

# Big Wins from the Inbox: Email Strategies to Get More Conversions

Ellie Mirman  
VP Marketing, Toast  
@ellieeille





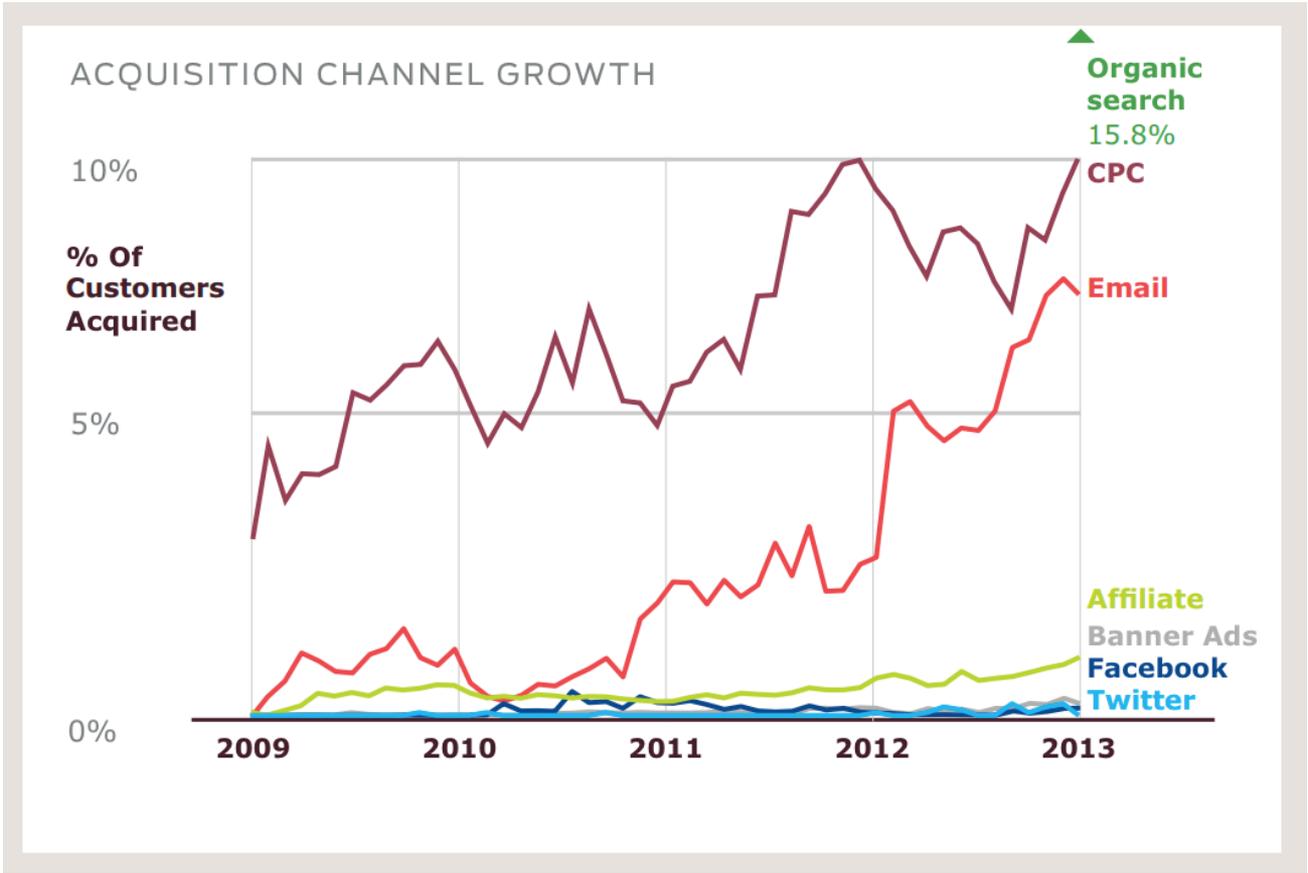


is email marketing



- is email marketing **dead**
- is email marketing **dying**
- is email marketing **still relevant**
- is email marketing **still effective**

Press Enter to search.



Source: Custora via Optimizely





# 15 Tips to Improve Your Email Marketing Results

# The Simple Things That Make a Big Difference

# Have a Clear Call-to-Action

We think you're gonna like what you see. 24/7 Customer Service 1-800-927-7671

**Zappos**  
POWERED BY SERVICE

**365** Day Return Policy  
In other words, 1 full year!

**FREE** Shipping Both Ways  
It's always on the house!

SHOES CLOTHING BAGS & HANDBAGS NEW ARRIVALS CLEARANCE BRANDS ALL DEPARTMENTS

*You Asked For It!  
New Styles From Onitsuka Tiger by Asics Are Here!*

Hello Mike!

Look at you! You've got good taste! **1 New Style** from **Onitsuka Tiger by Asics** has just gotten off the New Style Express Train. Okay, so there isn't really a train, but there should be. Chugga... Chugga... Chugga... Woo Woo!

[View All New Styles](#) or [Explore This Entire Brand](#) now!

**Featured New Style:**



**Onitsuka Tiger by Asics: Serrano™**  
SKU# 7695089

**LIKE IT? CLICK HERE TO BUY!**

Here's the deal:

1. A lot of people get these emails.
2. Trains are super-cool.
3. Sometimes product sells out fast!
4. Sign up to get notified when it's back in stock.
5. People should travel by train more often.

