



E-pasta mārketings
nav vienkārši pārdošanas rīks

PROBLĒMA

Lielākā daļa biznesu
fokusējas uz potenciālu klientu
"piesaistīšanu"

NEVIS

uz attiecību veidošanu,
pārdošanu un vērtības
palielināšanu ilgtermiņā

Frontend bizness



Lielākā daļa biznesu
izdzīvo vai nomirst

Ar e-pastu
tu vari 5-kāršot savu biznesu
un samazināt izmaksas 2x
(eCom piemērs)

Backend bizness



**Veiksmīgs bizness un
ilgas, laimīgas attiecības**



Jānis Rozenblats

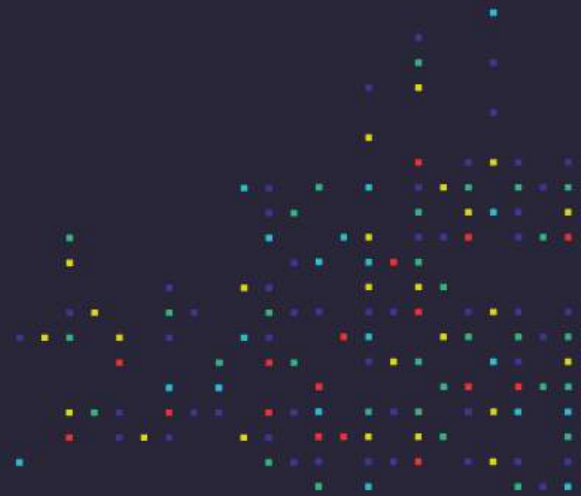
CEO

Mailigen



Mēs palīdzam uzņēmumiem
augt un stāstīt savus stāstus
e-pastā

Mailigen



“Batch and Blast” ir MIRIS

... vai tam būtu jāmirst

- Vienvirziena progresija
- Parasti tiek izmantots viens kanāls
- Lielāka interese ir būt ieraudzītam nevis ieklausīties
- “Radīt pieprasījumu” pārspēj “radīt vērtību”
- Mērķis pārdot nevis kalpot



Jauns domāšanas veids pēdējo 5 gadu laikā

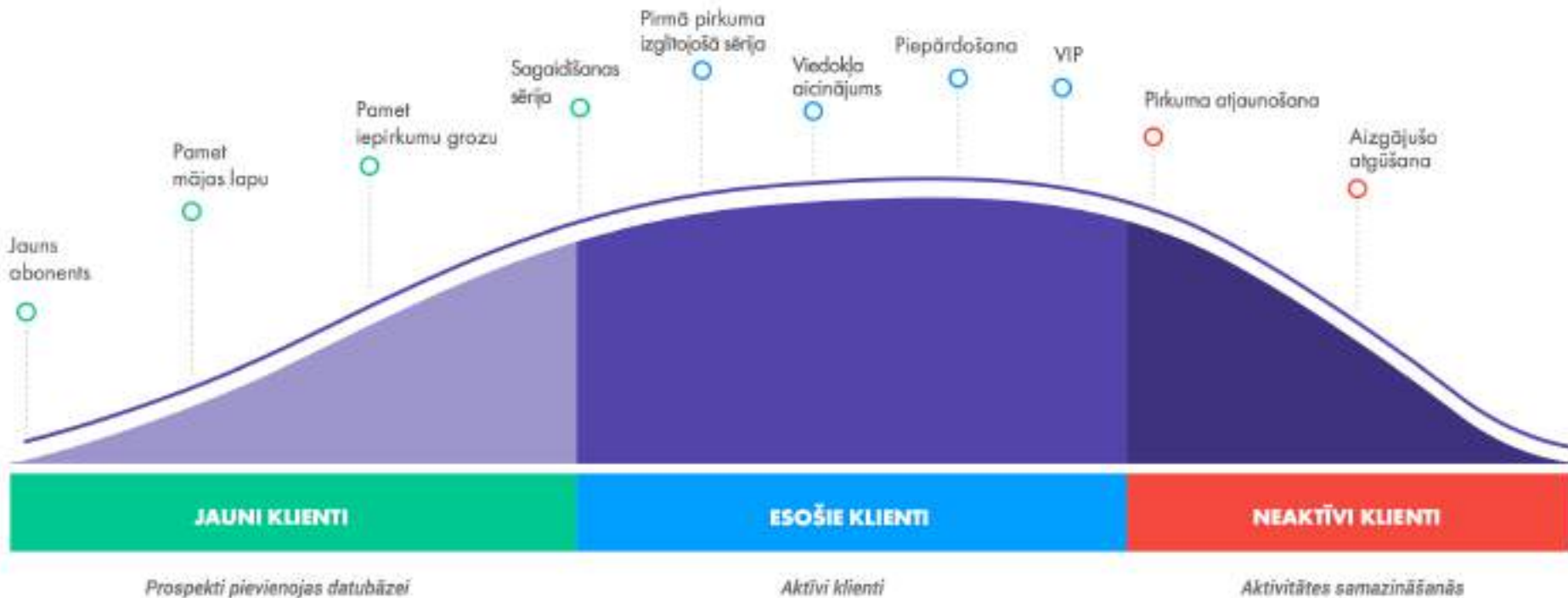
- Divpusējs dialogs
- Iesaistīti vairāki kanāli
- Saruna nevis masas ziņas, izmantojot automatizāciju
- Īstermiņa un ilgtermiņa vērtības radīšana ir vienlīdz svarīga
- Pārdod vispirms apkalpojot (“Kalpo lai pārdotu”)



