



T r a n s f o r m

Your Life

Discover Our Email Marketing strategies.



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Email marketing has consistently held its position as the top-performing marketing channel for several years. Despite rumors of its demise, along with email newsletters, it continues to surpass all other marketing channels. Marketers representing organizations of all sizes report a remarkable 30:1 return on marketing investment*1 when utilizing email marketing. In comparison, social media reportedly returns only 20:1 on every dollar invested.

Every day, businesses worldwide demonstrate that email marketing and newsletters can yield exceptional results when executed correctly. The goal of achieving success with email marketing is the focus of this e-book, providing a step-by-step guide to ensure the effectiveness of your email marketing efforts. The e-book also offers insights into future email marketing trends.

The landscape of email marketing has evolved, with businesses now experiencing significant success with marketing automation—a smart extension of email marketing. Before delving into more advanced programs, it is crucial to establish a strong foundation in email marketing basics, a process detailed in this step-by-step e-book guide.

*ROI numbers are calculated based on global reports from reputable sources such as Markedu, the State of European Email Marketing Report, DMA US, DMA UK, and Litmus.

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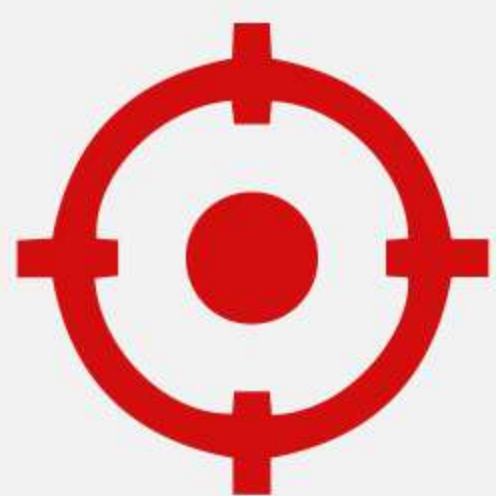
Critical Components of Success with Email Marketing:

- 04 Setting your purpose and objectives
- 05 Understanding your target audience and their needs
- 06 Creating your content concept
- 10 Crafting your email value proposition
- 13 Creating a strong acquisition strategy
- 15 Creating a solid welcome flow
- 19 Tactical elements that make or break

each email marketing promotion or newsletter
The subsequent pages provide an introduction to each component, offering valuable guidance for beginners and prompting experienced practitioners to reflect on their adherence to these principles.

Three key elements

Before delving into the practical aspects of your email marketing program, there are additional elements to ponder. I assure you that these elements are relevant to your situation as well. For brevity, this e-book includes three key elements:



1. From AIDA to AIDEA
2. The Importance of OTS
3. Automate Nurturing

So, let's explore these considerations!

AIDA to AIDEA

As you might be aware, AIDA is a stimulus-response model extensively used in marketing and advertising, originating in the late nineteenth century. Despite its age, the model is still referenced today. AIDA represents **Attention – Interest – Desire – Action**, essentially illustrating a purchase funnel. The process involves capturing attention, maintaining interest, transforming interest into desire, and ultimately prompting action.

However, I propose an update for our purposes in email marketing—or any marketing for that matter. Introducing my modernized version of AIDA: AIDEA, where the acronym stands for **Attention, Interest, Desire, Engagement, Action**.

In AIDEA, the only addition to the original AIDA is the crucial step of "engagement." The premise is that buyers often don't transition directly from desire to action. In many industries, there's a significant time lag, known as an increase in incubation time—the duration from interest to completing a purchase. For instance, studies show that consumers engage with 11 pieces of content before making a purchase decision.

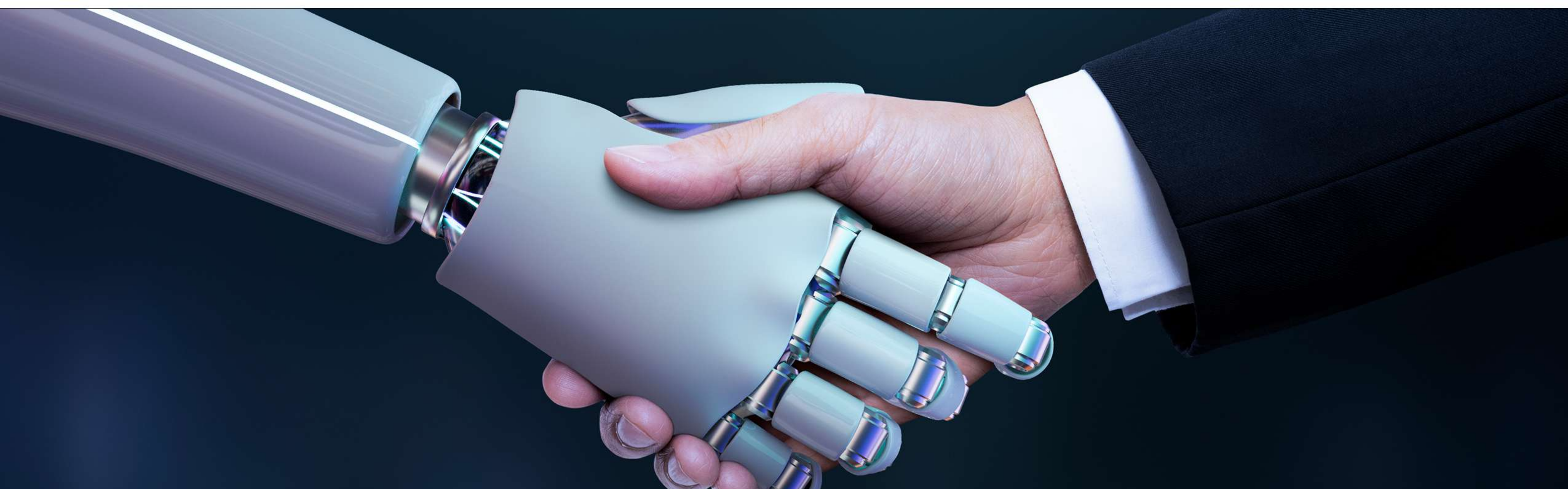
This extended decision-making process is evident in various industries, such as hotel bookings. Despite the ease of finding, researching, and booking a hotel room online, people take time to compare options across multiple platforms, check reviews, and evaluate locations. Going from desire to action is not instantaneous; hence, understanding this shift in buying behavior is crucial.

AIDA Model



Relating AIDEA to email marketing, capturing attention, generating interest, and arousing desire through your email communication doesn't guarantee immediate action. Recipients may need to encounter your message multiple times and receive more relevant information before moving closer to a purchase decision.

This brings us to the next three elements: Opportunity to See (OTS), Nudging, and Automation. These elements play a vital role in optimizing your email marketing strategy, ensuring that your messages are seen by your audience at opportune moments and nudging them towards action. Automation, in particular, can streamline this process, providing timely and relevant information to guide recipients through the buyer's journey.



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