Thanks for visiting us!

With Love,  
The Zappos Customer Loyalty Team

**Wanna Call?**  
1-800-927-7671

**Not A Fan Of The Phone?**  
Send Us An Email

**Need Answers?**  
Check Out Our FAQs

**Subscribe To Our Weekly Shameless Plug!** (Our fun and informative newsletter!)

New - Campaign Analysis Services Email Marketing Service Providers x

**StreamSend** <marketing@streamsend.com> Dec 16 (3 days ago)

to me

Trouble Viewing? [Click Here](#)

**StreamSend**  
Email Marketing + Social Delivery

**StreamSend Now Offering Campaign Analysis Services**



**REQUEST PRICING**

“

**Insanity: Doing the same thing over and over again and expecting different results.**

- Albert Einstein



# Email with single call to action increased clicks 371% and sales 1617%

PHILIPS  
**sonicare**

Reminder



## Change with the seasons

Replace your brush head every 3 months for the best results

Make a change for a healthier mouth.  
Blast more plaque.

[Get my discount now >](#)

You can't see it, but your brush head is wearing out. A new brush head can remove up to 29% more plaque than one with three months of normal use.

Using genuine Sonicare brush heads with our toothbrushes is the best way to deliver our clinically proven results.

Replace your brush head every 3 months and enjoy a clean you can feel.



[Reader's survey](#)

[Unsubscribe](#)

[Register your product](#)

[Online Store](#)

You received this email because you have agreed to receive information and you provided us with your email address 0000@at.net. To ensure our emails reach your inbox, add our 'from' address to your address book. Do not reply to this email. For any questions or suggestions contact us via [Contact & Support](#) on our website.

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PHILIPS  
sense and simplicity

PHILIPS  
**sonicare**  
For a healthier smile

Service update

## A reminder to change your brush head

Your Philips Sonicare toothbrush helps you maintain healthy gums and a brighter smile. But for best results, you need to make sure your brush head is replaced every three months. This email from Sonicare Updates makes it easier.

[More about Philips Sonicare](#)



## Blue bristle technology

Being busy makes it easy to forget when's the right time to replace your brush head. With Sonicare reminder bristles, life just got easier. The blue bristle technology means the reminder bristles will go from blue to transparent - telling you when it's time make the change.

Another tip is to replace your brush head with the change of seasons. So Spring, Summer, Autumn or Winter, you'll automatically know the time is right.

[Buy brush heads now](#)



Sonicare For Kids

**FOR KIDS**

Now kids needn't miss out on the Sonicare experience.

Start early for healthy teeth and gums for life.

[Find out more](#)

## A brilliant gift

[Save yourself 40%](#)

