

No progress without a change.

How brands transform email marketing in 2015?



Who are we?



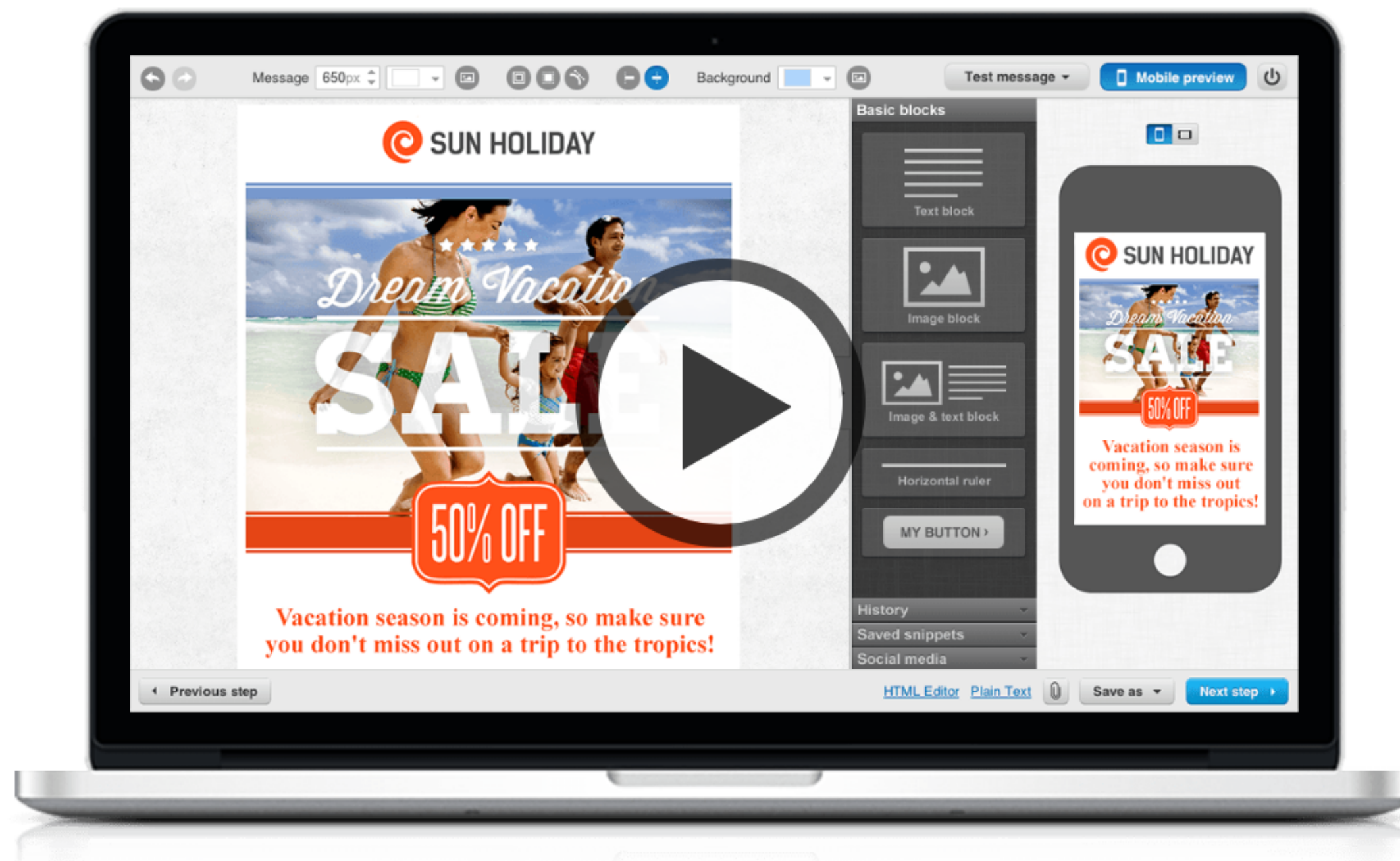
WORLD'S EASIEST EMAIL MARKETING. @maciej_ossowski



World's Easiest Email Marketing

350,000 happy customers in 182 countries, engaging more than 1 billion subscribers every month.

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Autoresponders

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Landing Pages

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24/7 Live Support

Our friendly & helpful experts are standing by 24/7 to help you with anything you need.



99% Email Deliverability

Get better delivery rates, fewer bounces and stronger results.

WORLD'S EASIEST EMAIL MARKETING. @maciej_ossowski



15 years. 195 countries. 330 000 Customers.

INTERNATIONAL
BUSINESS TIMES



Top 100
Delaware
Companies



Philadelphia
Metro Area

European
Business
Awards™

National
Finalist
2012/13





Email marketing.

What are the opinions?

'Email is dead' claims Facebook founder Mark Zuckerberg as he launches 'Google Gmail killer' messaging service

By [DANIEL BATES](#) and [SEAN POULTER FOR THE DAILY MAIL](#)

UPDATED: 18:05 GMT, 16 November 2010



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Facebook is to launch its own email service, its founder said last night.

In a long-awaited announcement, Mark Zuckerberg unveiled his website's new messaging system and hailed the death of email as we know it.

The 26-year-old said it would go the way of the letter because it was too slow and too formal.

In its place he showcased Facebook's own version which integrates all web and text-based communications.

The service, perceived as a direct rival to Google's Gmail, marks a new front in the ongoing and increasingly bitter battle between Facebook and Google to gain the loyalty of users.