Klienta dzīves cikls

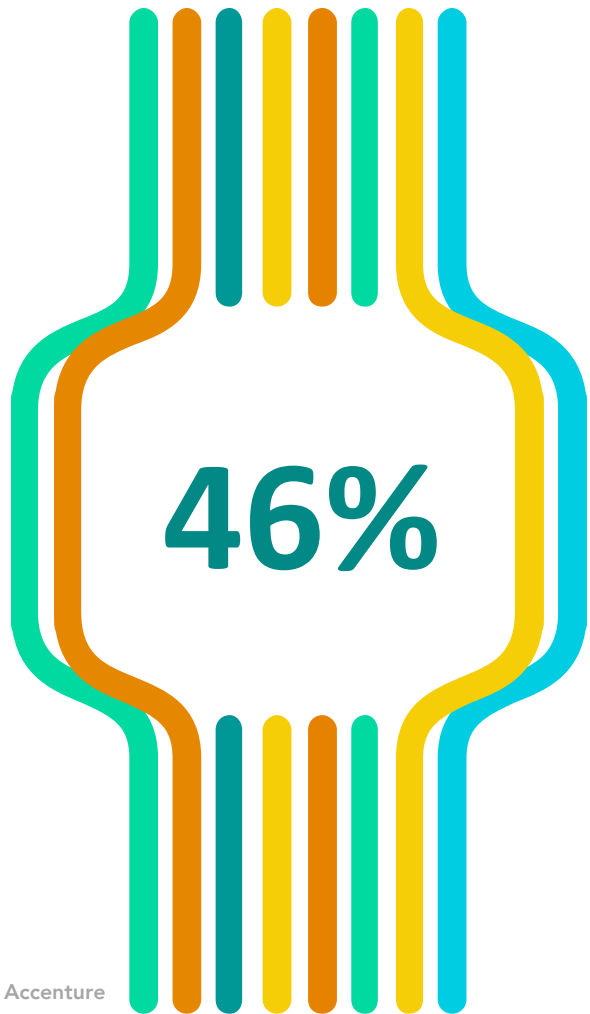


Dzīves cikla e-pasta mārketinga



Personalizēti un relevanti e-pasti sniedz
18x lielāku atdevi par masveida kampaņām.

– Avots: Jupiter Research



patērētāju atzīst, ka šodien ir 10x lielāka iespējamība mainīt pakalpojuma sniedzēju, ja saņems lielāku uzmanību no cita.



Pirmais solis:

e-pastu datubāzes ievākšana ar piekrišanu

- Aptaujas veikalā
- Aizpildot lojalitātes reģistrācijas formu
- Kontaktu formas mājas lapā
- Sociāli tīkli
- Konkursi
- Kontekstuāli pop-up un exit intent logi mājas lapā

GDPR ir iespēja, nevis drauds!

