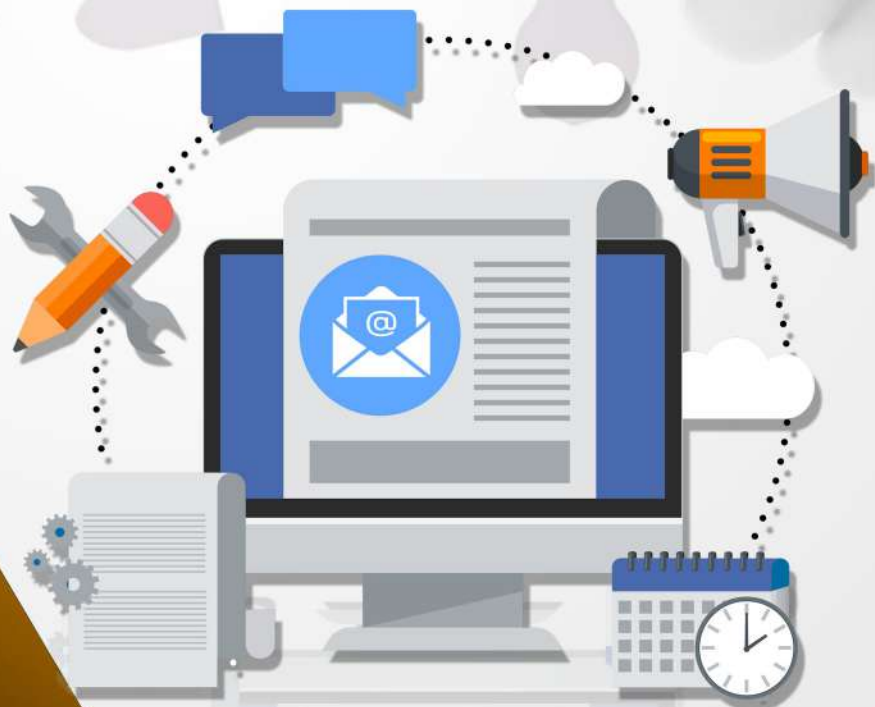


HOW THE PROXIMITY BETWEEN EMAIL MARKETING AND CONTENT MARKETING HELPS?



Infoxclutch

TABLE OF CONTENT

1. Introduction	PG- 1
2. How the amalgamation of content and email marketing could work?	PG- 3
➡ Sharing blog and other forms of readable content	PG- 3
➡ Combining email and video content marketing	PG- 4
➡ Social media and email	PG- 4
➡ Email marketing and survey content	PG- 6
➡ Call-To-Action	PG- 7
➡ Subject line	PG- 8
➡ Selecting different topics for sending to recipients	PG- 9
3. Sign-up forms a great trendsetter	PG- 9
4. Content is not only words but also images	PG- 10
5. The crucial part- A succinct email or should we say a brief content	PG- 12
6. Conclusion	PG- 13

1 INTRODUCTION

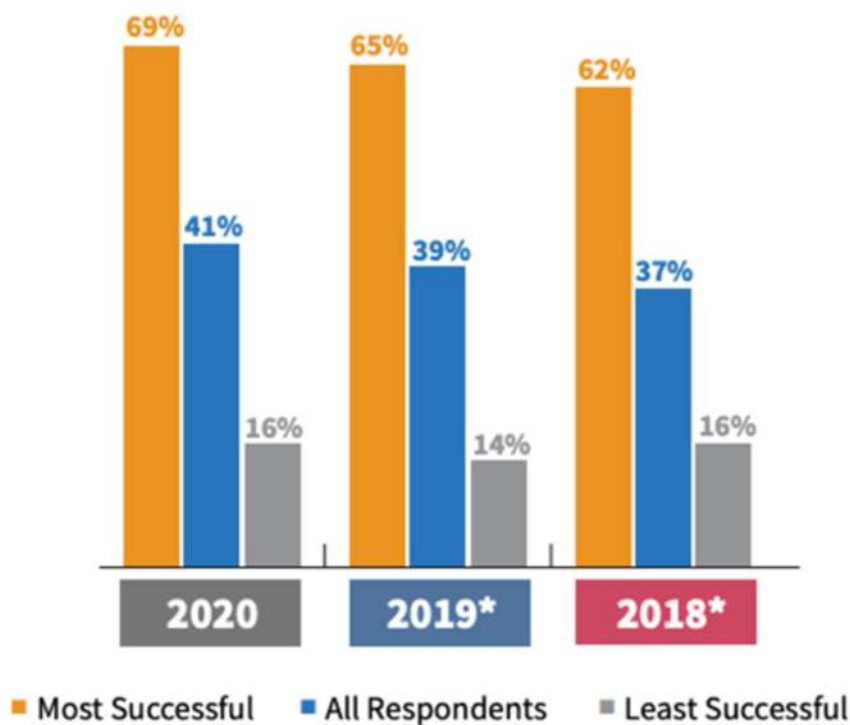
Email is the alpha marketing strategy in the industry.