MARCUS WOHLSEN BUSINESS 01.21.14 6:30 AM

SHARE

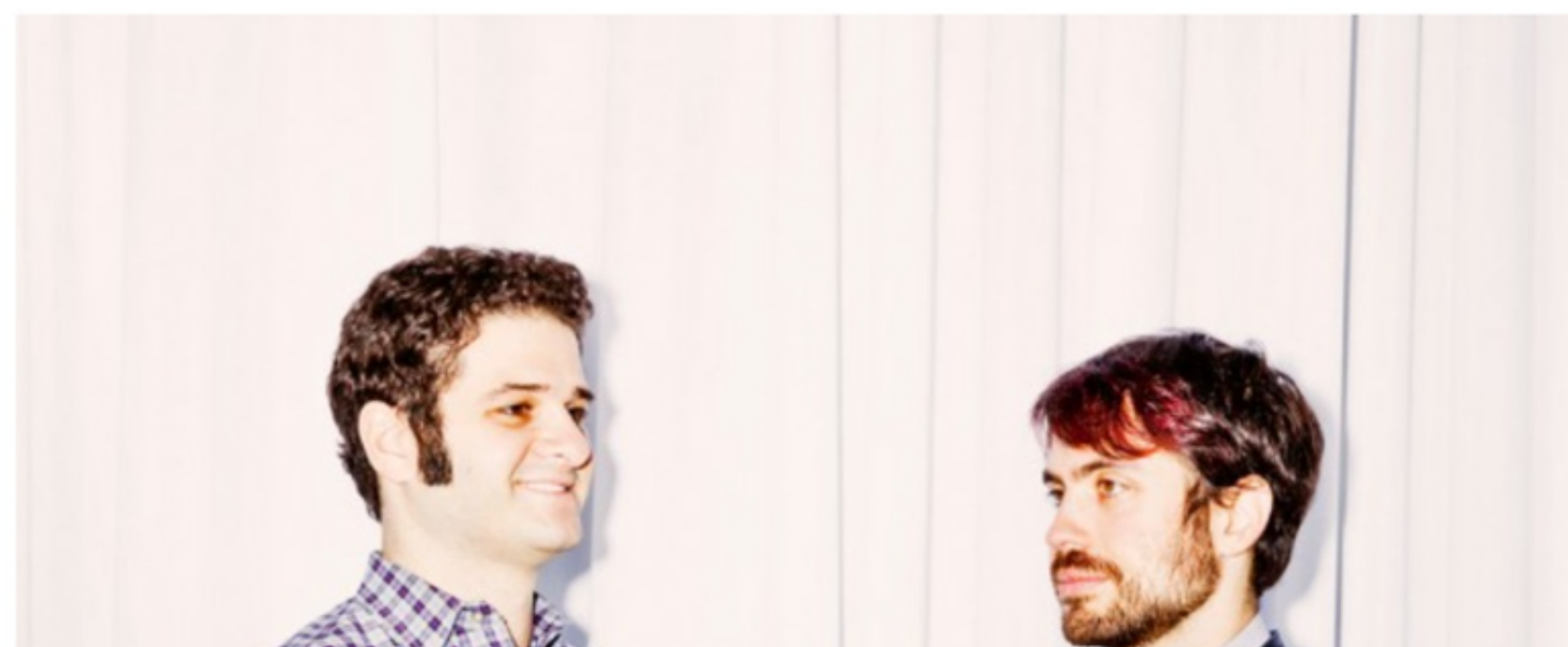
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21TWEET
21

PIN

COMMENT
0

EMAIL

THE NEXT BIG THING YOU MISSED: EMAIL'S ABOUT TO DIE, ARGUES FACEBOOK CO-FOUNDER



This
could be
our last
water
shortage.



The unveiling of a new solution.



WATCH THE TRAILER



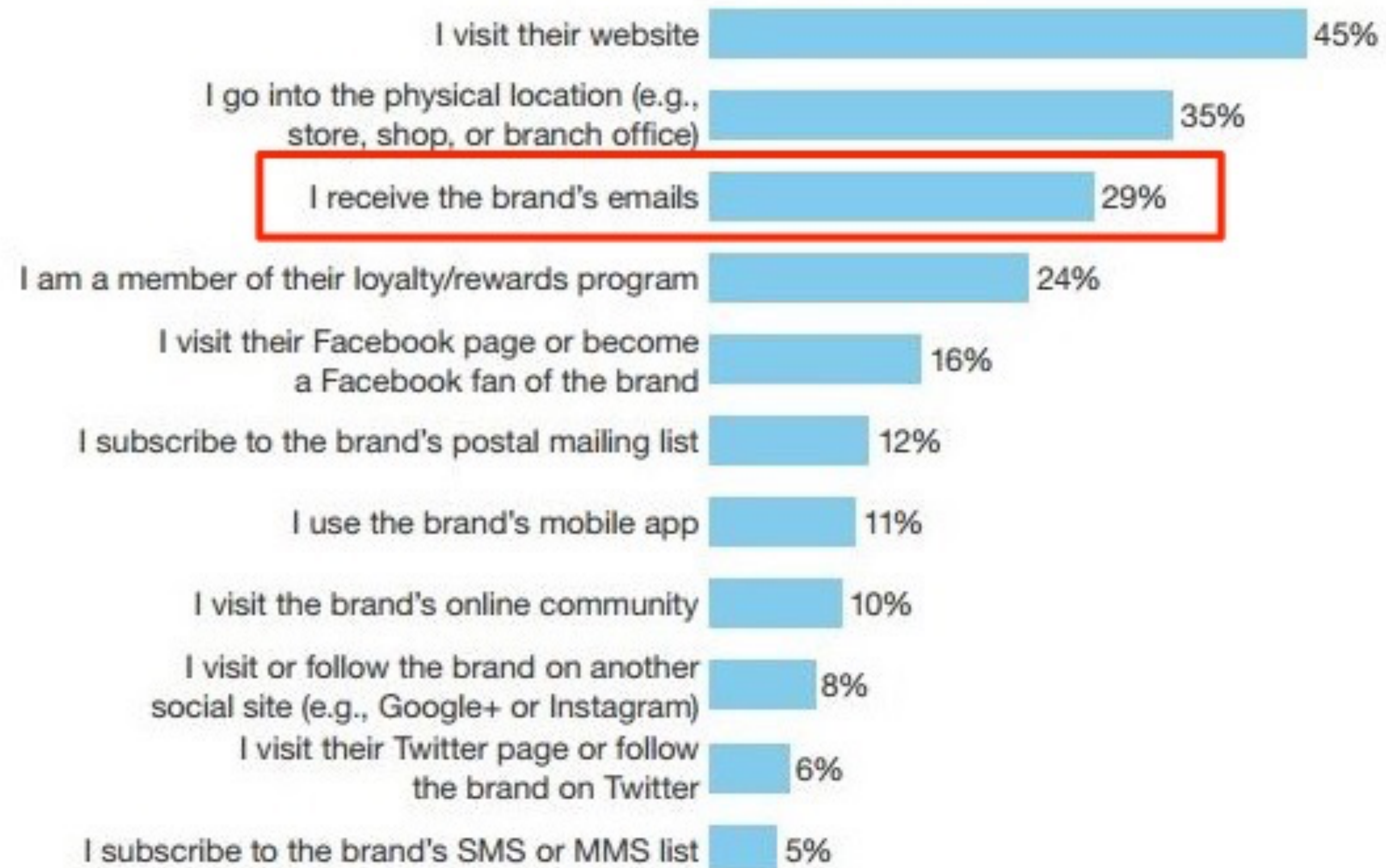
R.I.P. EMAIL

Inbox (17)	<input type="checkbox"/> Groupon	New York City Deals June 29, 2014
Important	<input type="checkbox"/> Groupon	Summer Sizzling Deals are here
Sent Mail	<input type="checkbox"/> Amazon.com	We have recommendations for you.
Drafts (48)	<input type="checkbox"/> Facebook	You have been tagged in a post.
Trash	<input type="checkbox"/> New York Times	All The News That's Fit To Print
Notes	<input type="checkbox"/> Groupon	New York City Deals June 28, 2014



Email marketing.
What are the facts?

"In which of the following ways do you keep in touch with brands that you like or that you purchase from regularly?"



Base: 4,529 US online adults (ages 18+)

Source: Forrester's North American Consumer Technographics® Customer Life Cycle Survey 1, 2014

113002

Source: Forrester Research, Inc. Unauthorized reproduction or distribution prohibited.

