



Email Marketing

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Prof. Tapas kr.
Mondal

DRIP **MARKETING**

EMAIL **CALL-TO-ACTION** **MEDIA** **MESSAGES**

CAMPAIGN **CUSTOMERS** **PRE-WRITTEN** **STRATEGY** **COMMUNICATION** **AUTORESPONDER** **SOCIAL** **SEND**

AUTOMATION **SALES**

In MUSCLENATION

YOUR FIRST E-BOOK HAS ARRIVED.

[View your E-Book](#)

Check out our full range of great tasting supplements designed to take your workout even further.

[SEE THE RANGE](#)

GET A CHANCE TO WIN

First name

Email

Gender Male Female

[JOIN MN](#)

Join Our Community

Sign up for Thermomix updates, simple tips, and creative cooking inspiration!

First Name

Email

[Join Now](#)

Thanks for signing up! It's pretty simple...

Hi {{ first_name }},

Let us tell you more about who we are. We are very dynamic, we are active on social media, and we love what we do.

[ARE YOU STILL YET TO PLACE AN ORDER?](#)

At Muscle Nation, it's important to us that you look and feel good, so please enjoy 25% off your first order.

USE CODE: **WELCOME25**

VALID FOR ONLY 7 DAYS

[SHOP NOW](#)

FOLLOW US!

WOMEN'S

MEN'S

SUPPLEMENTS

ACCESSORIES

ACTIVE TRUTH

escape to the
TROPICS

[TAKE ME THERE](#)

Beach vacation cancelled? No worries! Here's your home-delivered holiday vibes. Need a little extra motivation? New activewear always does the trick for us! Add some colour to your at-home routine with our limited edition Island Times collection.

SHOP BLOG RECIPES FAQ

WAS IT DROOL-WORTHY?

LEAN PROTEIN

00:00:24:45

YOU'RE ABOUT TO MISS OUT!

GIMME THAT PROTEIN

Hey {firstname|default: there},

order your special 10% coupon in 24 hours!

on muscle?

POPULAR AND TRENDING

Item Name - Color \$99.00 [Quick View >](#)

TAPERED JOGGER - BLACK \$99.00 [Quick View >](#)

Item Name - Color \$99.00 [Quick View >](#)

TAPERED JOGGER - BLACK \$99.00 [Quick View >](#)

[SHOP NOW](#)

thermomix

WELCOME TO THE FRESH START 28-DAY CHALLENGE

Thanks for joining!

You're in for a treat over the next 4 weeks. We've rounded up some of our absolute favourite fresh and delicious recipes.

You're about to experience all the incredible things you can do with your Thermomix!

[Download Your Meal Plan Here](#)

"While traveling I spent some time on an island called Phu Quoc in Vietnam. I became obsessed with taking photos of the giant tropical leaves and thought, the textures and shapes would lend themselves nicely to a fresh, beautiful tropical print."

- Our designer Georgia

[SHOP THE COLLECTION](#)

FOLLOW US IN SOCIAL MEDIA

@musclenation @MuscleNation

WATCH OUR LATEST VIDEO

We'd love to know

[LEAVE A REVIEW](#)

Hey {firstname|default: there},

We hope you've been drooling over [Product name](#)

Your opinion matters to us... Let us know how you like it and you'll receive x Macro Mix!