But not all email marketing could reap the same success. The reason- the content, CTAs, the subject line might not match with the customer's needs. It couldn't trigger the urge to open the email. So, how should you find the one tactic that is the supreme among all?

While, there is no such tactic, but we can rely on the content to boost the email marketing. It is the facilitator in the email marketing strategy.

So, start using the right content for email marketing, it would surely boost the business results.

Percentage of B2B Marketers With a Documented Content Marketing Strategy



**As reported in the 2019 and 2018 versions of this report.*

Base: B2B content marketers; aided list.

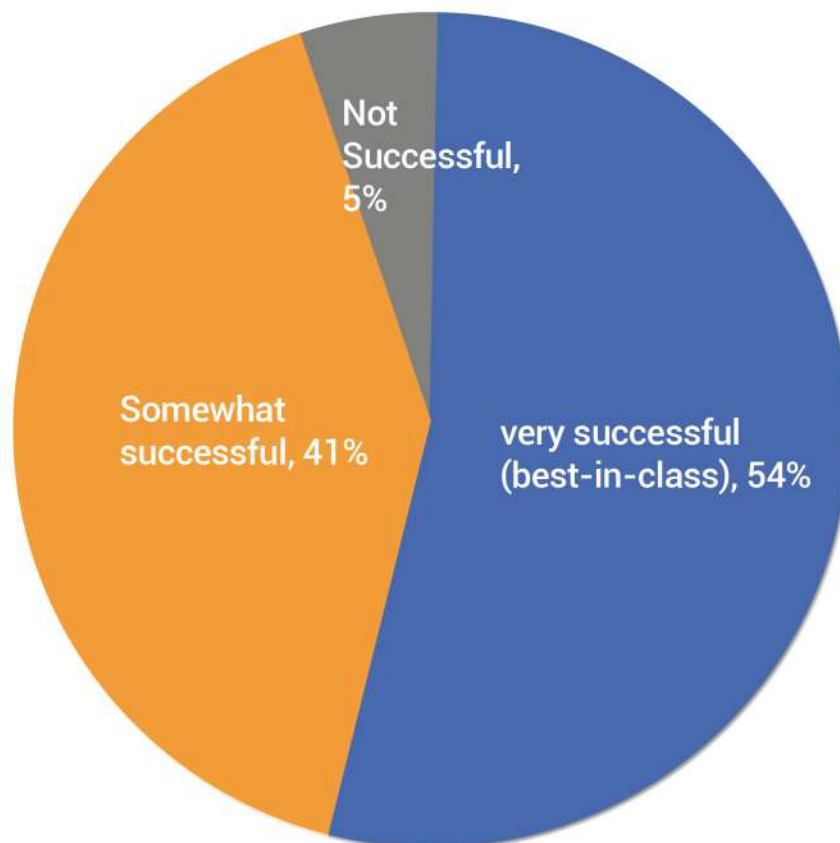
2020 B2B Content Marketing Benchmarks, North America: Content Marketing Institute/MarketingProfs



2020 has been the year of documented content marketing strategy, rightly proved by this graph. Here 69% of the B2B marketers stated content marketing has been by far the most successful marketing strategy, compared to 65% in 2019 and 62% in 2018.

