



E-MAIL MARKETING

STATE OF THE ART 2019 @ CONTENTIXX

Wie ist der E-Mail Marketing Status Quo?

.....

Wofür sollte E-Mail Marketing eingesetzt werden?

.....

Wie, Wo und **Wann** fange ich an und **Was** wertere ich aus?

.....

Wie mache ich meine Newsletter besser?

JOHANNES ZINKE

SEO & E-MAIL MARKETING MANAGER

@ **IronShark GmbH**



Bachelor of Science

Marketing & Management

Master of Science

Advanced Marketing Research & Consumer Behavior

Online Marketing Consultant (IHK)

Irgendwas mit Online Marketing



4,5 Jahre Agenturerfahrung

Noch mehr mit Online Marketing

3 Jahre Freelancer

Was man so als freier Lancer macht



Wie ist der E-Mail Marketing Status Quo?

95,4 % der 5000 Top-Unternehmen im deutschsprachigen Raum betreiben aktiv E-Mail Marketing 😊

Großteil der Newsletter stammt aus dem E-Commerce

Wie ist der E-Mail Marketing Status Quo?

Jedes fünfte Unternehmen verzichtet noch immer auf ein **Double-Opt-In (DOI) Verfahren** bei der Gewinnung neuer Interessenten

Do you know a good DSGVO Consultant?
- Yes

Can you give me his e-mail address?
- No



Wie ist der E-Mail Marketing Status Quo?

Branchenkennzahlen im E-Mail Marketing (Durchschnitt)

Öffnungsrate

27%

Klickrate

4%

Click Through Rate

15%

Bouncerate

3%

Abmelderate

0,5%

E-Mail Marketing ROI (Return of Investment)

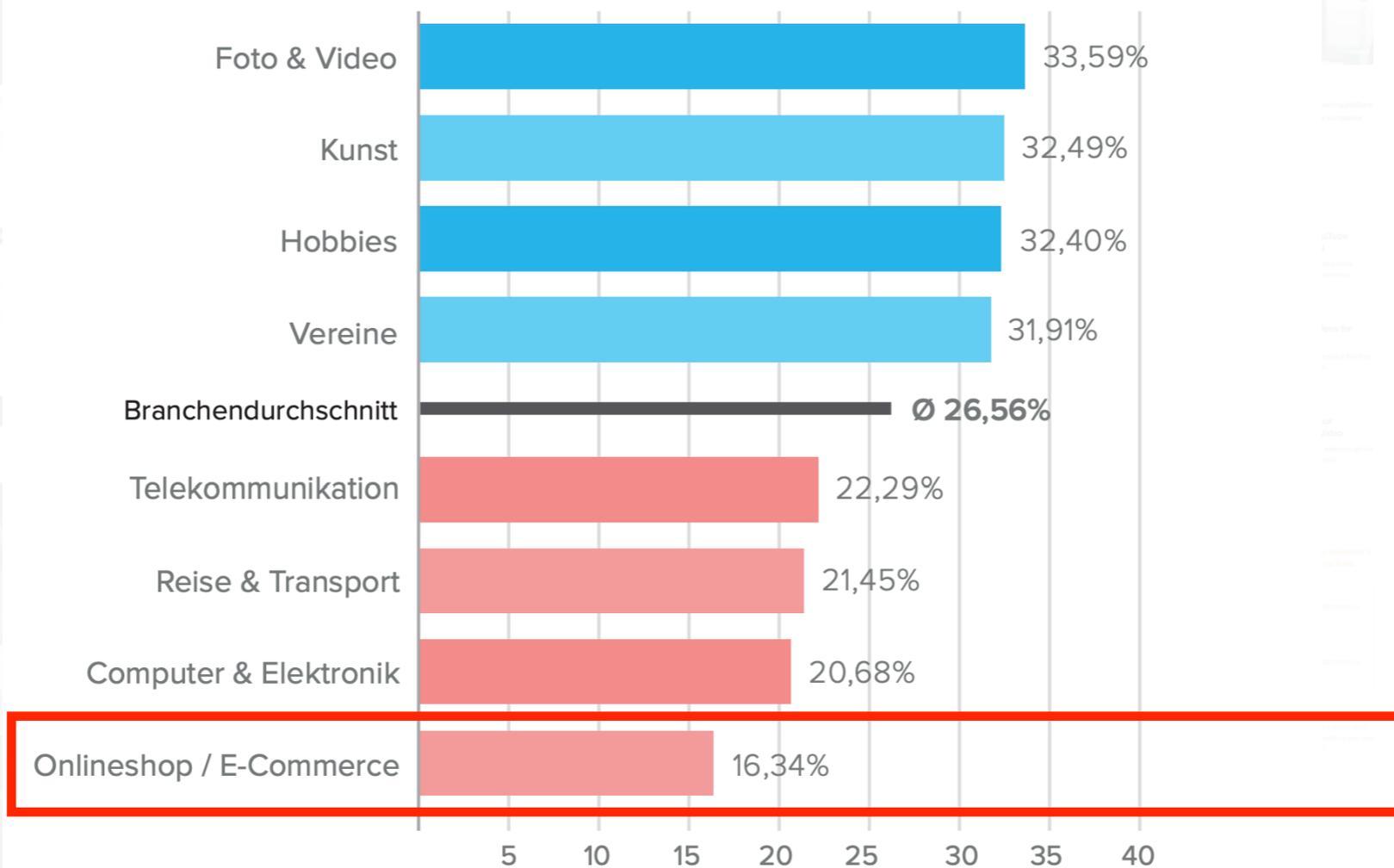
Nicht eindeutig ermittelbar

Aktuelle Aussagen:

1€ Einsatz im E-Mail Marketing generiert 35€

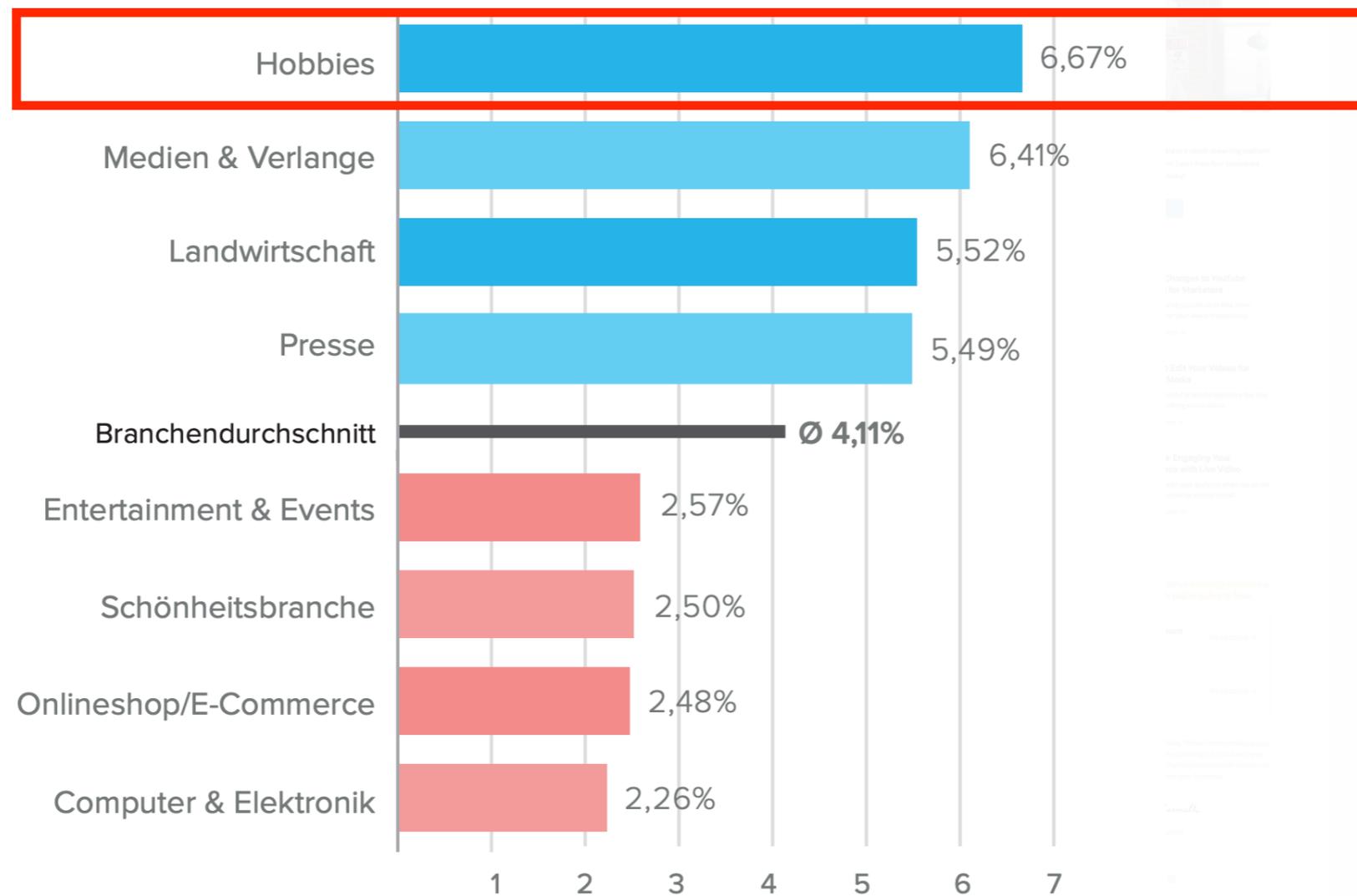
Wie ist der E-Mail Marketing Status Quo?

