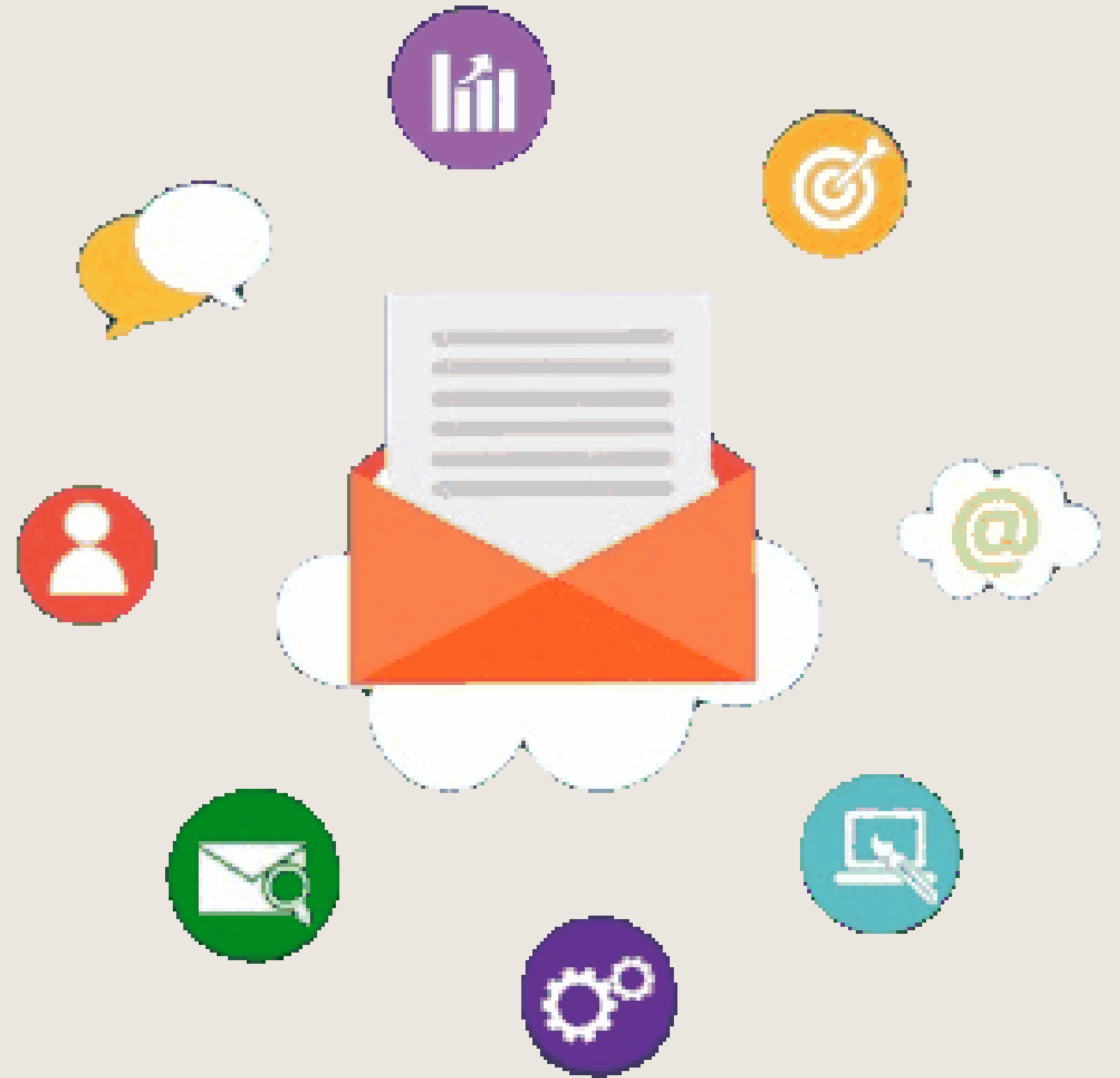


# Email Marketing



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JUNE 05, 2022

SHIVANI BAIG

# WHAT IS EMAIL MARKETING

EMAIL MARKETING IS THE PROCESS OF TARGETING YOUR AUDIENCE AND CUSTOMERS THROUGH EMAIL. IT HELPS YOU BOOST CONVERSIONS AND REVENUE BY PROVIDING SUBSCRIBERS AND CUSTOMERS WITH VALUABLE INFORMATION TO HELP ACHIEVE THEIR GOALS.

# WHEN TO USE EMAIL MARKETING

THERE ARE MANY WAYS TO USE EMAIL MARKETING – SOME OF THE MOST COMMON INCLUDING USING THE TACTIC TO:

- **BUILD RELATIONSHIPS:** BUILD CONNECTIONS THROUGH PERSONALIZED ENGAGEMENT.
- **BOOST BRAND AWARENESS:** KEEP YOUR COMPANY AND YOUR SERVICES TOP-OF-MIND FOR THE MOMENT WHEN YOUR PROSPECTS ARE READY TO ENGAGE.
- **PROMOTE YOUR CONTENT:** USE EMAIL TO SHARE RELEVANT BLOG CONTENT OR USEFUL ASSETS WITH YOUR PROSPECTS.
- **GENERATE LEADS:** ENTICE SUBSCRIBERS TO PROVIDE THEIR PERSONAL INFORMATION IN EXCHANGE FOR AN ASSET THAT THEY'D FIND VALUABLE.
- **MARKET YOUR PRODUCTS:** PROMOTE YOUR PRODUCTS AND SERVICES.
- **NURTURE LEADS:** DELIGHT YOUR CUSTOMERS WITH CONTENT THAT CAN HELP THEM SUCCEED IN THEIR GOALS.

# EMAIL MARKETING BENEFITS

- THERE ARE OVER 4 BILLION EMAIL USERS WORLDWIDE, SO IF YOU'RE LOOKING FOR A WAY TO REACH YOUR CUSTOMERS, EMAIL IS THE PERFECT PLACE TO FIND THEM.
- AS OF 2020, EMAIL GENERATES \$36 FOR EVERY DOLLAR SPENT.
- 79% OF MARKETERS LIST EMAIL MARKETING IN THEIR TOP 3 MOST EFFECTIVE MARKETING CHANNELS.
- EMAIL VISITORS ARE THE MOST LIKELY TO CONVERT ON FORMS.
- PERHAPS THE BEST REASON TO USE EMAIL MARKETING IS THAT YOU OWN THE CHANNEL. OUTSIDE OF COMPLIANCE REGULATIONS, THERE IS NO EXTERNAL ENTITY THAT CAN IMPACT HOW, WHEN, OR WHY YOU REACH OUT TO YOUR SUBSCRIBERS.

# PERMISSION FOR SENDING AN EMAIL

- PERMISSION MEANS GETTING THE CONSENT OF THE SUBSCRIBER TO SEND THEM OFFICIAL COMMERCIAL EMAIL MARKETING MESSAGES.
- THERE ARE TWO TYPES OF PERMISSION: IMPLIED PERMISSION AND EXPRESS PERMISSION.
- YOU HAVE IMPLIED PERMISSION TO EMAIL INDIVIDUALS IF THERE IS AN EXISTING BUSINESS RELATIONSHIP BETWEEN THEM LIKELY BECAUSE THEY ARE A CURRENT CUSTOMER OR AN ACTIVE MEMBER OF YOUR COMMUNITY, WEBSITE, OR CLUB.
- THE BEST WAY TO BUILD AN EMAIL LIST OF INDIVIDUALS WHOM YOU HAVE IMPLIED PERMISSION TO EMAIL IS BY INTEGRATING A CUSTOMER DATABASE WITH AN EMAIL MARKETING TOOL.
- YOU CAN GET EXPRESS PERMISSION TO EMAIL INDIVIDUALS WHEN THEY EXPLICITLY OPT TO RECEIVE EMAIL MARKETING CAMPAIGNS FROM YOU.
- THERE ARE MANY WAYS TO FACILITATE EXPRESS PERMISSION LIKE IT COULD BE THROUGH A NEWSLETTER SUBSCRIBE FORM ON A WEBSITE OR AN APP ON THE COUNTER OF A RETAIL STORE.
- THE EUS GLOBAL DATA PRIVACY RULES (GDPR) MARKED THE FIRST MAJOR INSTANCE OF GUIDELINES IN THIS SCOPE.
- GDPR ENACTS IMPORTANT RULES FOR THE FUTURE OF EMAIL MARKETING AND DIGITAL COMMUNICATION.

# PERMISSION FOR SENDING AN EMAIL

- FOLLOWING ARE WAYS FOR GAINING PERMISSION FOR SENDING EMAIL TO PEOPLE:
  - OPT-IN PERMISSION MEANS THAT RECIPIENTS HAVE SIGNED UP IN A SIGN-UP FORM OR A COMPANY GOT THEIR EMAIL ADDRESS DURING A TRADE SHOW OR BIG SALE.
  - OPT-OUT MEANS THAT SOMEONE WANTS TO ACTIVELY TAKE ACTION TO WITHDRAW THEIR CONSENT FROM GETTING EMAILS IN THE FUTURE AND BY DOING NOTHING THEY WILL OPT-IN.
  - DOUBLE OPT-IN IS WHEN INDIVIDUALS NEED TO CONFIRM THEIR EMAIL ADDRESS BEFORE BEING ADDED TO YOUR EMAIL LIST AND RECEIVE EMAIL COMMUNICATION FROM THE SENDER. IT IS DOUBLE CONFIRMATION OF THEIR SUBSCRIPTION TO YOUR NEWSLETTER OR ANY SERVICES NEEDING THEIR EMAIL DETAILS.

THEREFORE, SELF - OPT IS NOT A WAY FOR GAINING PERMISSION FOR SENDING EMAIL TO PEOPLE.

# TYPES OF OPT-INS

EMAIL MARKETING IS THE ACT OF SENDING A COMMERCIAL MESSAGE, TYPICALLY TO A GROUP OF PEOPLE, USING EMAIL. IN ITS BROADEST SENSE, EVERY EMAIL SENT TO A POTENTIAL OR CURRENT CUSTOMER COULD BE CONSIDERED EMAIL MARKETING. IT INVOLVES USING EMAIL TO SEND ADVERTISEMENTS, REQUEST BUSINESS, OR SOLICIT SALES OR DONATIONS.

- OPT-IN

- OPT-IN EMAIL MARKETING IS A MARKETING CAMPAIGN THAT USES PERMISSION-BASED EMAIL-COLLECTION METHODS TO CAPTURE EMAIL ADDRESSES FROM WILLING CONSUMERS. ONCE YOU HAVE A POTENTIAL CUSTOMER'S EMAIL, YOU CAN ADD IT TO A MARKETING LIST BASED ON THE CUSTOMER'S POSITION IN THE SALES FUNNEL.
- IT GENERALLY REFERS TO EMAIL COMMUNICATION, AND IT IS USED OFTEN IN E-COMMERCE FOR PERMISSION TO SEND NEWSLETTERS, PRODUCT SALES, OR OTHER MARKETING DETAILS TO CUSTOMERS.

# TYPES OF OPT-INS

- OPT-OUT

- AN OPT-OUT IS A REQUEST MADE TO BE REMOVED FROM AN EMAIL DEVELOPMENT LIST FOR A SPECIFIC GROUP OF EMAILS, MESSAGES, OR ALL LISTS OWNED BY THE SENDER.
- ACCORDING TO CAN-SPAM ACT, AN OPT-OUT LINK MUST BE INCLUDED IN EVERY DEVELOPED EMAIL MARKETING CAMPAIGN, AND IT NEEDS TO BE HONOURED WITHIN 10 DAYS OF RECEIPT.