Email+ content marketing = Successful email campaign

Which best describes the SUCCESS of an email-driven content marketing strategy at achieving priorities?



The pie-chart shows that almost 54% of the respondents stated email-driven content marketing leads to immense success. 41% stating it is somewhat successful.

Do you know most of your published content doesn't get the right visibility? So, how do you make it visible to a broader audience? As seen in this chart, you can rightly do that by combining it with the torch-bearer of marketing-email marketing.



2 HOW THE AMALGAMATION OF CONTENT AND EMAIL MARKETING COULD WORK?

We would understand that in-depth in the following points:

Sharing blog, white paper, infographic and others

Include the links to your blog, and other content, while sending emails to the customers. Your content would of no use if you don't do that.

Start with crafting the best subject line, leading to a great body content, then inserting the link just below the email. It would be a great tactic to transport the prospect from the email to your landing page content, infographic and other high-quality content. The results could be mind-blowing.



12 Proven Ways to
CONVERT
Abandoning Website Visitors into
SUBSCRIBER\$

12 Proven Ways to Convert Abandoning Visitors into Subscribers

Over 70% of visitors who abandon your website will never return! Learn how to unlock the highest conversion revenue from each of your website visitors!

OptinMonster shows how a useful content can be sent via email. The brand sends this content "12 proven ways to convert abandoning visitors into subscribers." This is a really useful white paper as any organization would like to know these tactics. And if send by email, readers can just click on it to read further. They don't have to search on google for this information.



Combining video content and email

Video content is one of the popular forms of email marketing. Any readable content form requires much time and patience, while video content could break that monotony. It could convey the message in a simple and most convincing manner, hooking the audience.



The latest Inbox x



Marketing Masters

to me ▾

Thanks for signing up for my email newsletter.

In case you missed the last email we sent out, [here's a link](#) to the video we included. It's a good one!

Cheers,
Marketing Masters



Just as seen in this example, a useful video is added in the email for the subscribers who, for some reasons, missed the newsletter. The two-line message in the email just puts focus on the video content.

Therefore, first create a very short and crisp content for this platform, then design the video so that the message flow is comprehensible and on the spot.

Social media and email

Social media platform, as we know, has gained popularity across the world. An increasing number of marketers are also finding it convenient to put a message on this platform to be visible.



So, leverage social media for better results. It can be combined with email marketing, such as when the recipient reads the email, they could find the social media icons over there. They would just click on these icons for getting landed on these platforms. The one thing that you have to watch for is that the social media content should be relevant and crisp so that the audience understands your brand's message.

A tinge of creativity could make all difference to this content form.

**STORM UPDATE**

**RCN IS PREPARED**

Dear RCN Customer,

RCN is preparing for winter storm Quinn. The combination of heavy snow and strong winds may lead to additional tree damage and power outages. Due to winds and heavy snowfall, travel may be difficult.

Be assured that when major weather events threaten our area, we take appropriate measures to monitor and respond to the possible impact of the storm. Please be sure to follow travel advisories, take precautions, be aware of your surroundings and do not touch any downed lines and wires and, above all, stay safe. For ongoing news and updates, visit rcn.com/stormwatch.

WE'LL KEEP YOU POSTED:

Facebook
Like our page on [Facebook](#) to see storm alerts and relevant updates.


Twitter
Follow us on [Twitter](#) for the latest news and updates.


The example is a fine one of the combination of email marketing and social media. The brand mentions how it is preparing for the winter storm Quinn.



RCN Corporation, the organization based out of New Jersey, sends this email to keep the recipient updated. It informs the measures they take for monitoring any weather event in the area.

Below the email they even included the Facebook and Twitter links so that the recipient can just click on it and land onto the specific social media page. The likes on the Facebook page would give the updates and other alerts, while the Twitter would give every minute update to the audience.



The service provided by the organization is not any of the luxury products or services, but if you are an organization offering those services you can encourage your customer to share your social media content with other users.

Email marketing and survey content

You would like to know what the customers are thinking about your product. So, design the content as such that you can extract the information from the customer.



