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Inbox Innovation Pack

/ Strategy Edition

Our Inbox Innovation Pack helps growth-minded leaders like you achieve email marketing excellence. We've created distinct editions focused on 4 key pillars.

Strategy

Fuel your growth through continuous innovation.

Data

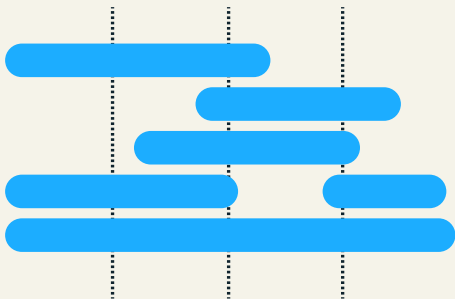Apply AI & data-driven insights for better decisions.

Technology

Power your business with a dynamic tech stack.

Experience

Drive engagement with compelling creative.

This `Strategy edition` provides tactical best practices you can apply immediately. Start playing!

Resourceful Roadmapping

According to Aberdeen Group, teams that build and stick with roadmaps are **52% more** likely to deliver projects on time and under budget.

Resourceful Roadmapping

Plan your email strategy with a quarterly roadmap to set and track goals, optimize customer touch points, and obliterate any roadblocks by setting enough time for your team to do great work.

SHIFT YOUR APPROACH

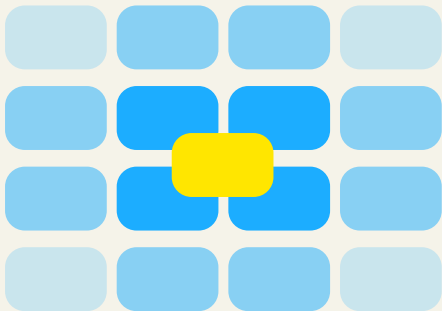*Don't let your roadmap drift away in a forgotten file.*

1 Build your roadmap in a **project management tool** to tie your strategy with current work.

2 Regularly review and **update the roadmap** based on progress and evolving goals.

3 **Communicate** and collaborate with stakeholders to maintain a unified view of progress.

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Curating Compelling Content

According to a study by the Content Marketing Institute, re-purposing content can result in a **300% increase in reach** and **75% reduction** in content creation time.

Curating
Compelling Content

Targeting content to the right audience is the secret sauce of ensuring measurable engagement in your marketing program. *One size does not fit all.* Make sure your content is curated to the right audience, shared within the right context, and is ultimately always driving to conversion.
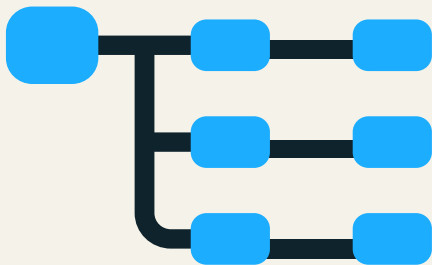
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BLOG to **INFOGRAPHIC** **VIDEO** to **ANIMATED GIF**

WHITEPAPER to **EMAILS** **DIRECT MAIL** to **SOCIAL**

Atomize and re-purpose your content in a variety of ways.
From personalizing a how-to guide for a new audience or re-styling content to fit a new channel, there are many ways to put a fresh coat of paint on a pillar piece from the past.

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Not Just Any Journey

Epsilon found that teams with strong customer journey management processes have approximately **54% greater return on investment** compared to those without such processes.

Not Just Any Journey

Journey mapping helps marketers understand needs, pain points, and motivations of their customers, all of which unlock ideas to enable more relevant buyer experiences. By mapping every customer touch point, marketers can unpack areas of opportunity to deploy new campaigns that hit right at the heart of their buyer's needs at each key moment.
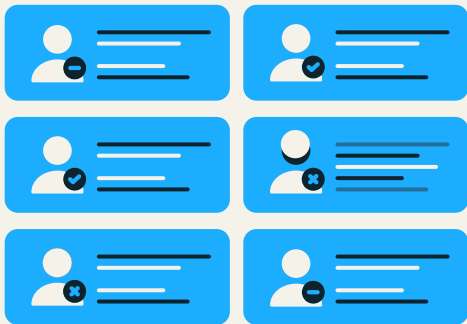
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*View journeys from both the **customer** AND the **marketer** perspectives.*

Customer Behaviors: Identify the buyer stages, decisions, and real-time behaviors in their journey.

Marketing Influence: Align tactics and triggers to drive conversions based on business needs.

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Segmentation Specifics

According to Jupiter Research, behavior-based emails can generate up to **18x more revenue** compared to other email campaigns. This shows the power of what can happen when you segment your data.

Segmentation Specifics

*Focus on **four core segment** categories:*

1 **Audience Engagement:** Categorize based on engagement levels like new, engaged, lapsed, dormant, and inactive.

**2** **Demographic & Psychographic:** Consider age, gender, interests, values, and lifestyles.

3 **Lifecycle or Funnel Stages:** Define journey stages like awareness, consideration, conversion, retention.

4 **Behavioral Segmentation:** Target based on preferences and actions such as purchase history and web interactions.

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While you can always choose to stray away from the core four, it's important to standardize audience segmentation criteria for effective benchmarking and analysis of engagement and Customer Lifetime Value (CLV) over time.

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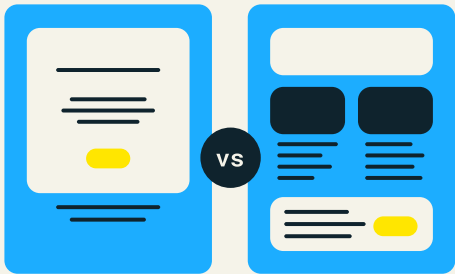
Testing Types

According to Litmus, A/B testing in email marketing can lead to a **37% higher open** rate and a **52% higher click-through rate.**

Testing Types

By testing different variables such as copy, call-to-action buttons, or design, teams can gain valuable insights and optimize campaigns to improve engagement and conversion rates.

There Are Two Types of Testing Programs

1 **A/B Split Testing:** This method splits your audience to measure one factor at a time and compare results.

2 **Multivariate Testing:** This examines specific interactions of many variables to gain insights.

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Patience is key. Avoid the common mistake of insufficient variable testing duration. For more accurate insights, conduct tests over an extended period, covering a sales cycle, seasonality, and multi-channel impact. Aim for a min. of 2 weeks for optimal results.

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Powerful Personalization

According to Epsilon, personalized email campaigns generate **6x higher transaction rates** on average than non-personalized campaigns.

Dynamic Yield found that **71% of consumers** say a personalized experience would influence their decision to open and read brand emails.

Powerful Personalization

Effective personalization goes beyond simply using a person's name. Personalization can significantly impact consumer engagement and drive revenue. It's essential and expected from modern buyers.

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Every marketer knows the importance of personalizing but the major challenge they face is ensuring they have the right data to personalize. *Here are few ways to capture data to pave the path to personalization:*

Direct Profiling

Use your own data capturing solutions like surveys, preference centers or quick polls.

Indirect Profiling

Behaviors on owned channels (clicks, web visits, time on page) and platform inferred data such as IP location or country.

Progressive Profiling

Enriched short field questioning for known users / leads when filling out a form (like event or webinar registration).

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