- DOUBLE OPT-IN

- DOUBLE OPT-IN ENSURES THAT YOUR SUBSCRIBERS REALLY WANT TO RECEIVE YOUR EMAILS BY ADDING THE EXTRA STEP TO THE SIGN-UP PROCESS.
- IT IS A SYSTEM FOR ADDING NEW CONTACTS TO AN EMAIL LIST THAT INVOLVES COLLECTING AN EMAIL ADDRESS THROUGH A SIGN-UP FORM AND SENDING A CONFIRMATION EMAIL TO THAT ADDRESS IN ORDER TO VALIDATE THE CONTACT INFORMATION BEFORE ADDING IT TO THE LIST.

# TYPES OF OPT-INS

- TRIPLE OPT-IN

- TRIPLE OPT-IN GIVES COMPANIES THE OPTION OF ASKING THEIR CUSTOMERS ABOUT THEIR INTERESTS AND MAIN AREAS OF KNOWLEDGE COMPARED TO DOUBLE OPT-IN.
- THIS MAKES IT POSSIBLE TO ONLY INFORM CUSTOMERS ABOUT TOPICS WHICH THOSE CUSTOMERS ARE INTERESTED IN.
- THIS WAY, THE CUSTOMERS WILL FEEL INFORMED AND WILL NOT BE BOTHERED BY THE COMPANY.

THEREFORE, DOUBLE OPT-IN ENSURES THAT YOUR SUBSCRIBERS REALLY WANT TO RECEIVE YOUR EMAILS BY ADDING THE EXTRA STEP TO THE SIGN-UP PROCESS.

# TYPES OF OPT-INS

- SOFT OPT-IN

- IN SIMPLE TERMS, A SOFT OPT-IN IS A FORM OF TEMPORARY CONSENT OR PERMISSION TO CONTACT SOMEONE VIA EMAIL.
- FOR EXAMPLE, IF YOU MEET SOMEONE AT A CONVENTION WHO DOESN'T NECESSARILY WANT TO BE ON YOUR LIST, BUT WANTS MORE INFORMATION ABOUT YOUR SOLUTION, A SOFT OPT-IN WOULD TECHNICALLY ALLOW YOU TO CONTACT THEM WITHOUT VIOLATING PRIVACY REGULATIONS.
- HOWEVER, THIS OPTION HAS SOME SPECIFICS SUCH AS MAKING SURE YOUR CONTENT IS RELATED TO THE PRODUCT OR SERVICE AT HAND, LETTING THE PERSON KNOW THEY CAN STOP RECEIVING YOUR COMMUNICATIONS UPON COLLECTING THEIR INFORMATION, AND PROVIDING A WAY TO OPT-OUT OF SUBSEQUENT MAILINGS.
- NEEDLESS TO SAY, YOU NEED TO BE VERY THOROUGH WHEN INCORPORATING THE SOFT OPT-IN INTO YOUR EMAIL MARKETING EFFORTS.

## SPAM

- SPAM IS ANY KIND OF UNWANTED, UNSOLICITED DIGITAL COMMUNICATION THAT GETS SENT OUT IN BULK. OFTEN SPAM IS SENT VIA EMAIL, BUT IT CAN ALSO BE DISTRIBUTED VIA TEXT MESSAGES, PHONE CALLS, OR SOCIAL MEDIA.

## EMAIL SPAM

- EMAIL SPAM, ALSO KNOWN AS JUNK EMAIL, REFERS TO UNSOLICITED EMAIL MESSAGES, USUALLY SENT IN BULK TO A LARGE LIST OF RECIPIENTS
- SPAM CAN BE SENT BY REAL HUMANS, BUT MORE OFTEN, IT IS SENT BY A BOTNET, WHICH IS A NETWORK OF COMPUTERS INFECTED WITH MALWARE AND CONTROLLED BY A SINGLE ATTACKING PARTY.
  - APART FROM EMAIL, SPAM CAN ALSO BE DISTRIBUTED VIA TEXT MESSAGES OR SOCIAL MEDIA.

# TYPES OF SPAM

- HEALTH AND MEDICINE
  - THIS CATEGORY INCLUDES ADVERTISEMENTS FOR WEIGHT LOSS, SKIN CARE, POSTURE IMPROVEMENT, CURES FOR BALDNESS, DIETARY SUPPLEMENTS AND NON-TRADITIONAL MEDICATION, ETC. WHICH CAN ALL BE BOUGHT ONLINE.
- COMPUTERS AND THE INTERNET
  - THIS CATEGORY INCLUDES OFFERS FOR LOW-PRICED HARDWARE AND SOFTWARE AS WELL AS SERVICES FOR WEBSITE OWNERS SUCH AS HOSTING, DOMAIN REGISTRATION, WEBSITE OPTIMIZATION, AND SO FORTH.
- PERSONAL FINANCE
  - SPAM WHICH FALLS INTO THIS CATEGORY OFFERS INSURANCE, DEBT REDUCTION SERVICES, LOANS WITH LOW-INTEREST RATES, ETC.
- EDUCATION
  - THIS CATEGORY INCLUDES OFFERS FOR SEMINARS, TRAINING, AND ONLINE DEGREES.

HENCE, THE CORRECT ANSWER IS-UNSOLICITED, UNWANTED COMMERCIAL E-MAIL MESSAGES ARE BETTER KNOWN AS SPAM.

# CREATE AN EMAIL MARKETING STRATEGY

YOU CAN LEARN HOW TO BUILD AN EFFECTIVE EMAIL STRATEGY AND SEND EMAILS THAT PEOPLE ACTUALLY WANT TO READ. IT JUST TAKES A PLAN (ONE THAT CAN BE BROKEN DOWN INTO A FEW KEY STEPS).

THINK OF THE FOLLOWING FIVE STEPS AS AN OUTLINE FOR YOUR EMAIL STRATEGY. WE'LL DIVE DEEPER INTO SOME OF THESE IN A MOMENT.

- DEFINING YOUR AUDIENCE
- ESTABLISH YOUR GOALS
- BUILD YOUR EMAIL LIST
- CHOOSE AN EMAIL CAMPAIGN TYPE
- MAKE A SCHEDULE
- MEASURE YOUR RESULTS

# DEFINE YOUR AUDIENCE

AN EFFECTIVE EMAIL IS A RELEVANT EMAIL. LIKE EVERYTHING ELSE IN MARKETING, START WITH YOUR BUYER PERSONA, UNDERSTAND WHAT THEY WANT, AND TAILOR YOUR EMAIL CAMPAIGN TO YOUR AUDIENCE'S NEEDS.

# ESTABLISH YOUR GOALS

BEFORE YOU COME UP WITH YOUR CAMPAIGN GOALS, GATHER SOME CONTEXT.

YOU'LL WANT TO KNOW THE AVERAGE EMAIL STATS FOR YOUR INDUSTRY AND USE THEM AS BENCHMARKS FOR YOUR GOALS.

# BUILD YOUR EMAIL LIST

YOU NEED PEOPLE TO EMAIL, RIGHT? AN EMAIL LIST IS A GROUP OF USERS WHO HAVE GIVEN YOU PERMISSION TO SEND THEM RELEVANT CONTENT.

TO BUILD THAT LIST, YOU NEED SEVERAL WAYS FOR PROSPECTS TO OPT-IN TO RECEIVE YOUR EMAILS.

DON'T BE DISCOURAGED IF YOU ONLY HAVE A FEW PEOPLE ON YOUR LIST TO START. IT CAN TAKE SOME TIME TO BUILD. IN THE MEANTIME, TREAT EVERY SINGLE SUBSCRIBER AND LEAD LIKE GOLD, AND YOU'LL START TO SEE YOUR EMAIL LIST GROW ORGANICALLY.

# CHOOSE AN EMAIL CAMPAIGN TYPE

EMAIL CAMPAIGNS VARY AND TRYING TO DECIDE BETWEEN THEM CAN BE OVERWHELMING. DO YOU SEND A WEEKLY NEWSLETTER? SHOULD YOU SEND OUT NEW PRODUCT ANNOUNCEMENTS? WHICH BLOG POSTS ARE WORTH SHARING?

THESE QUESTIONS PLAGUE EVERY MARKETER. THE ANSWER IS SUBJECTIVE.

YOU CAN START BY LEARNING ABOUT THE TYPES OF EMAIL CAMPAIGNS THAT EXIST, THEN DECIDE WHICH IS BEST FOR YOUR AUDIENCE.

YOU SHOULD ALSO SET UP DIFFERENT LISTS FOR DIFFERENT TYPES OF EMAILS, SO CUSTOMERS AND PROSPECTS CAN SIGN UP FOR ONLY THE EMAILS THAT ARE RELEVANT TO THEM.

# MAKE A SCHEDULE

DECIDE HOW OFTEN YOU PLAN TO CONTACT YOUR LIST AND INFORM YOUR AUDIENCE UPFRONT.

THIS WAY, THEY'LL KNOW EXACTLY WHAT TO EXPECT AHEAD OF TIME. FORGETTING TO DO THIS CAN LEAD TO HIGH UNSUBSCRIBE RATES AND CAN EVEN GET YOU IN THEIR SPAM.

IN ADDITION, ONCE YOU SET A SCHEDULE, BE CONSISTENT. IT WILL BUILD TRUST AND ENSURE YOU STAY TOP OF MIND FOR YOUR AUDIENCE.

# MEASURE YOUR RESULTS

THIS SHOULD COME AS NO SURPRISE. AS MARKETERS, WE MEASURE EVERYTHING. BEING METICULOUS ABOUT EVERY KEY METRIC WILL HELP YOU MAKE SMALL CHANGES TO YOUR EMAILS THAT WILL YIELD LARGE RESULTS.

# WHAT ARE THE DIFFERENT SOURCES FOR COLLECTING EMAILS

COLLECTING EMAIL ADDRESSES FROM YOUR WEBSITE VISITORS IS KEY IF YOU WANT TO CULTIVATE A COMMUNITY OF REGULARLY RETURNING READERS AND LIFE-LONG CUSTOMERS. BUT IT IS NOT ALWAYS AN EASY TASK AS YOU WILL FIND FEW PEOPLE WILLING TO SHARE THEIR DATA WITHOUT GOOD REASON.

- USE CUSTOM EMAIL OPT-IN POPUPS
- OFFER AN INCENTIVE IN EXCHANGE FOR THE EMAIL ADDRESS
- OFFER COUPONS TO NEW SUBSCRIBERS
- CREATE A QUIZ TO COLLECT EMAILS
- HOST FREE WEBINARS
- COLLECT EMAIL ADDRESSES OF YOUR SOCIAL MEDIA FOLLOWERS
- USE EXIT POPUPS TO CONVERT ABANDONING VISITORS
- RUN COMPETITIONS TO COLLECT THE PARTICIPANTS' EMAILS
- DISPLAY OPT-IN FORMS ON YOUR WEBSITE
- ADD A LINK TO YOUR SIGNUP FORM IN YOUR NORMAL EMAIL SIGNATURE
- LEAD GENERATION ADS

# USE CUSTOM EMAIL OPT-IN POPUPS

✕

## Don't leave empty handed

Would you like to receive \$15 off your \$100+ purchase?

Enter your email

---

**SEND ME THE CODE**

I'LL PAY IN FULL

✕

## Sign up to get 10% off

Stay up-to-date with new collections and deals.


Enter your name

---

Enter your email

---

**GET 10% OFF**



FREE DOWNLOAD

# The Facebook Ad Template Library

Copy & Paste These 7 Proven Facebook Ad Campaigns To Create Low-Cost, High-Converting Ads On-Demand...



THE ULTIMATE  
FACEBOOK AD  
TEMPLATE LIBRARY

[GET YOUR TEMPLATES](#)

OFFER AN  
INCENTIVE  
IN  
EXCHANGE  
FOR THE  
EMAIL  
ADDRESS

## What You'll Learn:

**11** The **11 word ad that netted \$208,485 in sales** using one simple principle of buyer persuasion. (This formula works in ANY market.)

