

WEBBINARIER, HYBRID- & ONLINEEVENT

Lyckas med din email marketing



LYYTI

#1 - Email marketing

46%

Email
marketing

19%

Social media
marketing

18%

Relationer/
Nätverkande

EMAIL MARKETING FÖR ONLINEEVENT

Steg för steg

1. Segmentera dina kontakter
& skapa en lista

2. Planera & optimera
ditt innehåll

3. Följ upp ditt resultat —
optimera & experimentera

1. Segmentera

Segmenterade utskick har ca 54-55% högre click rate

- + Vem vill du nå? Definiera målet(n) med ditt utskick
- + Segmentera
- + Skapa sändningslistor

Tips! Segmentera efter:

- + Arbetsområde / Titel
- + Industri
- + Antal anställda / företagets storlek
- + Lead status / kund

2. Planera ditt innehåll

Meddelande

- + Definiera din email sequence inkl. mål
 1. Inbjudan
 2. Bekräftelse
 3. Påminnelse
 4. Uppföljning / feedback ->>
- + Kort & koncist rubrik: < 10 tecken
- + Räkna dina ord & gör det personligt
- + Action baserat - klar & tydlig CTA(s)
- + A/B testa!

2.1 Planera ditt innehåll

Design

- + Konsekvent — skapa en röd tråd
- + Igenkänning & övertygande — låt headern göra jobbet
- + CTA(s) Knapp vs. textlänk
- + Rörligt material är ett plus
- + Ta tillvara på din signatur

GLÖM INTE! 45-50% läser sin email i telefonen, se till så att din design är optimerad för mobilen.

Inspiration

HubSpot
PRESENTS
DMK
DIGITAL MARKETING KICKOFF
Learn how to embed customers at the core of your business

Hi Antonia,

Digital Marketing Kickoff is starting soon, at 1-4 PM BST / 2-5 PM CEST / 3-6 PM EEST.

You still have time to check the [DMK event guide](#) for all the relevant information. Inside, you'll find the final agenda and learn how to:

- Join the DMK Slack workspace and network with others
- Use Slido to submit questions (After each keynote, we'll be holding a five-minute audience Q&A asking the most popular questions)
- Win an Amazon gift card

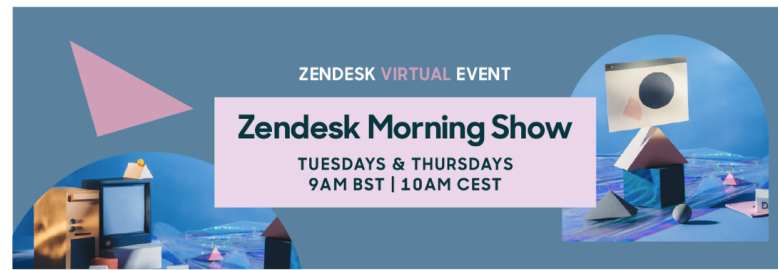
[Join Live Event](#)

P.S. You're receiving this email because you've signed up for Digital Marketing Kickoff 2020

HubSpot



WATCH NOW



Hi antonia,

Startups are used to adapting swiftly, but the unknowns of our world right now are demanding even more innovative shifts.

In this episode of the Zendesk Morning Show, learn from startups who are not only adjusting to change, but thriving with forward-thinking.

EPISODE OF THE DAY

Meet the startups shifting the rules

Featuring : Bloom & Wild | Lessonly | Stonly

[Watch now](#)

On-demand

Episode Four:
Why seamless experiences matter more than ever

On-demand

Episode Five:
Stronger together, with Zendesk Partners

On demand

Episode Seven:
Get the message across with effortless communication

Zendesk



Webinar

How to Implement an Account-Based Marketing Strategy



Hi Antonia,

Sorry that you couldn't make it to the *How to Implement an Account-Based Marketing Strategy* webinar. However, you can now find the recording of the webinar [here](#).

[Watch recording now](#)

Best,
Henni



Henni Roini
Marketing Manager

HubSpot

LYYTI

FÖLJ UPP DITT RESULTAT

3. Email marketing KPIs

Open rate

~ 21-30%

Click-through

~ 3-5%

Conversion

~ 10-15%

Glöm inte att ha koll på din unsubscribe rate. Industrins medel ligger runt 0.28%

LYYTI

TESTA

Experimentera

A/B TESTA





LYYTI.SE