Branchenkennzahlen im Vergleich: Öffnungsraten



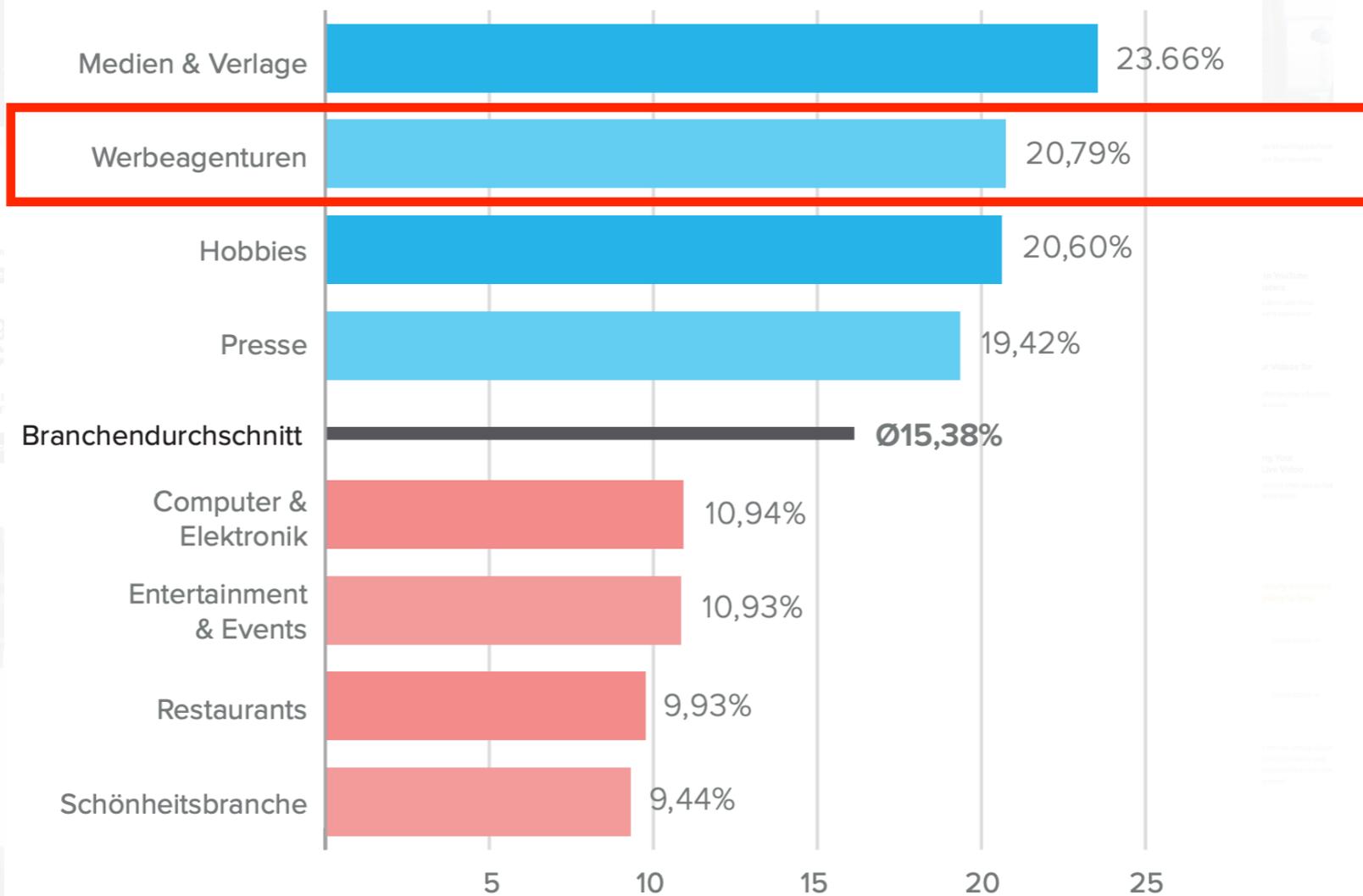
Wie ist der E-Mail Marketing Status Quo?

Branchenkennzahlen im Vergleich: **Klickraten**



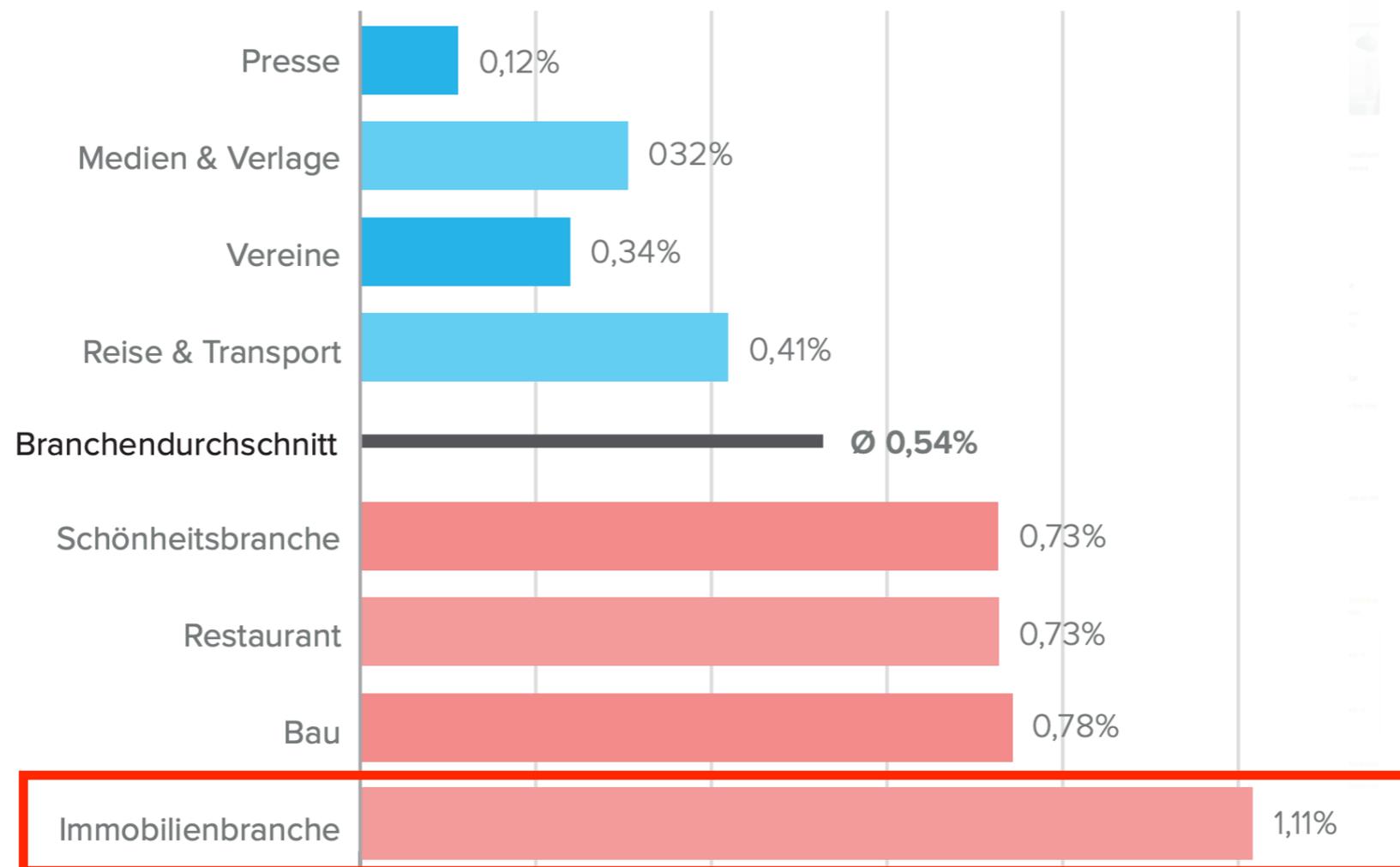
Wie ist der E-Mail Marketing Status Quo?

Branchenkennzahlen im Vergleich: Click Through Rate (CTR)



Wie ist der E-Mail Marketing Status Quo?

Branchenkennzahlen im Vergleich: Abmelderaten



Wofür sollte E-Mail Marketing eingesetzt werden?

Einsatzmöglichkeiten:

Leadgenerierung (z.B. Exklusivinhalte)

Customer Relations (z.B. Unterhaltung)



Besonderer Einsatz im E-Commerce

Cross-Selling

Up-Selling

Warenkorbabbruch - Rückgewinnung

Kaufabwicklung

Wofür sollte E-Mail Marketing eingesetzt werden?



E-Mail Marketing ist kein direkter Umsatzhebel!

Wie, Wo und Wann **fange ich an** und Was werte ich aus?

1. **Wettbewerb** analysieren
2. **Eigene Nutzer** analysieren
3. **CI** festlegen
4. **E-Mail Marketing Strategie** entwickeln
5. **Kampagnenplan** aufstellen

Wie, Wo und Wann **fange ich an**
und Was werte ich aus?

1. **Wettbewerb** analysieren

Wettbewerber identifizieren

Newsletter Workflow, CI und Kampagnen
des Wettbewerbers untersuchen

Wie, Wo und Wann **fange ich an**
und Was werte ich aus?

2. **Eigene Nutzer** analysieren

Interessen der eigenen Nutzer ergründen

Bedarfsanalyse

Aktivitätsspitzen

Wie, Wo und Wann **fange ich an**
und Was werte ich aus?

3. **CI** festlegen

Ansprache definieren

Außendarstellung & Coolness Level definieren

Konsistent bleiben!

Wie, Wo und Wann **fange ich an**
und Was werte ich aus?

4. **E-Mail Marketing Strategie** definieren

Ziele & Absichten

Inhalte

KPIs (Key Performance Indicator)

Zeitlicher Rahmen

Wie, Wo und Wann **fange ich an**
und Was werte ich aus?

5. **Kampagnenplan** aufstellen

Fixe Termine vormerken

Aktionen & Specials planen

Themen entwickeln

Channel-übergreifende Möglichkeiten prüfen

Rechtzeitig Ressourcen einplanen!

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

1. **E-Mail Provider** wählen
2. **Channel-Schnittstelle** entwickeln
3. **Kontaktgruppenmanagement**
4. **Newsletter Templates** entwickeln
5. **Low-Level Automation** vorbereiten
6. **Channel-Kopplung** vornehmen
7. **Segmentierungslogik** entwickeln
8. **Tagging, Triggering, High-Level Automation**

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

1. **E-Mail Provider** wählen

Preismodelle der Provider beachten und passendes wählen

Bei Versand innerhalb DE - Provider mit Mailserver Standort DE wählen
(z.B. Newsletter2Go, CleverReach, Inxmail)

Bei Versand außerhalb DE
(z.B. MailChimp, StampReady, ActiveCampaign, HubSpot)

Schnittstellenkompatibilität prüfen

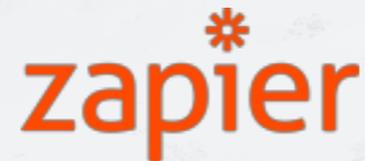
Sicherheitszertifikate prüfen (Spam Gefahr)
(z.B. SPF, StartTLS, x509, DKIM, DMARC, DANE, DNSSEC)

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

2. **Channel-Schnittstelle** entwickeln

Prüfung und ggf. Entwicklung einer **API** zur Kopplung
der E-Mail Software mit der Website
oder anderen Formular-Quellen z.B. Facebook Lead Ads

Tipp: Universalschnittstelle



Hinweis: Rechtskonforme Datenverarbeitung beachten!