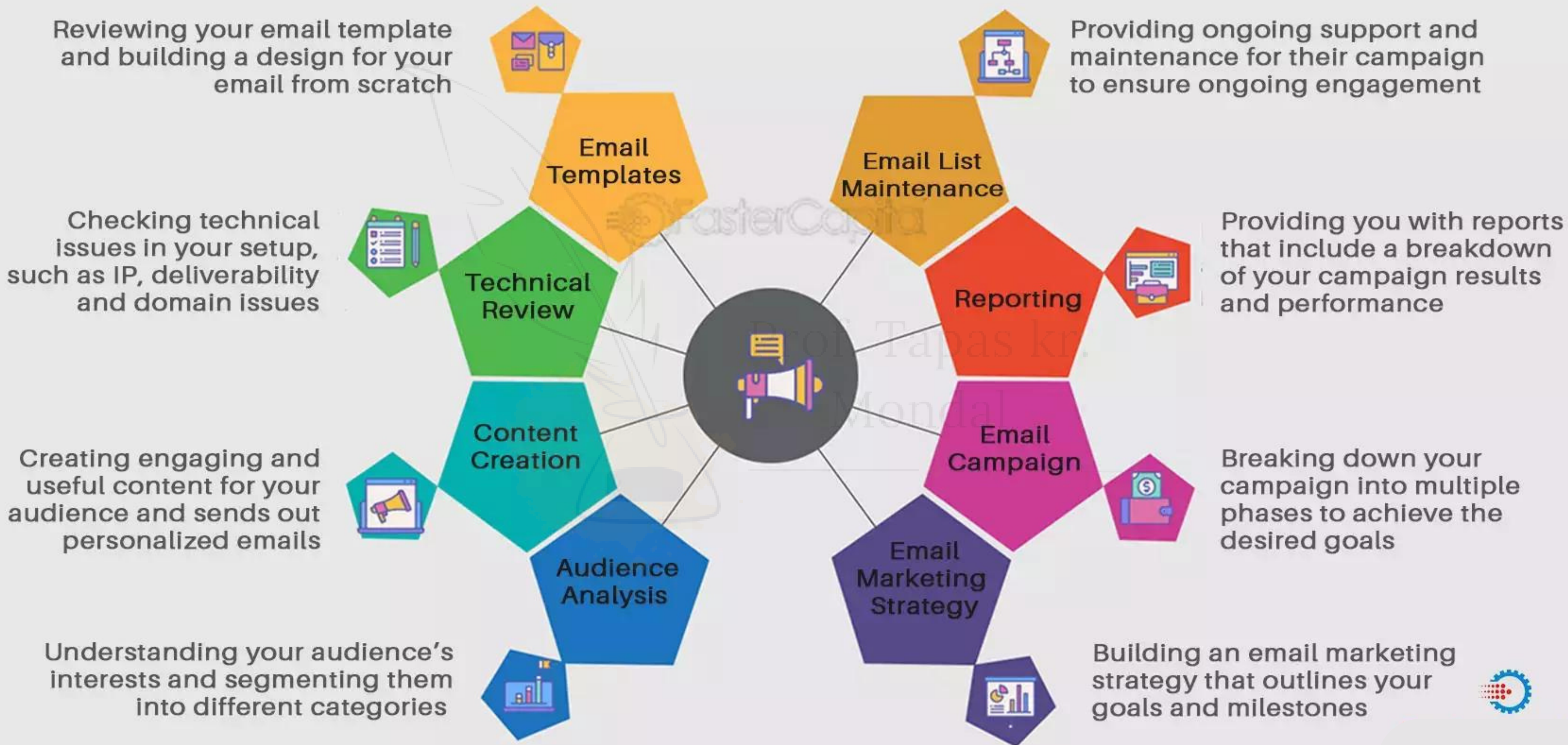
Yep, that's x points!

[REV](#)

SHOP THE COLLECTION

COLLECTION IS DESIGNED AND MADE

Business Email Marketing



healthyish

Recipes



Well, here we are. The turkey and cranberry sauce are behind us, and there are plenty of holiday parties (plus apps and punch bowls) on the horizon. In the meantime, we're gravitating towards food that's decidedly different: [bright salads](#), [warming broths](#), and plenty of [refreshing tonics](#). Because you can't live on holiday cookies from now until the new year, these are the recipes we're cooking this week.

What we're cooking this week:



Campaign Monitor

NEWSLETTER

How Does Your Email Marketing Stack Up?

Are you an email up and comer, an email pro, or are you a pure email legend? Take the quiz and see what your results say about your email marketing strategy. You might be surprised!