 The **"Use \_\_\_\_\_?" question formula that drives down click costs and sharply increases conversions.** (Just fill in the blank and watch your clicks soar and costs plummet.)



The **"You Forgot" reminder trick that brings in tons of new customers and leads,** even after they've already said NO to your offer! (We use this one over and over... and you should too.)



Plus... we'll reveal **our Top 3 Facebook ads that generated a combined 110,422 leads for just \$1.76 a piece.** (And how we made our money back quickly.)

[GET YOUR TEMPLATES](#)

OFFER  
COUPONS TO  
NEW  
SUBSCRIBERS



leavin  
000+ Faceboo  
Install Po  
SURVIVA  
GISTER NO  
SURV  
BOVE  
er your info

# TAKE 15% OFF\*

your first purchase

Enter your email below to get started

Enter Your Email Here

Get Started Now

endar Temp  
YES  
of course  
Your Email Add  
Send Me The  
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Optimizatio  
ing, email, PPC, and design



**NYKAA**

**APPLICABLE FOR NEW USERS**  
**FLAT RS. 300 DISCOUNT**  
**ON YOUR FIRST ORDER**  
**USE CODE: FIRST300**

A woman with curly hair and glasses, wearing a green sweater, is smiling and looking at her smartphone.

CREATE  
A QUIZ  
TO  
COLLECT  
EMAILS

# MY TOPSHOP WARDROBE

Want styling advice? Look no further than My Topshop Wardrobe - where you'll receive hand picked and personalised edits tailored to your style.

## How does it work?



Take the quiz to find the perfect shapes and styles for you



From Rebel Girl to Fashionista, discover your Style Persona



Tell us what like and dislike to keep your edits up to date



Check your wardrobe and inbox for edits tailored to you

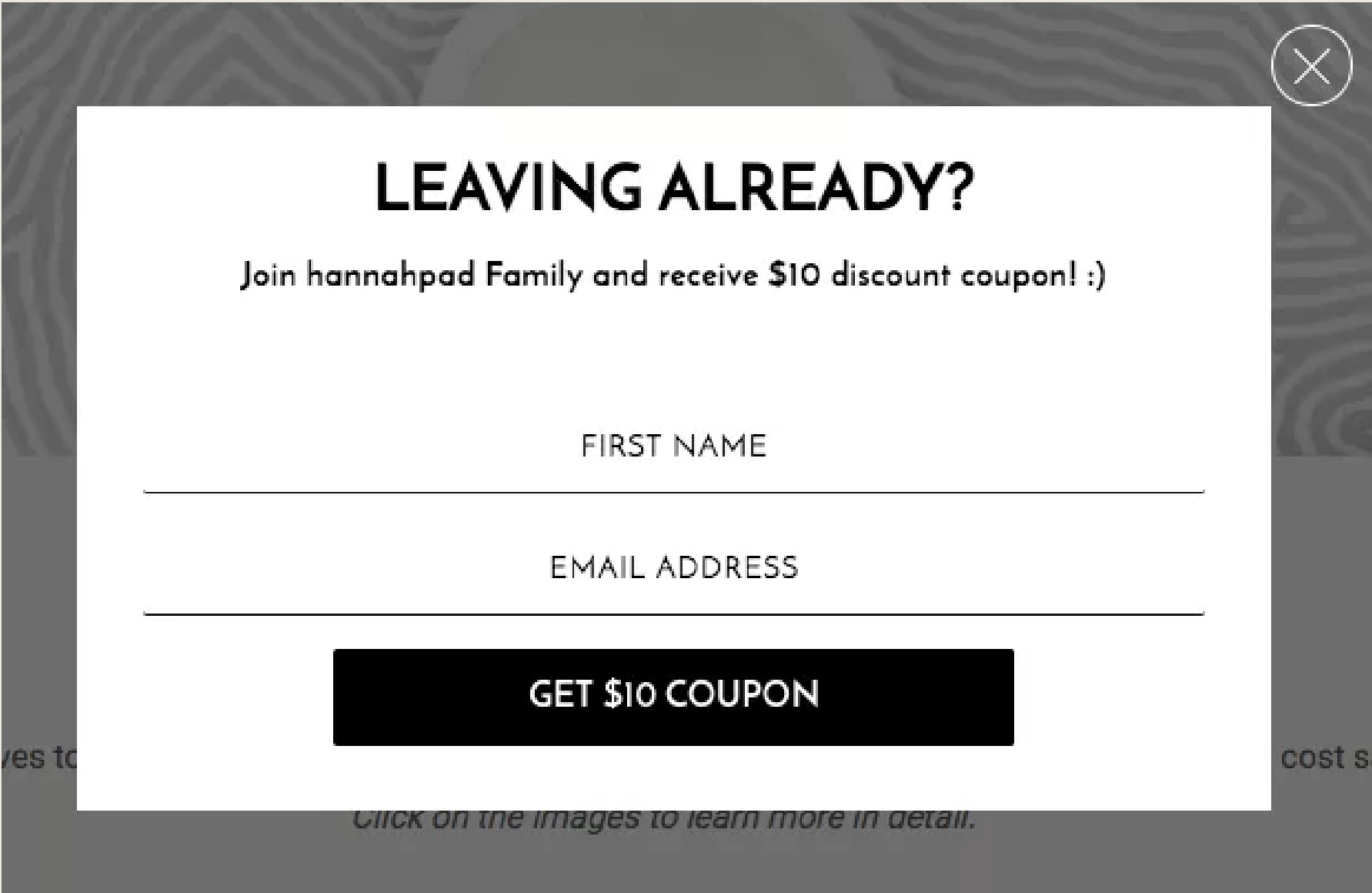
TAKE THE QUIZ

# COLLECT EMAIL ADDRESSES OF YOUR SOCIAL MEDIA FOLLOWERS

THERE ARE MANY OPPORTUNITIES ON SOCIAL MEDIA TO DRIVE TRAFFIC TO A LANDING PAGE, WHERE YOU CAN THEN COLLECT EMAIL ADDRESSES. LET'S TAKE A LOOK AT SOME OPTIONS...

- FACEBOOK – WHEN YOU CREATE A FACEBOOK PAGE YOU CAN ADD A SIGN UP BUTTON TO THE TOP OF YOUR PAGE. THIS CAN LINK TO A LANDING PAGE WHERE YOU CAN COLLECT EMAILS.
- TWITTER – RUN AN AD CAMPAIGN, DIRECTED AT YOUR TARGET AUDIENCE, TO DRIVE TRAFFIC TO YOUR LANDING PAGE AND GENERATE LEADS.
- INSTAGRAM – WITHIN YOUR INSTAGRAM BIO YOU CAN ADD A WEBSITE OR LANDING PAGE URL. THEN ADD A CALL-TO-ACTION WITHIN YOUR BIO, ENCOURAGING PEOPLE TO CLICK ON THE LINK AND SIGN UP TO YOUR NEWSLETTER SUBSCRIPTION LIST.

# USE EXIT POPUPS TO CONVERT ABANDONING VISITORS



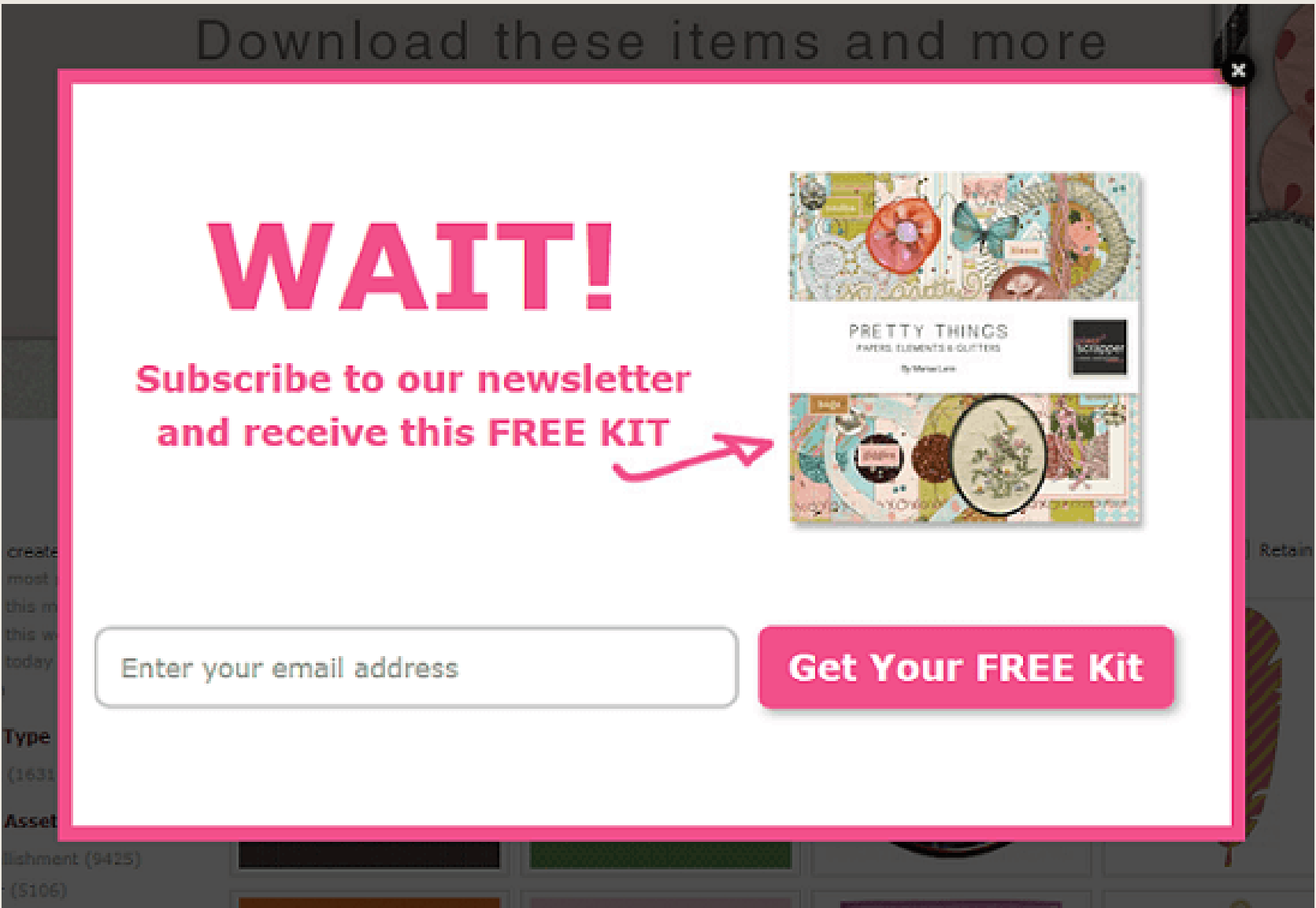
**LEAVING ALREADY?**  
Join hannahpad Family and receive \$10 discount coupon! :)

FIRST NAME

EMAIL ADDRESS

**GET \$10 COUPON**

*Click on the images to learn more in detail.*



Download these items and more

**WAIT!**

Subscribe to our newsletter  
and receive this **FREE KIT**

Enter your email address

**Get Your FREE Kit**

PRETTY THINGS  
PAPER ELEMENTS & GLITTER

# RUN COMPETITIONS TO COLLECT THE PARTICIPANTS' EMAILS

Win Buffer Awesome Plan for Life (worth \$6,000!)

\$6,000 VALUE 1 WINNER

14 0 57 40  
DAYS HOURS MINUTES SECONDS

Buffer is the easiest way to publish on social media.