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

3. Kontaktgruppenmanagement

Empfehlung des Hauses:

Anlage einer **Kontaktgruppe** für sämtliche Kampagnen

E-Mail als Pflichtangabe, Rest als optionale Abfrage

DOI Verfahren aufbauen und mit der Kontaktgruppe koppeln



Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

4. **Newsletter Templates** entwickeln

Entwicklung eines möglichst **modularen Gesamtkonzepts**

DOILetter

WelcomeLetter

LeadLetter

StoryLetter

NewsLetter

E-CommerceLetter

SpecialLetter

Hinweis: Regelmäßige Qualitätssicherung

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

5. **Low-Level Automation** vorbereiten

Vorbereitung eines einfachen Start Automatismus

DOILetter

WelcomeLetter

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

6. **Channel Kopplung** vornehmen

Anmeldeformulare implementieren

Rechtssicherheit gewährleisten

Schnittstelle zwischen Anmeldeformular und E-Mail Software **testen**

DOI Verfahren testen

Welcome Letter testen

Erstmal Pause machen
und bewundern, was man getan hat



Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

7. **Segmentierungslogik** entwickeln

Die Bildung von **Kontaktgruppen-Segmenten** ist der Hammer!

Beispiele:

Mehr als 6 Monate nicht auf der Webseite gewesen

Nutzer hat Produkt XYZ gekauft

Nutzer kauft immer am Monatsende ein

Nutzer hat sich E-Book gezogen

Nutzer kommt aus AT

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

8. Tagging, Triggering, High-Level Automation

Tags helfen bei der Interessen-Identifikation des Nutzers und können direkt über das Kontaktformular eingebaut und in die Mail Software übertragen werden

z.B.

Nutzer hat auf der Unterseite „**reise-tipp.de/fahr-zur-hoelle**“ ein Prospekt heruntergeladen und sich dort auch zum Newsletter angemeldet.

Nutzer bekommt automatisiert das Interessen-Tag „Höllenfahrt“

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

8. Tagging, Triggering, High-Level Automation

**Trigger helfen dabei „schwaches“ Interesse
in ein Bedürfnis zu transformieren.**

z.B.

Bereits **registrierter Nutzer** klickt im Follow-Up Newsletter des Höllenfahrt
Angebots auf „Jetzt Buchen“, landet auf der Buchungsseite,
kauft aber nicht. 3 Tage vergehen.

Nun löst der Auto-Trigger „Follow-Up erhalten, CTA geklickt, Webseite besucht,
Warenkorb abgebrochen“ aus.

Nutzer erhält automatisiert einen Special-Rabatt Newsletter
und fährt zur Hölle. 🔥

Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

8. Tagging, Triggering, **High-Level Automation**

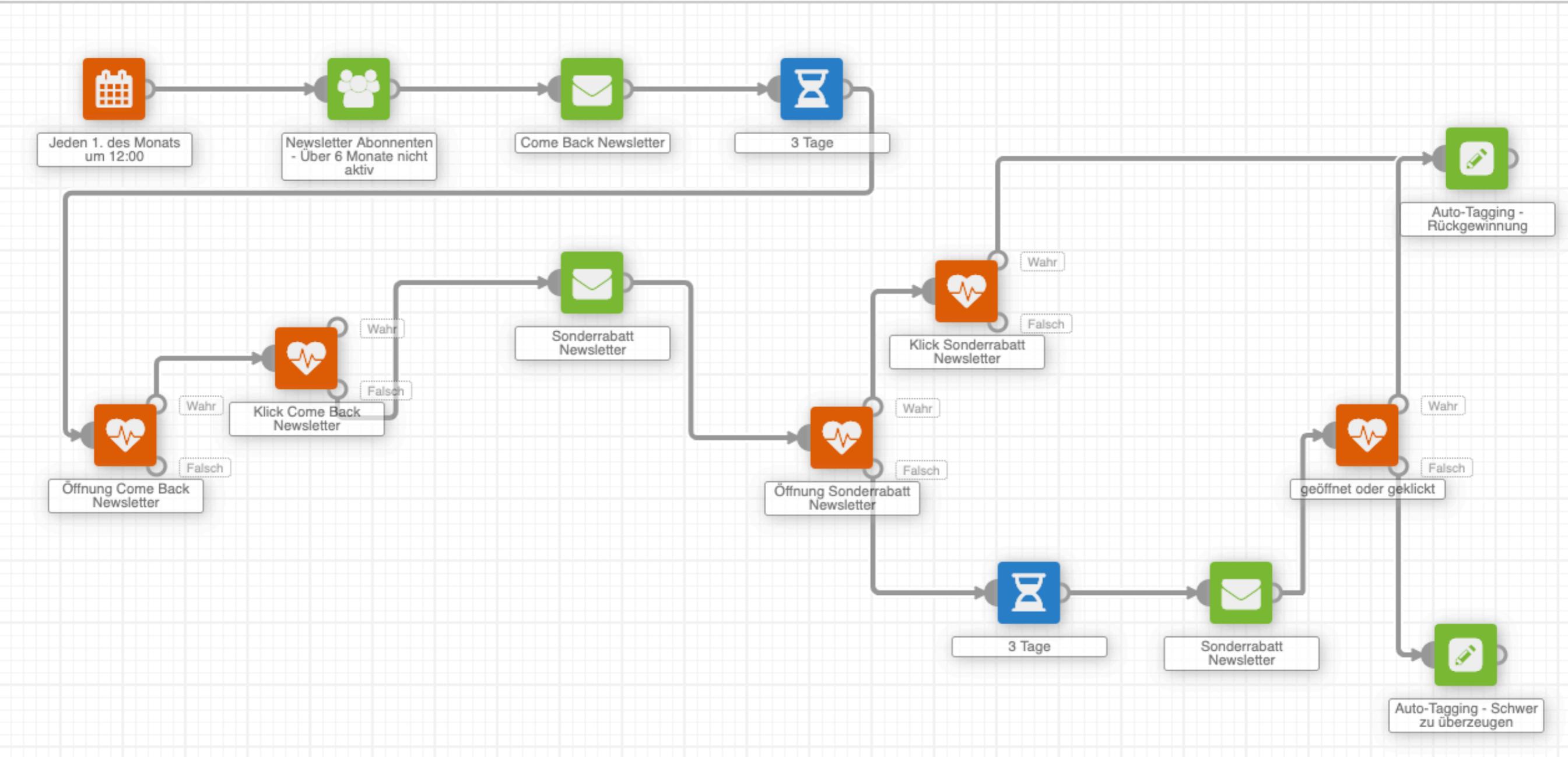
High-Level Automation besteht aus einer Verkettung verschiedener Automatismen basierend auf Tags, Segmenten und Triggern.



z.B.

Schicke automatisch nur jenen Nutzern,
die über 6 Monate nicht auf der Webseite waren,
einen Come-Back-Letter und einen Sonderrabatt auf die Buchung der Höllenfahrt,
sobald sie den Come-Back-Letter geöffnet aber nicht geklickt haben.

Fahr zur Hölle



Wie, **Wo** und Wann **fange ich an**
und Was werte ich aus?

+43 662 82 07 600

Hölle ****
Hotel • Gasthof

ONLINEBUCHUNG

HOTEL | GASTHOF | ZIMMER & PREISE | ONLINE BUCHEN | ANFRAGE | GUTSCHEINE | AUSZEICHNUNGEN | AUSFLUGSZIELE | KONTAKT



Genießen Sie Ihren Aufenthalt im Hotel Hölle in Salzburg

Wie, Wo und **Wann fange ich an**
und Was werte ich aus?

JETZT!

Optimale Versandzeiten für manuellen
Versand aus Voranalyse hinzuziehen

**Die DSGVO brachte uns nicht nur Verzweiflung
sondern die Grundlage qualitativer Daten**

Wie, Wo und Wann fange ich an
und **Was werte ich aus?**

Beispiel : Höllenfahrt - Special Rabatt Newsletter

Kampagne	Öffnungsrate	Klickrate	CTR	Bouncerate	Abmelderate
Branchendurchschnitt (Tourismus)	21,45 %	3,52 %	16,43 %	2,32 %	0,41 %
Höllenfahrt Special Rabatt	30,50 %	15,63 %	20,63 %	1,61 %	0,12 %

Kampagnenkosten : **1200 €**

Direkter Kampagnengewinn : **28 Buchungen, 6360 €**

Indirekter Kampagnengewinn : **ungewiss**

Wie mache ich meine Newsletter besser?

1. Kampagnen Parameter
2. Frequenz
3. Relevanz
4. UX Design

When someone buys a product regularly, our behavior about content is determined by streams, and email branding – for better or worse – is just as much as the product content being produced and distributed. Since their number one priority in 2014, South Dakota, founded by Grammy-winning rapper Logic and CEO Ben Shalmer, has survived by adapting to that content change. For the editor of *Wired* in St. Louis, Lacroix and Ben looked us out to chat about how the label's marketing and digital teams are using a few automation recipes to continue growing and communicating with their fans.

"Back when MySpace was still hot," Ben says, he and Lacroix filed every role for Reach Records, and already had no idea what they were doing in terms of email marketing.



For Kate and Marcus, getting numbers to customer behaviors was a game-changer. "Learning the click through and open rates got us thinking of how we can deliver content that is compelling to keep a consistent experience for fans who are getting our emails," Marcus says.

From there, the Reach Marketing and digital teams worked together to build out a revamped automation plan for the remainder of the label, and what.