2.5 billions email accounts globally

Radicatti Group, 2014

55% companies generate at least 10% of revenue thru email marketing

Econsultancy «Email Marketing Census», 2014

25.4% less consumers remove commercial email than
in 2010-2014

Forrester Research «North American Technographics Survey», 2014



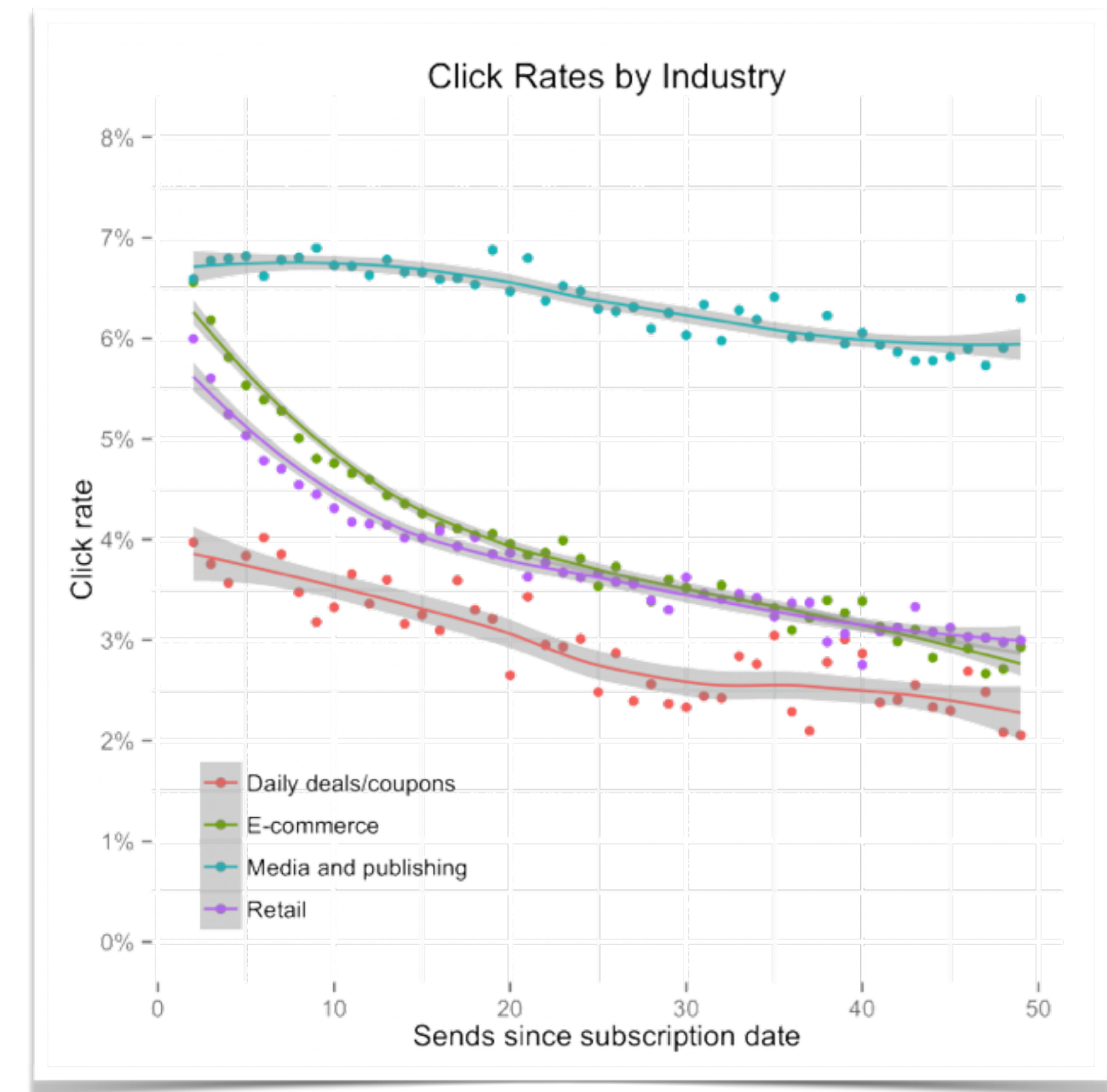
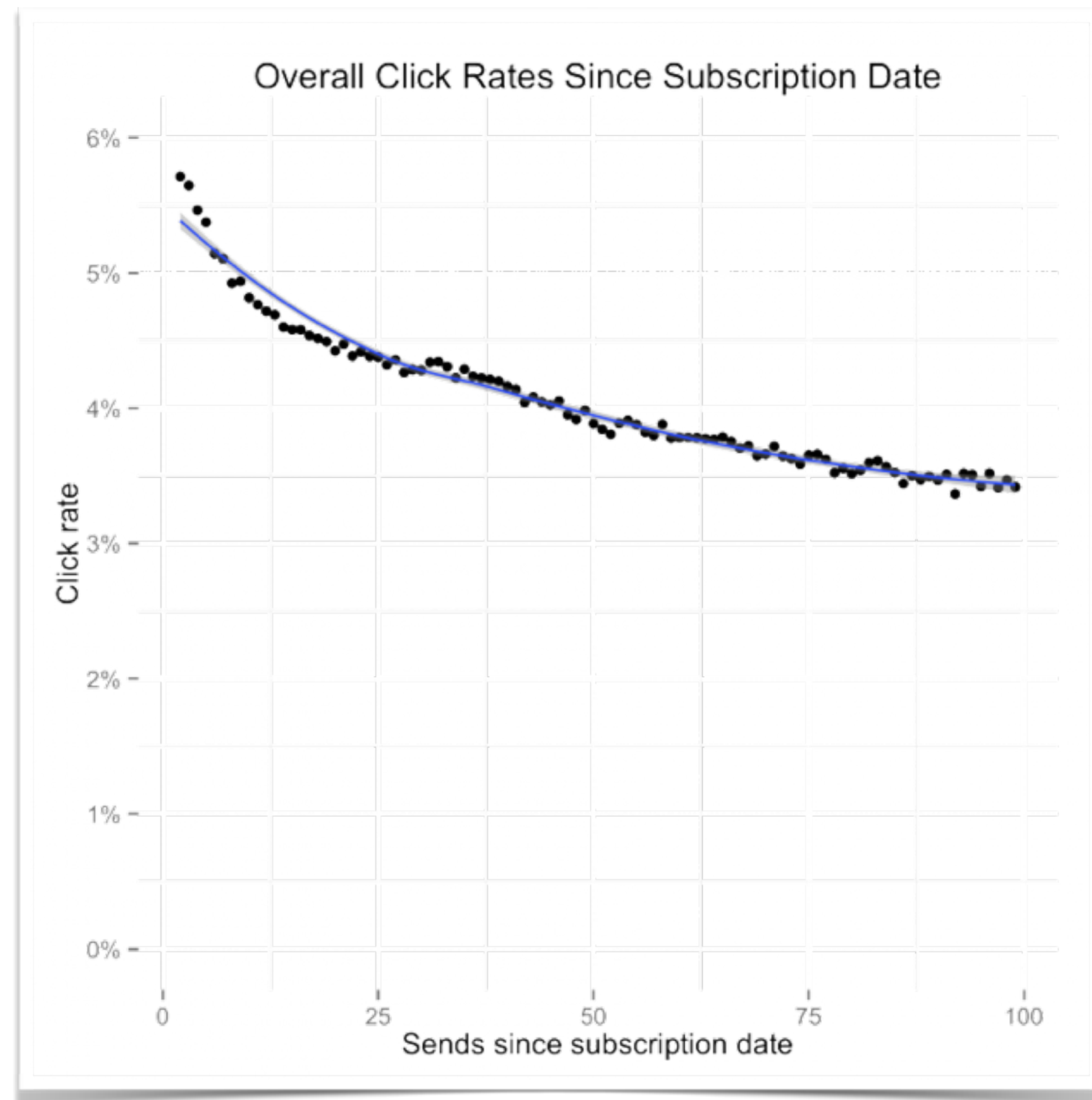
The potential is there.
But it's not easier for you.