TAKE THE QUIZ



BLOG

3 Email Marketing Best Practices for B2C Marketers

Discover three best practices that top-performing email marketers use to achieve success.

CHECK IT OUT



SHIPT

THE Express Lane

AUGUST 2017







Meet our shopper appreciation mastermind

Our sense of hospitality and respect are more than just a nod to our roots as a Southern company. And when it comes to showing Shipt Shoppers some love, Christie P. shines. We've got 10 fun questions for Christie.

SEE HER ANSWERS

Mesajele care au stat în Spam mai mult de 30 de zile vor fi șterse automat. [Șterge toate mesajele spam acum](#)

Shopping deals	We have everything you need to save money - Save up to 80%! From restaurants, beauty to en...	13:08
Insurance Offe.	Life cover from as low as £7 a month, its a doddle - Get a Welcome Gift with your Life Insuranc...	12:35
Personal Injury Cla.	Have you been injured in an accident - We can help you with your claimWe can help you with y...	11:48
Investment opportun.	Invest with the best Scottish whisky producers - Discover an investment opportunity you'll lov...	09:39
Levi's Offers with .	Levi's is offering up to 50% Off - Enjoy up to 50% Off this Season SaleEnjoy up to 50% Off this ...	09:16
Newsletter Filarmon.	Filarmonica „George Enescu” îl aniversează pe maestrul Valentin Gheorghiu, la împlinirea vâr...	03:43
Report from Pixpa	Blogs get 20+ new features - Blogging on Pixpa gets super-charged See web version 20+ NEW ...	25 mar.
Insurance Monitored .	50% Off – Fastest Response Time in the UK - Stay Safe. - Verisure alarms and came...    	
Life Cover Compare	Compare Life Insurance Quotes Today - Get your personalised quote now!Get your personalise...	25 mar.
Personal Injury Claims	Injured in a accident? - Find out how much your claim is worthFind out how much your claim is...	25 mar.
Online Pharmacy	Let us take care of your NHS repeat prescriptions - Your NHS prescriptions delivered to your d...	24 mar.
Life Insurance for 50s	The financial protection you and your family deserve - Affordable and straightforward life insu...	24 mar.
Energy Best Deal	Switch your energy, sit back and wait for you Voucher! - We want to help you save moneyWe w...	24 mar.
Levi's in asociati.	Levi's is offering up to 50% Off - Enjoy up to 50% Off this Season SaleEnjoy up to 50% Off this ...	24 mar.
Investment	Find out how you can take advantage of this government initiative and benefits - Up to 30 % T...	24 mar.



Spam-Digest for Gmail allows you to receive the list of spams directly in your inbox.



License info

Your licence will expire soon. The service will stop in 3 days

Follow this link to renew your licence :

<https://spam-digest.com/store>



Your licence is valid

Expires : 2021-03-30 09:47:58

Number of users : 5

Used : 1

[TEST THE SPAM-DIGEST](#)



Settings

Email frequency

Hourly

Daily

Weekly

Disabled

Spambox

Mark spams as read

If unchecked, your Spam-Digest will contain all the unread previous spams.

Marketing Email

Compare email

Create email

Manage

Analyze

Health

Business unit: All business units + Campaign: All campaigns + Team: All teams + Email type: All emails +

Export chart

Date range: 12/31/2022 to 01/30/2023

How the % change is calculated

Recipient engagement

Date Range: From 12/31/2022 to 1/30/2023

Save report

SENT
1,485
59 Emails
▼ 65.89%

OPEN RATE
42.86%
59 Opened
▼ 1.02%

CLICK RATE
1.1%
1 Clicked

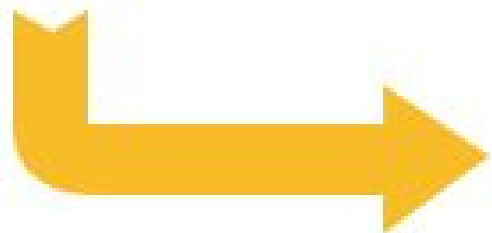
CLICK-THROUGH RATE
2.56%

REPLY RATE
0%
0 Replied

Delivery

Save report

Lead Nurturing



Educate



Inform



Engage



Convert

of. Tapas kr.
Mondal



OPEN?

