed? Wat kon beter? U kunt het binnen 2 minuten met ons delen. Direct daarna gaan wij met uw antwoorden aan het werk. Beloofd.

[Vul de vragenlijst in >](#)

Alvast bedankt!

Met vriendelijke groet,

Raphaël Willemsens  
*Manager Klantenservice*






**COOLBLUE**

- > Over Coolblue
- > Coolblue Zakelijk
- > Contact

**NIEUWSBRIEF**

- > Aanmelden
- > Afmelden voor toekomstige enquêtes

**VOLG COOLBLUE**  
Twitter, Facebook en Youtube.



# Reactivation

**We've had an empty feeling ever since we misplaced something that's very special to us - you.**

**Hello Tamara**

It's the little things we miss the most:

- ✓ That smile of yours that lights up your online videoconferencing room,
- ✓ The sweet little things you used to say when you phoned our 5-Star Customer Service Team,
- ✓ Chance that you will want to stay with us forever

[PipelineDeals] Where have you been? Inspiration/Reactivation x

PipelineDeals Customer Care customercare@pipelinedealsco.cr 5/8/12 ☆



Dear Tamara,

You haven't logged in to PipelineDeals since April 17, and we've missed you. We're dedicated to helping you close more deals faster with easy-to-use features for organizing your entire sales pipeline. Don't miss another day! [Log in now.](#)

If you have questions, our amazing support team is here to help:

- Sign up for a free [webinar](#).
- Browse our [user community](#).
- Send us an [email](#).
- Give us a call at (866) 702-7303.

We hope to see you again soon!

Courtesy of [PipelineDeals](#)

The screenshot shows a promotional graphic with four numbered items:

- 1 ClickWebinar Mobile Application: Shows a tablet displaying a video conference with two participants.
- 2 Webinar Success Analyzer: Shows a dashboard with various charts and analytics.
- 3 Record Webinars with a Single Click: Shows a large 'REC' button.
- 4 Save up to 45% on all ClickWebinar Packages: A blue banner at the bottom.

A large orange starburst graphic contains the text '45% LIFETIME DISCOUNT'.

**See more**

# Beyond One-off Triggers: Lead Nurturing Campaigns

- Day 1: Introductory email
- Day 10: Content related to previous download
- Day 15: Personal email from sales rep
- Day 30: Best practices white paper
- Day 45: Call from sales rep to check in
- Day 60: Email promoting webinar series
- Day 75: Personal email from sales rep offering product demo
- Day 85: Call from sales rep to schedule in-person meeting
- Day 90: Sales proposal via email



**Plant**to**Engage**

**Tip #3.**

**Mobile-Friendly Emails**



# Think about:

- Smaller Screens
  - Less above the fold
  - Bigger fonts (min font size on iOS is 13px)
- Touch interface
  - Bigger buttons, links with more white space
- Faster “consumption” = less attention
  - Less content
  - Fewer calls to action



# Design for the finger

- Minimum 44x44 pixels





# Fluid design

memeburn: 5 Factors that could be very dangerous to a post-IPO Facebook



- [5 Factors that could be very dangerous to a post-IPO Facebook](#)
- [Why the medical industry could do with a healthy dose of social media](#)
- [Vodacom's big bet on the app economy](#)
- [The people's tablet – The Netsurfer Touch](#)
- [Nascar driver tweets from car, gains 100 000 followers](#)
- [Check out these jaw-dropping photos from Nokia's 808 PureView](#)
- [iTunes of India' goes live](#)
- [Tegra 3 GPU delivers console-level gaming to your mobile device](#)
- [Clickatell scoops honours at Silicon Valley event](#)
- [Mozilla bets big on open Web devices](#)

## [5 Factors that could be very dangerous to a post-IPO Facebook](#)

Posted: 27 Feb 2012 09:00 PM PST

As part of the preparations for its looming IPO, Facebook has to disclose in its SEC filing some risk factors which could materially and adversely affect the company. These kinds of disclosures make for interesting reading, especially so because the destinies of tech companies can turn on a dime and change rapidly from day to [...]

◆ Email this ◆ Digg This! ◆ Share on Facebook ◆ Stumble It!

## [Why the medical industry could do with a healthy dose of social media](#)

Posted: 27 Feb 2012 08:45 PM PST

One area that we spend a lot of time talking and often complaining about is our health. So it's



