

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large, solid red speech bubble is centered on the page, pointing downwards. The text is contained within this bubble.

Email Marketing

By: Mayson Ellington

A red speech bubble with a white question mark inside, pointing towards the text on the right.

What is it?

- Advertise or promote brands, products, etc.

A large red speech bubble with a white question mark inside, pointing towards the right.

Why?

- To invite more people in.

A large red speech bubble with a white question mark inside, positioned on the left side of the slide. The bubble has a tail pointing towards the bottom left.

Where to start?

- Create an actual email marketing platform

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Strategies

Newsletters

- Send them offers and promotions

Auto Responder Sequences

- New person gets added to list

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or a stylized globe. On the left side, there is a large red speech bubble with a white border. Inside the bubble, the text "Combining Them" is written in white. To the right of the bubble, there is a list item with a red square bullet point.

Combining Them

- Familiarize you subscriber with your brand

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion or a stylized globe. A large, solid red rectangle is positioned on the left side of the slide, containing the word "Frequency" in white text. A smaller red rectangle is positioned directly above it.

Frequency

- Two opposing schools of thought

Upselling and Cross-Selling

- **Upselling: post-purchase**
- **Cross-Selling: positive relationship**