"When we have an album release or a merch release, it's great to set up an initial email campaign," Kate says. "But to have automations that are running it through a really key to continuing to promote the new line of music that we've released without having to constantly create a new idea for a particular product."

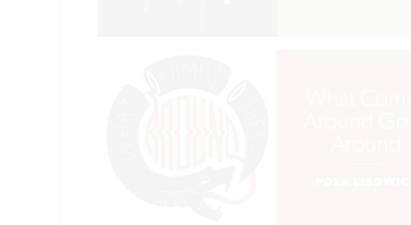
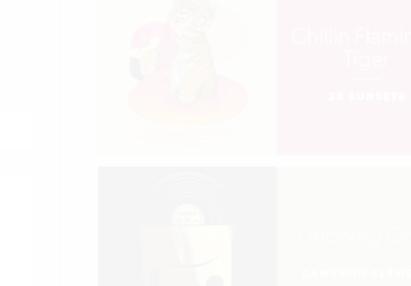
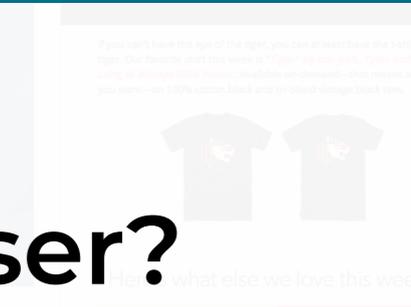
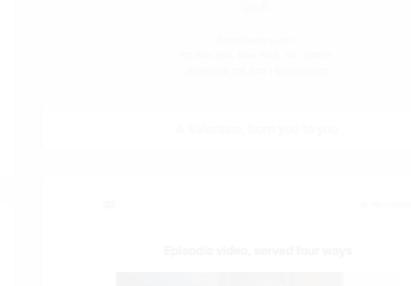
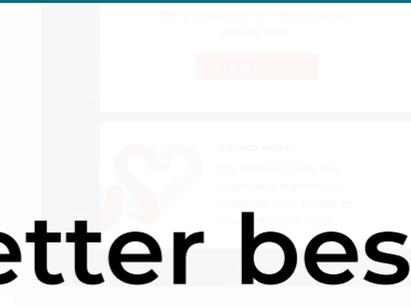
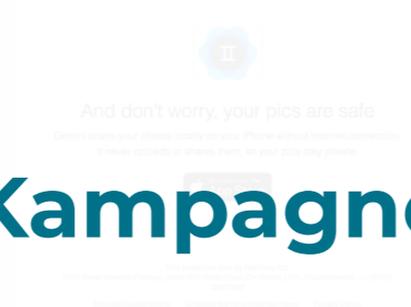
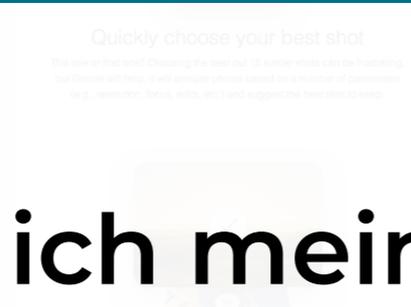
An Automation Strategy That Works

Welcome New Customers
One hour after getting into the mailing list, customers receive a welcome email. Twenty-four hours after that last email goes out, the team offers a 20% discount off a first purchase.

Abandoned Cart
Reach Records has a 3-email abandoned cart automation. An hour after leaving the site, customers get a friendly reminder. One day later, they'll receive another message with a 10% discount that's good for 48 hours.

First-Time Customer
Once customers make their first purchase, they receive an email letting them know their merch is on the way. Within the next 7 days, Reach also sends out a promo code for free shipping on their next purchase.

Customer Re-Engagement
Reach's "last purchase automation" they send out every 120 days with a free or low cost. If another 120 days goes by with no purchase, a second email letting the customer "see how you," along with a code for 10% off.



Wie mache ich meine Newsletter besser?

1. Kampagnen Parameter

E-Mail Betreff

Aussagekräftiger Betreff (**30-40 Zeichen**) ❤️🔥😲

E-Mail Preheader

Aussagekräftiger Preheader mit CTA (**40-135 Zeichen**) ❤️🔥😲

Absender

Seriösen Absendernamen wählen („Schnubbi87“ ungeeignet)

Seriöse Absendeadresse / Domain wählen ("spambot@klickfalle.de" ungeeignet)

Wie mache ich meine Newsletter besser?

2. Frequenz

Abhängig von Branche, Kontaktgruppen Eigenschaften, Automatisierungsgrad und Themenaktualität

Weniger, aber besser = Mehr

Other strategies have included regularly scheduling content releases determined by streams, and other branding - for better or worse - to just be clutter as the market content being produced and distributed. Since their humble beginning in 2004, Search Republic, founded by Grammy-winning rapper Logic and CEO Ben Shalton, has survived by adapting to these constant changes. For the editor of *Wired* in Stone, Lacroix and Ben looked us out to chat about how the label's marketing and digital teams are using a few automation recipes to continue growing and communicating with their fans.

"It's great to set up an email campaign, but having automations really key."

"The goal with our emails when we first did it," he says. "We didn't know the answer behind open rates and what to target, and how to use keywords, and how to do headlines. It was all just shooting from the hip at first."

That's where Marcus Holinger and Kate Abate come in. Both started as interns at Reach. Now, Marcus is Vice President of Marketing and Kate is the VP President of the label's digital department. They started by using Mailchimp's reports to learn more about their digital and a content calendar.



For Kate and Marcus, getting numbers to customer behaviors was a game-changer. "Learning the click-through and open rates got us thinking of how we can deliver content that is compelling to keep a consistent experience for fans who are getting our emails," Marcus says.

From there, the Reach Marketing and digital teams worked together to build out a revamped automation plan for the newsletter list to the label, and artists.

"When we have an album release or a merch release, it's great to set up an email campaign," Kate says. "But to have automations that are running if through a really key to continuing to promote the new line of music that we've released without having to constantly create a new email for a particular product."

An Automation Strategy That Works



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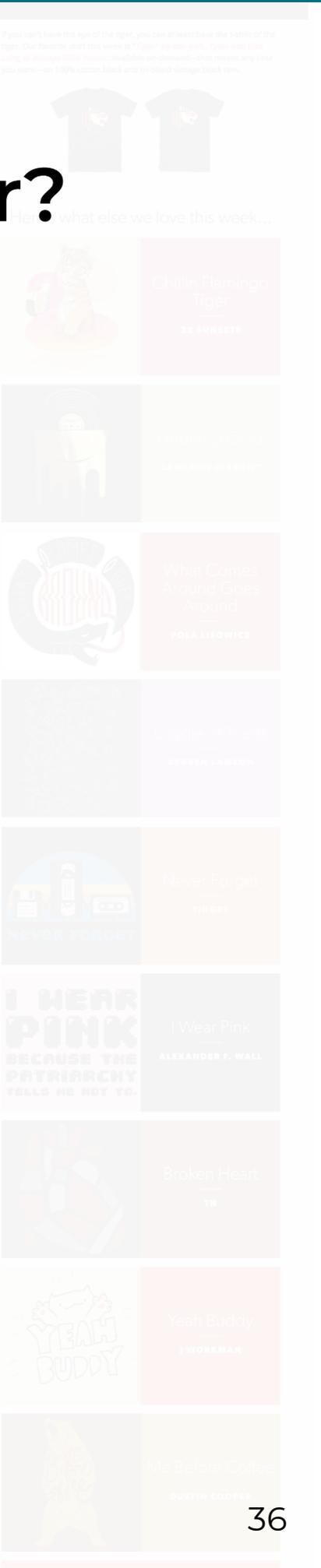
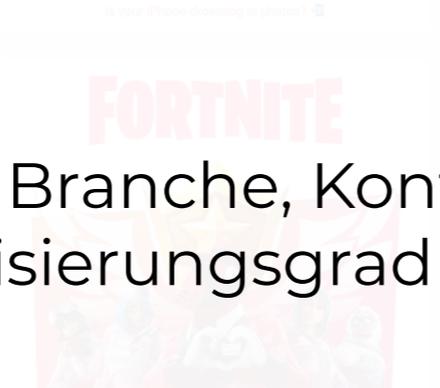
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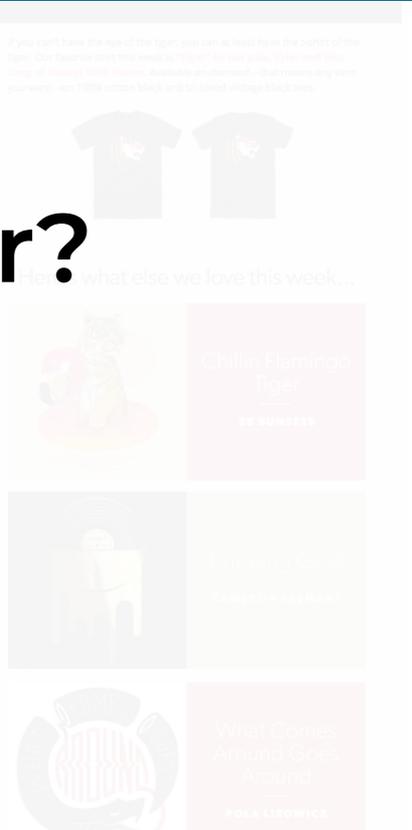
Customer Re-Engagement
Reach Records' first purchase automation they send out every 120 days with a free or 10% discount code. If another 120 days goes by with no purchase, a second email letting the customer "see how you," along with a code for 10% off.



Our marketing campaigns are extremely effective in converting readers," Kate says. "Social media is exciting and really helps with awareness, but when we're converting customers from awareness to purchase, we found email marketing with Mailchimp to be one of the most effective and the most consistent."



Wie mache ich meine Newsletter besser?



3. Relevanz

Personalisierung - Klasse statt Masse!!!

When we have an album release or a merch release, it's great to set up an email campaign," Kalle says. "But to have automations that are running it through a really key to continuing to promote the new line of music that we've released without having to constantly create a new idea for a particular product."

From there, the Reach Marketing and digital teams worked together to build out a revamped automation plan for the remainder of the year, and what.

