



# EMAIL MARKETING FOR YOUR BUSINESS

The Basics

**PART 1**



SEO + WEB DESIGN + TRAINING  
**MULTICULTURAL SOLUTIONS**

In a world where consumers are constantly on the move, there's a place where they stand still - their inboxes.

# UNDERSTAND EMAIL MARKETING



Email marketing seems to be persona non grata among some small business, religious organizations and startups, yet according to Quicksprout.com, "No other distribution channel drives engagement and builds customer relationships like email marketing. Email campaigns deliver a higher ROI than every other type of marketing category. Set up your emails properly, and it can be extremely lucrative".

So where does a business start? Start by exploring what your primary goal is, and the types of emails that businesses send.

Here is a chart to help you determine what email type you need and how it's used in a marketing strategy:

## PRIMARY GOAL BY EMAIL TYPE

	CUSTOMER SERVICE	BRAND AWARENESS	LEAD GENERATION	RETENTION & LOYALTY	ENGAGEMENT & NURTURING	SALES & UPSALES
TRANSACTIONAL	✓	✓	✓	✓	✓	✓
PROMOTIONAL		✓	✓	✓	✓	✓
RELATIONAL			✓	✓	✓	✓

"Content builds relationships.  
Relationships build on trust. Trust drives  
revenue." - Andrew Davis







# CHOOSE AN EMAIL MARKETING PROVIDER





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Quality over  
quantity –  
Emails may best  
cost-efficient  
but it's no  
excuse to not  
produce quality  
content to give  
to a targeted  
audience." -  
Benjamin Murray





## PROMOTIONAL EMAILS

-  Provides your leads or customers with an offer.
-  Offer can be free downloadable content, whitepaper, trial offers, coupons or announcements.
-  Most common form of email.
-  They provide value and set-up customer for purchase.

## TRANSACTIONAL EMAILS

-  Transactional emails are sent when a customer responds to a trigger from your business.
-  Triggers include order confirmations, receipts, coupon codes or account creations.
-  The goal of these email is to re-engage the customer and familiarize them with your brand.
-  Transactional emails have the highest open rate and as such, be sure to deliver as promised.

## RELATIONAL EMAILS

-  Relational emails seek to build relationships with your customers.
-  There are many ways to do this, including offering free content and information.
-  They don't sell, but provide value upfront, much like the email you got from MCS or this guide.
-  Offer high quality content to create deeper and meaningful relationships with your customers or leads.

# CHOOSE AN EMAIL MARKETING PROVIDER



## GET A PROVIDER THAT SUITS YOUR NEEDS

Not all email providers are created the same. each provider has a core competencies different from the competition. To determine the best provider for your business needs, figure out what your email strategy is. Here are the 10 most popular email providers and their competencies according to PC Mag, a leading independent reviewer.

### HUBSPOT - BEST FOR SCALE ABILITY AND AUTOMATION

Best if you need a provider that will solve your marketing challenges with one tool. With HubSpot, comes a powerful CRM and marketing and sales solution that will leave you satisfied. It's what we use at Multicultural Solutions!

\$50/MNTH +

### CONSTANT CONTACT - BEST FOR SMALL LISTSERVS

For full disclosure - Multicultural Solutions is a Constant Contact Partner. In 2019, Constant Contact introduced a sleuth of capabilities to match trends within the the industry. With Constant Contact, one can integrate social media channels, advertising campaigns and even build quick and easy websites.

\$20/MNTH +

### ZOHO CAMPAIGNS - BEST IF YOU ARE ALREADY USING ZOHO PRODUCTS

If you are already using Zoho as a CRM, you need look no further for an e-marketing provider. Zoho campaigns and CRM are fast gaining popularity because of its powerful and well designed integrations with Zoho CRM. It also features an excellent reports feature.

\$6/250 ADDRESSES +

*Speak to us in you are considering implementing a CRM solution or trying to determine if you need one.*

"Good  
Marketing  
makes the  
company  
look smart.  
Great  
Marketing  
makes the  
customer  
feel smart."  
- Joe

# CHOOSE AN EMAIL MARKETING PROVIDER



"Average conversion rates are meaningless. Switzerland on average is flat." - Chris Goward

## CAMPAIGNER - APP BASED

With super advanced email capabilities like workflow triggers and integration with enterprise solutions like Magento, Campaigner does most of the work for you. It comes at a steep price though and requires a credit card for sign-up. If you have a lot of inventory to push, it's worth it just to use geolocation to send hyperlocal campaigns.

\$20/MNTH +

## SALESFORCE PARDOT - BEST FOR LARGE BUSINESSES AND SALESFORCE USERS

For that day when your business reaches the tipping point. At \$1250/month, this is a steep price for small and medium sized businesses but worth knowing what it brings to the table. Pardot "list-building features, lead-scoring packages, contact tags, campaign rules, and a host of other automation capabilities". The analytics and integration modules make Pardot well worth it if you can afford it.

\$1250/MNTH +

## SEND IN BLUE - BEST FOR MARKETING AUTOMATION

PC Magazine reports that Send in Blue is an "easy to learn interface that covers not just email marketing but also has support for newsletters, some automation, and basic customer relationship management (CRM) functionality. Already an outstanding value for businesses requiring email marketing plus SMS functionality

\$25/MNTH +

## CAMPAIGN MONITOR - BEST FOR STARTUPS AND NEW BUSINESSES

Featuring various tools that can track the customer journey and automate marketing processes, Campaign Monitor also excels at providing insights and analytics that can help inform marketing strategies and just right for startups or businesses just getting around to building mailing lists.

\$9/MNTH +

# CHOOSE AN EMAIL MARKETING PROVIDER



"A small list that wants exactly what you're offering is better than a bigger list that isn't committed." - Ramsay Leimenstoll

## GETRESPONSE - BEST FOR SMALL, NO FRILLS BUSINESSES

GetResponse is a great solution for businesses looking to start digital marketing in general. It offers basic analytics and a large selection of third-party integration options. It also offers marketing automation capabilities that some competitors consider beyond the basic features for an email marketing application.

\$15/MNTH +

## INFUSIONSOFT - BEST FOR BUSINESSES SEEKING TO INTEGRATE MARKETING WITH SALES

InfusionSoft is a solid all-around e-marketing solution that integrates CRM and marketing automation functionality in one interface. Perfect for businesses spending too much time with data entry and who struggle to manage marketing information across disparate systems.

According to PC Magazine, InfusionSoft is at par with Zoho and Salesforce.

\$199/MNTH +

## MAILCHIMP - BEST FOR SMALL AND NEW BUSINESSES

MailChimp is upgrading its services to include full marketing automation. New features include postcards, landing pages, websites, integration with Instagram and Facebook, Google Ads, social posting, and a marketing calendar. All comes with the familiar ease-of-use . WYSIWYG that makes MailChimp the darling of most businesses.

FREE \$+

# CONTACT US



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