YES



OPEN?

YES



OPEN?

YES

NO

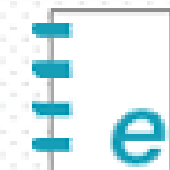


END OF DRIP

Remove unengaged prospects or add them to re-engagement campaigns to reach out later.

NO

NO



E-BOOK

Provide content for a deeper analysis of the product and its benefits.



VIDEO OVERVIEW

Provide lighter, more engaging content to keep prospects interested in your product.



PRODUCT DEMO

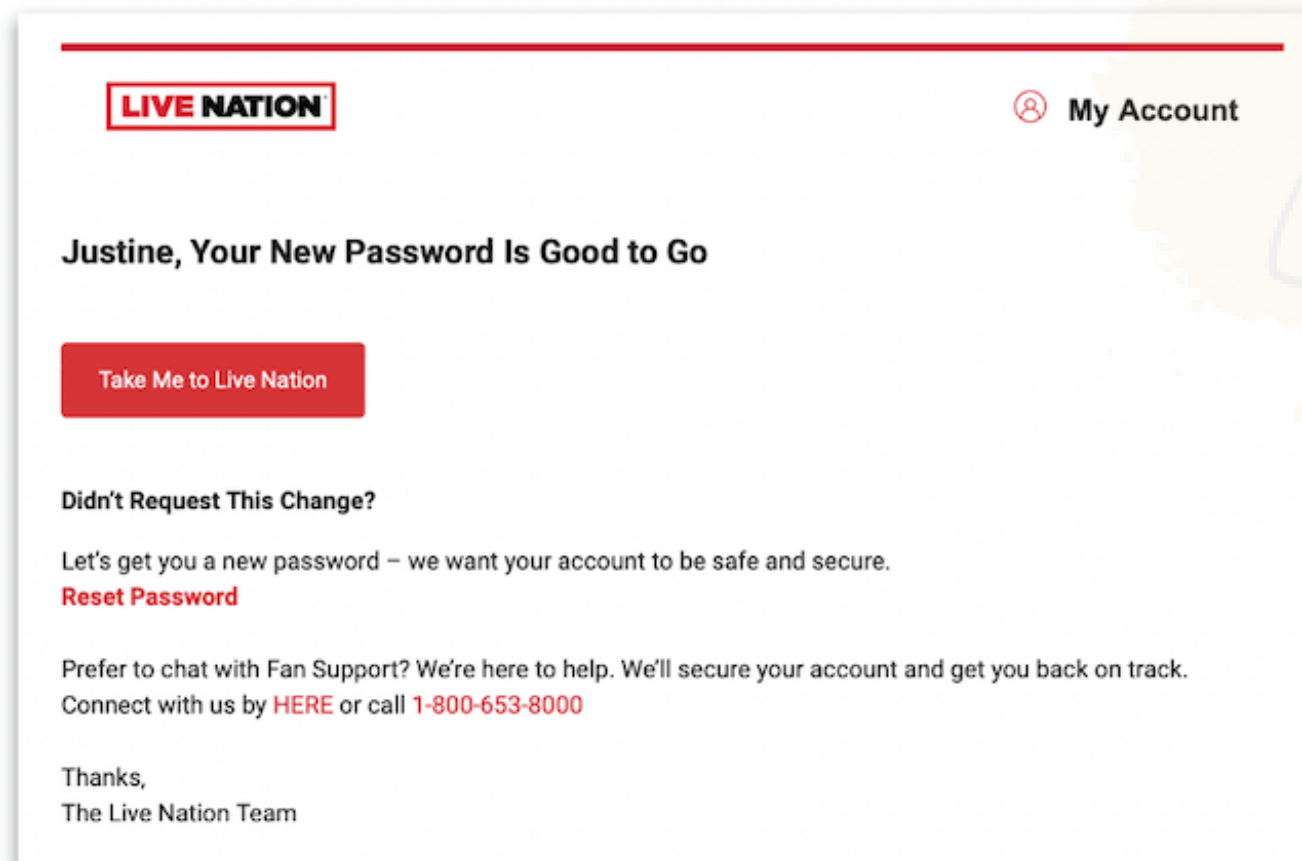
Once a prospect shows significant interest, you can schedule a personal call or meeting.