<p>Your opt-ins should be held to the following standard:</p>	<h2>Unbundled</h2> <p>Consent is separate from other terms and conditions.</p>	<h2>Active opt-in</h2> <p>Do not include pre-ticked opt-in boxes.</p>	<h2>Granular</h2> <p>Consent is given for every type of processing system.</p>
<h2>Named</h2> <p>Name your organization and third parties involved.</p>	<h2>Documented</h2> <p>Keep records of every stage of the process.</p>	<h2>Easy to withdraw</h2> <p>Your subscribers have the right to withdraw.</p>	<h2>No imbalance</h2> <p>Consent must still exist, even in the case of a conflict.</p>

GDPR opt-in piemēri

JIMMY CHOO

▼ PAYMENT METHOD

VISA AMEX MASTERCARD PAYPAL

I WOULD LIKE TO SIGN UP TO RECEIVE EMAIL UPDATES FROM JIMMY CHOO. SEE [PRIVACY POLICY](#).

* I CAN CONFIRM I HAVE READ AND ACCEPTED THE [TERMS AND CONDITIONS](#)

PAY NOW

GodTrust
SECURED
2017-09-03 UTC

GDPR opt-in piemēri

4x rezultāti ar Jā/Nē

Sainsbury's

Groceries ▾ Favourites Great Prices Discover Recipes

Terms and conditions

We want you to know exactly how our service works and why we need your registration details. Please state that you have read and agreed to these terms before you continue.

You must accept the terms and conditions.

I agree to the [terms and conditions](#).

Contact permission

We'd love to send you money-off coupons, exclusive offers and the latest info from Sainsbury's by email, post, SMS, phone and other electronic means. We'll always treat your personal details with the utmost care and will never sell them to other companies for marketing purposes.

Please let us know if you would like us to contact you or not by selecting one of the options below.

Yes please, I'd like to hear about offers and services.

No thanks, I don't want to hear about offers and services.

Register

Payment Preference

Select ▾

Credit Card Number

Expiration Date

MM ▾ YYYY ▾

Stay Connected with
Everything Reader's Digest!

Yes No YES! I'd like to occasionally receive exciting contest, sweepstakes and offer opportunities.

ORDER NOW

Atkārtotas piekrišanas e-pasta piemēri

PwC | Getting ready for GDPR
Please confirm that you're still happy to hear from us.

The PwC network and each of its individual PwC firms are strongly committed to protecting the privacy of personal data that we manage about PwC clients, employees and other individuals. In preparation for 25 May 2018, when the EU's General Data Protection Regulation (GDPR) will be enforced, we would like to verify that you are happy to continue receiving marketing material from the PwC network. For details of our member firm locations, please [click here](#).

By giving your consent, you will continue to receive relevant thought leadership, publications, industry newsletters and invitations to PwC events.

You will have the opportunity to opt out of receiving communications from us every time we contact you. You may also wish to read our [privacy statement](#) that provides further information about how we use personal data.

If you decide that you don't want to receive marketing content from the PwC network any longer, please note that we may still be required to send you emails regarding financial, transactional and/or security information in connection with products or services that we are providing to you or in the jurisdiction through which you are known to us.

Please click one of the buttons below. A page will open in your browser confirming your choice, with no further action required.

You have the right to withdraw your consent at any time.

If we have not heard from you, we will send you two reminder emails prior to the 25 May. If we don't hear from you after this, and in line with the new regulation, we will not send further marketing to you unless you request it.

If you have any questions, please contact us at gdpr_email_consent@us.pwc.com

OSOS
is changing. The law is changing. The law is changing. The law is changing.

Only get the emails you want from us

You're in control

While doing your job the emails you will receive us, right away. Why? Because the law is changing, and if you want to be sure that you get the right emails. So, if you want to have it back, please confirm your good options now.

Here's what you enjoy now

DISCOUNTS & SALES Get the best rates on all our products for you	NEW STUFF Follow the latest news and updates about our new products
YEAR EXCLUSIVES We're offering exclusive deals, for limited periods and special occasions	ADDS PARTNERS Find out more about brands we love best and that you will love.