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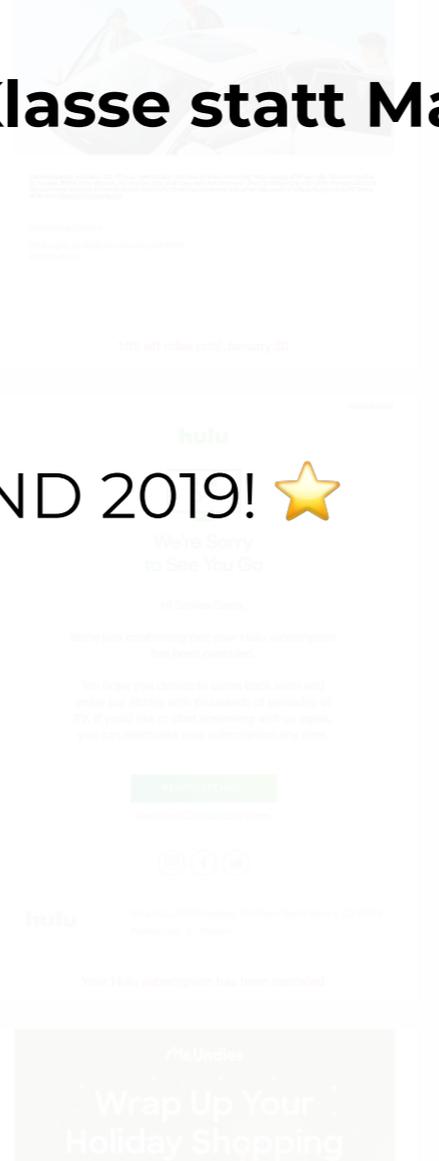
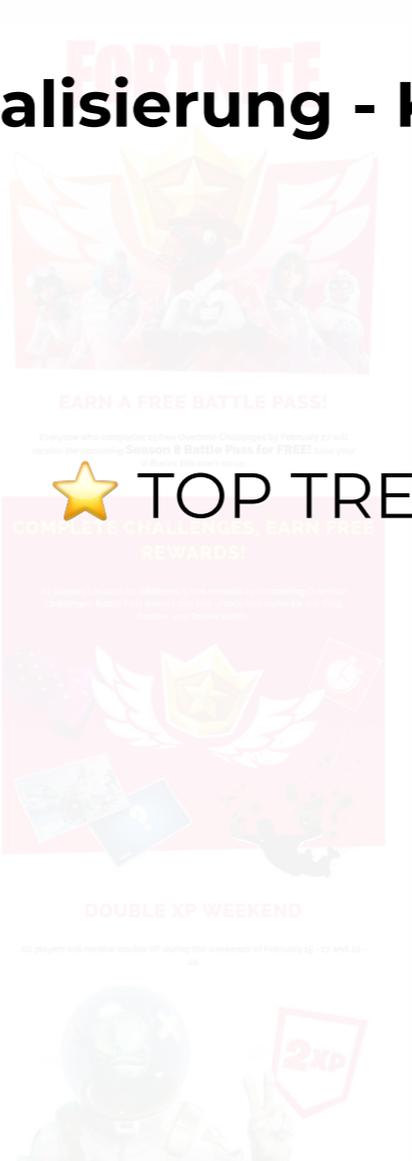
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ironshark
digital agency

Our marketing campaigns are extremely effective in converting website visitors into customers. These results are exciting and many have led to partnerships, but when we're converting customers from awareness to purchase, we found email marketing to be one of the most effective ways to do so.



Wie mache ich meine Newsletter besser?

4. UX Design

Unterschiedliche Anforderungen der E-Mail Clients!!

Weniger lenkt Aufmerksamkeit besser!

Hochauflösende und relevante Bilder verwenden (nicht größer als 200kb)

Micro Interaction Design entwickeln

Eindeutige CTA's

★ TOP TREND 2019! ★

Small snippets from our recent experiments with readers about automation in newsletters, and what readers like better to receive as part of their newsletter. The most common being product and distribution. Also, their favorite feature in 2019, Search Results. Provided by Clarity writing reader Lucas and CEO Ben Shriver, has survived by adapting to these changes. For the editor of Whimsy in Stone, Lucas and Ben looked us out to chat about how the team's marketing and digital teams are using a few automation recipes to continue growing and communicating with their fans.

"It's great to set up an email campaign, but having automation really key."



For Kate and Marcus, getting readers to customer behaviors was a given. "Learning the skin through and over time got us thinking of how we can deliver content that is compelling to keep a consistent experience for those who are getting our emails," Marcus says.

From there, the Search Marketing and digital teams worked together to build out a new email automation plan for the newsletter list to the table, and more.

"When we have an album release or a merch release, it's great to set up an email campaign," Kate says. "But to have automation that we manage it through is really key to continue to grow our fan base and to have relevant content without having to be too much of a spammer."

An Automation Strategy That Works



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Research Reports has a 3-email abandoned cart automation. An hour after leaving the site, customers get a friendly reminder. One day later, they'll receive another reminder with a 10% discount that's good for 48 hours.



First-Time Customer
Once customers make their first purchase, they receive an email letting them know their search is on the way. Within the next 7 days, Research Reports will send a welcome note for free shipping on their next purchase.



Customer Re-Engagement
Research Reports' first purchase automation they send out every 120 days with a free shipping offer. If another 120 days pass by with no purchase, a second email letting the customer "see how you," along with a code for 10% off.

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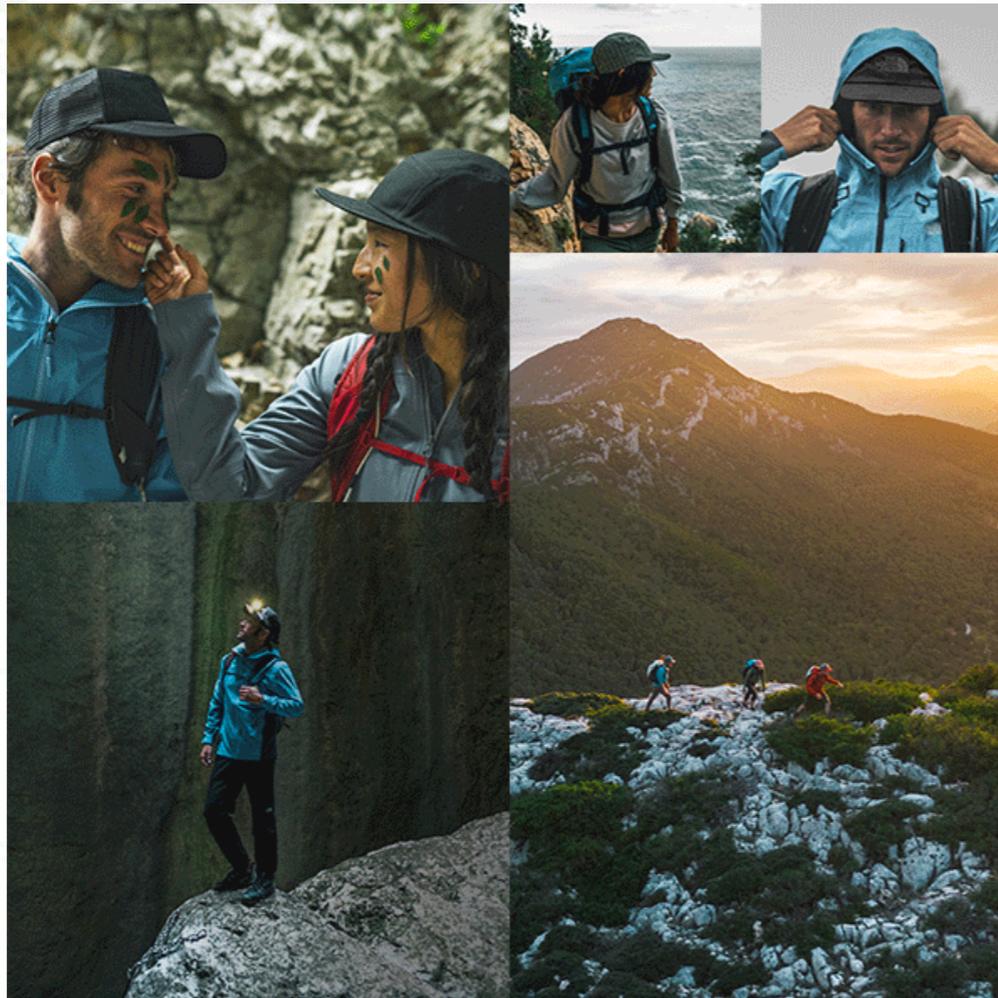
Our team is working on creating a more engaging and compelling newsletter. "These emails are exciting and really help with our brand, but when we're competing customers their attention to purchase, we found that speaking with Millennials to be one of the most effective ways to get the most out of our newsletter."



Wie mache ich meine Newsletter besser?

4. UX Design

GIF Animationen



Wie mache ich meine Newsletter besser?

4. UX Design

CTA Animation

MEHR ERFAHREN

KAUFEN

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From here, the Reach Marketing and digital teams worked together to build out a revamped automation plan for the merchandise line to the label, and advice.