Transactional email

Transactional emails are messages that are sent **in response to an action a user takes on a website or application.**

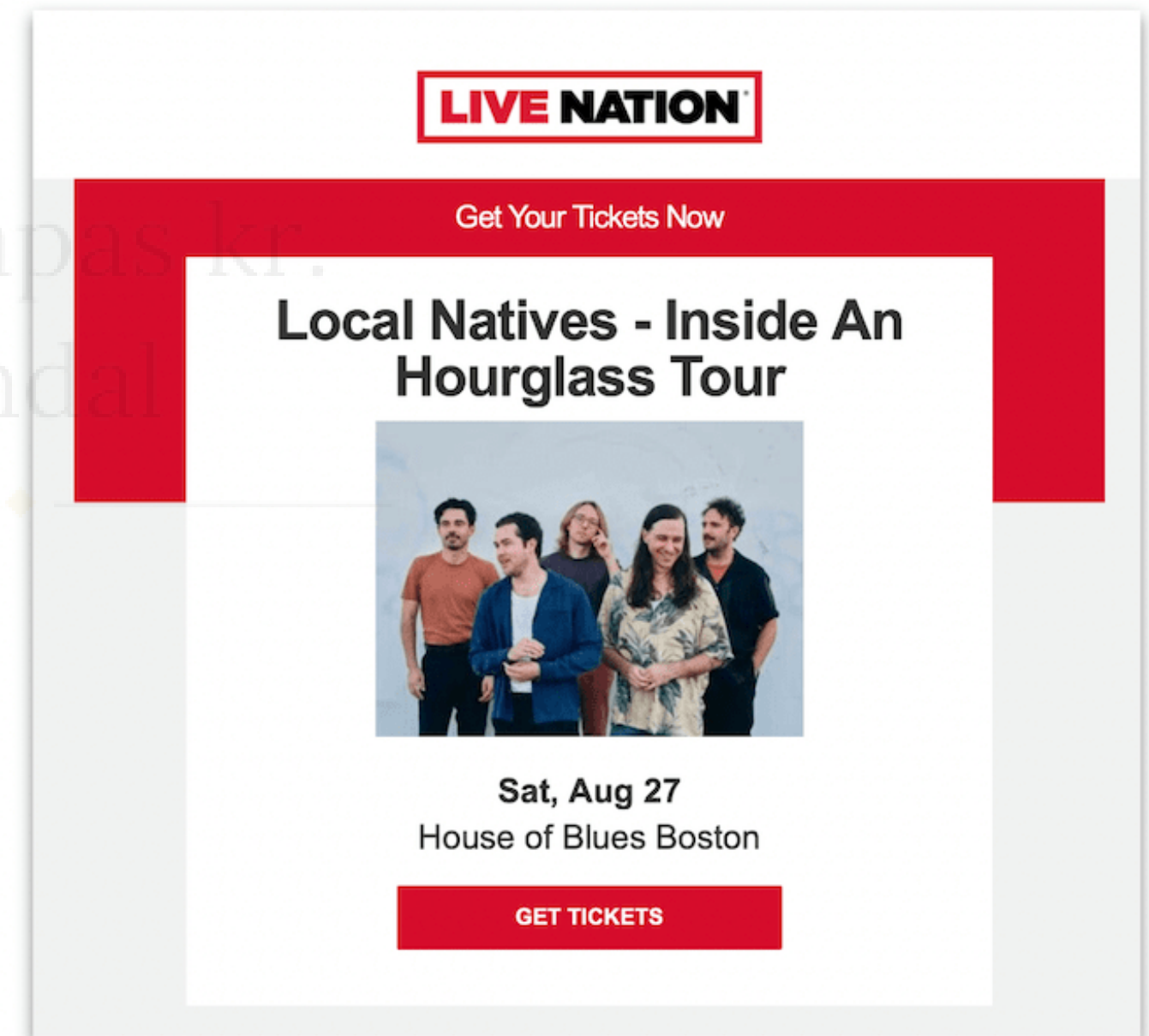
They contain data or content that is **specific to the user**, and are typically **sent to individuals one at a time.**