The Little Green Sheep

Mattresses | Bedding | Snuggles | Sleepskins | Gifts

LET'S KEEP IN TOUCH

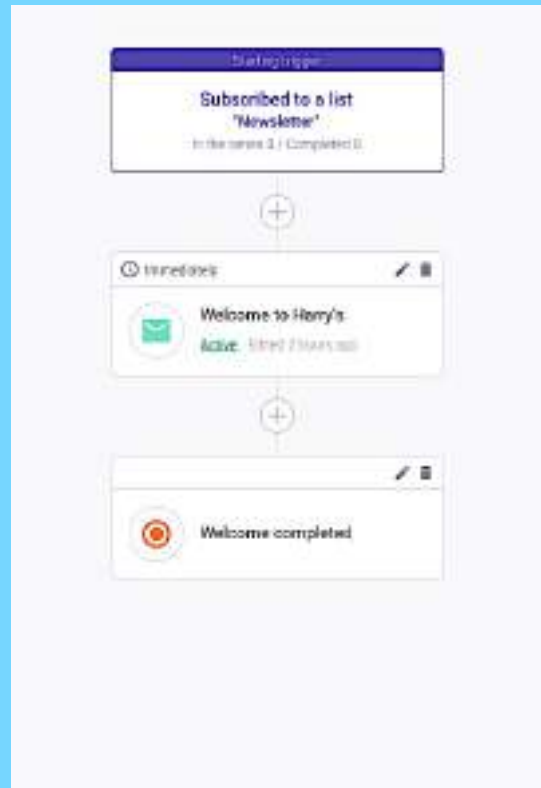
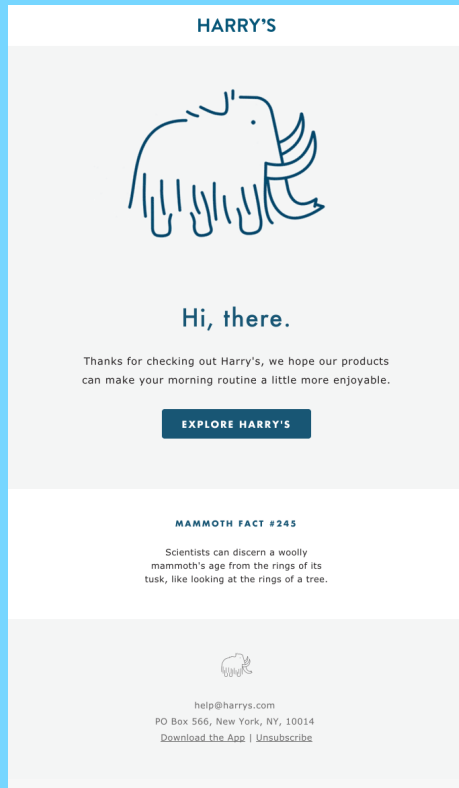
New data protection laws are coming so we need to check that you're still happy for us to contact you about our new products, fantastic offers and exciting competitions.

We've got lots more to share with you and we wouldn't want you to miss out. Follow the link below to let us know you're happy to stay in touch.

Pirmais kontakts

Iepazīstini ar sevi, nodefinē komunikācijas ritmu

Sveiks draugs!



Produkta izglītojošā sērija 3 mēnešu laikā.

dyson

Not displaying correctly? [Get email in full](#) | [Unsubscribe](#)


Your new Dyson machine.

Thank you for registering the warranty on your DC41. Your machine is now covered for 5 years including parts and labor.

We'll keep in touch every now and then to remind you when to wash your filters, and to make sure you are the first to hear about our latest technology. In case you change your mind about receiving emails from us, every message has a link to unsubscribe.

Here are some useful contacts in case you ever need assistance.

- ▶ **Get started with your DC41 by viewing an instructional video.**
- Call a Dyson expert free at 1-866-661-DYSON (1-866-663-9766). We're open at the following times (all CST):
Monday-Friday: 8:00am-8:00pm
Saturday: 9:00am-6:00pm
Closed Sunday
- Our website has a comprehensive support section, with diagnostics and the answers to many common questions. You can also see the latest Dyson technology and shop for accessories to fit your machine. [Visit online support](#)



Dyson.com | Facebook | Twitter | YouTube | LinkedIn

We sent this email to you at [email address] because you previously provided your email address to Dyson (e.g. when registering a machine). If you'd prefer not to get emails from us, please [unsubscribe here](#).