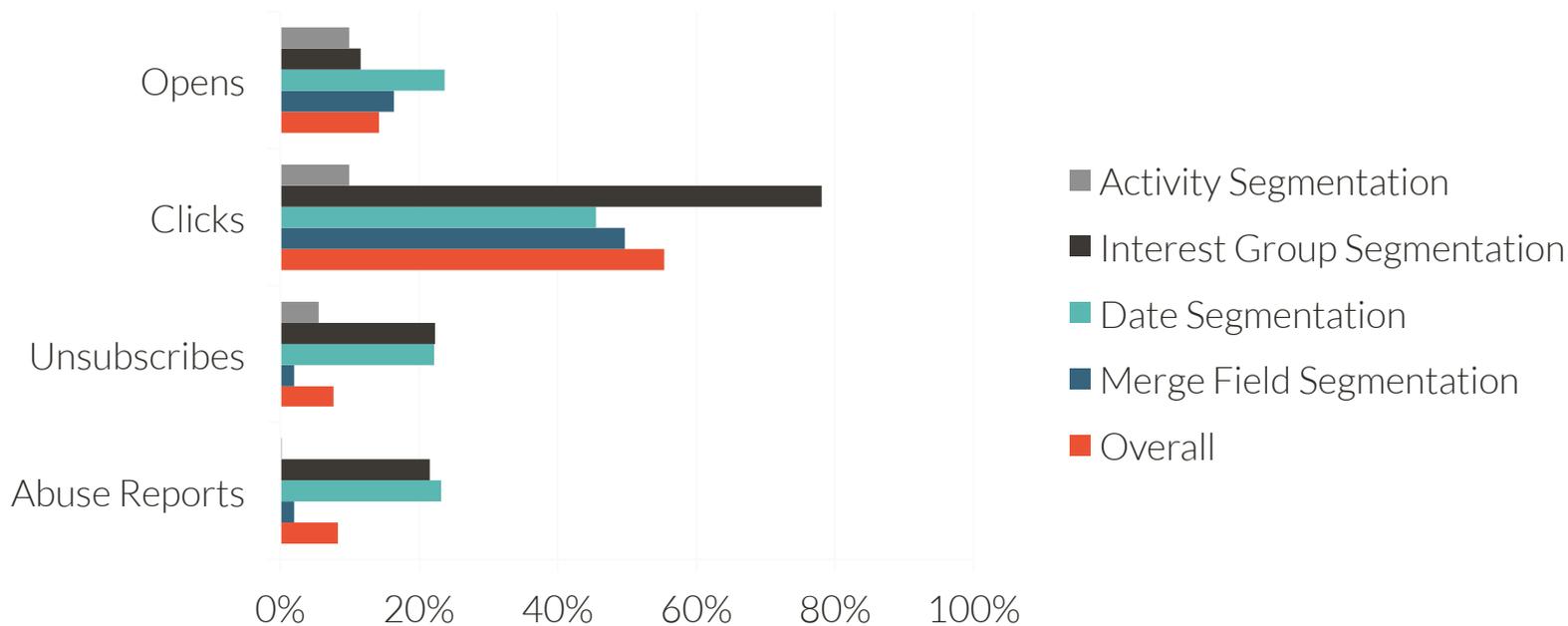
# Keep Your Segmentation Simple

## Email Segments

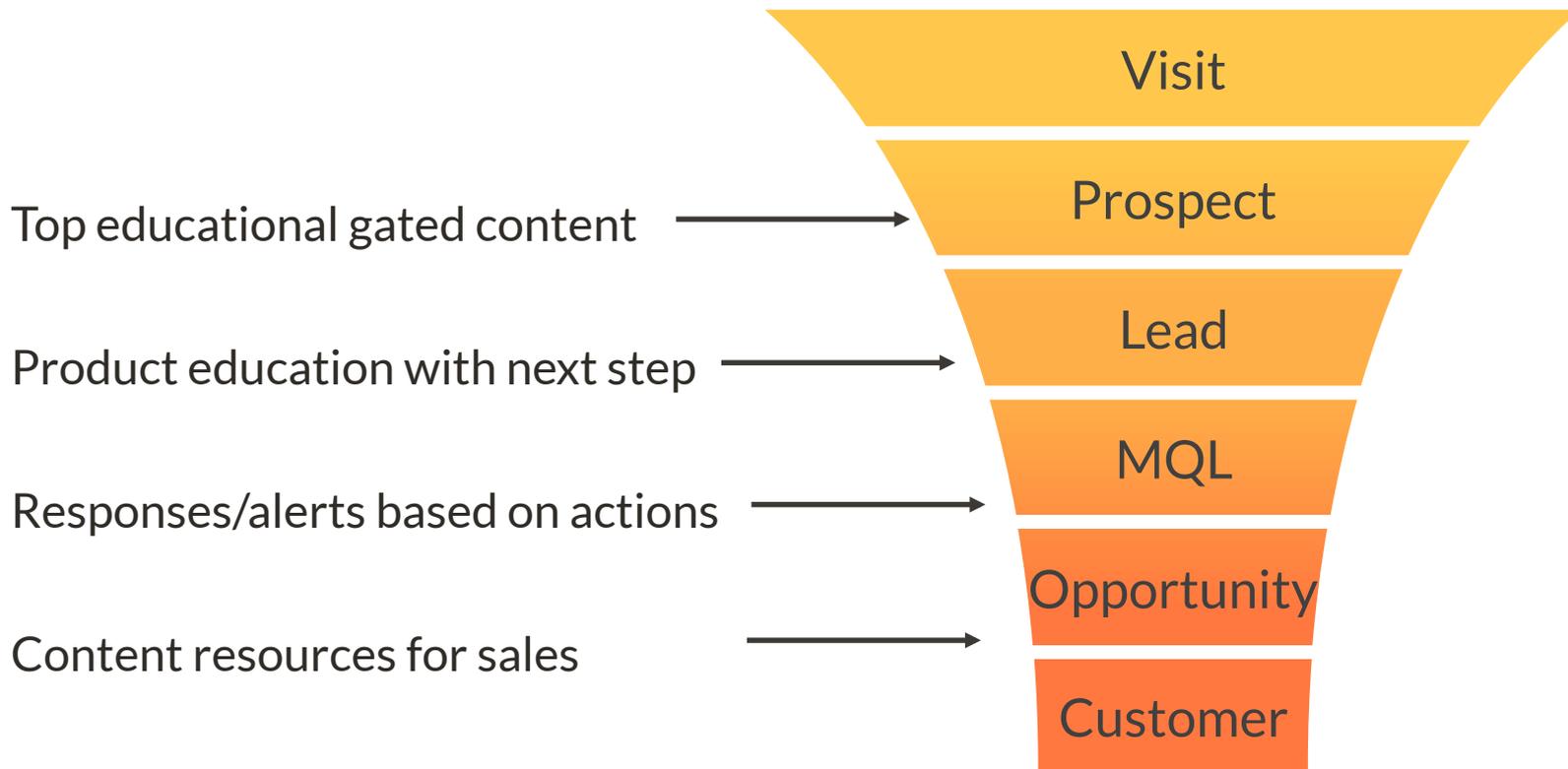
| Persona                         | Engagement with HubSpot   |   |  |  |
|---------------------------------|---|---|--|--|
|                                 | →   |   |  |  |
| Unknown                         | Prospects<br><u>Who:</u> Email address only<br><u>What:</u> WSG-focused<br><u>Goal:</u> Convert |   |  |  |
| Primary Personas (Ollie / Mary) |   | Unengaged<br><u>Who:</u> Not actively engaged with sales<br><u>What:</u> Product-focused webinar/trial<br><u>Goal:</u> Engage   | Engaged<br><u>Who:</u> Actively engaged with sales<br><u>What:</u> Nothing<br><u>Goal:</u> Close | Customers<br><u>Who:</u> Customers<br><u>What:</u> Nothing<br><u>Goal:</u> Use Product |
| Not a Fit                       |   | Community<br><u>Who:</u> Can't or won't buy HubSpot<br><u>What:</u> Live webinars, inboundmarketing.com, videos, blog articles<br><u>Goal:</u> Participate in Community |  |  |