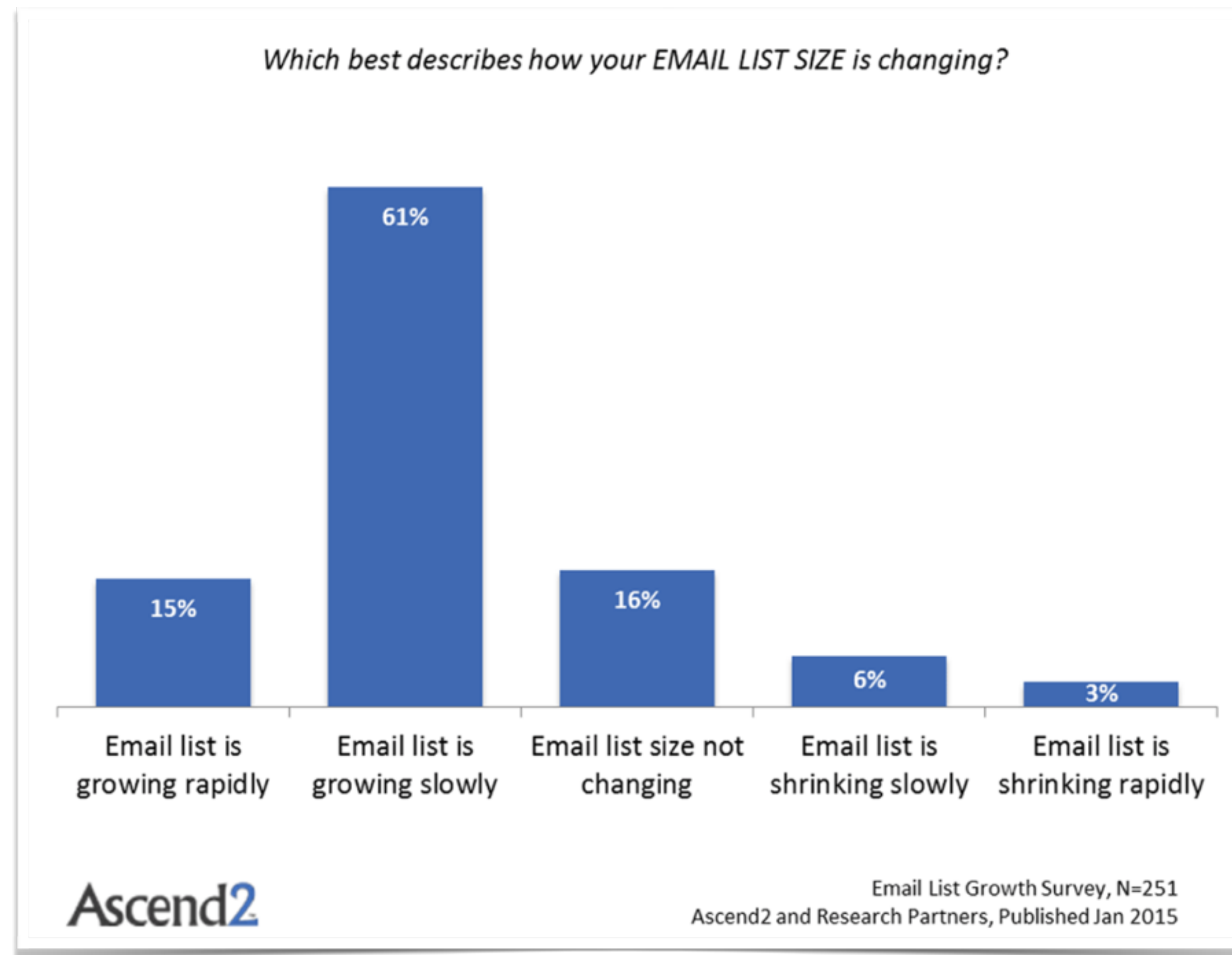
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 GetResponse

Engagement vs time



Slow acquisition



Churn: 10-30% a year





Solution?



'Good enough' stopped being good
enough a long time ago. so why not
be great?

— Seth Godin —

AZ QUOTES



Permission Email Marketing (2003)

Very good = not good enough



Think about trends.
Don't think about siloes.

Inbound Marketing, **Blogs**,
m-commerce, Facebook commerce,
RTB, **Marketing Automation**,
Geotargeting, **Segmentation**, Lead
nurturing, ...





1. Content Email Marketing

80% marketers includes email marketing in their content marketing strategy

CMI «B2B Content Marketing Research», 2014







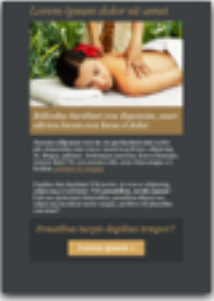

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Subscribers Lifecycle

Time-based autoresponders

[What happened to my old follow-ups?](#)