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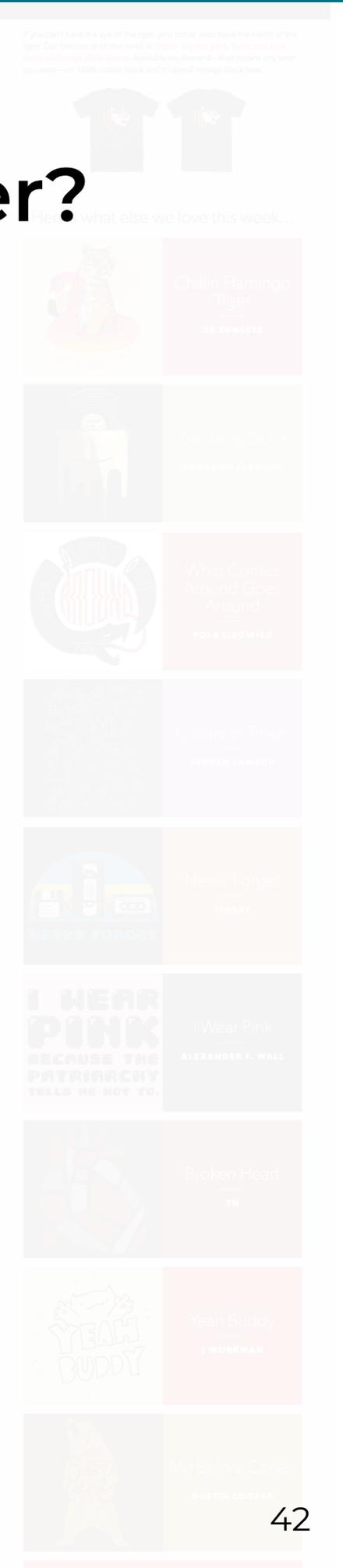
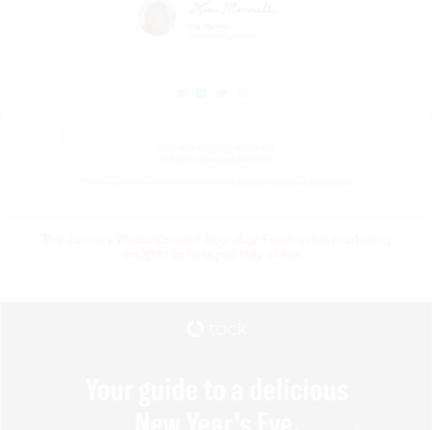
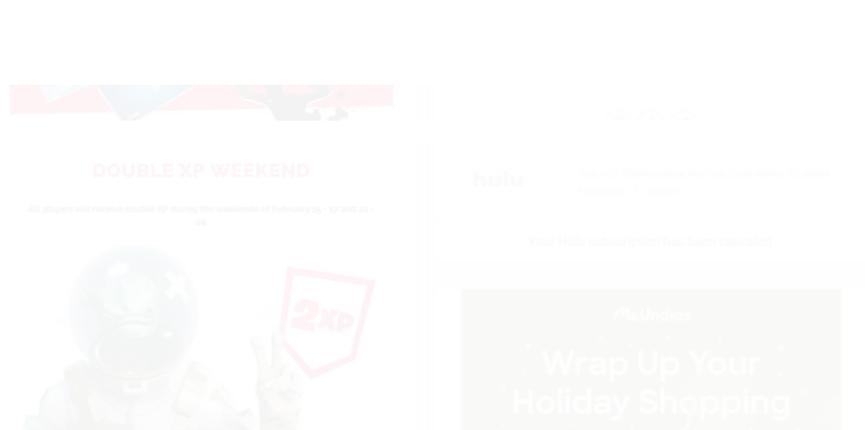
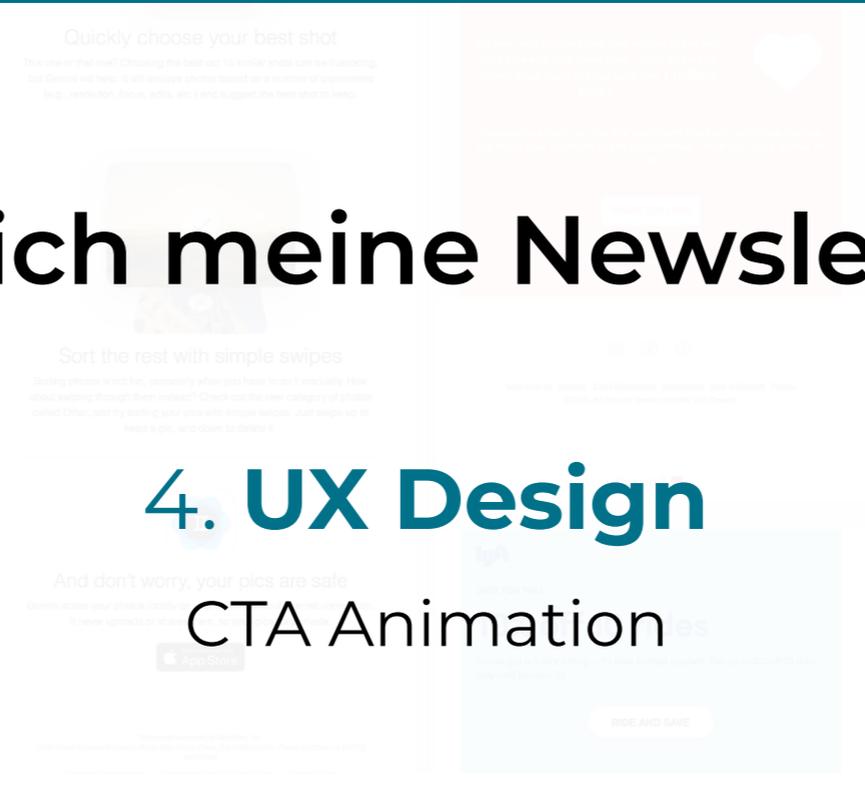
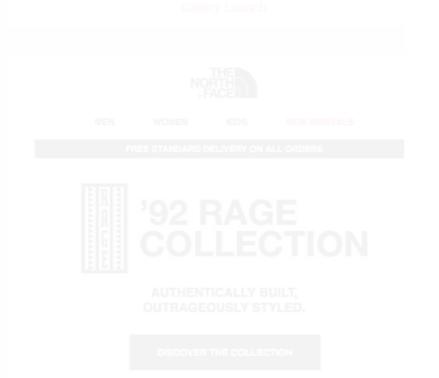
Abandoned Cart
Reach Records has a 3-email abandoned cart automation. An hour after leaving the site, customers get a friendly reminder. One day later, they'll receive another reminder with a 10% discount that's good for 48 hours.

First-Time Customer
Once customers make their first purchase, they receive an email letting them know their merch is on the way. Within the next 7 days, Reach also sends out a promo code for free shipping on their next purchase.

Customer Re-Engagement
Reach Records' first purchase automation they send out every 120 days with a free shipping code. If another 120 days goes by with no purchase, a second email letting the customer "see how you," along with a code for 10% off.



Our marketing campaigns are always driven by compelling content," Kalle says. "Social media is exciting and really helps with awareness, but when we're converting customers from awareness to purchase, we found email marketing with Mailchimp to be one of the most effective ways to reach our audience."



Wie mache ich meine Newsletter besser?

4. UX Design

CTA Animation

MEHR ERFAHREN

```
.pulse-button2 {  
  position: relative;  
  
  border: none;  
  box-shadow: 0 0 0 0 rgba(13, 49, 76, 0.7);  
  
  background-size: cover;  
  background-repeat: no-repeat;  
  cursor: pointer;  
  -webkit-animation: pulse 1.8s infinite cubic-bezier(0.66, 0, 0, 1);  
  -moz-animation: pulse 1.8s infinite cubic-bezier(0.66, 0, 0, 1);  
  -ms-animation: pulse 1.8s infinite cubic-bezier(0.66, 0, 0, 1);  
  animation: pulse 1.8s infinite cubic-bezier(0.66, 0, 0, 1);  
}  
.pulse-button2:hover  
{  
  -webkit-animation: none; -moz-animation: none; -ms-animation: none; animation: none;  
}  
@-webkit-keyframes pulse {to {box-shadow: 0 0 0 10px rgba(13, 49, 76, 0);}}  
@-moz-keyframes pulse {to {box-shadow: 0 0 0 10px rgba(13, 49, 76, 0);}}  
@-ms-keyframes pulse {to {box-shadow: 0 0 0 10px rgba(13, 49, 76, 0);}}  
@keyframes pulse {to {box-shadow: 0 0 0 10px rgba(13, 49, 76, 0);}}
```

```
<!--[if mso]>  
  <v:roundrect xmlns:v="urn:schemas-microsoft-com:vml" xmlns:w="urn:schemas-microsoft-com:office:word" href="https://www.ironshark.de/?utm_term=button" style="height:65px;v-text-anchor:middle;width:340px;" arcsize="3%" strokecolor="#0D314C" fillcolor="#0D314C">  
    <w:anchorlock/>  
    <center style="color:#ffffff;font-family:Helvetica, Arial,sans-serif;font-size:18px;text-transform: uppercase;">MEHR ERFAHREN</center>  
  </v:roundrect>  
<![endif]-->  
<a class="pulse-button2" href="https://www.ironshark.de/?utm_term=button" style="border: solid 2px #00718a; background-color: #ffffff; padding: 20px 24px 18px 24px; -webkit-border-radius: 3px; border-radius: 3px; letter-spacing: 0.09em; text-transform: uppercase; font-size: 12pt; font-family: 'Montserrat', Arial, sans-serif; font-weight: 400; color: #00718a; text-decoration: none; display: inline-block; line-height: 18px !important; -webkit-text-size-adjust: none; mso-hide: all;" data-hs-link-id="1">MEHR ERFAHREN</a>
```



Wie mache ich meine Newsletter besser?

4. UX Design

Micro Interaction

Individuelle App Entwicklung

Hybrid, Native, Web
Wir bauen alles für Dich

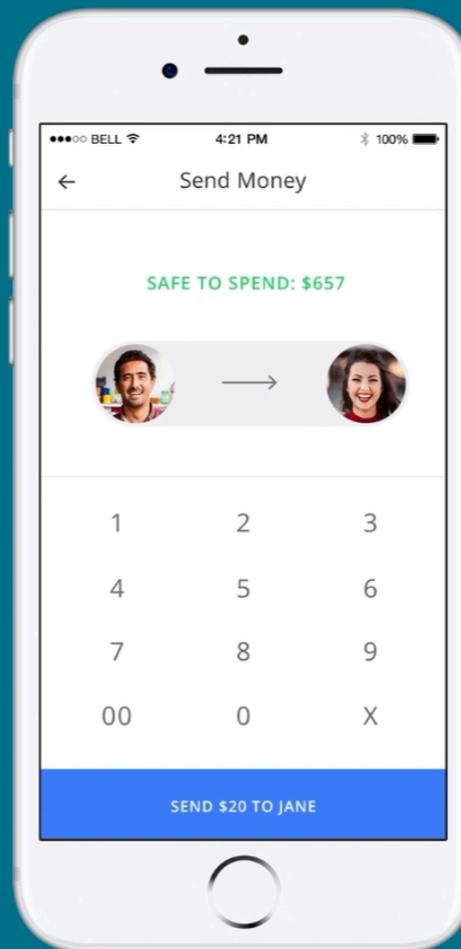
Individuell
Maßgeschneidert für Dich

Multi Platform Apps
Komme was wolle!