## % Improvement in Email Performance Metrics for Segmented Emails



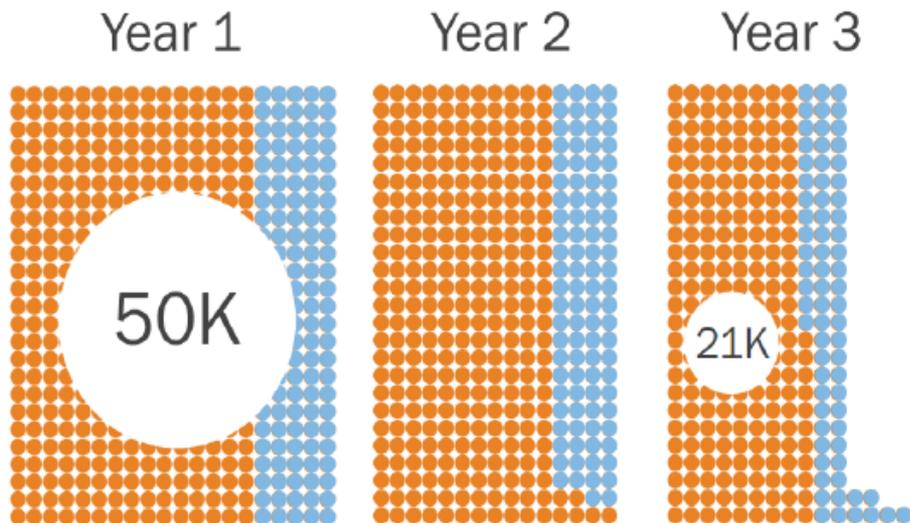
# Align Content with the Funnel Stages



# Widen the Funnel & Replenish Your List

Your List Expires at ~25% / Year

2.1% of your contact data goes bad every month.  
-MarketingSherpa



# Focus on Value – WIIFM?

It's Here - WebCaster with Hybrid Flash Multicasting

[Turn on highlighting](#)  [Print all](#)



**Andrea Kang** [akang@mediaplatform.com](mailto:akang@mediaplatform.com) via [bounce.s4.exacttarget.com](mailto:bounce.s4.exacttarget.com)  
to me 

9/9/10 



 Images are not displayed. [Display images below](#) - Always display images from [akang@mediaplatform.com](mailto:akang@mediaplatform.com)

Dear Ellie,

We are pleased to share some exciting news with you today! MediaPlatform's WebCaster is the first enterprise video product in the world that is enabled with multicasting, allowing the new generation of WebCaster 4 software, which was also announced today by Adobe. Read all about it in our [press release](#).

WebCaster now features a hybrid Flash multicasting architecture that leverages the Open Source Media Framework (OSMF). This browser-based video player allows an organization to deliver content over both IP multicast and application level multicast using Flash Player 10.1. Why should this matter? It provides a more efficient access that results in radical improvements in network efficiency and significantly lower costs compared to traditional techniques! MediaPlatform worked closely with the Adobe Flash Media Server team on the enterprise multicasting technology throughout the entire development cycle, and we're positive that this revolutionary technology will be a game-changer for your organization.

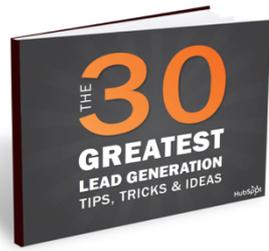
Would you like to see first-hand how the new WebCaster and Adobe Flash Media Server 4 can produce substantial improvements to your organization's video delivery? [Click here](#) to attend our WebCaster and hybrid Flash multicasting webinar.

We would also like to invite you to join us on September 28th at 10AM PDT for our new webcast, "Introducing the Next Generation of Enterprise Video," featuring Greg Pulier, Founder and CTO of MediaPlatform, as he discusses the technology between hybrid Flash multicasting and our WebCaster product. [Register today](#) to attend - seats are limited and you won't want to miss out. We look forward to seeing you there!

This email was sent by: **MediaPlatform, Inc.**  
8484 Wilshire Boulevard, Suite 515 Beverly Hills, California, 90211, United States

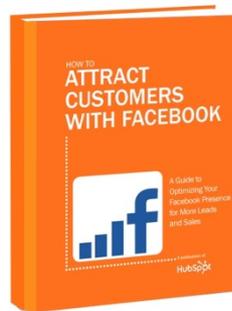
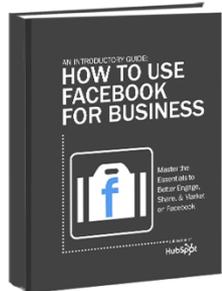
[Unsubscribe](#)  
[Update Profile](#)





# 60%

## Average landing page conversion rate





## 35 Free Pre-Designed Email Templates

### 7 Sets of HTML Templates to Stylize Your Email Marketing

Ordering custom email templates can cost *hundreds of dollars*. At HubSpot, we don't want high costs to ever be an obstacle for your email marketing.

That's why we're offering you **35 built-out email templates, at a \$600 value, for free**. These HTML templates come in seven packs, each catering to different marketing messages with five separate layouts:

- Lead Nurturing Email
- Letterhead Email
- Landing Page with Offer
- Blog Newsletter
- Digital Magazine Newsletter

After filling out the form to the right, we'll give you a **custom access code to grab these templates for free**.



