# VERIZON'S INNOVATIVE E-MAIL MARKETING STRATEGY



# **TABLE OF CONTENTS**

Introduction	PG- 1
Personalization of e-mail	PG- 1
The upgradation	PG- 2
The best subject line	PG- 4
E-mail view time optimization (	VTO) PG- 6
Mail-ads of Verizon	PG- 7
The e-mail types of Verizon	PG- 8
The right mobile optimization of	of e-mails - PG- 14
Verizon with AOL and Yahoo	PG- 15
Conclusion	PG- 16



## INTRODUCTION

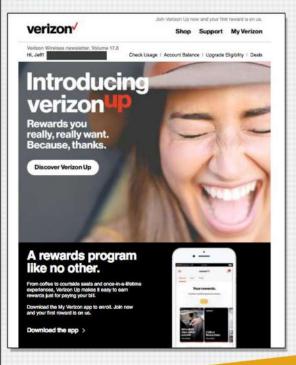
Verizon, the American telecommunication company, offers wireless services and products to its customers across the world. The organization has a proven e-mail marketing strategy to promote its services.

Not only it develops the accurate e-mail content, but also sends it on the right day. It is found that the organization sends most of its e-mails on Friday.

> A fact check (2020): With every \$1 spent on e-mail marketing, one can expect an ROI of \$51.

# PERSONALIZATION OF E-MAIL

Personalization of e-mails would never be outdated. This strategy is also used by Verizon, where the company develops a well-planned personalized strategy for targeting its customers.









The brand here addresses the customer by his name. One should know that with this tactic, it becomes easy to make a personal connection with the customer.

Recipients would then be interested in reading the e-mail. It would also make them feel that the brand knows about their preferences and is, therefore, promoting the right product to them. With the right line like" Rewards you really really want," it emphasizes the actual needs of the customer. The customer gets the vibes to connect with the brand.

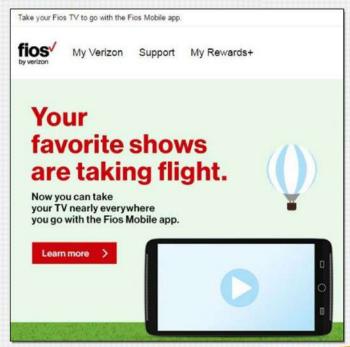
For every \$1 invested, personalization generates an almost \$20 in the return of invesment. Its 20 times more than the investment.

# THE UPGRADATION

Verizon has a refined tactic to target its customers. The company designs the e-mail by including some of the best images and catchy lines.



In its e-mail campaign, the organization showcases the new feature, by adding the line, "You can take your TV everywhere." This makes the right impact as it shows the benefit the customer can get by using its service.





It further goes on to add more details in the e-mail, such as the number of channels the user can enjoy, and how they do not need the remote to watch the show, etc.



#### With the Fios Mobile app you can:

- Enjoy over 200 channels at home and over 125 on the go
- Choose from thousands of free Fios On Demand titles
- Watch live TV channels virtually anywhere
- Use your phone as a remote\* when watching TV at home

#### Now your DVR can go mobile with Fios Quantum TV.

Upgrade today to Fios Quantum TV, download the Fios mobile app and get an amazing new bonus: DVR streaming. No need to wait until you get home. Start watching virtually anywhere on your compatible tablet or smartphone with the Fios Mobile app.

#### Downloading the app is easy.

Visit the app store and download the Fios Mobile app today.







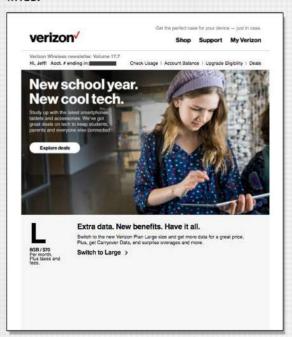


Every customer likes the convenience, and the Verizon's e-mail marketing strategy rightly uses this tactic while developing the upgradation e-mail.

# THE BEST SUBJECT LINE

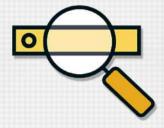
The subject line is the key to reach an extensive number of potential customers across the world. Verizon uses this tactic the best way. The organization executes the trial and error method with varied subject lines.



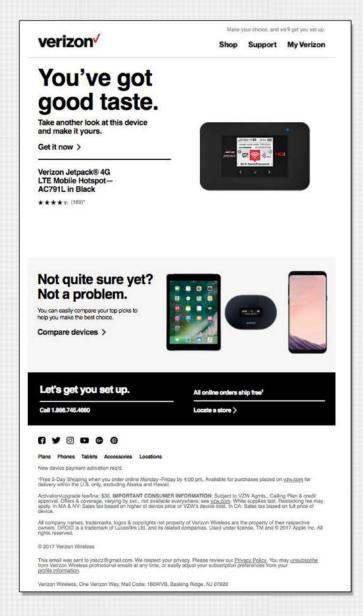




The brand developed an e-mail to target parents of school-going kids. Obviously, the organization has the data of these customers; it made the right subject line, "We are...... your student needs."