Perfekte Usability
Für Nutzer gemacht!

Kurzfristig Machbar
Zeitnah geht fast immer!

Support mit Herz
Wir löschen wenn's brennt!



When marketing teams implement experiments, such as creating custom newsletters determined by streams, and other branding, it's better to write-up just the content as the content being produced and distributed. Since the number of experiments in 2014, Search Analytics, provided by Google, winning award Lucas and CEO Ben Shalton, has survived by adapting to that content change. For the editor of Yahoo in 2014, Lucas and Ben looked us out to find out how the team's marketing and digital teams are using a few automation recipes to continue growing and communicating with their fans.

"Back when MySpace was still hot," Ben says, he and Lucas had every role for Search Analytics, and actually had no idea what they were doing in terms of email marketing.

"It's great to set up an email campaign, but having automations really key."

"The goal with our emails when we first did it," he says, "We didn't know the process behind open rates and what to target, and how to use keywords, and how to do headlines. It was all just shooting from the hip at first."

"That's where Marcus Holinger and Kate Albright come in. Both started as interns at Search. Now, Marcus is Vice President of Marketing and Kate is the Vice President of the team's digital department. They started by using automation's capacity to learn more about their digital and a consistent audience.

For Kate and Marcus, getting members to customer behaviors was a game-changer. "Learning the click-through and open rates got us thinking of how we can deliver content that is compelling to keep a consistent experience for folks who are getting our emails," Marcus says.

From there, the Search Marketing and digital teams worked together to build out a new email automation plan for the members list to the label, and advice.

"When we have an album release or a merch release, it's great to set up an initial email campaign," Kate says. "But to have automations that are running through a really key to continuing to provide the new fan of music that we've released without having to constantly create it new a letter for a particular product."

An Automation Strategy That Works

Welcome New Customers
One hour after getting into the mailing list, customers receive a welcome email. Twenty-four hours after that has come gone out, the team offers a 20% discount off a first purchase.

Abandoned Cart
Search Analytics has a 3-email abandonment rate automation. An hour after leaving the site, customers get a friendly reminder. One day later, they'll receive another reminder with a 10% discount that's good for 48 hours.

First-Time Customer
Once customers make their first purchase, they receive an email letting them know their music is on the way. Within the next 7 days, Search also sends out a welcome note for free shipping on their next purchase.

Customer Re-Engagement
Search Analytics' first purchase automation they send out every 120 days with a free shipping offer. At another 120 days gone by with no purchase, a second email is sent to the customer "we miss you," along with a code for 10% off.

ironshark digital agency

If you can't leave the size of the logo, you can at least have the color of the logo. Our favorite one this week is "I Hear Pink" by Alexander F. Wall. It's a great one for the color of the logo. It's a great one for the color of the logo. It's a great one for the color of the logo.

What else we love this week...

Oh, I Hear Pink
I Hear Pink
ALEXANDER F. WALL

Never Forget
NEVER FORGET
TIMMY

I Hear Pink
I Hear Pink
ALEXANDER F. WALL

Broken Heart
BROKEN HEART
TH

Yeah Buddy
YEAH BUDDY
J WORKMAN

Me Before Coffee
ME BEFORE COFFEE
MARTIN COOPER

Wie mache ich meine Newsletter besser?

4. UX Design

Micro Interaction

```
.bouncing {  
  animation: bounce 2.5s infinite alternate;  
  -webkit-animation: bounce 2.5s infinite alternate;  
}  
@keyframes bounce {  
  from {  
    transform: translateY(0px);  
  }  
  to {  
    transform: translateY(-15px);  
  }  
}  
@-webkit-keyframes bounce {  
  from {  
    transform: translateY(0px);  
  }  
  to {  
    transform: translateY(-15px);  
  }  
}
```

Wie mache ich meine Newsletter besser?

4. UX Design

And don't worry, your pics are safe
Bilder als Übergänge nutzen



ARCHITEKTUR AUS MEISTERHAND

Unsere Architektur steht für stilvolle Entwürfe, stilvolle Details, höchste Qualität und individuellste Komfortlösungen. Gerne arbeiten wir auch kreativ mit Ihrem Architekten zusammen. Entdecken Sie unsere Baustile und finden oder entwickeln Sie Ihr eigenes Traumhaus mit uns.

When technology has advanced exponentially, our customers' needs are also determined by streams, and their loyalty - for better or worse - is just as fluid as the market content being produced and distributed. Since their humble beginning in 2004, Search Analytics, founded by Grammy-winning rapper Logic and CEO Ben Shriver, has survived by adapting to these constant changes. For the editor of *Wired* in Steve Lacer and Ben looked us out to chat about how the label's marketing and digital teams are using a few automation recipes to continue growing and communicating with their fans.

"Back when MySpace was still hot," Ben says, he and Lacer filed every note for Search Analytics, and admittedly had no idea what they were doing in terms of email marketing.

"It's great to set up an email campaign, but having automations is really key."

"We just went out on our own when we felt like it," he says. "We didn't know the process behind open rates and what to target, and how to use keywords, and how to do headlines. It was all just shooting from the hip at first."

That's where Marcus Holinger and Kate Albright came in. Both started as interns at Search. Now, Marcus is Vice President of Marketing and Kate is the president of the label's digital department. They started by using automation's capacity to learn more about their digital and a consistent audience.

For Kate and Marcus, getting numbers to customer behaviors was a game-changer. "Learning the click-through and open rates got us thinking of how we can deliver content that is compelling to keep a consistent experience for fans who are getting our emails," Marcus says.

From there, the Search Marketing and digital teams worked together to build out a revamped automation plan for the newsletter list to the label, and which.

"When we have an album release or a merch release, it's great to set up an initial email campaign," Kate says. "But to have automations that are running through a really easy way to continue to promote the new line of music that we've released without having to constantly create a new release for a particular product."

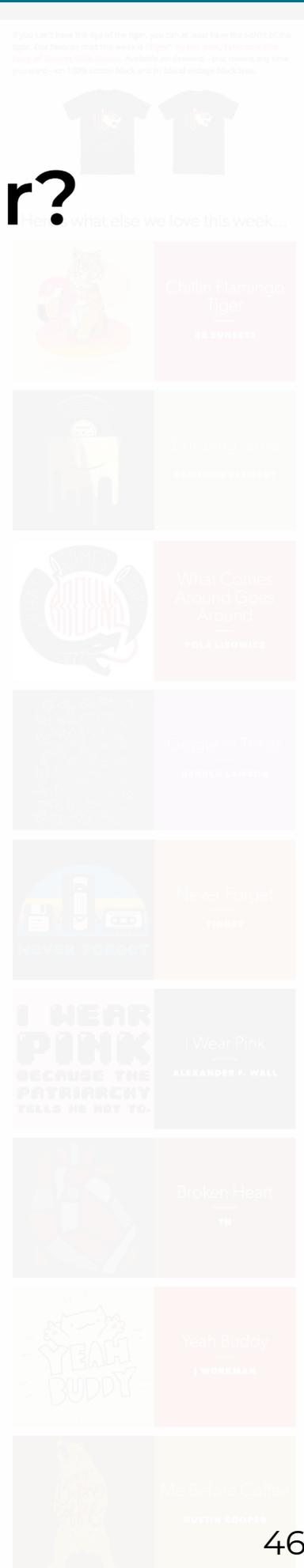
An Automation Strategy That Works

Welcome New Customers
One hour after getting into the mailing list, customers receive a welcome email. Twenty-four hours after that first email goes out, the team offers a 20% discount off a first purchase.

Abandoned Cart
Search Records has a 3-email abandoned cart automation. An hour after leaving the site, customers get a friendly reminder. One day later, they'll receive another message with a 10% discount that's good for 48 hours.

First-Time Customer
Once customers make their first purchase, they receive an email letting them know their music is on the way. Within the next 7 days, Search also sends out a promo code for free shipping on their next purchase.

Customer Re-Engagement
Fans who don't purchase automatically get sent out every 120 days with a free and free code. If another 120 days goes by with no purchase, a second email letting the customer "see how you," along with a code for 10% off.



Wie mache ich meine Newsletter besser?

4. UX Design

Testen, Testen, Testen

Client Kompatibilität
Mobilfreundlichkeit
Funktionieren alle Links?

Newsletter nicht ausschließlich aus Bildelementen zusammensetzen

Small business have limited budgets, but for them, email remains a dominant marketing channel, and email marketing is the best way to grow. In fact, the most common reason for email marketing success is the quality of the content being produced and distributed. Since their humble beginning in 2004, Searchmetrics, founded by Grammy-winning rapper Logic and CEO Ben Shalton, has survived by adapting to the constant change. For the editor of *Wired* in 2006, Logic and Ben looked us out to chat about how the label's marketing and digital teams are using a few automation recipes to continue growing and communicating with their fans.

"Back when MySpace was still hot," Ben says, he and Logic filed every role for Searchmetrics, and admittedly had no idea what they were doing in terms of email marketing.

"It's great to set up an email campaign, but having automations is really key."



For Logic and Marcus, getting numbers to customer behaviors was a game-changer. "Learning the click through and open rates got us thinking of how we can deliver content that is compelling to keep a consistent experience for fans who are getting our emails," Marcus says.

From here, the Search Marketing and digital teams worked together to build out a revamped automation plan for the newsletter list to the label, and what.

"When we have an album release or a merch release, it's great to set up an email campaign," Logic says. "But to have automations that are running it through is really key to continuing to promote the new line of music that we've released without having to constantly create a new email for a particular product."

An Automation Strategy That Works



Welcome New Customers
One hour after getting into the mailing list, customers receive a welcome email. Twenty-four hours after that has come gone out, the team offers a 20% discount off a first purchase.



Abandoned Cart
Searchmetrics has a 3-email series for abandoned carts. After leaving the site, customers get a 5-minute reminder email, a 24-hour reminder email, and a 72-hour reminder email with a 10% discount that's good for 48 hours.