## Download Your Templates

First Name \*

Ellie

Last Name \*

Mirman

Email (required)

ellie@

Website

http://h

Biggest Marketing Challenge

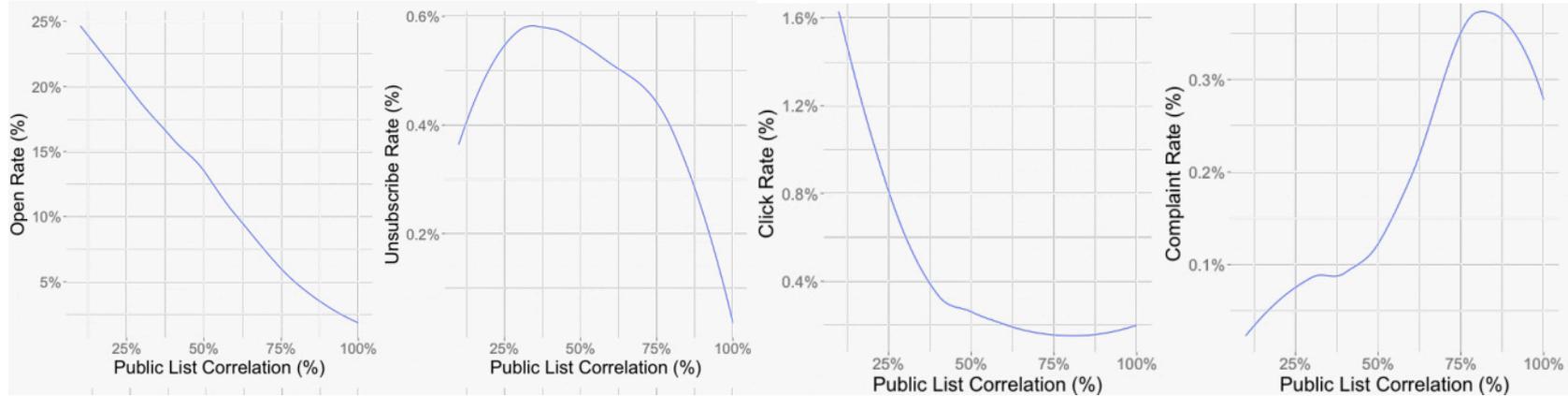
more awesome

I would like to talk to someone about HubSpot's email marketing software.

[Download Templates Now](#)

73%  
Conversion Rate

# Build an Opt-In List



Source: Omnivore, MailChimp's anti-abuse system



# Run Big and Varied Tests

## Which email campaign elements do you routinely test?



*\*Source: Marketing Sherpa Email Marketing Benchmark Survey*



# Many Elements to Test...

- Offer
  - Topic
  - Format
  - Length/Size
  - Name
- Landing Page
  - Description
  - Length
  - Image/Preview
  - Form Placement
  - Number of Form Fields
  - Which Form Fields
  - Form “Submit” Button Text
- Sender Name/Address
  - Consistent vs. Changing
  - Person vs. Company
  - Category-Related Name
- Audience
  - Interest
  - Persona
  - Recency or Level of Engagement
  - Other Demographics
  - Lifecycle Stage
- Format
  - Plain Text vs. HTML
  - Content in Text vs. Images
  - Number of Calls to Action
  - Length of Email
- Timing & Frequency
  - Day of Week
  - Time of Day
  - Triggered by Behavior
  - Timing Around Event
  - Frequency



# Choose Simple but Critical Metrics

- Running a demand gen campaign? Measure leads
- Launching a nurture stream? Measure the impact on close rate
- Testing content? Measure CTR or download rate
- Using email to support Marketing's end goal? Measure revenue



# The Unexpected Things That Can Drive Results

# Use One Channel to Build the Other

Have Your Twitter Tip Included in a HubSpot Webinar!

Inbox x



12:12 AM (0 minutes ago) ☆



to me ▾

Hi Ellie,

On June 25th, we're hosting a [webinar with Twitter](#) and we're looking for tips from top social media influencers, aka you! The webinar is all about practical advice for generating leads on Twitter in less than 25 minutes a day.

To have your Twitter tip included, all you need to do is [submit your tip here](#) (it takes less than a minute!). The deadline to submit tips is June 23.

[Register yourself here](#), so you won't miss out on the event, and [invite your friends](#) to show off your awesome Twitter advice on the live webinar!

All the best,

**Amanda Sibley**  
Co-Marketing at HubSpot

@2014 HubSpot  
25 1st St.  
Cambridge, MA 02141  
USA

[unsubscribe](#)

Use email to amplify  
social and search.

Use LinkedIn to  
build your email list.

HubSpot

NORTH AMERICA 888 482 7768 ▾

Complete Your Application for the Inbound Marketers

LinkedIn Group

You're almost there!



Complete this quick form to join thousands of other inbound marketers in this online LinkedIn community.

With membership to this group, you'll receive:

- ✓ Emails of top discussions and resources
- ✓ Expertise from industry leaders
- ✓ Exclusive reports and offers tailored to inbound marketing professionals

I'm ready to join!

First Name \*

Last Name \*

Email \*

Role \*

- Please Select - ▾

Complete My  
Application



# Use TOFU for MOFU, MOFU for TOFU

Solve for TOFU  
with MOFU



One-Page Printout: The Anatomy of a Five-Star Email

Niti Shah <niti@hubspot.com> Unsubscribe  
to me

Mar 6



Hi Ellie,

74% of consumers prefer to receive commercial communications via email. You need to make sure you are maximizing conversions with every email you send.

