

Purpose Driven Email Marketing

A Multi-Channel Approach using Email,
SMS, Surveys and Social Media

www.maxmailhq.com | Twiter: @giceo

Twitter #tags : #maxmail, #emailmarketing

Background Information

- Developed by Genesis Interactive from New Zealand (World's best Lamb, Wine & Scenery)
- Established in 2003
- Core Competencies
 - Cloud Software Developer
 - Business Problem Solver
 - Technology Simplifier
 - Not an inventor, but an innovator

A bit about Maxmail

- Version 1 went live in 2006
- Version 3 went live in April 2010
- From 300K per mth to **400 million** in 7 months
- The only platform for multi-channel marketing
- Our own network of over **489 servers** across **9 countries** and **34 data centers**
- SMS deliverability to over **800 networks** in **18 languages**
- Near **100% email delivery**. Yes, even to Yahoo!

**“If you want to annoy someone
send them bulk email”**

5 Biggest Myths Busted

1. All I need is a list of email addresses
2. My email needs to look “slick”
3. People don't read automated emails anymore
4. All I need is good open rates
5. No one wants to fill out a survey these days

5 Proven Stats/Facts

1. For every \$1 spent on email marketing, US businesses gain \$42, AU \$44, NZ \$49 and UK\$38
2. 30% of emails never make it to the inbox
3. 64% of all emails never get opened
4. 82% of emails never generate a click through
5. Personalized emails have an 85% greater chance of generating a response

Where do we get these stats

- From our history of 3 billion+ emails sent
- Over 872,000 campaigns delivered
- To subscribers in 69 countries
- Totaling over 723 million
- Across 16 industry segments
- Marketing Sherpa, Marketing Profs, Nielsen

But email marketing doesn't work for most businesses

- Done without purpose
- Without strategy
- Without good content
- Without personalization
- Without intelligence
- Without engagement

So how can you do it better

- Improve your list quality. Just an email address is not good enough
- Focus on inbox delivery
- Understand the issue of SPAM
- Build an Email Marketing Strategy
- Engage, Engage, Engage

Practical Tips

- Run a survey to gather profile information
- Capture every piece of information you can
- Automate where possible and practical
- Focus on segmenting your lists properly
- Be a farmer, not a hunter
- It only takes one bad email to kill a relationship
- Be relevant
- Personalize, Personalize, Personalize

Email Life Cycles

- Shoot anyone that says “automated emails don’t work”
- You read/respond to at least 1 automated email per day
- What makes automation robotic is lack of personalization
- Think smart, engage, personalize and watch!

Example of a pre-sale life cycle

- Prospect signs up
- Save data to a Maxmail Mailing List
- Fire autoresponder with “Thanks for signing up” email
- Setup sequential follow up emails based on personalization
- Keep automated emails simple

Slick Vs Budget – you'd be surprized

- Zero or No design primer
- As though the email came from Outlook
- Focus on subject lines
- How do you normally email someone?
- Make the content relevant
- Educate your market
- Use an Inbound Strategy – talk to Byron

When to automate

- When someone signs up for a ware or info
- When you update your blog
- When one of your promo emails gets opened
- When someone downloads your whitepaper
- When someone registers for your webinar
- When someone enters a competition
- When someone fills out a survey

A word of caution

- Don't be a pain
- Do unto others as you'd have them do to you
- Don't send an email just for the sake of it
- Don't make lame offers
- Don't send a special offer right after I buy something from you
- Bottom line – DON'T SUCK!!!

Where to from here

- You can Try Maxmail free for 30 days
- Use **MQ5NS** code & get 30% off monthly
- Checkout what else Genesis Interactive does
- Tweet, share, think, engage... just do it

www.maxmailhq.com www.genesiswebhq.com

Twitter handle: @giceo