"You have a good taste," is the motivating line for the recipient in this e-mail. Verizon collected the data of these customers who showed interest in a specific type of electronic product. The potential customers did window shopping and looked at the products of their choice.



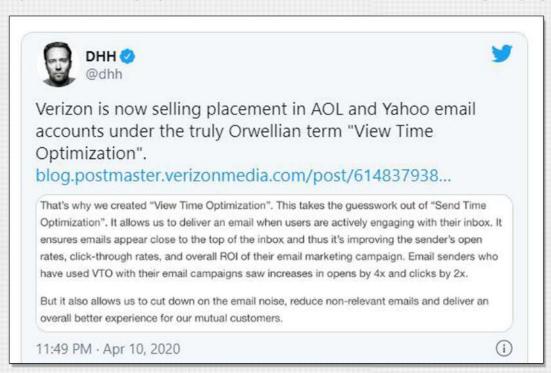


Nobody checks the product if they are not interested. Verizon then placed the same product images with the specification so that the recipient can read it entirely and further purchase it. It guided the customer with alluring images to close the sales process instantly.

With the hyper-personalized content and timely sending of e-mails, Verizon is nailing the e-mail marketing strategy.

#### **E-MAIL VIEW TIME OPTIMIZATION (VTO)**

In April 2020, the company announced a new feature for its e-mail marketing campaign.



View time optimization works according to the behavior of the inbox service provider. When there is a decrease in the engagement rate, VTO aims to turn the table in the company's favor. The tool gathers the existing data of the user so that the right technique can be used to target them via the right content and at a convenient time.



The solution helps send the e-mail when the recipient would actually open and check the e-mail. The view time optimization aims to increase the open rate by almost 50%.





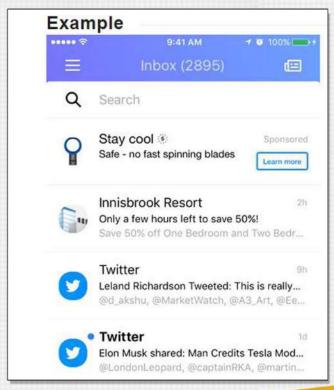
It is also found that, with the integration of VTO, the e-mail opens increased by 4x while the clicks increased by 2x.

The "send time optimization" of MailChimp is similar to the "View time optimization." The brand aims to target the recipients when they are the most active.



#### MAIL-ADS OF VERIZON

The organization has the tool where it significantly places some of the top ads on top of the recipient's inbox.







This adds the right touch to the e-mail tactic of the organization. Just as users prefer the content on the first page of the Google search results, if the content is placed on top of the recipient's inbox, they would obviously check the content. Most likely, they would read the entire content. This helps improve the performance of the e-mail campaign.



#### THE E-MAIL TYPES OF VERIZON

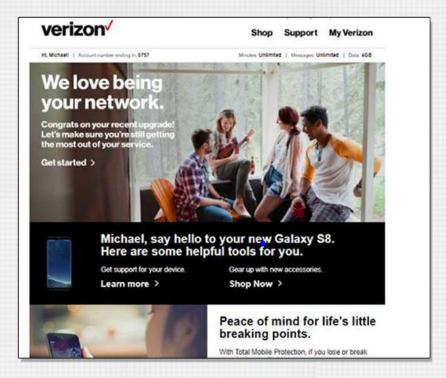
Verizon follows different approaches for every audience type, some of the common e-mails that it sends to customers:





#### **Enticing e-mail:**

The brand designs attractive e-mails that allures recipients. Verizon integrates the right mixture of the creative and relevant elements in its e-mail.



The e-mail explores the fun content, along with delivering the right message.



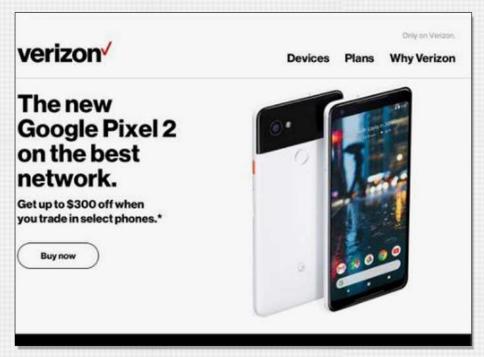
Infoclutch



#### Discount offer for special customers:

Every customer loves a discount. Verizon has the right e-mail strategy in place to promote the right discount to its customers. Making customers happy and motivating them to purchase the product is what Verizon looks for.

The company rightly advertised one of the products by mentioning "Up to \$300 off" on Google Pixel 2.







There is another example with an offer of a \$300 VISA gift card that rightly attracts the attention of the recipient.



#### Activating the dormant customers:

Dormant customers, mean the customers who had become silent after a few purchases. Verizon tries to win-back these customers with the tag line," It's just not the same without you," which makes the customer feel spcial.