That's why we've created a [12-step guide to five-star emails](#). It's a one-page printout that you can reference when you craft your emails.

[Download the guide >>](#)

I hope you find this guide useful. And feel free to [forward this to any friends or colleagues in marketing](#).

 Email to a Friend

All the best,  
Niti

 **Niti Shah, (1-888-HUBSPOT)**  
Head of Email Marketing, HubSpot

Solve for MOFU  
with TOFU



Website SEO Score Tool - Windows Internet Explorer

http://www.websitegrader.com/

Website SEO Score Tool

Website Grader

Home Subscribe Blog

Home Monday, October 01, 2007 Login

Free SEO Tool - Over 90,000 Websites Graded

Website URL  Ex: www.yourcompany.com

Related Keywords  Optionally enter search keywords that describe the website. The software will determine how the website ranks for the given search keywords. Ex: boston lawyer, patent law, trademark law.

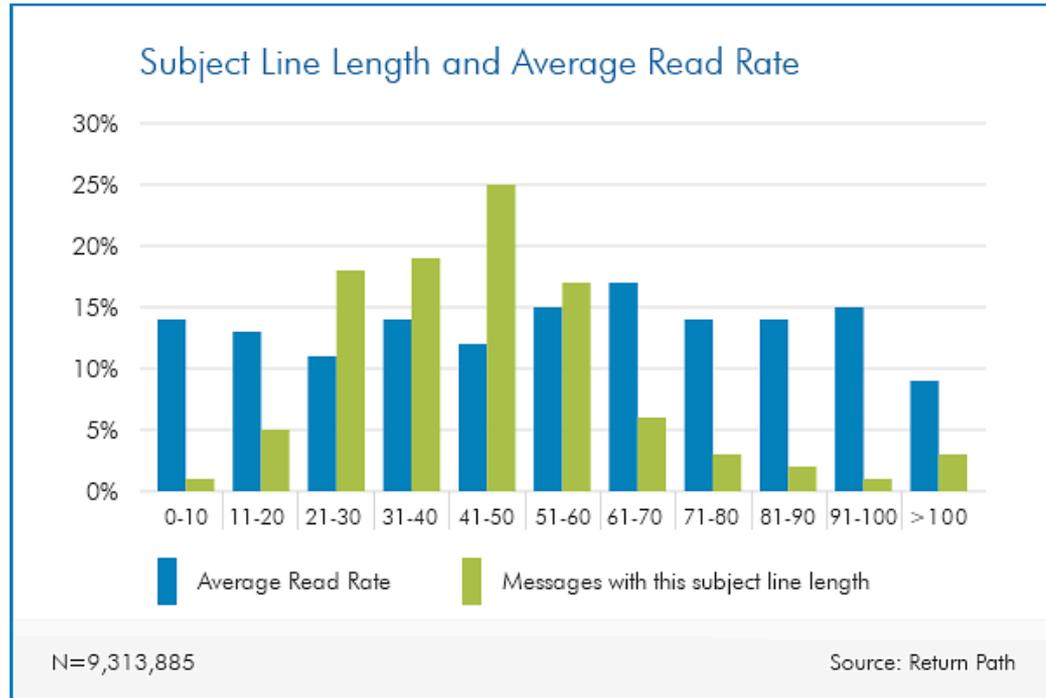
Competing Websites  Optionally enter websites of competitors. The software will provide a competitive analysis for these websites.

Your E-Mail  Enter your email address below. A link to the final report will be sent to this email address.