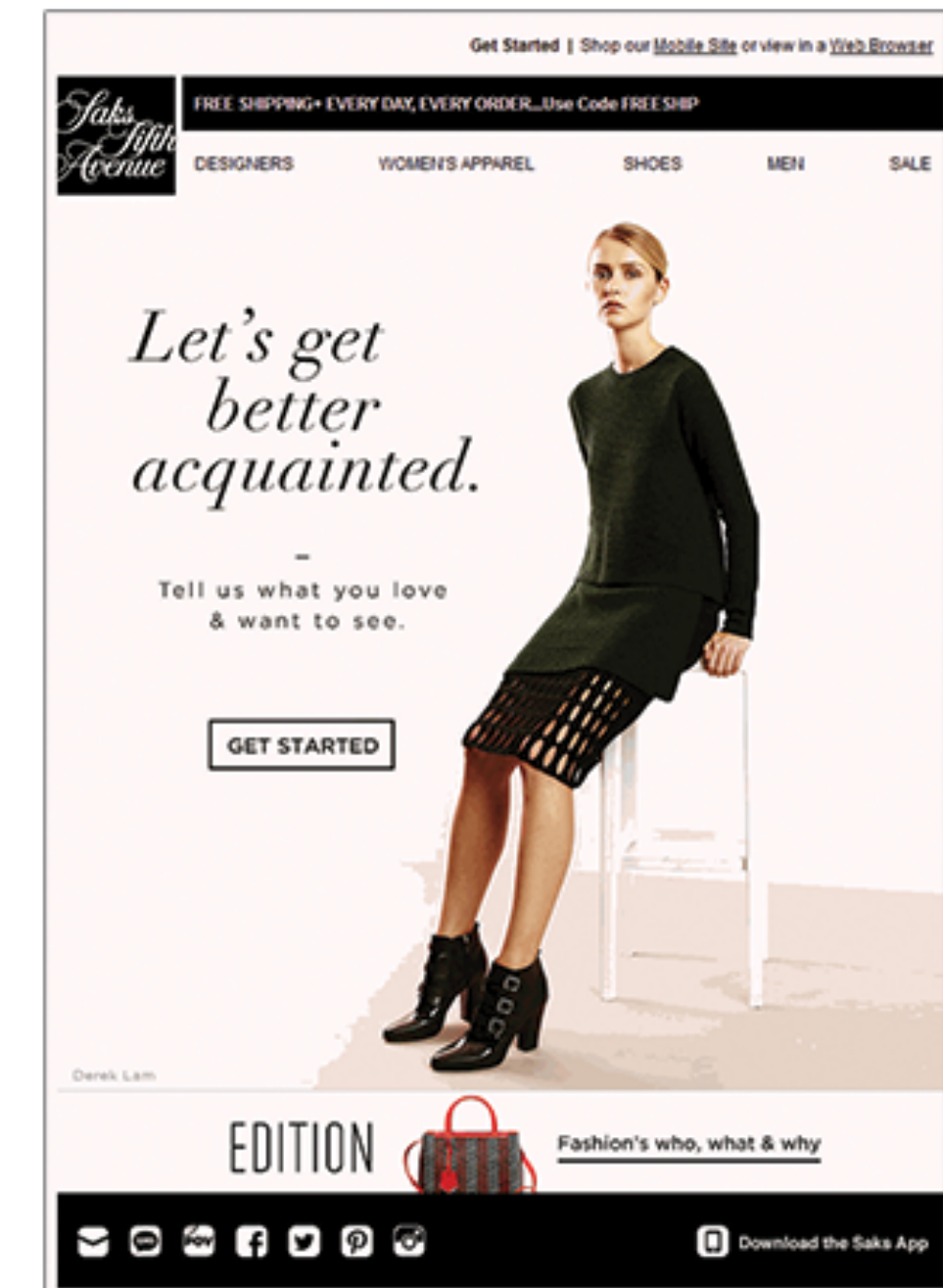
Create new

Show autoresponders in campaign: hot_mallorca ▾						
0 ✉ Day 0 ✉ Destination...	1	2 Great promo! 	3	4	5 Need some ideas? 	6 20% OFF !
7	8	9 Welcome to the wor... 	10	11	12 Now only 99\$! 	13
14	15 Make it happen 	16	17	18 Don't miss this offer... 	19	20
21 Don't miss 	22	23	24 Try it now 	25	26	27

Evergreen content



Autoresponders



Education

Congratulations on unlocking the door to email marketing profits!

Dear Friend,

You're on a great path to **boost your sales** with GetResponse! Email marketing is an excellent way to drive visitors to your website and generate new and repeat sales. In fact, **every dollar you invest into an email marketing campaign can return a forty dollar profit** (DMA study, 2011).

Over the next 30 days we'll do our best to help you tap into these profits by sending you relevant, useful tips on how to be successful with email marketing.

Your free trial ends in:



[Upgrade now](#)

Get started in less than 5 minutes.

GetResponse is an **intuitive email marketing tool** that does not require any HTML skills or technical knowledge to run stunning email marketing campaigns. Just [log in](#) to your account now and you will be sending your first **newsletter in less than 5 minutes**.

[Need a hand?](#)



[Watch the tutorial](#)



[Read the manual](#)

Here's a little taste of things to come in the next parts of the Academy:

- 1 Building a list of responsive email subscribers
- 2 Creating HTML emails that sell (your BONUS: expert whitepaper)
- 3 Mastering autoresponders to increase sales
- 4 Choosing the right call to action for your emails
- 5 Using opens and clicks to optimize campaigns
- 6 7 ways to avoid the spam folder
- 7 Driving repeat sales
- 8 Getting extra 234 customers at zero cost

Stay tuned for some practical email marketing knowledge!

[Login to your account now](#)

Coming up tomorrow:

Building a list of subscribers that want to buy your products.



2. Personalization 2015

Hello, Mark

See who discovered you on LinkedIn this week

See all

6 Profile Views

2 Endorsements

6 Profile Views



Rafal Kochanowicz
Senior Consultant at
BSC Marketing



Brian Ambrose
Vice President of
Sales at 3seventy



Jerry Kweku BEDU-ADDO
Chief Executive
Officer at Standard...

+3
More

2 Endorsements



Tomasz Stanislawski and **Piotr Pajdzinski** endorsed you for:

1 Email Marketing

1 E-commerce

View all



3. Deliverability 2015



Primary



Social **2 new**
Google+, YouTube



Promotions **2 new**
Google Offers, Zagat



Updates **2 new**
Shoehop, Blitz Air



Benedict Hieger

You won't believe who I found - I was walking down Stockton when...