2 Enter your email address

Email

Enter

Giveaway Ends July 10, 06:00PM CDT Prizes Awarded July 10, 07:00PM CDT

Enter sweepstakes and receive exclusive offers from KingSumo. Unsubscribe anytime. Buffer is not affiliated with the giveaway. [Read official rules.](#)

Powered by KingSumo Giveaways

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Win Free Holiday Cards!

Vote for your favorite holiday card design on Instagram for a chance to win \$150 of cards!

Vote Now



Social media links below

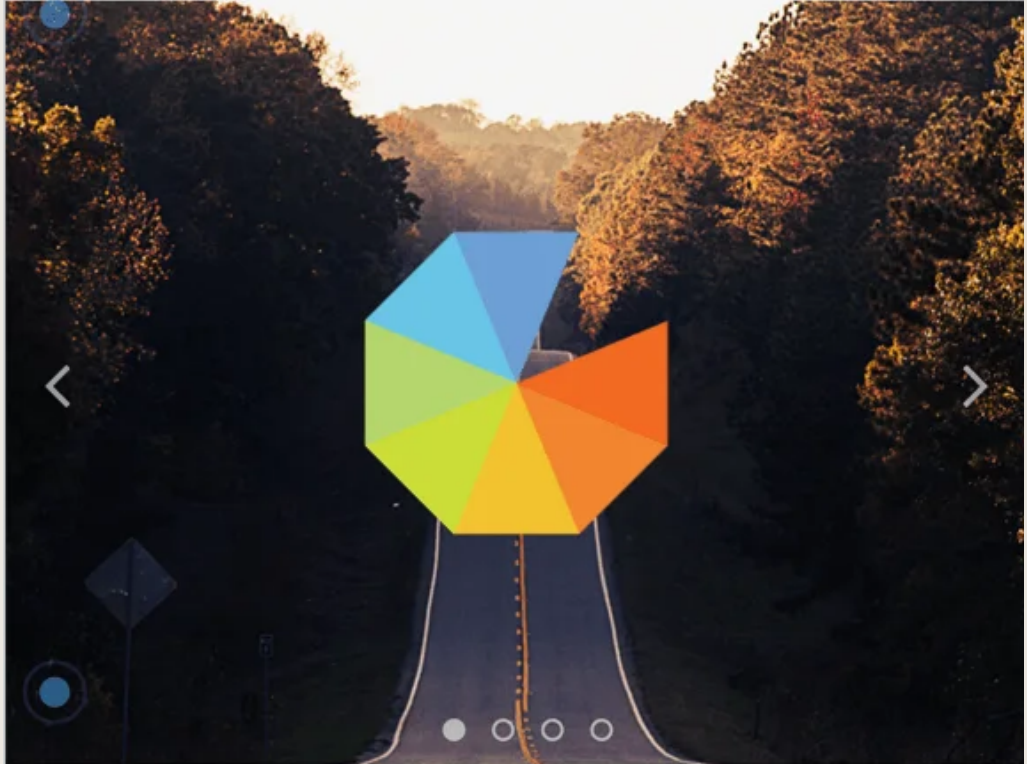
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154 Grand St.  
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[Add us to your address book](#)

0 Your Entries 93491 Total Entries 790 Days Left

Gleam Demo Competition



Interested to know more about how Gleam works? Play around with this [live demo](#) so you can get a feel for the user experience and workflow.

Enter your details below to play with the demo

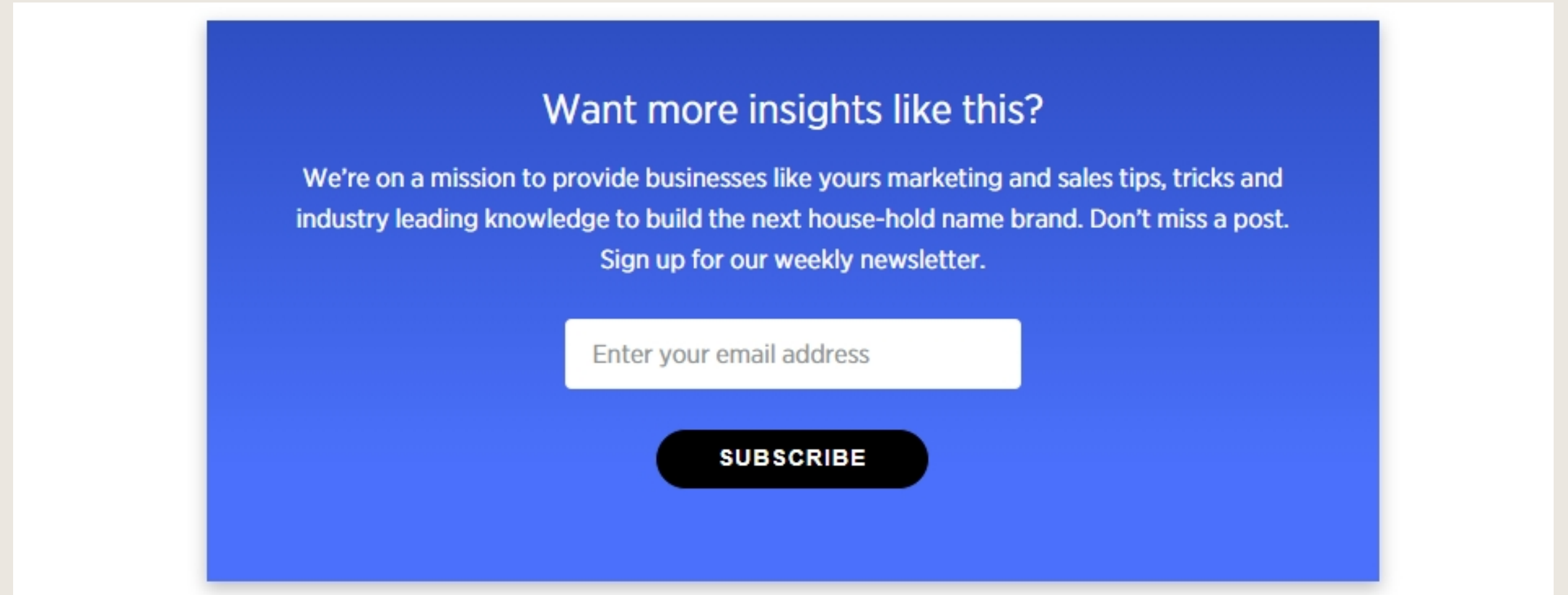
Full Name  Required

Email  Required

Continue

[Terms & Conditions](#) | © Gleam.io

# DISPLAY OPT-IN FORMS ON YOUR WEBSITE



## SIGN UP FOR NEWSLETTERS

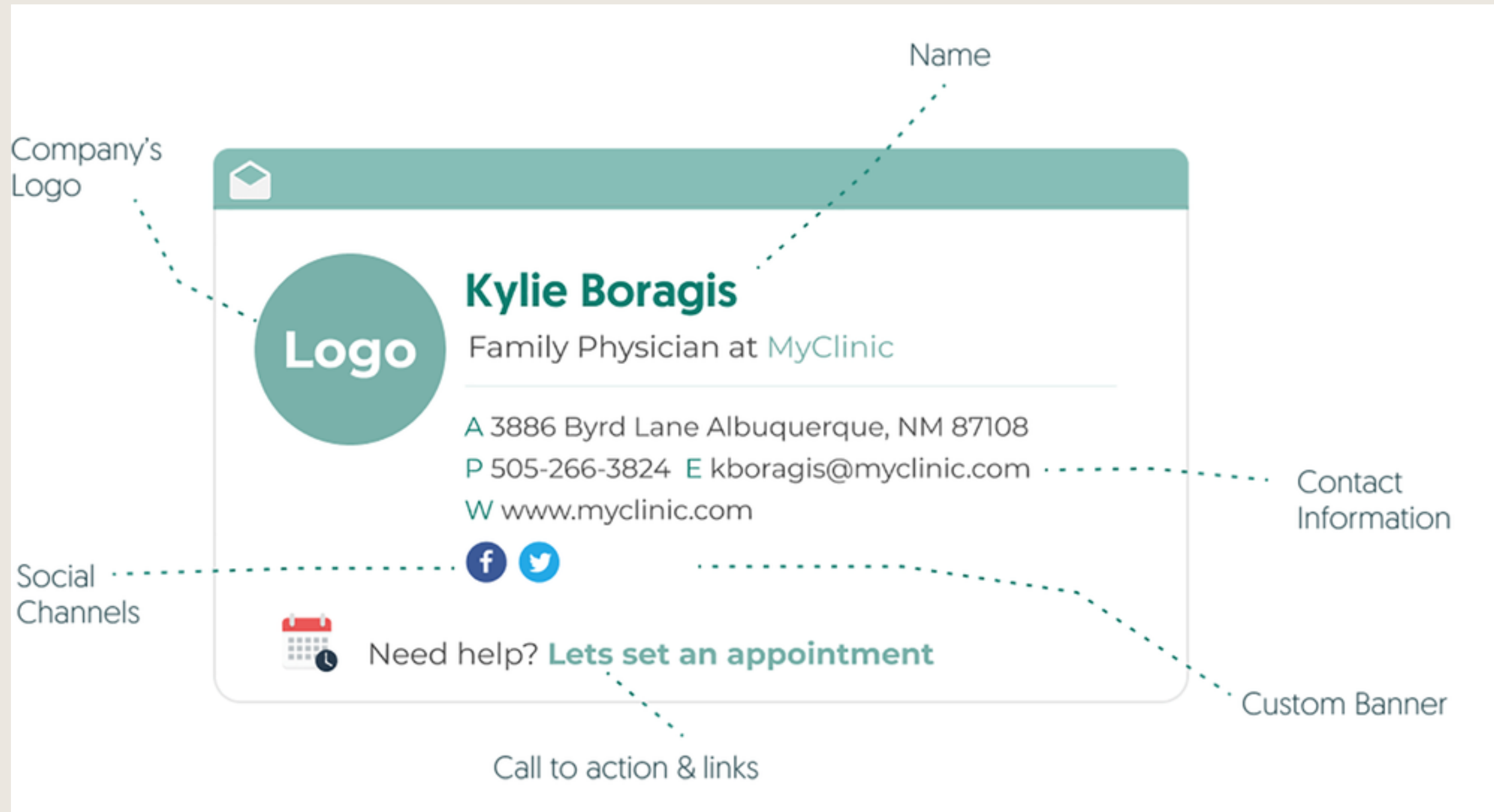
Never miss a thing. Sign up here to have the best stories delivered straight to your inbox.