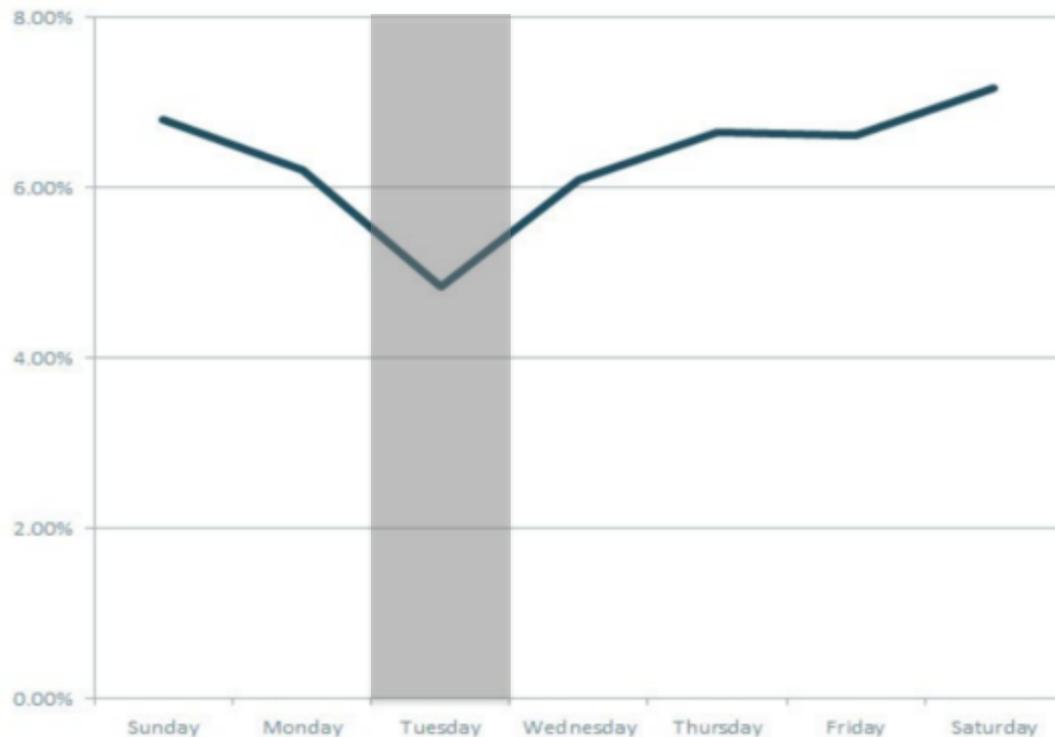
Internet | Protected Mode On 100%



# Test Best Practices

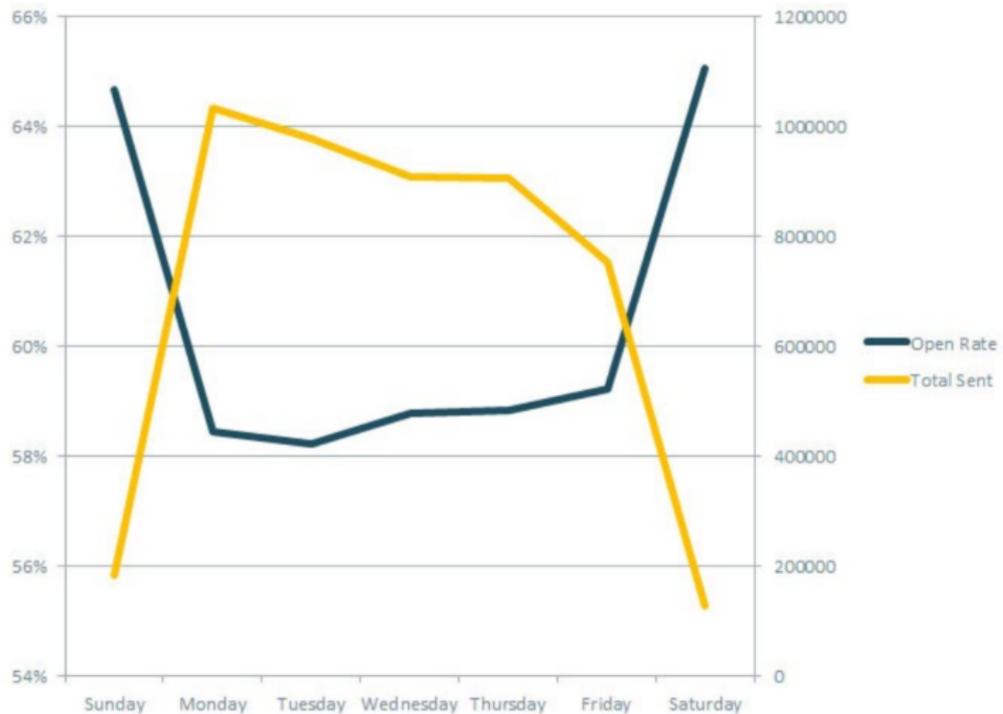


## EFFECT OF DAY OF THE WEEK ON CTR IN ONE-TO-MANY EMAILS



Source: HubSpot Science of Email Marketing

## EFFECT OF DAY OF THE WEEK ON OPEN RATES ONE-TO-ONE EMAIL



The Complementary Things  
That Can Matter Even More

# Complement Email with Other Channels



Retargeting



Social



Website



Events



Phone



# Matching website banner to email increased revenue per campaign by 10%



# Optimize the Landing Page



Hi there,

The EMV liability shift is approaching faster than you might think. Are you prepared?

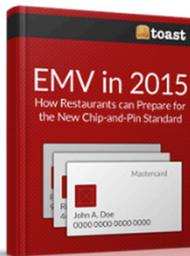
Toast is a modern, innovative system that is designed to keep up with new and ever-changing payment and database regulations. In addition, once you switch to Toast **you will never have to pay for software updates again**. Ever. It's as simple as that!

We've put together this ebook to help you understand what EMV is and how you can prepare your restaurant before the 2015 liability shift arrives.

[Download Ebook](#)

Thanks,

Toast Team



Ebook: EMV in 2015

## How Restaurants Can Prepare for the New Chip & Pin Standard

In 2015, commerce in the United States will undergo the most dramatic transformation in decades as the U.S. begins the process of adopting EMV (Europay, Visa, and MasterCard) credit and debit card security standards.

The transition to EMV standards will pose a number of challenges to the way restaurants (and nearly all other business types) have traditionally operated. Anyone who is not prepared for the adoption of EMV regulations in 2015 will risk exposing themselves and their businesses to potentially crippling consequences.

This ebook will:

- Help you understand EMV and chip-and-pin
- Identify key dates and new regulations in 2015
- Advise you on how to prepare



Download the Ebook:

First Name \* Last Name \*

Email \*

Restaurant Name \*

Phone \*

I would also like a demo of Toast.

[Download Now](#)



# Remember To Do Internal Marketing

Hey CONTACT.SALESFORCEOWNERNAME,

Your lead there CONTACT.LASTNAME just viewed the [SEO product page](#), thought you might want to follow up with them. I've also included some relevant content below that you can use.