Here survey marketing comes to the rescue, where as a marketer you can ask the questions that motivate the customers to give the right answers helping further in your marketing strategy.

NETFLIX

Hi Smiles Davis,

Help us shape the Netflix experience by taking this survey. Your feedback is very important to us, so we hope you will take the time to fill it out.

[Get Started](#)

We appreciate your time and feedback!

—Your friends at Netflix

Questions? Call 1-866-579-7172

As a Netflix member or former member, we will occasionally send you emails of this nature. You can learn more about our customer surveys [here](#). If you would like to stop receiving these emails, please [click here to unsubscribe](#), or visit the [Communication Settings](#) page, uncheck the [Netflix Surveys](#) box, and click "Update." Please do not reply to this email, as we are unable to respond from this email address. If you need help or would like to contact us, please visit our [Help Center](#).

This message was mailed to [hello@SmilesDavis.yeah] by Netflix. Use of the Netflix service and website is subject to our [Terms of Use](#) and [Privacy Statement](#).
100 Winchester Circle, Los Gatos, CA 95032, U.S.A.



The content mentioned just before the survey is "Help us shape the Netflix experience by taking this survey," are the catchy lines. It gives the vibes that the marketer wants to make the experience pleasant for the subscribers with the help of the information from the survey.

Later in the same body content it mentions, "Your feedback is important to us," that shows the brand values their customer and wants to listen to them.

Call-To-Action

The truth about the CTA button is

You should design the CTA buttons rightly otherwise; the recipient would be confused of what next step to take. With so much effort gone into designing the useful and relevant content, if he is still in a dilemma about the required action, then your entire effort is futile.



DE BEERS


JEWELLERY

WEDDING BANDS | ENGAGEMENT RINGS | BRIDAL INSPIRATION

WHAT IS YOUR BRIDAL STYLE?

If you or a friend are getting married, or if you are simply dreaming of your future nuptials, allow us to inspire you with everything from exquisite bouquets to sparkling diamond jewellery and dream dresses that perfectly complement your personal style.

DISCOVER YOUR BRIDAL STYLE



The example here shows how to insert the CTA at the right place. The content starts off with the question," What is your bridal style?" It follows with a content instantly that connects with the audience. "If you are a friend or getting married.... dream dresses that perfectly complement your personal style."

Most of the audience who are going through that phase would like the message. They would at least take the right CTA to check the message further.

So put extra effort into developing the precise and interesting CTA . It would take your marketing approach to the next level in no time.

Subject line

This, you can say, is the leader of the email content marketing. Just as if the leader is not strong, the team couldn't collaborate and work the right way. In the end, the team couldn't achieve the target.

Most of the emails are directed to the trash box because of this very reason- the subject lines are boring and vintage kind!!!!

Try adding the fun elements in the marketing.

- ➡ HURRRRRRY UP!!! Offer ends today
- ➡ Witches are crazy so is this Halloween offer
- ➡ Nope, we haven't stopped the offer, Grab it now
- ➡ We are still in the game, check out the offer
- ➡ Forget the deranged 2020, look into the exciting 2021
- ➡ Get into the funky mood to race into 2021!!!
- ➡ All these subject lines get the customer to open the email



Content marketing is actually an important part of email marketing. Don't overlook this aspect, make the subject line of the email as interesting as possible to break the ice with your customer and interact the right way.



Selecting different topics for sending to recipients

All the marketers would have tried their hands-on A/B testing. The testing also known as the split testing compares different versions of the web, email, and other types of comparison testing.



So, if you want to check which form of content would work for a specific email campaign then you should go for the A/B testing. You can select the best version of the content that a reader would actually like to read. The more the effort on the content, the increased the chances of success for the email campaign.

3 SIGN-UP FORMS A GREAT TRENDSETTER

If you don't know it, then you should know that sign-up forms in email could drive your campaign on the success path. But to create that magical effect, the sign-up forms had to have all the right elements-the most important the content in the form.