Marketing email

Also known as **promotional** or **bulk email.**

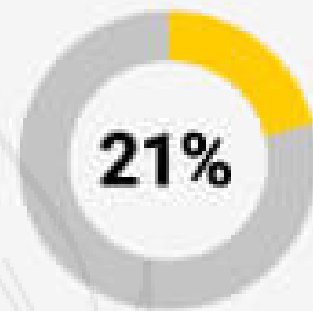
These messages distribute the **same content to many recipients simultaneously.**



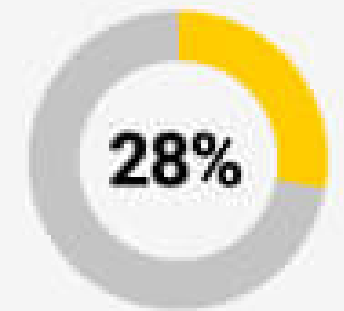
VS

EMAIL CAMPAIGN STATISTICS

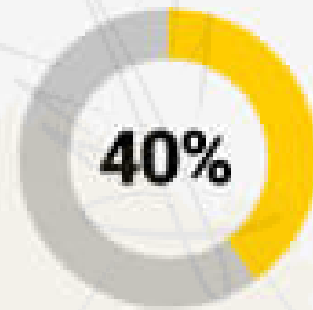
21% of emails are opened within the first **60 minutes** after being sent



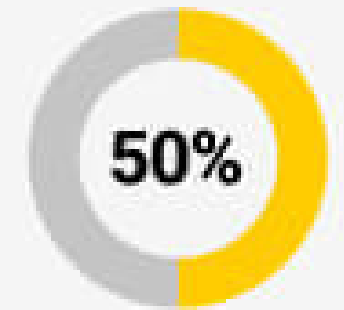
28% of subscribers prefer to receive promotional emails 2 or 3 times per week



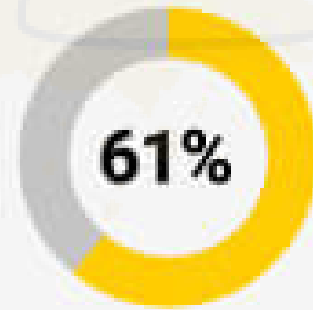
An average email campaign converts **40%** better than a Facebook or Twitter post



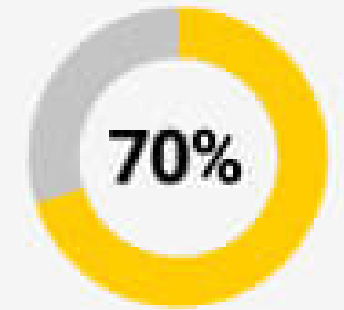
50% of marketers do not worry about finding the perfect timing for sending campaigns



61% of subscribers prefer to receive promotional emails once a week



According to **70%** of email marketers, email engagement has grown over the last year.



Advantages and Disadvantages of Email



- It's Free
- Easy to Use
- Global
- Info at your Fingertips
- Send Reminders to yourself

- Impersonal
- Malicious Use
- Information Overload
- Time-Consuming
- Insecure

Thank You



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