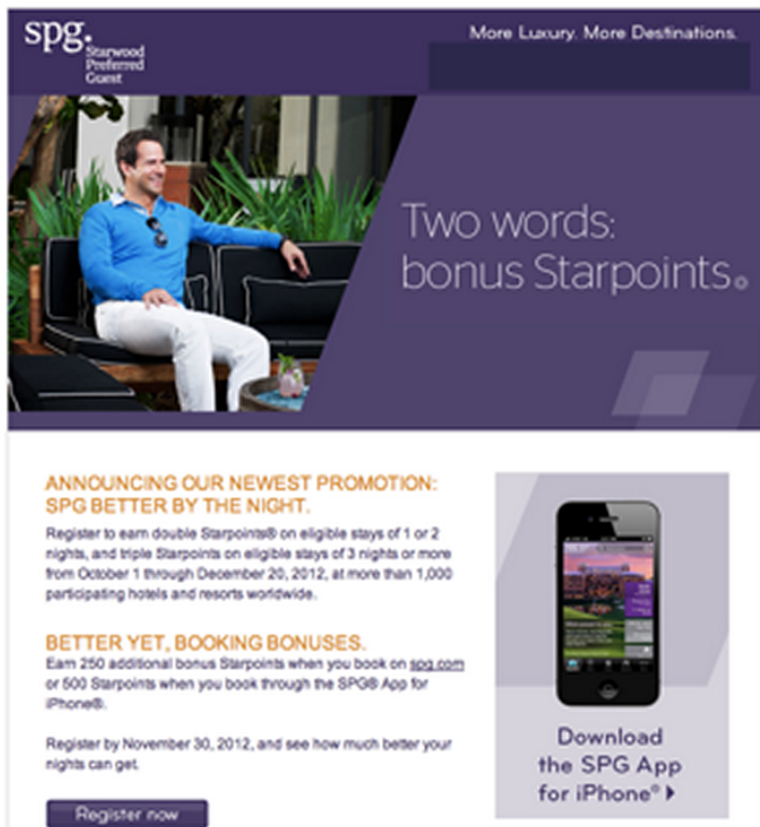
memeburn: 5 Factors that could be very dangerous to a post-IPO Facebook



- **5 Factors that could be very dangerous to a post-IPO Facebook**
- **Why the medical industry could do with a healthy dose of social media**
- **Vodacom's big bet on the app economy**
- **The people's tablet – The**



# Responsive design



spg. Starwood Preferred Guest More Luxury. More Destinations.

Two words: bonus Starpoints.

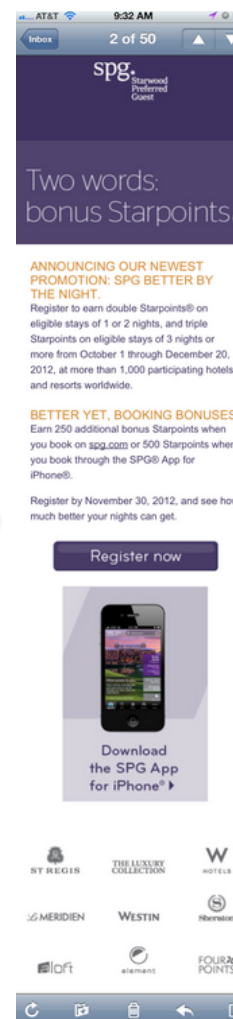
**ANNOUNCING OUR NEWEST PROMOTION: SPG BETTER BY THE NIGHT.**  
Register to earn double Starpoints® on eligible stays of 1 or 2 nights, and triple Starpoints on eligible stays of 3 nights or more from October 1 through December 20, 2012, at more than 1,000 participating hotels and resorts worldwide.

**BETTER YET, BOOKING BONUSES.**  
Earn 250 additional bonus Starpoints when you book on [spg.com](http://spg.com) or 500 Starpoints when you book through the SPG® App for iPhone®.

Register by November 30, 2012, and see how much better your nights can get.

Register now

Download the SPG App for iPhone®



AT&T 9:32 AM  
Inbox 2 of 50

spg. Starwood Preferred Guest

Two words: bonus Starpoints.

**ANNOUNCING OUR NEWEST PROMOTION: SPG BETTER BY THE NIGHT.**  
Register to earn double Starpoints® on eligible stays of 1 or 2 nights, and triple Starpoints on eligible stays of 3 nights or more from October 1 through December 20, 2012, at more than 1,000 participating hotels and resorts worldwide.

**BETTER YET, BOOKING BONUSES.**  
Earn 250 additional bonus Starpoints when you book on [spg.com](http://spg.com) or 500 Starpoints when you book through the SPG® App for iPhone®.

Register by November 30, 2012, and see how much better your nights can get.

Register now

Download the SPG App for iPhone®

ST REGIS THE LUXURY COLLECTION W HOTELS  
MERIDIEN WESTIN Sheraton  
loft element FOUR POINTS



# Connect with Tamara Gielen

- [Tamara@PlanToEngage.com](mailto:Tamara@PlanToEngage.com)
- 0477 666 930
- @tamaragielen
- [www.linkedin.com/in/tamaragielen](http://www.linkedin.com/in/tamaragielen)

# Thank You

Please ...

Join Us... for future webinars

Share / Tweet @Pinpointe

**Pinpointe**

[www.pinpointe.com/get-started](http://www.pinpointe.com/get-started)

+1 (408) 834-7577

Twitter: [@pinpointe](https://twitter.com/pinpointe)

Blog: [www.pinpointe.com/blog](http://www.pinpointe.com/blog)