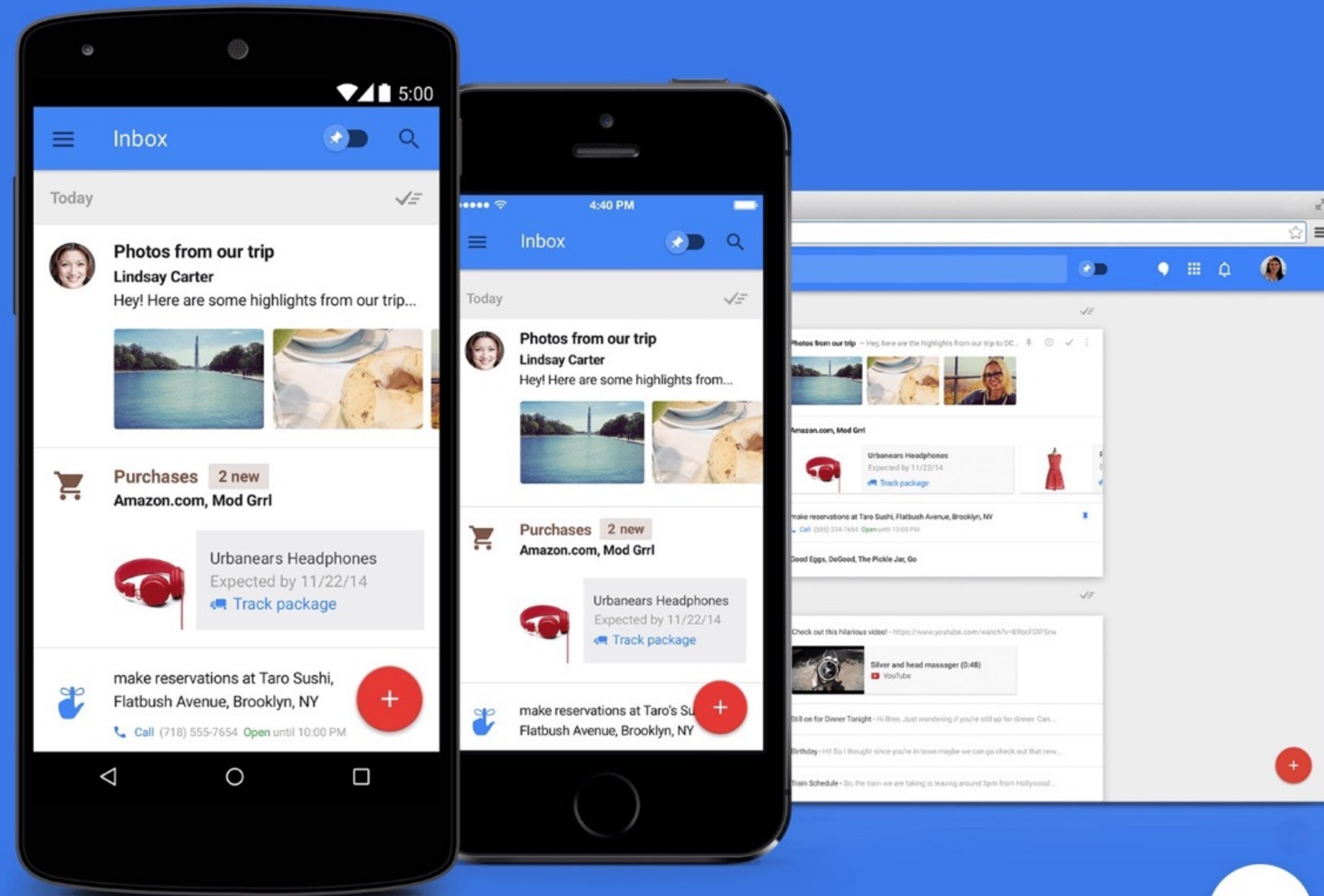
Engagement Level	Inbox Placement Rate Before Rollout	Inbox Placement Rate After Rollout	Read Rate Before Rollout	Read Rate After Rollout
High (11% of total users)	97.18%	97.11% (-0.07%)	58.64%	59.88% (+2.11%)
Medium (88% of total users)	92.10%	93.49% (+1.51%)	10.55%	9.81% (-8.30%)
Low (1% of total users)	88.09%	94.80% (+6.80%)	2.19%	0.42% (-80.82%)

Return Path «Gmail Tabs Analysis», 2014

Meet your new inbox.

Built on everything we learned from Gmail, Inbox is a fresh start that goes beyond email to help you get back to what matters.

See how it works below



- RW

Renata Washington

Re: Renovations awards banquet planning

Hi Gail, I'm available Tuesday and Wednesday afternoon next week. Feel...

Yesterday
- HM

Herb Medway

Re: Welcome to our newest team member: Paul Clemmons!

Great to "meet" you, Paul. We're happy to have you with us. Cheers,

Yesterday
- PD

Pierre Dumont

Re: Welcome to our newest team member: Paul Clemmons!

Hey Paul, Welcome! I heard great things about your internship with Mike....

Yesterday
- KM

Kristin MacGyver

Re: Welcome to our newest team member: Paul Clemmons!

Hi Paul, Welcome to the team! Looking forward to working with you!

Yesterday
- LG

Lukas Geiger

Power Renovations account?

Hi Nancy, Do we manage the Power Renovations account as part of the ...

Yesterday
- JL

Jim Lendler

next steps on the proposal

Gail (and Nancy) – Here are the actions I took from our last me

Yesterday
- GC

Gail Chao

Renovations awards banquet planning

Hi team, Renovations wants to throw an awards banquet for so

Re: Welcome to our newest team member: Paul Clemmons!

Yesterday

Pierre Dumont to Kristin MacGyver, me, Gail Chao, Paul Clemmons, Herb Medway, Amadou Alain, Mike Motler, Rita Ferrar [Show More](#)

Hey Paul,

Welcome! I heard great things about your internship with Mike. You'll be a great asset to the team.

Sincerely,

Pierre

-----Kristin MacGyver/Greenwell wrote: -----

To: Gail Chao/Greenwell@Greenwell

From: Kristin MacGyver/Greenwell

Date: 09/18/2014 11:47AM

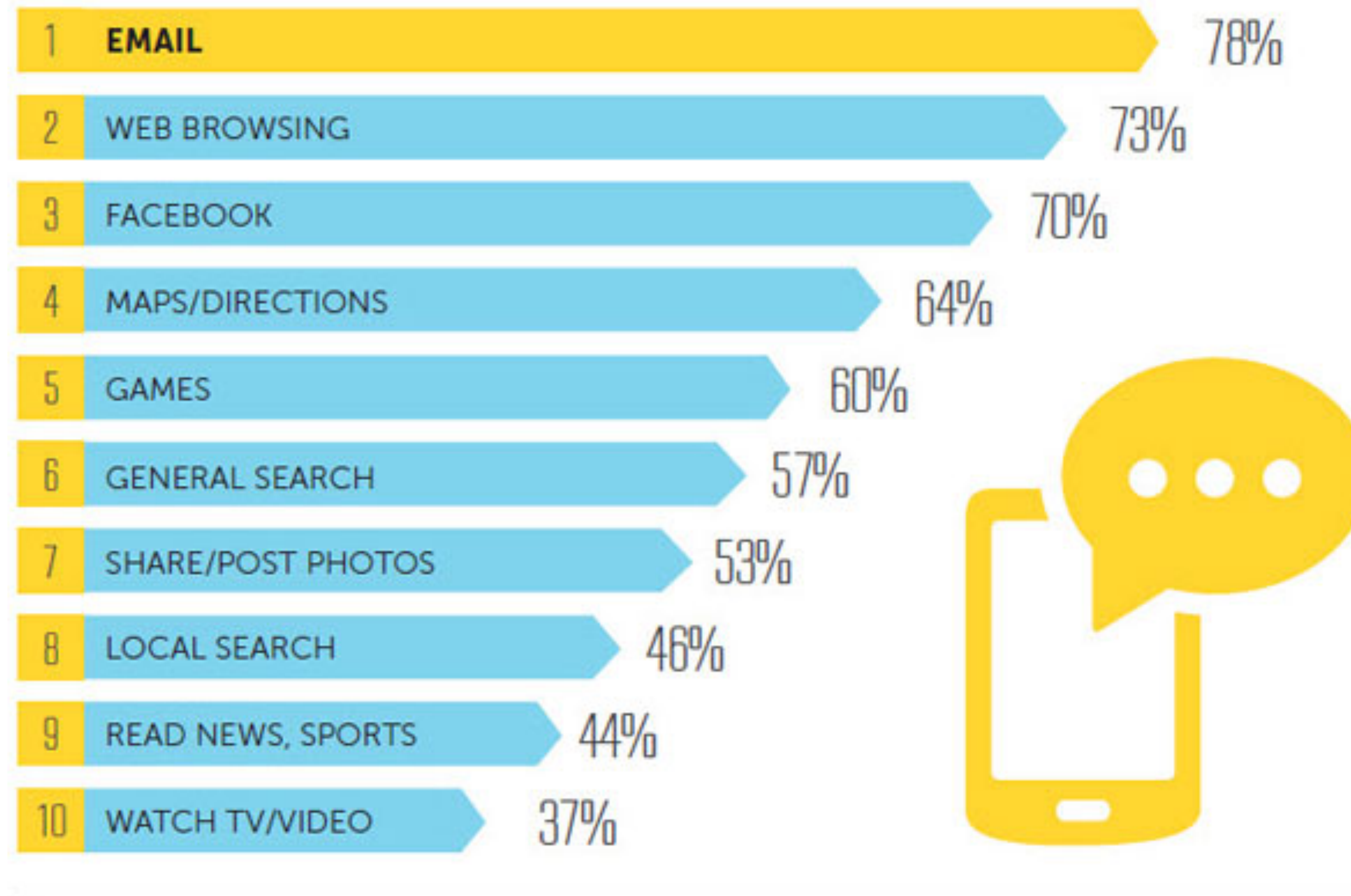
Gail Chao/Greenwell@Greenwell, Nancy Smith/Greenwell@Greenwell, Herb Medway/Greenwell@Greenwell, Pierre Dumont/Greenwell@Greenwell, Amadou Alain/Greenwell@Greenwell, Mike Motler/Greenwell@Greenwell, Rita Ferrar/Greenwell@Greenwell