address@email.com

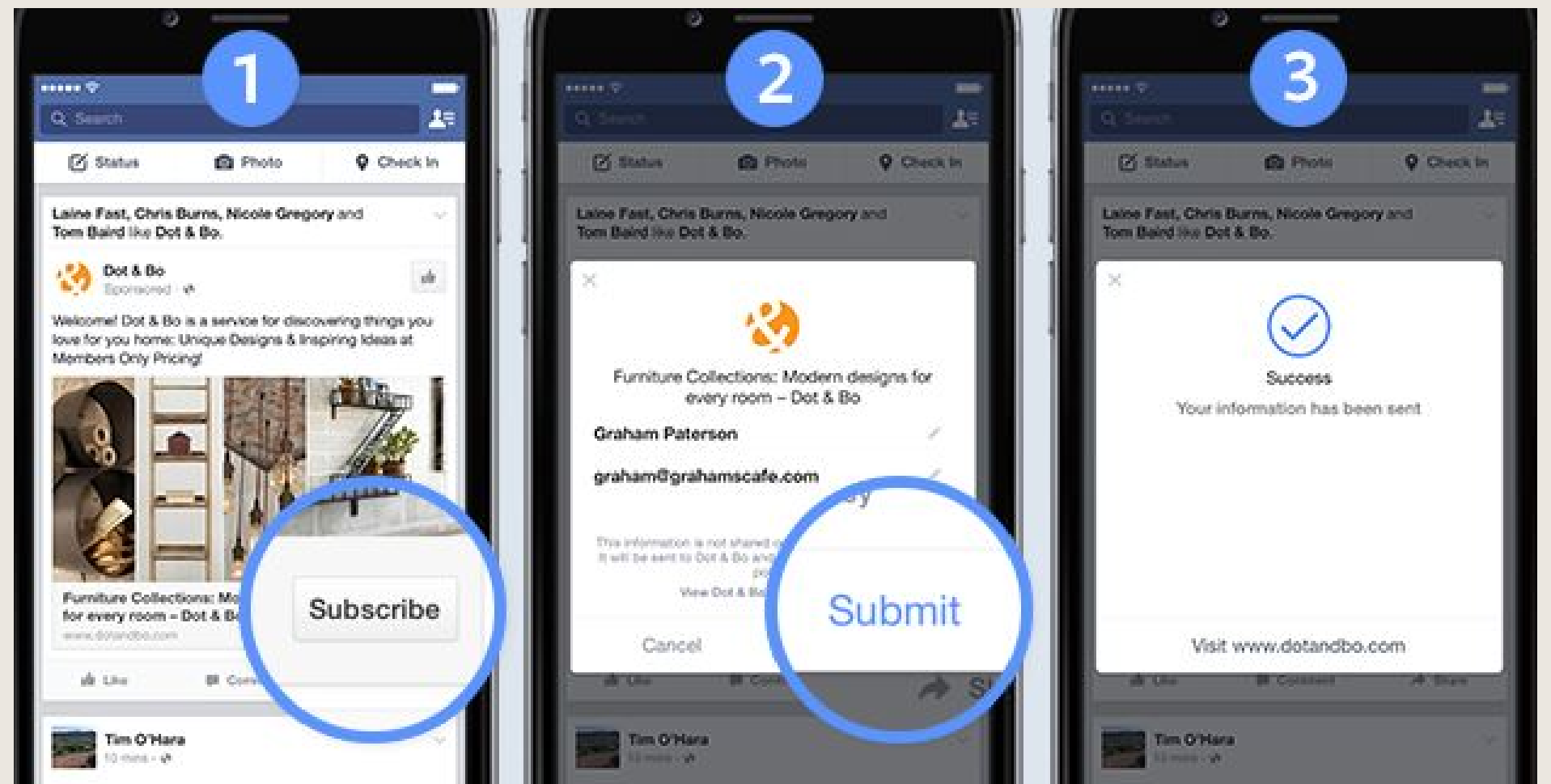
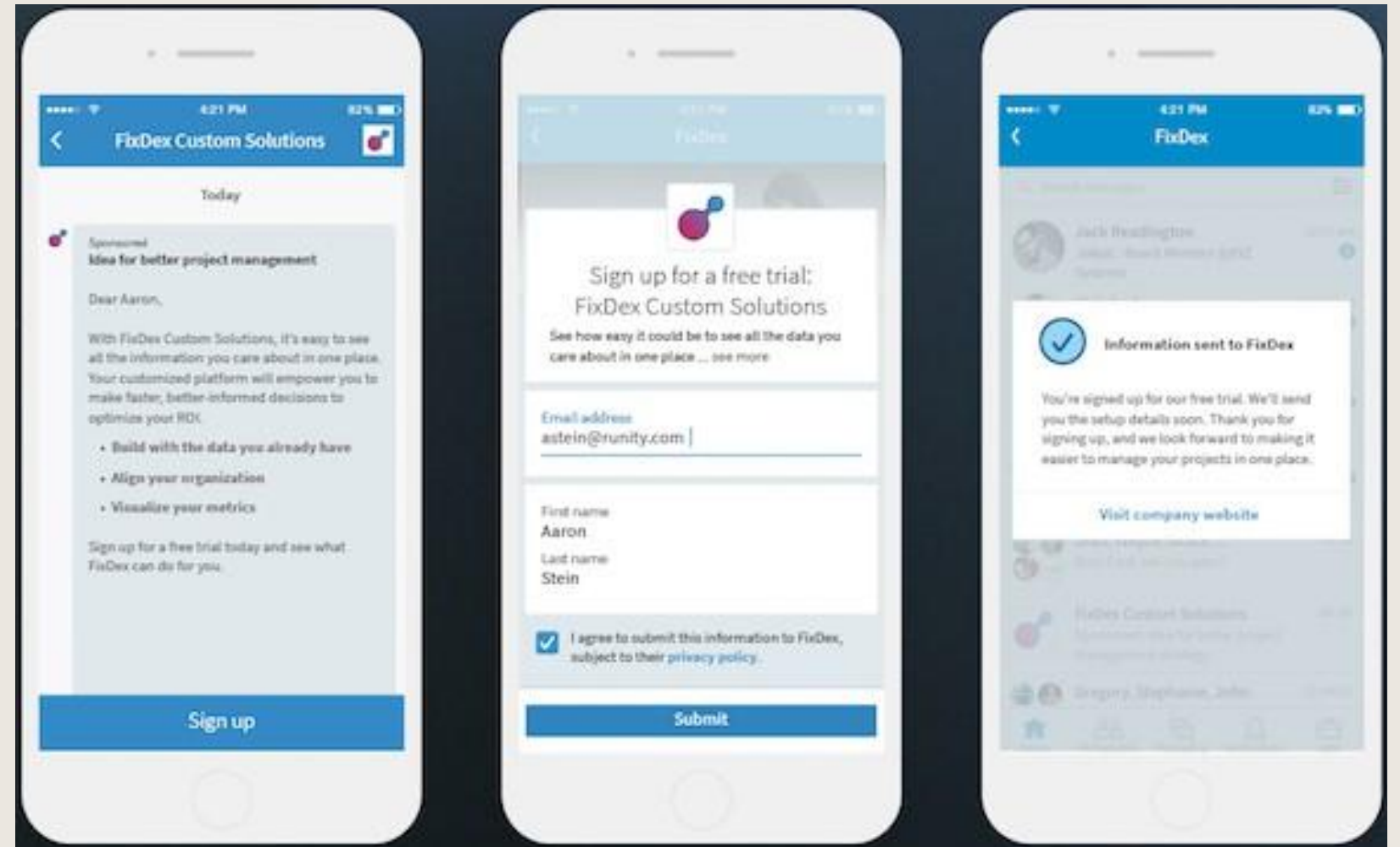
Subscribe

Newsletters may offer personalized content or advertisements. [Learn more](#)

# ADD A LINK TO YOUR SIGNUP FORM IN YOUR NORMAL EMAIL SIGNATURE



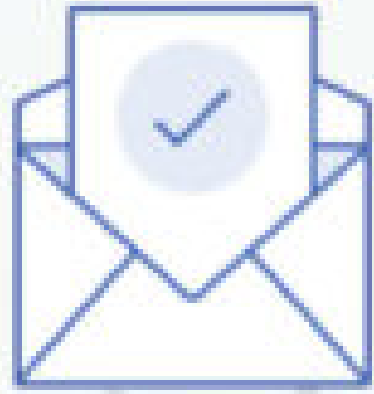
# LEAD GENERATION ADS





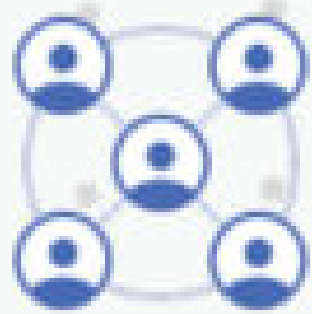
## 5 proven ways to supersize your pool of email subscribers

If you want your email list to power a business, you can't rely on worn out tactics like list buying or social media contests. You need tried-and-true methods for reaching the people who actually want to hear from you. Here's how to collect the *right* addresses.



## **Add a signup link to your email signature.**

- › This one takes almost no work. It probably won't get you hundreds of email subscribers overnight, but it's so easy there's no reason not to do it. Include a call to action in your personal email signature and a link to some of your star content. This way, there's a built-in, quality promotion in every email you send!



## **Tap your existing following on another platform like YouTube or Pinterest.**

- › When video or audio are key parts of your offering, it can make sense to host your content on other platforms (like YouTube or one of the many podcast sites). If you have a distribution channel that wins attention, find a way to get your viewers' email addresses and keep the convo going by linking back to your site.



## **Partner with other people in your industry.**

- › Partnerships are great because they give you access to a relevant audience. With this access to a new group of people who are already interested in content like yours and a trusted recommendation, you get a fresh source of email subscribers. Think co-hosted webinars, podcast appearances, guest posts, and other co-created or co-promoted content.



## **Offer the carrot.**

- › The “carrot” is a captivating lead magnet, also called an opt-in offer. It’s anything you give your audience in exchange for their email address. This could be an e-book, course, report — crucially, something that your ideal subscriber would learn about and say, “I need that, now. Yes, please; give it to me, wow.”



## **Create incredible email content.**

- › There's no shortcut for quality. Everyone and their third cousin twice removed has an email list nowadays. How do you make your content the kind that draws people back again and again? You show that you have a deep understanding of your audience's problems and a unique angle – one that connects two seemingly unrelated things to make your point. Those unexpected associations stick in the mind.

# WHAT IS LEAD MAGNET

A LEAD MAGNET IS A MARKETING TERM FOR A FREE ITEM OR SERVICE THAT IS GIVEN AWAY FOR THE PURPOSE OF GATHERING CONTACT DETAILS; FOR EXAMPLE, LEAD MAGNETS CAN BE TRIAL SUBSCRIPTIONS, SAMPLES, WHITE PAPERS, E-NEWSLETTERS, AND FREE CONSULTATIONS. MARKETERS USE LEAD MAGNETS TO CREATE SALES LEADS.

# WHAT MAKES A GOOD LEAD MAGNET?

THE BEST AND HIGHEST-CONVERTING LEAD MAGNETS HAVE THESE IMPORTANT THINGS IN COMMON:

- THEY'RE RELEVANT
- THEY HAVE PERCEIVED VALUE
- THEY SERVE YOUR BUSINESS PURPOSES
- SOLVE A REAL PROBLEM
- SUPER SPECIFIC
- QUICK TO DIGEST

# DIFFERENT TYPES OF LEAD MAGNET

- MINI GUIDES OR EBOOKS
- A CHEAT SHEET OF TIPS OR RESOURCES
- WHITE PAPER OR CASE STUDY
- A WEBINAR
- FREE TRAILS OR SAMPLES
- A FREE QUOTATION OR CONSULTATION
- QUIZZES OR A SELF ASSESSMENT
- COUPONS
- TEMPLATES

# ADVERTISING REPORTS & ANALYSIS

## EMAIL MARKETING METRICS & KPIS YOU SHOULD BE TRACKING

- CLICK THROUGH RATE
- CONVERSION RATE
- BOUNCE RATE
- TYPES OF BOUNCE
  - HARD BOUNCE
  - SOFT BOUNCE
- LIST GROWTH RATE
- EMAIL SHARING/FORWARDING RATE
- OVERALL ROI
- OPEN RATE
- UNSUBSCRIBE RATE

# ADVERTISING REPORTS & ANALYSIS

## CLICK THROUGH RATE

- WHAT IT IS: THE PERCENTAGE OF EMAIL RECIPIENTS WHO CLICKED ON ONE OR MORE LINKS CONTAINED IN A GIVEN EMAIL.
- HOW TO CALCULATE IT:  $(\text{TOTAL CLICKS OR UNIQUE CLICKS} \div \text{NUMBER OF DELIVERED EMAILS}) * 100$
- EXAMPLE:  $500 \text{ TOTAL CLICKS} \div 10,000 \text{ DELIVERED EMAILS} * 100 = 5\% \text{ CLICKTHROUGH RATE}$