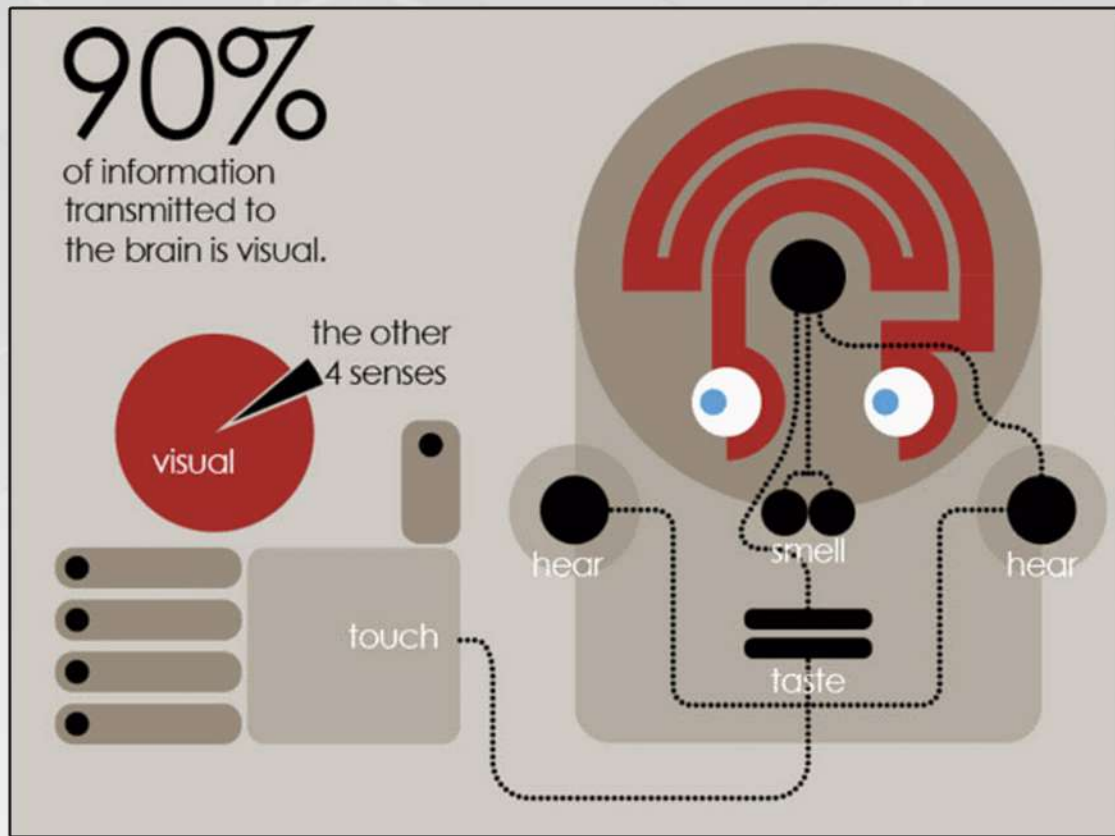
Salesforce, the American cloud-based software company, designed one of the best sign-up forms, with the on the spot content.

The content starts with an empathetic note, "we know you're busy," moving on to the professional talk like "But you still want to be informed." It shows that as an organization, they care about the business needs of their customer.



They then introduce their weekly newsletter from which the customer can acquire the latest business tips, news and thought leadership content.