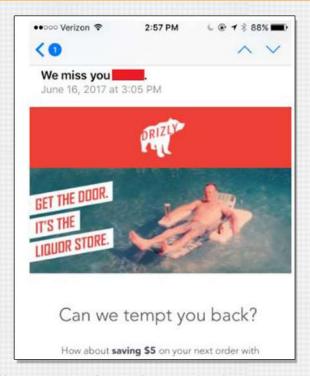
It implements the right activating tactic for dormant customers with a creative content. The brand is showcasing the products with \$50 off.





There is another example, where the brand is trying to win the customer back.





The example also offers a saving of \$5 in the next purchase.



#### Sign-up offer e-mail:





After the sign-up, many of the brands send the best offer to customers. This is to hold on to the customer, so they do not hop on to other brands. The e-mail mentions, "Your first great deal is here."

When any new customer comes to know the brand is giving special attention to them, they would surely stick to it. Verizon has tapped the opportunity with the above designed e-mail.



#### The upsell and cross-sell e-mail:



After giving satisfactory service to the new customer, the brand then moves on to the upsell and cross-sell e-mail marketing campaign. The tactic significantly helps as now the brand is aware of the requirements of the customer. It can rightly pitch the best priced product as per the customer's requirements.



The upgradation line," You may qualify for an upgrade," states the customer as a valuable customer, and the brand has selected them for the high-quality service with minimal extra charges.

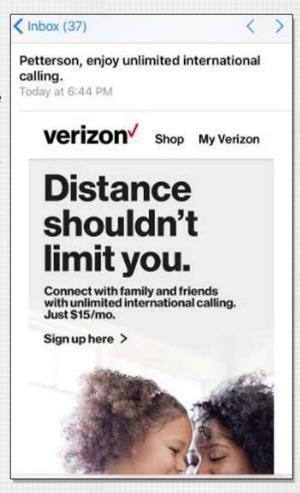




#### Triggering the right emotion:

Triggering the right emotion among the recipients can boost the business results, that Verizon proves it conviningly. Here the tag line," Distance shouldn't limityou," makes the right impact on the minds of the customers to go for the service.







#### Webinar e-mails:

Verizon regularly sends webinar e-mails to the customers.

In the current world, webinars have gained popularity as business personalities, executives, and others can discuss about the upcoming services, trends, and products on this platform. Verizon taps this opportunity by sending e-mails to the customers to join the webinar.



#### Presented by

Willie Pena

### Verizon Business Markets

Small Business Webinar Series

Wednesday, October 25, 2017 2:00 p.m. ET

"How to Get the Most B' ag for Your 'uck (and Save Time) with Sma ter E "I Camp signs"

Following up on the highly successful "He v to De World ass Email Advertising Program Without Spending a \ \rtune \ ebinar, Will Pena dives deeper to show you how to super-charge yo remail marketing afforts while saving time and money. If you want to double u. "inle you" ales leads, this is the webinar to watch!

Willie Pena, Owner Pena Media

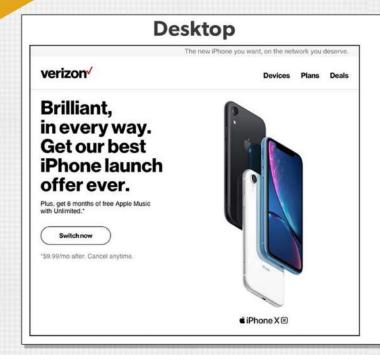
verizon/

The webinar conducted by Verizon discusses how to accelerate the e-mail marketing campaign and generate the right leads for conversion.

#### THE RIGHT MOBILE OPTIMIZATION OF E-MAILS

Optimizing e-mails for mobiles is a mandatory practice followed by brands. Verizon ensures the e-mails that it sends are nicely optimized for mobiles, so that none of its customers faces the inconvenience.







The e-mail looks perfect both in the desktop and mobile versions. The attention given to optimizing the e-mails in both the devices shows the professionalism of the brand.

# **VERIZON WITH AOL, AND YAHOO**

AOL, the American online service provider, is marketed by Verizon media. The company bought Yahoo for \$4.5 billion in 2017 and AOL for \$4.4 billion in 2015. Both of them were merged into the venture known as Oath.



The strategy was to include more relevant and effective content on the distribution platform of Verizon. As data is crucial for planning any strategy, with the acquisition, Verizon could get the right consumer data to target them at the right time.

As per a report, Yahoo's owner of the Oath division has been promoting the service that could scan up to 200 million e-mails in the Yahoo e-mail to understand the needs of the customer.

Infoclutch

# CONCLUSION

The company rightly understands the needs of its customer and integrates the best approach for sending e-mails to them. The innovative approach implemented by Verizon, helps it stand out from the rest of its competitors.

The company has less debt than its rival AT&T, and with the right marketing strategy, it can soon become the leader in the industry.



# **Infoclutch**

InfoClutch is a leading provider od b2b business intelligence solution for marketers os 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 van learn more about platform friendly mailing data by getting in touch with our expert at InfoClutch

#### Follow Us On

f /InfoClutch/

in /company/infoclutch

/InfoClutchData

/infoclutch/

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

+1(888) 998-0077 sales@infoclutch.com www.infoclutch.com