## CONVERSION RATE

- WHAT IT IS: THE PERCENTAGE OF EMAIL RECIPIENTS WHO CLICKED ON A LINK WITHIN AN EMAIL AND COMPLETED A DESIRED ACTION, SUCH AS FILLING OUT A LEAD GENERATION FORM OR PURCHASING A PRODUCT.
- HOW TO CALCULATE IT:  $(\text{NUMBER OF PEOPLE WHO COMPLETED THE DESIRED ACTION} \div \text{NUMBER OF TOTAL EMAILS DELIVERED}) * 100$
- EXAMPLE:  $400 \text{ PEOPLE WHO COMPLETED THE DESIRED ACTION} \div 10,000 \text{ TOTAL EMAIL DELIVERED} * 100 = 4\% \text{ CONVERSION RATE}$

# ADVERTISING REPORTS & ANALYSIS

## BOUNCE RATE

- WHAT IT IS: THE PERCENTAGE OF YOUR TOTAL EMAILS SENT THAT COULD NOT BE SUCCESSFULLY DELIVERED TO THE RECIPIENT'S INBOX.
- HOW TO CALCULATE IT:  $(\text{TOTAL NUMBER OF BOUNCED EMAILS} \div \text{NUMBER OF EMAILS SENT}) * 100$
- EXAMPLE:  $75 \text{ BOUNCED EMAILS} \div 10,000 \text{ TOTAL EMAILS SENT} * 100 = 0.75\% \text{ BOUNCE RATE}$

## LIST GROWTH RATE

- WHAT IT IS: THE RATE AT WHICH YOUR EMAIL LIST IS GROWING.
- HOW TO CALCULATE IT:  $([(\text{NUMBER OF NEW SUBSCRIBERS}) \text{ MINUS } (\text{NUMBER OF UNSUBSCRIBES} + \text{EMAIL/SPAM COMPLAINTS})] \div \text{TOTAL NUMBER OF EMAIL ADDRESSES ON YOUR LIST}) * 100$
- EXAMPLE:  $(500 \text{ NEW SUBSCRIBERS} - 100 \text{ UNSUBSCRIBES AND EMAIL/SPAM COMPLAINTS}) \div 10,000 \text{ EMAIL ADDRESSES ON THE LIST} * 100 = 4\% \text{ LIST GROWTH RATE}$

# ADVERTISING REPORTS & ANALYSIS

## EMAIL SHARING/FORWARDING RATE

- WHAT IT IS: THE PERCENTAGE OF EMAIL RECIPIENTS WHO CLICKED ON A “SHARE THIS” BUTTON TO POST EMAIL CONTENT TO A SOCIAL NETWORK, AND/OR WHO CLICKED ON A “FORWARD TO A FRIEND” BUTTON.
- HOW TO CALCULATE IT:  $(\text{NUMBER OF CLICKS ON A SHARE AND/OR FORWARD BUTTON} \div \text{NUMBER OF TOTAL DELIVERED EMAILS}) * 100$
- EXAMPLE:  $100 \text{ CLICKS ON A SHARE/FORWARD BUTTON} \div 10,000 \text{ TOTAL DELIVERED EMAILS} * 100 = 1\% \text{ EMAIL SHARING/FORWARDING RATE}$

## OVERALL ROI

- WHAT IT IS: THE OVERALL RETURN ON INVESTMENT FOR YOUR EMAIL CAMPAIGNS. IN OTHER WORDS, TOTAL REVENUE DIVIDED BY TOTAL SPEND.
- HOW TO CALCULATE IT:  $[(\$ \text{ IN ADDITIONAL SALES MADE MINUS } \$ \text{ INVESTED IN THE CAMPAIGN}) \div \$ \text{ INVESTED IN THE CAMPAIGN}] * 100$
- EXAMPLE:  $(\$1,000 \text{ IN ADDITIONAL SALES} - \$100 \text{ INVESTED IN THE CAMPAIGN} / \$100 \text{ INVESTED IN THE CAMPAIGN}) * 100 = \text{A } 900\% \text{ RETURN ON INVESTMENT FOR THE CAMPAIGN}$

# ADVERTISING REPORTS & ANALYSIS

## HARD BOUNCE

A “HARD” BOUNCE MEANS AN EMAIL HAS BOUNCED BACK TO THE SENDER UNDELIVERED WITHOUT HAVING BEEN ACCEPTED BY THE RECEIVING EMAIL SERVER.

THE “STANDARD” GIVEN REASONS FOR A HARD BOUNCE ARE...

- THE EMAIL ADDRESS DOESN'T EXIST
- THE DOMAIN DOESN'T EXIST
- THE RECEIVING EMAIL SERVER HAS COMPLETELY BLOCKED DELIVERY.

SOMETIMES EVEN A VALID EMAIL ADDRESS WILL BOUNCE, SO IT'S WORTH TAKING SOME TIME TO UNDERSTAND WHY EMAILS BOUNCE IN A LITTLE MORE DETAIL.

SOME PERMANENT PROBLEMS CAN BE THE RECIPIENT'S FALSE EMAIL ADDRESS OR THE WRONG DOMAIN.

IF YOU CONDUCT AN EMAIL LIST ANALYSIS, YOU MUST REMOVE ALL THESE ADDRESSES BECAUSE THE RECIPIENT'S SERVER WON'T ACCEPT ANY EMAIL. AND SINCE EMAIL DELIVERABILITY MIGHT AFFECT YOUR DOMAIN REPUTATION, IT IS ESSENTIAL TO CLEAN YOUR EMAIL LISTS.

# ADVERTISING REPORTS & ANALYSIS

## SOFT BOUNCE

WHAT IS A 'SOFT BOUNCE'?

WHEN EMAILING, A SOFT BOUNCE IS USED TO DESCRIBE AN E-MAIL THAT HAS BOUNCED BACK TO THE SENDER UNDELIVERED AFTER IT HAS ALREADY BEEN ACCEPTED BY THE RECIPIENT'S MAIL SERVER.

THE "STANDARD" REASONS TYPICALLY OFFERED FOR A SOFT BOUNCE ARE...

- MAILBOX IS FULL (OVER QUOTA).
- THE RECIPIENT EMAIL SERVER IS DOWN OR OFFLINE.
- THE EMAIL MESSAGE IS TOO LARGE.

THESE REASONS ARE KIND OF BOILERPLATE AND DON'T GIVE YOU A LOT TO WORK WITH IF YOU WANT TO IMPROVE YOUR BOUNCE RATE.

## OPEN RATE

WHAT IT IS: THE PERCENTAGE OF EMAIL RECIPIENTS WHO OPEN A GIVEN EMAIL.

## UNSUBSCRIBE RATE

WHAT IT IS: THE PERCENTAGE OF EMAIL RECIPIENTS UNSUBSCRIBE FROM YOUR SEND LIST AFTER OPENING A GIVEN EMAIL.

# HOW TO IMPROVE EMAIL OPEN RATE

THERE ARE A COMBINATION OF FACTORS THAT WILL DETERMINE IF A SPECIFIC EMAIL LETTER WILL PIQUE YOUR RECIPIENT'S INTEREST OR NOT.

FEW IMPORTANT FACTORS THAT AFFECT YOUR EMAIL OPEN RATE INCLUDE:

- RELEVANCE TO YOUR TARGET AUDIENCE
- EMAIL CONTENT
- EMAIL LIST QUALITY
- TIME OF THE DAY
- SUBJECT LINES

CATCHY EMAIL SUBJECT LINES TO INCREASE YOUR OPEN RATE

GETTING A SUBSCRIBER TO OPEN AN EMAIL IS HALF THE BATTLE OF EMAIL MARKETING. TO INCREASE YOUR CHANCES OF SPARKING INTEREST IN YOUR SUBSCRIBERS AT ONE GLANCE.

# TYPES OF EMAIL SUBJECT LINES TO INCREASE YOUR OPEN RATE

- SUBJECT LINES THAT GENERATE CURIOSITY
- PERSONALIZED SUBJECT LINES
- SUBJECT LINES ANNOUNCING FREE OFFERS
- SHOCKING SUBJECT LINES

# TIPS TO INCREASE YOUR EMAIL OPEN RATE

- TRIGGER CURIOSITY
- USE FIRST NAMES
- USE HUMOUR TO YOUR ADVANTAGE
- BEWARE OF SPAM FILTERS
- USE EMOJIS
- A/B TEST JUST ABOUT EVERYTHING
- FOCUS ON YOUR SUBSCRIBERS' INTEREST
- ASK WHY A CUSTOMER UNSUBSCRIBES
- ASK FOR HELP
- PROOFREAD YOUR EMAILS
- END YOUR EMAIL WITH A QUESTION TO SPARK CURIOSITY
- RESEND UNOPENED EMAILS
- LET YOUR SUBSCRIBERS CHOOSE WHEN TO RECEIVE YOUR EMAILS
- CREATE ANTICIPATION
- BUILD USEFUL CONTENT
- USE OPTIMIZED IMAGES
- USE QUIZZES TO IMPROVE ENGAGEMENT
- SEGMENT YOUR EMAIL LIST
- SOLVE YOUR SUBSCRIBERS PROBLEMS
- SEND ENOUGH EMAILS
- ALWAYS KEEP YOUR EMAILS SHORT

# CREATE A WELCOME SERIES

YOUR NEWEST EMAIL SUBSCRIBERS ARE THE EMAIL SUBSCRIBERS MOST LIKELY TO OPEN YOUR EMAILS AND TAKE ACTION, SO TAKE ADVANTAGE OF THIS OPPORTUNITY WITH A WELCOME SERIES OF EMAILS.

STUDIES FOUND THAT SUBSCRIBERS WHO RECEIVE WELCOME EMAILS SHOW MORE LONG-TERM ENGAGEMENT WITH A BRAND: A 33% INCREASE IN LONG-TERM BRAND ENGAGEMENT. AND THE MORE ENGAGED YOUR SUBSCRIBERS ARE, THE MORE LIKELY THEY WILL BE TO OPEN YOUR EMAILS.

IF CREATING A WELCOME SERIES EMAIL CAMPAIGN SEEMS DAUNTING, DON'T FRET. KEEP IT SIMPLE, AND OPTIMIZE THE WELCOME SERIES OVER TIME AS YOU LEARN WHAT WORKS, AND WHAT DOESN'T.

Types Of Email	Goal
Subscriber Preferences—Ask This In A Way That's Clearly Beneficial To The Subscriber.	Gain Valuable Segmentation Data To Help You Tailor Your Future Communications.
Additional Resources / Content	Increase Engagement With Subscribers And Get Them To Come Back To Your Website.
Personal Welcome Email From Team Member Or Senior Executive With Photo	Build Trust And Deepen Relationship With Subscriber
Action-Oriented Email: Make A Purchase Or Sign Up	Get A Conversion
Coupon / Discount Code	Get A Conversion
Testimonial / Case Study / Review	Help Subscriber Overcome Objection
Introduce Customer Service / Sales Team In A Friendly, Human Way	Help Subscriber Overcome Objections / Answer Questions

# WHAT CAN BE DIFFERENT EMAIL TEMPLATES

REGARDLESS OF THE TYPE OF TEMPLATES YOU ARE USING, HERE ARE SOME IMPORTANT ELEMENTS THAT YOU NEED TO INCLUDE IN YOUR EMAIL:

## BRANDING

YOUR LOGO IS ONE OF THE MOST IMPORTANT ELEMENTS THAT YOUR AUDIENCE SHOULD SEE. IT HELPS THEM EASILY RECOGNIZE YOUR BRAND FROM THE MANY EMAILS THEY RECEIVE EVERY DAY.