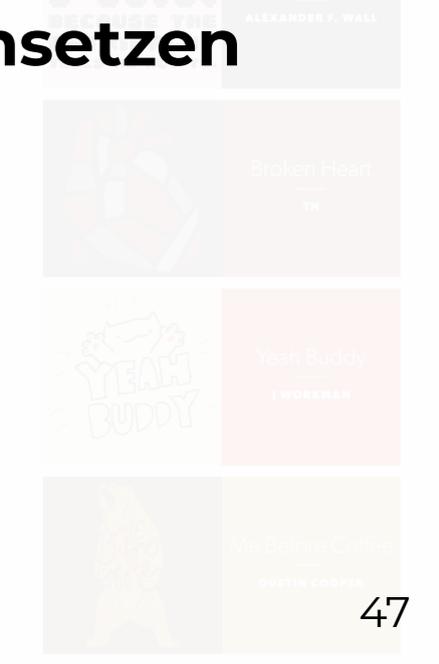
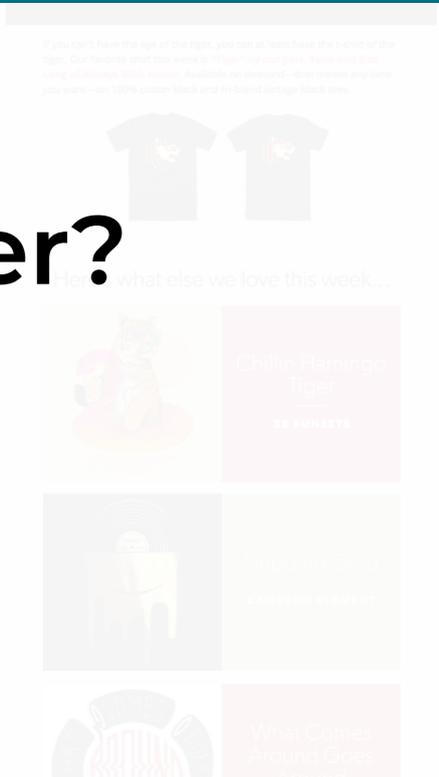
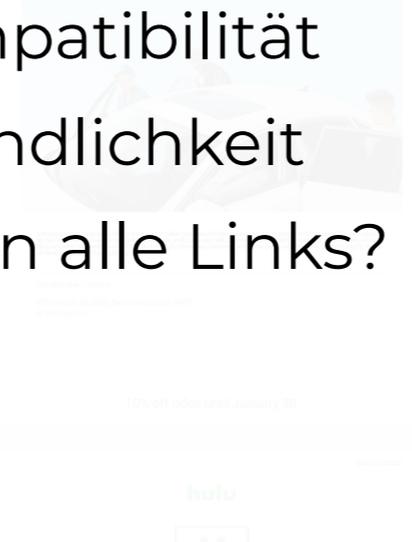
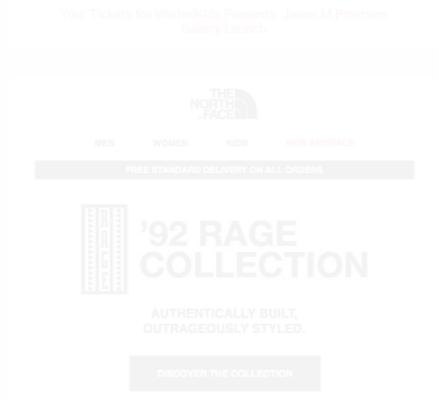
First-Time Customer
Once customers make their first purchase, they receive an email letting them know their search is on the way. Within the next 7 days, Search also sends out a bonus code for free shipping on their next purchase.



Customer Re-Engagement
Recipients that purchase automation they send out every 120 days with a free or low cost item. If another 120 days goes by with no purchase, a second email is sent during the customer "low time you," along with a code for 10% off.



Our marketing campaigns are extremely creative & compelling, and we're always looking for ways to improve our content and messaging. We have a team of experts who can help you with your marketing strategy and execution.



When MySpace was still hot? Ben says, he and Laciee filed every role for Reach Records, and already had no idea what they were doing in terms of email marketing.

"It's great to set up an email campaign, but to have automations is really key."

"We just sent out emails when we felt like it," he says. "We didn't know the science behind open rates and what to target, and how to use keywords, and how to do headlines. It was all just shooting from the hip at first."

That's where Marcus Holinger and Katie Alberts come in. Both started as interns at Reach. Now, Marcus is Vice President of Marketing and Katie is the Vice President of the label's digital department. They started by using Mailchimp's support to learn more about their digital and a content marketing strategy.



For Katie and Marcus, getting nowhere to customer behaviors was a game-changer. "Learning the click through and open rates got us thinking of how we can deliver content that is compelling to keep a consistent experience for fans who are getting our emails," Marcus says.

From there, the Reach Marketing and digital teams worked together to build out a revamped automation plan for the remainder of the label, and what's next.

"When we have an album release or a merch release, it's great to set up an email campaign," Katie says. "But to have automations that are running it through is really key to continuing to promote the new line of music that we've released without having to constantly create a new idea for a particular product."

An Automation Strategy That Works

Welcome New Customers
One hour after getting into the mailing list, customers receive a welcome email. Twenty-four hours after that, fans receive a 20% discount on their first purchase.

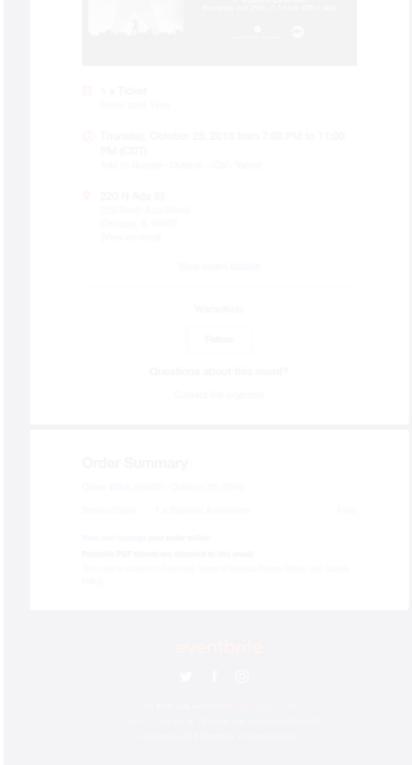
Abandoned Cart
Reach Records has a 3-email abandoned cart automation. An hour after leaving the site, customers get a friendly reminder. One day later, they'll receive another reminder with a 10% discount that's good for 48 hours.

First-Time Customer
Once customers make their first purchase, they receive an email letting them know their merch is on the way. Within the next 7 days, Reach also sends out a promo code for free shipping on their next purchase.

Customer Re-Engagement
Reach Records' first purchase automation they send out every 120 days with a free shipping code. If another 120 days goes by with no purchase, a second email letting the customer "see how you," along with a code for 10% off.



Our marketing campaigns are always driven by compelling content. Katie says, "Social media is exciting and really helps with awareness, but when you're converting customers from awareness to purchase, we found email marketing with Mailchimp to be one of the most effective ways to get the most out of our budget."



Quickly choose your best shot

The one or the other? Choosing the best out of 15 similar shots can be frustrating, but Getty will help. It will analyze photos based on a number of parameters (e.g., resolution, focus, white, etc.) and suggest the best shot to keep.



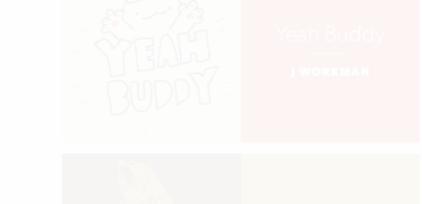
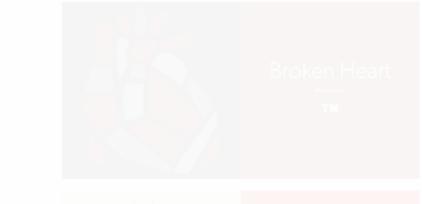
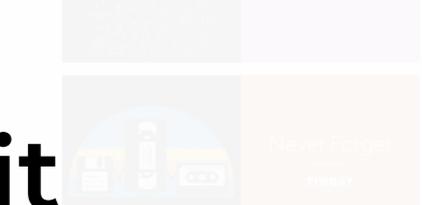
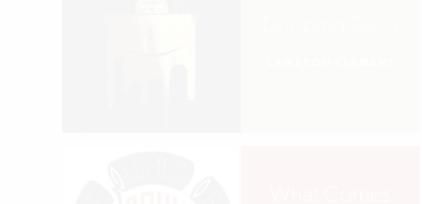
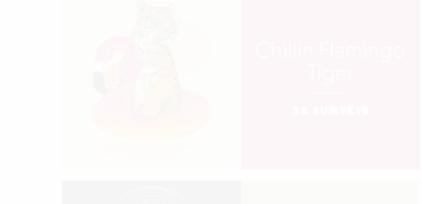
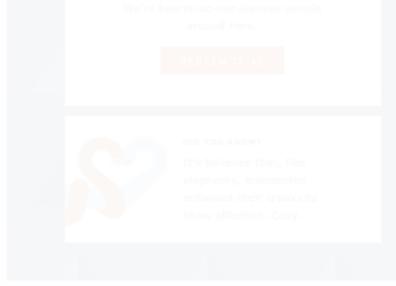
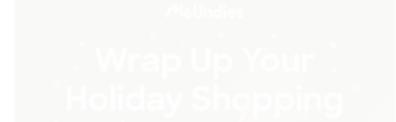
Sort the rest with simple swipes

Sorting photos is not fun, especially when you have to do it manually. How about swiping through them instead? Check out the new category of photos called Chex, and by swiping your pics with simple swipes, you can swipe up to keep a pic, and down to delete it.



And don't worry, your pics are safe

Don't waste your photo library on your phone without internet connection. It never uploads or shares them, so your pics stay private.



Fragen? Ideen? Zur Hölle mit E-Mail Marketing? Vielen Dank für die Aufmerksamkeit und noch viel Spaß auf der Contentixx

Verwendete Quellen

<https://www.absolit.de/studien/e-mail-marketing-benchmarks>

<https://www.newsletter2go.de/whitepaper/branchen-benchmark-2018/>

<https://de.statista.com/statistik/daten/studie/392576/umfrage/anzahl-der-versendeten-e-mails-in-deutschland-pro-jahr/>

<https://onlinemarketing.de/news/generation-z-setzt-vermehrtauf-die-praesentation-und-weniger-auf-die-qualitaet-eines-produkts>