## Lead Details:

First name: there

Last name: CONTACT.LASTNAME

Email: CONTACT.EMAIL

Phone: CONTACT.PHONE

Salesforce record: [https://hubsport.my.salesforce.com/CONTACT.RECORD\\_ID\\_18\\_\\_C](https://hubsport.my.salesforce.com/CONTACT.RECORD_ID_18__C)

HubSpot contact record: CONTACT.LEAD\_DETAIL

## Collateral:

### Blog Posts / Articles

- [Stop Thinking Keywords, Think Topics](#) (Moz Nov '13)
- [How Top Ranking Brands Like Moz and HubSpot REALLY Do SEO](#) (Social Media Today, Mar '14)
- [How to Keep Up With SEO Trends](#) (HubSpot, Blog Post)
- [Answers to 18 SEO Questions You Were Too Afraid to Ask](#) (HubSpot - March14)
- [The Future of SEO and What it Means for Inbound Marketing](#) (HubSpot - Oct13)
- [How to Make Your Blog Post SEO Friendly \[Checklist\]](#) (HubSpot, Customer Blog Post)

### Offers

- [Stop Thinking Keywords, Think Topics](#) (Moz Nov '13)
- [How Top Ranking Brands Like Moz and HubSpot REALLY Do SEO](#) (Social Media Today, Mar '14)
- [How to Keep Up With SEO Trends](#) (HubSpot, Blog Post)
- [Answers to 18 SEO Questions You Were Too Afraid to Ask](#) (HubSpot - March14)
- [The Future of SEO and What it Means for Inbound Marketing](#) (HubSpot - Oct13)
- [How to Make Your Blog Post SEO Friendly \[Checklist\]](#) (HubSpot, Customer Blog Post)

Sales Enablement

## January Marketing Update



Ellie Mirman <emirman@loasttab.com>

to management-team

Feb 3



Hi team,

It's been a while since you've heard what Marketing's been up to, so here's an update that I hope to provide on a monthly basis. I can share this at the next company meeting but didn't want to wait to share with this group.

More on [this page on the Marketing Google Site](#).

### Key Marketing Goals:

- [Redacted]

### Highlights:

1. [Redacted]
2. [Redacted]
3. [Redacted]
4. [Redacted]
5. [Redacted]
6. [Redacted]
7. [Redacted]

Let me know if you have any questions/feedback.

...

Leadership Updates



# Experiment with Other Email Types

Jan 6-8: Sell your tech with eBay mobile  
[View this message in your browser](#)

ebay Seller Protection

How to Sell | Sell Your Item | Sell on Mobile | Deals | Success Stories

Jan 6-8  
LIST & SELL  
ONE ITEM  
FREE

## Turn your extra tech into extra money

For three days only, list and sell one FREE\* with eBay mobile.

Start selling in just four simple steps:

- Take some photos
- Describe your item
- Set your price
- Start selling



Dedicated Offer  
Email



Hi there,

Here's your ebook, *EMV in 2015: How Restaurants Can Prepare for the New Chip-and-Pin Standard*. You can access your ebook here at any time. We hope you enjoy it and learn a lot!

[Download eBook](#)

Is Toast the right fit for your restaurant?

Toast is an all-in-one POS and restaurant management solution. Built exclusively for foodservice businesses, Toast is an ideal fit for full- and quick-service restaurants, bars, and nightclubs.

Thank You /  
Confirmation



NEW – Annotation now makes your meetings even more collaborative.

Join.me pro just got better. Our new annotation tool lets everyone in the meeting mark up the screen. Plus, as the presenter, you can take a snapshot to keep the annotations on record and clear them all with the click of a button.

What's new:

- Pen – make freeform marks or perfect shapes
- Highlighter – emphasize text you want to call out
- Laser pointer – draw attention to what you're referring to

[Try it again](#)

Try [Join.me](#) pro again to use annotation.

Abandonment  
Nurturing

## LinkedIn Groups

Group: B2B Technology Marketing Community  
Subject: New CMO Mandate: Lifecycle Marketing

Dear Members,

Now switching costs are low and pay as you go pricing common place, marketers have to own not just customer acquisition but also generate leads and deals from existing customers on an ongoing basis. Metrics like churn, retention, upsell opportunities and customer lifetime value are now as important as the number of new leads. But how to market to a customer throughout its lifecycle? This presentation will look at how you can map a customer journey and align trial marketing, retention marketing and lifecycle marketing campaigns with that journey.

I'd like to invite you to BrightTALK's Interactive Webinar "New CMO Mandate: Life Cycle Marketing on March 7th at 8 am PST / 11 am EST / 5 pm GMT or afterward on demand.

You can register for the event here: <https://www.brighttalk.com/ir/nTW>.

Presented by: Dominique Levin, CMO, Totango

Comarketing & Social  
Updates



When you're putting together your email campaign, remember...

- ✓ The Simple Things That Make a Big Difference
- ✓ The Unexpected Things That Can Drive Results
- ✓ The Complementary Things That Can Matter Even More



# thank you



Ellie Mirman  
VP Marketing, Toast  
all-in-one restaurant management platform  
[www.toasttab.com](http://www.toasttab.com)

[twitter.com/ellieeille](https://twitter.com/ellieeille)  
[linkedin.com/in/elliemirman](https://linkedin.com/in/elliemirman)