## FEATURED IMAGE

AN ATTRACTIVE VISUAL TO DRAW YOUR TARGET AUDIENCE ATTENTION. BE SURE TO CHANGE THIS IMAGE EVERY TIME SO THAT THEY DON'T CONFUSE IT WITH ANOTHER EMAIL.

## HEADLINE

YOUR HEADLINE IS THE FIRST IMPRESSION THAT TELLS EVERYTHING YOU NEED TO SAY IN FEW WORDS. MAKE IT STRAIGHTFORWARD, SHORT AND IMPRESSIVE. TRY TO INCLUDE A VERB TO DRIVE MORE CONVERSIONS.

## BODY TEXT

YOUR BODY COPY SHOULD NOT BE LONG AND HARD TO READ. YOUR EMAIL SHOULD INCLUDE ALL THE INFORMATION AND DETAILS YOU WANT TO CONVEY IN A CLEAR AND SIMPLE WAY. DON'T REVEAL ALL YOUR INFORMATION AND DRIVE THEM TO READ MORE ON YOUR PAGE OR BLOG.

## CALL TO ACTION BUTTON

YOUR CTA BUTTON SHOULD BE CLEARLY TELLING YOUR AUDIENCE WHAT THEY WILL GET IF THEY CLICK. USE A UNIQUE COLOR TO MAKE YOUR BUTTON OUTSTANDING AND STIMULATE THEM TO CLICK.

## FOOTER

ALWAYS END YOUR EMAIL TEMPLATES WITH YOUR FOOTER. A CONSTANT SECTION THAT INCLUDES YOUR SOCIAL MEDIA ICONS, UNSUBSCRIBE LINK, WEBSITE, ADDRESS, TELEPHONE NUMBER AND ANYTHING THAT IS USEFUL FOR YOUR EMAIL READERS.

# TYPES OF EMAIL TEMPLATES

- ANNOUNCEMENT EMAIL TEMPLATE
- ECOMMERCE EMAIL TEMPLATE
- CART ABANDONMENT EMAIL TEMPLATE
- WEBINAR EMAIL TEMPLATE
- SPECIAL OCCASION EMAIL TEMPLATE
- ACCOUNT-BASED EMAIL TEMPLATE
- NEW CONTENT ANNOUNCEMENT EMAIL
- PRODUCT UPDATE EMAIL
- DIGITAL MAGAZINE OR NEWSLETTER
- EVENT INVITATION
- DEDICATED SEND
- CO-MARKETING EMAIL
- SOCIAL MEDIA SEND
- INTERNAL UPDATES
- CONFIRMATION EMAIL
- FORM SUBMISSION KICKBACK (THANK-YOU) EMAIL
- WELCOME EMAIL
- LEAD NURTURING EMAIL
- CUSTOMER FEEDBACK EMAIL TEMPLATE

# LIST OF TOOLS

<a href="https://www.hubspot.com/">https://www.hubspot.com/</a>	Inbound Marketing & Sales Platform
<a href="https://neilpatel.com/ubersuggest/">https://neilpatel.com/ubersuggest/</a>	Keyword Planner
<a href="https://ads.google.com/intl/en_in/home/tools/keyword-planner/">https://ads.google.com/intl/en_in/home/tools/keyword-planner/</a>	Keyword Planner
<a href="http://keyword.io/">http://keyword.io/</a>	Keyword Planner
<a href="https://www.seoquake.com/index.html">https://www.seoquake.com/index.html</a>	Keyword Planner
<a href="https://surferseo.com/keyword-surfer-extension/">https://surferseo.com/keyword-surfer-extension/</a>	Keyword Planner
<a href="https://www.semrush.com/">https://www.semrush.com/</a>	SEO & PPC
<a href="https://moz.com/">https://moz.com/</a>	SEO & PPC
<a href="https://ahrefs.com/">https://ahrefs.com/</a>	SEO
<a href="https://www.switchy.io/">https://www.switchy.io/</a>	Short URL

# LIST OF TOOLS

<a href="https://www.hootsuite.com/">https://www.hootsuite.com/</a>	Social Management
<a href="https://buffer.com/">https://buffer.com/</a>	Social Management
<a href="https://www.socialpilot.co/">https://www.socialpilot.co/</a>	Social Management
<a href="https://publer.io/">https://publer.io/</a>	Social Management
<a href="https://www.similarweb.com/">https://www.similarweb.com/</a>	Website Traffic Analysis
<a href="https://gtmetrix.com/">https://gtmetrix.com/</a>	Site Performance
<a href="https://pagespeed.web.dev/">https://pagespeed.web.dev/</a>	Site Performance
<a href="https://invideo.io/">https://invideo.io/</a>	Video Editor
<a href="https://quillbot.com/">https://quillbot.com/</a>	Content Paraphrasing
<a href="https://bigspy.com/">https://bigspy.com/</a>	Ads Spy

# LIST OF TOOLS

<a href="https://www.storyblocks.com/">https://www.storyblocks.com/</a>	Royalty Free Images, Videos, Audio
<a href="https://placeit.net/">https://placeit.net/</a>	Logo Maker
<a href="https://www.powtoon.com/?locale=en">https://www.powtoon.com/?locale=en</a>	Video Creation
<a href="https://designs.ai/en">https://designs.ai/en</a>	Logos, Videos, Banners, Mockups
<a href="https://unbounce.com/">https://unbounce.com/</a>	Landing Page Builder
<a href="https://www.fotojet.com/">https://www.fotojet.com/</a>	Photo Editing
<a href="https://www.stockunlimited.com/">https://www.stockunlimited.com/</a>	Images, Videos, Audio
<a href="https://lovepik.com/">https://lovepik.com/</a>	Free Png, Stock Images, Graphic Templates
<a href="https://www.epidemicsound.com/">https://www.epidemicsound.com/</a>	Music For Video, Podcasts, Online Platforms, Streaming And Much More

# LIST OF TOOLS

<a href="https://www.closerscopy.com/">https://www.closerscopy.com/</a>	Ai Based Content Writing
<a href="https://subjectline.com/">https://subjectline.com/</a>	Subject Line Creator
<a href="https://buzzsumo.com/">https://buzzsumo.com/</a>	Content Marketing
<a href="https://www.google.co.in/alerts">https://www.google.co.in/alerts</a>	Monitoring
<a href="https://www.canva.com/">https://www.canva.com/</a>	Image Editing + Designing
<a href="https://pixlr.com/">https://pixlr.com/</a>	Image Editing
<a href="https://www.clickfunnels.com/">https://www.clickfunnels.com/</a>	Funnel Buider & Page Editor
<a href="https://www.wishpond.com/v2/">https://www.wishpond.com/v2/</a>	Generate & Nurture Lead
<a href="https://www.moovly.com/">https://www.moovly.com/</a>	Video Creation + Editor
<a href="https://retargetkit.com/">https://retargetkit.com/</a>	Short URL

# LIST OF TOOLS

<a href="http://socialmention.com/">http://socialmention.com/</a>	Social Media Monitoring
<a href="https://www.moat.com/">https://www.moat.com/</a>	Brand Intelligence & Analytics
<a href="https://www.copyscape.com/">https://www.copyscape.com/</a>	Plagiarism Checker
<a href="https://www.grammarly.com/">https://www.grammarly.com/</a>	Grammar Checker
<a href="https://www.rankwatch.com/">https://www.rankwatch.com/</a>	Rank Tracker / Serp Checker
<a href="https://www.leadsquared.com/">https://www.leadsquared.com/</a>	Marketing Automation And Crm Software
<a href="https://www.aweber.com/">https://www.aweber.com/</a>	Email Marketing
<a href="https://www.spyfu.com/">https://www.spyfu.com/</a>	Competitor Keyword Research
<a href="https://prezi.com/">https://prezi.com/</a>	Presentation Software
<a href="https://www.facebook.com/ads/library">https://www.facebook.com/ads/library</a>	Ads Spy

# LIST OF TOOLS

<a href="https://postcron.com/en/">https://postcron.com/en/</a>	Social Management
<a href="https://ritetag.com/">https://ritetag.com/</a>	Find Hashtags
<a href="https://feedly.com/">https://feedly.com/</a>	Content Marketing
<a href="https://wordai.com/">https://wordai.com/</a>	AI Based Content Writing
<a href="https://picfont.com/">https://picfont.com/</a>	Image Editing
<a href="https://www.screamingfrog.co.uk/seo-spider/">https://www.screamingfrog.co.uk/seo-spider/</a>	SEO Tool
<a href="https://ahrefs.com/">https://ahrefs.com/</a>	Robust SEO Tool
<a href="https://www.woorank.com/">https://www.woorank.com/</a>	Website Optimization
<a href="https://www.adroll.com/">https://www.adroll.com/</a>	E-Commerce Growth Platform
<a href="https://shopgram.io/">https://shopgram.io/</a>	Ads Spy

# LIST OF TOOLS

<a href="https://adparlor.com/">https://adparlor.com/</a>	Media Buying & Creative Services
<a href="https://www.buysellads.com/">https://www.buysellads.com/</a>	Marketplace To Buy & Sell Ads
<a href="https://www.influencer.com/">https://www.influencer.com/</a>	Influencer Marketing Tool
<a href="https://www.indiblogger.in/">https://www.indiblogger.in/</a>	Blogging Community
<a href="https://optinmonster.com/">https://optinmonster.com/</a>	Lead Generation Software
<a href="https://www.leadsquared.com/">https://www.leadsquared.com/</a>	Marketing & Sales Automation
<a href="https://www.zoho.com/">https://www.zoho.com/</a>	Sales & Business CRM
<a href="https://www.letreach.com/">https://www.letreach.com/</a>	Browser Push Notifications
<a href="https://www.salesforce.com/in/">https://www.salesforce.com/in/</a>	Sales CRM
<a href="https://typestudio.co/">https://typestudio.co/</a>	Video Subtitles

# LIST OF TOOLS

<a href="https://logotester.thework.market/">https://logotester.thework.market/</a>	Logo Tester
<a href="https://express.adobe.com/express-apps/logomaker/">https://express.adobe.com/express-apps/logomaker/</a>	Logo Design
<a href="https://www.tailorbrands.com/">https://www.tailorbrands.com/</a>	Logo Design
<a href="https://builtwith.com/">https://builtwith.com/</a>	Find Out What Websites Are Built With
<a href="https://www.contentrow.com/">https://www.contentrow.com/</a>	Clickbait Headlines
<a href="https://socialmediatoolscomparison.com/">https://socialmediatoolscomparison.com/</a>	Tools/Software Deals/Comparison
<a href="https://appsumo.com/">https://appsumo.com/</a>	Tools/Software Deals/Comparison
<a href="https://unlayer.com/">https://unlayer.com/</a>	Email Editor
<a href="https://temp-mail.org/">https://temp-mail.org/</a>	Temp Mail
<a href="https://www.veed.io/">https://www.veed.io/</a>	Video Subtitles

# LIST OF TOOLS

<a href="https://mailchimp.com/">https://mailchimp.com/</a>	Email Marketing
<a href="https://convertkit.com/">https://convertkit.com/</a>	Email Marketing, Landing Page
<a href="https://www.sendinblue.com/">https://www.sendinblue.com/</a>	Email Marketing
<a href="https://www.klaviyo.com/">https://www.klaviyo.com/</a>	Email Marketing + SMS Marketing
<a href="https://chrome.google.com/webstore/detail/gmass-powerful-mail-merge/ehomdgjhgmbidokdgicgmdiedadncbgf">https://chrome.google.com/webstore/detail/gmass-powerful-mail-merge/ehomdgjhgmbidokdgicgmdiedadncbgf</a>	Email Marketing
<a href="https://www.getresponse.com/">https://www.getresponse.com/</a>	Email Marketing
<a href="https://www.mailerlite.com/">https://www.mailerlite.com/</a>	Email Marketing
<a href="https://startinfinity.com/">https://startinfinity.com/</a>	Project Management
<a href="https://www.airtable.com/">https://www.airtable.com/</a>	Project Management