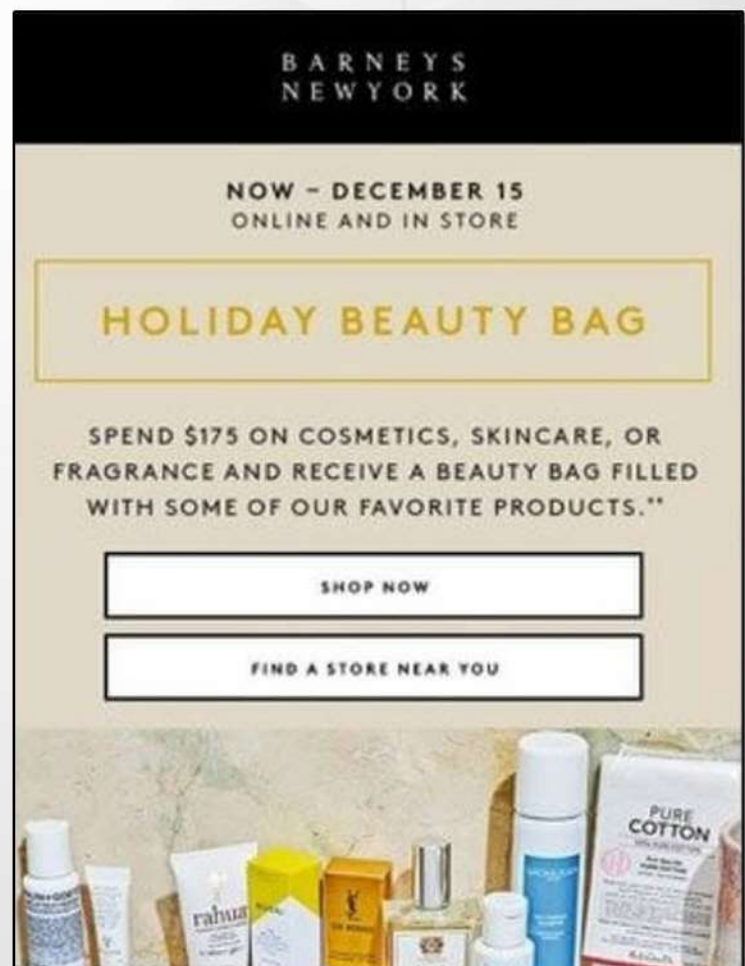
Now how to combine visual content and email marketing?

Many marketers would think adding visuals would entirely change the fabric of email marketing. This isn't true!!!



Be more selective in adding the right visual elements. The pictorial representation that depicts the message in a short and precise way blends well with the email content. Here the trick is to break down the content into small pieces and think of presenting into a compelling visual form.

This email is one of the sunshine examples, where heavy images aren't used.



Hypothetically some marketers could claim if images generate good results, then one should include more images in the email, but that doesn't make sense as with that, your main message might get suppressed.

5

THE CRUCIAL PART- A SUCCINCT OR SHOULD WE SAY BRIEF EMAIL CONTENT

While a content with heavy words might look good, but sometimes takes away the essence of the message. The audience might think the marketer drafted the content for himself and not for them.



Even the Grammarly tool recommends using "delicious" instead of "scrumptious" as many knowledgeable audience, would find it difficult to understand.

So, create content that the audience can relate to. Make it clear, concise and simple.

Winning with apps: 5 ways to punch up your mobile playbook

More than 90% of smartphone owners use apps. But 80% of all app users churn within three months. That's why it's critical to understand how people use apps — and how to attract and engage more of the customers you care about. To help, we've identified five tips that can shape your mobile app strategy.

[Read More](#)[in](#) [t](#) [G](#) [f](#)

Received this email from a friend? Sign up here.

More on Think with Google >

Follow us [in](#) [t](#) [G](#) [f](#)

This email is something that every marketer or decision-maker would like to read. The catchy line here is "How to attract and engage more of the customers you care about."



6 CONCLUSION

In the coming years, we would see a tsunami of emails that would be backed by the accurate data and content marketing.

BIGGEST CONTENT MARKETING CHALLENGES YOUR COMPANY HAS FACED?

65%

find it a challenge to produce engaging content

62%

don't know how to measure the ROI of their campaigns

60%

say that they can't produce content consistently

The content email marketers have to really work hard as you can see in this image almost 65% of the marketers have found it challenging to produce an engaging content, with 60% stating they can't produce consistent content.

When they find a balance between both methodologies, the day is not far, when content and email marketing would have the supreme power to generate good revenue for the organization.

But for the time being, you as a marketer, need to adopt the accurate marketing strategies and techniques to reach the target. This white paper offers a clear explanation on how a combination of email marketing and content marketing can benefit both the processes.





InfoClutch

InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services

You can learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch.

Follow Us On



/InfoClutch/



/company/infoclutch



/InfoClutchData



/infoclutch/

940, Amboy Ave,
Suite 104, Edison, NJ 08837

+1 (732) 708-4386 | sales@infoclutch.com | www.infoclutch.com