our newest team member: Paul Clemmons!

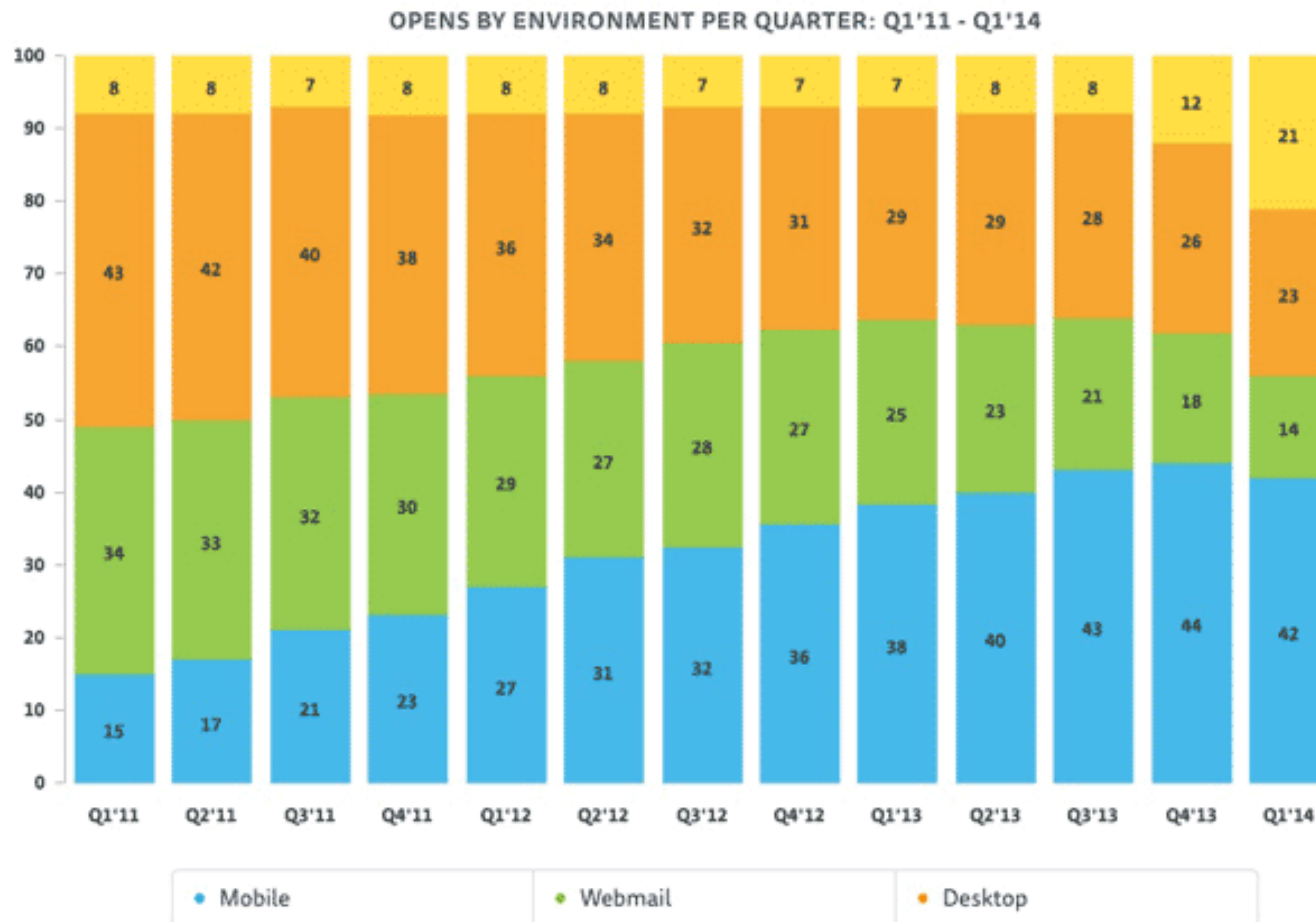


4. Go Mobile

MOST POPULAR ACTIVITIES ON SMARTPHONES

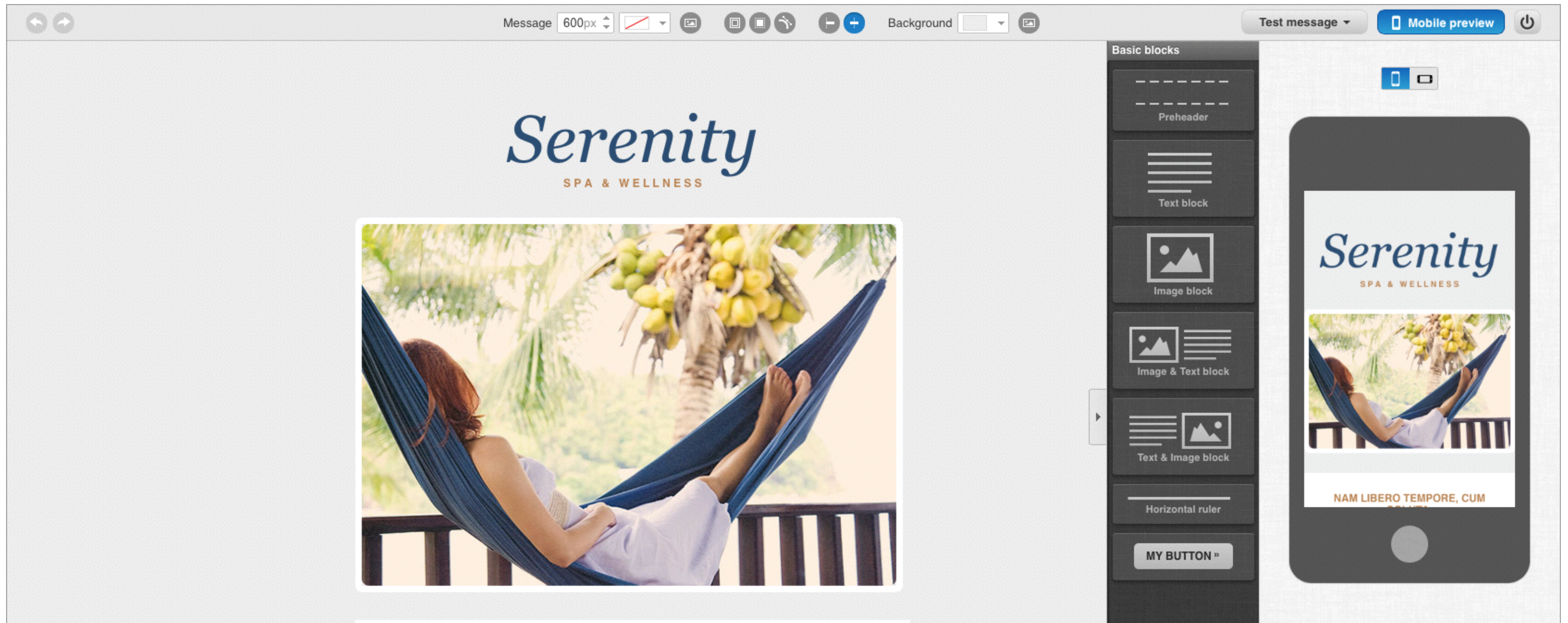


IDC & Facebook «Always Connected», Sierpień 2013



Campaign Monitor «Email interaction across mobile and desktop», 2014

Responsive Design





5. Big data

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Book now



Best fares for Easter

There's great savings to be made on train tickets this Easter. If you're heading home or away for the long weekend now's the time to book to **save up to 43%[†] on average.**

Book now

Birmingham New Street to Milton Keynes Central	Birmingham New Street to London Euston	Birmingham New Street to London Euston	Birmingham New Street to Nottingham
£3.50 ➤	£6.00 ➤	£6.00 ➤	£6.20 ➤
Hotel from £39 [†] ➤	Hotel from £30 [†] ➤	Hotel from £30 [†] ➤	Hotel from £35 [†] ➤

2,104
Calories

3:11:30
Hours

28.5
Kilometers

Cześć Michał,

Widzimy, że marzec był dla Ciebie udany pod względem aktywności sportowej.

Dobrze mieć znajomych na Endomondo, to motywuje. Może już znasz innych użytkowników Endomondo, tylko jeszcze nie masz ich w gronie znajomych.

Tak trzymaj w kwietniu.

Uwolnij swoje endorfiny!
Twoje Endomondo

Tak upłynął marzec