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<a href="https://asana.com/">https://asana.com/</a>	Project Management
<a href="https://whimsical.com/">https://whimsical.com/</a>	Project Management
<a href="https://trello.com/en">https://trello.com/en</a>	Project Management
<a href="https://www.notion.so/">https://www.notion.so/</a>	Project Management
<a href="https://quip.com/">https://quip.com/</a>	Project Management
<a href="https://hangouts.google.com/">https://hangouts.google.com/</a>	Video / Meetings / Webinar
<a href="https://meet.google.com/">https://meet.google.com/</a>	Video / Meetings / Webinar
<a href="https://zoom.us/">https://zoom.us/</a>	Video / Meetings / Webinar
<a href="https://www.goto.com/">https://www.goto.com/</a>	Video / Meetings / Webinar
<a href="https://www.getsubly.com/">https://www.getsubly.com/</a>	Video Subtitles

# LIST OF TOOLS

<a href="https://www.webex.com/">https://www.webex.com/</a>	Video / Meetings / Webinar
<a href="https://www.dialpad.com/meetings/">https://www.dialpad.com/meetings/</a>	Video / Meetings / Webinar
<a href="https://www.microsoft.com/en-in/microsoft-teams/log-in">https://www.microsoft.com/en-in/microsoft-teams/log-in</a>	Video / Meetings / Webinar
<a href="https://meetfox.com/en/">https://meetfox.com/en/</a>	Video / Meetings / Webinar
<a href="https://www.microsoft.com/en-us/microsoft-365/powerpoint">https://www.microsoft.com/en-us/microsoft-365/powerpoint</a>	Presentation
<a href="https://www.apple.com/in/keynote/">https://www.apple.com/in/keynote/</a>	Presentation
<a href="https://www.google.com/slides/about/">https://www.google.com/slides/about/</a>	Presentation
<a href="https://slides.com/">https://slides.com/</a>	Presentation
<a href="https://www.beautiful.ai/">https://www.beautiful.ai/</a>	Presentation
<a href="https://www.kapwing.com/">https://www.kapwing.com/</a>	Video Subtitles

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<a href="https://www.webex.com/">https://www.webex.com/</a>	Video / Meetings / Webinar
<a href="https://www.dialpad.com/meetings/">https://www.dialpad.com/meetings/</a>	Video / Meetings / Webinar
<a href="https://www.microsoft.com/en-in/microsoft-teams/log-in">https://www.microsoft.com/en-in/microsoft-teams/log-in</a>	Video / Meetings / Webinar
<a href="https://meetfox.com/en/">https://meetfox.com/en/</a>	Video / Meetings / Webinar
<a href="https://www.microsoft.com/en-us/microsoft-365/powerpoint">https://www.microsoft.com/en-us/microsoft-365/powerpoint</a>	Presentation
<a href="https://www.apple.com/in/keynote/">https://www.apple.com/in/keynote/</a>	Presentation
<a href="https://www.google.com/slides/about/">https://www.google.com/slides/about/</a>	Presentation
<a href="https://slides.com/">https://slides.com/</a>	Presentation
<a href="https://www.beautiful.ai/">https://www.beautiful.ai/</a>	Presentation
<a href="https://bitly.com/">https://bitly.com/</a>	Short URL

# LIST OF TOOLS

<a href="https://www.headliner.app/">https://www.headliner.app/</a>	Video Subtitles
<a href="https://www.fastreel.com/">https://www.fastreel.com/</a>	Video Editing
<a href="https://clideo.com/">https://clideo.com/</a>	Video Editing
<a href="https://ziteboard.com/">https://ziteboard.com/</a>	Whiteboard Video
<a href="https://www.unscreen.com/">https://www.unscreen.com/</a>	Video Background Remove
<a href="https://www.remove.bg/">https://www.remove.bg/</a>	Image Background Remove
<a href="https://create.vista.com/">https://create.vista.com/</a>	Image Editing
<a href="https://www.veed.io/">https://www.veed.io/</a>	Video Editing
<a href="https://www.picmonkey.com/">https://www.picmonkey.com/</a>	Image Editing
<a href="https://unsplash.com/">https://unsplash.com/</a>	Free Images

# LIST OF TOOLS

<a href="https://www.freepik.com/">https://www.freepik.com/</a>	Free Vectors, Stocks, PSDs
<a href="https://storyset.com/">https://storyset.com/</a>	Images, Illustrators
<a href="https://piktochart.com/">https://piktochart.com/</a>	Infographics, Posters, Presentation
<a href="https://www.pictalio.com/">https://www.pictalio.com/</a>	Free Vertical Videos For Social Media
<a href="https://mixkit.co/">https://mixkit.co/</a>	Free Video clips, music tracks, sound effects and video templates
<a href="https://www.photopea.com/">https://www.photopea.com/</a>	Online Photoshop
<a href="https://chaosmach.com/">https://chaosmach.com/</a>	Create Unique Graphics
<a href="https://coverr.co/">https://coverr.co/</a>	Free Stock Videos
<a href="https://offeo.com/">https://offeo.com/</a>	Online Video Ad Maker

# LIST OF TOOLS

<a href="https://contentdrips.com/">https://contentdrips.com/</a>	Design Quotes, Video, Carousel, Contentdrips, Linkedin Text Styler
<a href="https://tyle.io/typomotion?loc=en">https://tyle.io/typomotion?loc=en</a>	Text To Video Converter
<a href="https://www.tribegroup.co/">https://www.tribegroup.co/</a>	marketplace connecting brands & agencies with social media influencers
<a href="https://duotone.shapefactory.co/">https://duotone.shapefactory.co/</a>	Turn Your Images Into Duotone
<a href="https://dollareighty.com/">https://dollareighty.com/</a>	Make The \$1.80 Growth Strategy (Gary V's) Easy And Fun
<a href="https://previewed.app/">https://previewed.app/</a>	3D Mockups And Animations
<a href="https://www.hashtaglayer.com/instagram-bio-generator">https://www.hashtaglayer.com/instagram-bio-generator</a>	Bio Generator
<a href="https://repostapp.com/">https://repostapp.com/</a>	Repost On Instagram

# LIST OF TOOLS

<a href="https://www.clickfunnels.com/">https://www.clickfunnels.com/</a>	Funnel Buider
<a href="https://www.searchmy.bio/">https://www.searchmy.bio/</a>	Find IG Influencers
<a href="https://findcreators.io/">https://findcreators.io/</a>	Find IG Influencers
<a href="https://collabstr.com/">https://collabstr.com/</a>	Find IG Influencers
<a href="https://metahashtags.com/">https://metahashtags.com/</a>	Hashtag Generator
<a href="https://www.hashtaglayer.com/">https://www.hashtaglayer.com/</a>	Hashtag Generator
<a href="https://hashtagstack.com/">https://hashtagstack.com/</a>	Hashtag Generator
<a href="https://displaypurposes.com/">https://displaypurposes.com/</a>	Hashtag Generator
<a href="https://gravtag.com/">https://gravtag.com/</a>	Hashtag Generator
<a href="https://instavast.com/">https://instavast.com/</a>	Instagram Automation Tools

# LIST OF TOOLS

<a href="https://twinsta.io/">https://twinsta.io/</a>	Turn Tweets Into Instagram-Friendly Posts
<a href="https://www.trendsmap.com/">https://www.trendsmap.com/</a>	Trending Topic
<a href="https://tweetdeck.twitter.com/">https://tweetdeck.twitter.com/</a>	Twitter Tool
<a href="https://tweetpik.com/">https://tweetpik.com/</a>	Twitter Screenshot
<a href="https://www.tweetgen.com/">https://www.tweetgen.com/</a>	Create Fake Tweet
<a href="https://whattotweet.com/">https://whattotweet.com/</a>	Twitter Tool
<a href="https://twithelper.com/long-text-to-image-converter">https://twithelper.com/long-text-to-image-converter</a>	Create Meme/Picture & Directly Post It To Twitter
<a href="https://us.trend-calendar.com/">https://us.trend-calendar.com/</a>	Twitter Trends
<a href="https://linktr.ee/">https://linktr.ee/</a>	Micro Landing Page

# LIST OF TOOLS

<a href="https://taplink.at/en/">https://taplink.at/en/</a>	Micro Landing Page
<a href="https://www.flowcode.com/page">https://www.flowcode.com/page</a>	Micro Landing Page
<a href="https://omnilink.iconosquare.com/">https://omnilink.iconosquare.com/</a>	Micro Landing Page
<a href="https://dash.shorby.com/">https://dash.shorby.com/</a>	Micro Landing Page
<a href="https://linkin.bio/">https://linkin.bio/</a>	Micro Landing Page
<a href="https://dope.link/">https://dope.link/</a>	Micro Landing Page
<a href="https://www.shieldapp.ai/">https://www.shieldapp.ai/</a>	Social Media Analytics & Management - Linkedin
<a href="https://socialblade.com/">https://socialblade.com/</a>	Social Media Analytics & Management
<a href="https://vidooly.com/">https://vidooly.com/</a>	Social Media Analytics & Management - Video

# LIST OF TOOLS

<a href="https://keyhole.co/">https://keyhole.co/</a>	Social Media Analytics & Management
<a href="https://snov.io/">https://snov.io/</a>	Automation & Sales CRM
<a href="https://www.lusha.com/">https://www.lusha.com/</a>	Sales, Marketing, Email Marketing, Database
<a href="https://www.socialbakers.com/">https://www.socialbakers.com/</a>	AI Based - Social Media Analytics & Management
<a href="https://pro.iconosquare.com/">https://pro.iconosquare.com/</a>	Social Media Analytics & Management
<a href="https://socialbee.io/">https://socialbee.io/</a>	Social Media Analytics & Management
<a href="https://www.similarweb.com/">https://www.similarweb.com/</a>	SEO / Competitor Analysis / Backlink Checker
<a href="https://majestic.com/">https://majestic.com/</a>	SEO / Competitor Analysis / Backlink Checker

# LIST OF TOOLS

<a href="https://keyword-hero.com/">https://keyword-hero.com/</a>	SEO / Traffic / Keywords
<a href="https://answersocrates.com/">https://answersocrates.com/</a>	Topic Generator / Content/Blog Idea Generator
<a href="https://www.usetopic.com/">https://www.usetopic.com/</a>	Topic Generator / Content/Blog Idea Generator
<a href="https://questiondb.io/">https://questiondb.io/</a>	Topic Generator / Content/Blog Idea Generator
<a href="https://www.contentrow.com/">https://www.contentrow.com/</a>	Topic Generator / Content/Blog Idea Generator
<a href="https://www.fraser.io/">https://www.fraser.io/</a>	Topic Generator / Content/Blog Idea Generator
<a href="https://explodingtopics.com/">https://explodingtopics.com/</a>	Topic Generator / Content/Blog Idea Generator

# LIST OF TOOLS

<a href="https://answerthepublic.com/">https://answerthepublic.com/</a>	Topic Generator / Content/Blog Idea Generator
<a href="https://alsoasked.com/">https://alsoasked.com/</a>	Topic Generator / Content/Blog Idea Generator
<a href="https://www.portent.com/tools">https://www.portent.com/tools</a>	Topic Generator / Content/Blog Idea Generator
<a href="https://forekast.com/">https://forekast.com/</a>	Discover Popular Events - The Calendar of the Internet

# THANK YOU!

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