Godziny rejestrowane tygodniowo

Week	Start Date	End Date	Hours
1	24 Feb	2 Mar	0
2	3 Mar	9 Mar	0
3	10 Mar	16 Mar	2.5
4	17 Mar	23 Mar	1
5	24 Mar	30 Mar	3.5
6	31 Mar	6 Apr	1

Obejrzyj statystyki swoich treningów

Znajomi mogą Cię zmotywować - dodaj kilka osób

Urszula Cierebiej
Polska

Katarzyna Os
Polska

Michał Wikiera
Polska

Marta Szatko
Polska

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INVITE FRIENDS: GIVE \$25, GET \$25

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Dear Julia,

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Wyłącz dla następującego języka: angielski

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Maciej,

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Remote: Office Not



Getting Real



The 4-Hour Work



Growth Hacker

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 GetResponse



**KEEP
CALM
AND
DON'T BE
CREEPY**



WORLD'S EASIEST EMAIL MARKETING. @maciej_ossowski



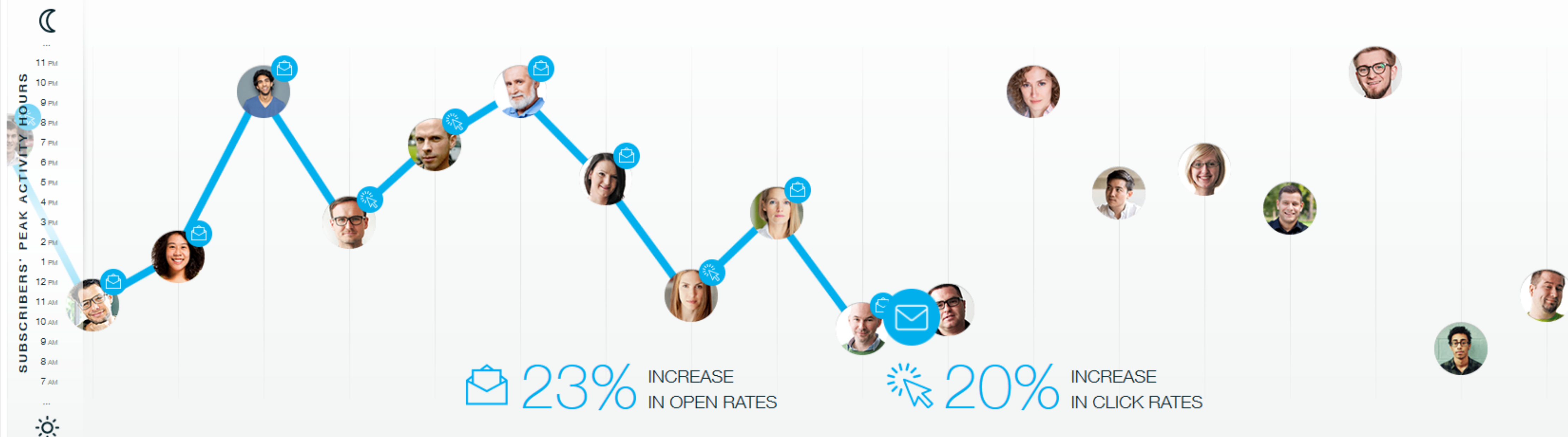
Perfect Timing

Don't get buried. Land at the top of their inbox.

PERFECT TIMING OFF



PERFECT TIMING ON



Thank you!

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Mac Ossowski

mac@getresponse.com

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