Dyson Inc., 685 W. Chicago Ave. Suite 275, Chicago, Illinois 60654

dyson



Not displaying correctly? [Get email in full](#) | [Unsubscribe](#)

Help others choose the right machine

By now you've probably spent some time using your DC41 vacuum cleaner, and know what you like about it.

If you have a few minutes, please share your feedback on the review section of our website. It will help others choose the right machine.

Record a video review or write a review on [Dyson.com](#) today. Choose your machine to get started:

	Dyson DC41 Animal Complete		Dyson DC41 Animal
	Record		Record
	Write		Write

You can also post a review and check out what others have to say on our [Facebook page](#).

Dyson.com | Facebook | Twitter | YouTube | LinkedIn

We sent this email to you at [email address] because you previously provided your email address to Dyson (e.g. when registering a machine). If you'd prefer not to get emails from us, please [unsubscribe here](#).

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To ensure Dyson emails reach your inbox, please add email@consumer.dyson.com to your address book.

dyson

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Stretches so you don't have to.



As a DC41 owner, we want to make sure you're getting the most out of your machine. We learned recently that some owners were not aware that their instant release wand stretches up to 5 times the length of the handle. We wanted to let you know, because it could make cleaning throughout your home easier.

The wand pulls out in a single action. It's ideal for cleaning high into the corners of a room. It will also reach to the top of a standard flight of stairs. Every cleaning function on a Dyson vacuum is engineered for ease of use.

If you'd ever like help or advice about your Dyson machine, please call the Dyson Helpline at 1-866-661-DYSON (1-866-663-9766). We're open at the following times (all CST): Monday - Friday: 8:00am-8:00pm, Saturday: 9:00am-6:00pm, Closed on Sunday.

Or visit us online at www.dyson.com/support.

Dyson.com | Facebook | Twitter | YouTube | LinkedIn

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Dyson Inc., 685 W. Chicago Ave. Suite 275, Chicago, Illinois 60654

To ensure Dyson emails reach your inbox, please add email@consumer.dyson.com to your address book.

dyson


Not displaying correctly? [Get email in full](#) | [Unsubscribe](#)

Solve a big hairy problem.

And other difficult cleaning tasks.


By now you've had your Dyson vacuum to good use. We hope it's working hard for you.

For some extra help with difficult cleaning tasks, you might like to know about our range of accessories. There's all designed to do the same things as a Dyson vacuum - to remove more dust, dirt and pet hair around the home.



Dyson green tool \$45.00
For cleaning problems as big hairy as a shedding dog. The Dyson green tool removes loose hair directly from your dog's coat - before it's shed around the home. Carefree hair is then sucked directly into your vacuum.

[Shop now](#)




100 motor brush \$15.00
100 motor brushes help remove stubborn dirt and shed-on mat from carpets and upholstery. The brushes are angled to create a flexing action as they sweep through carpet pile - pushing the dirt up into the surface.

[Shop now](#)

View the full range of Dyson vacuum accessories

[View the range](#)



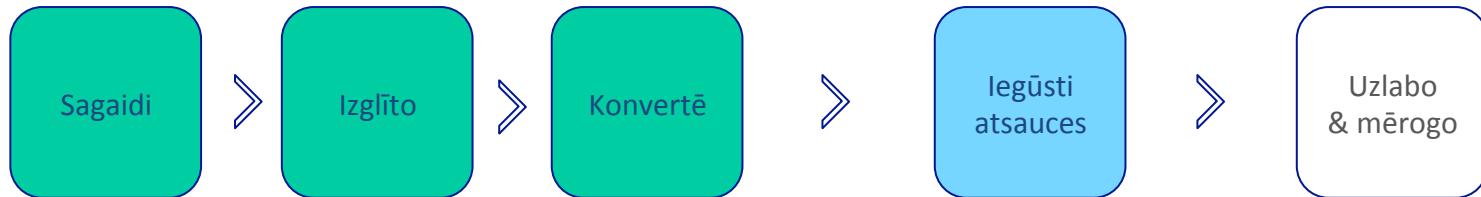
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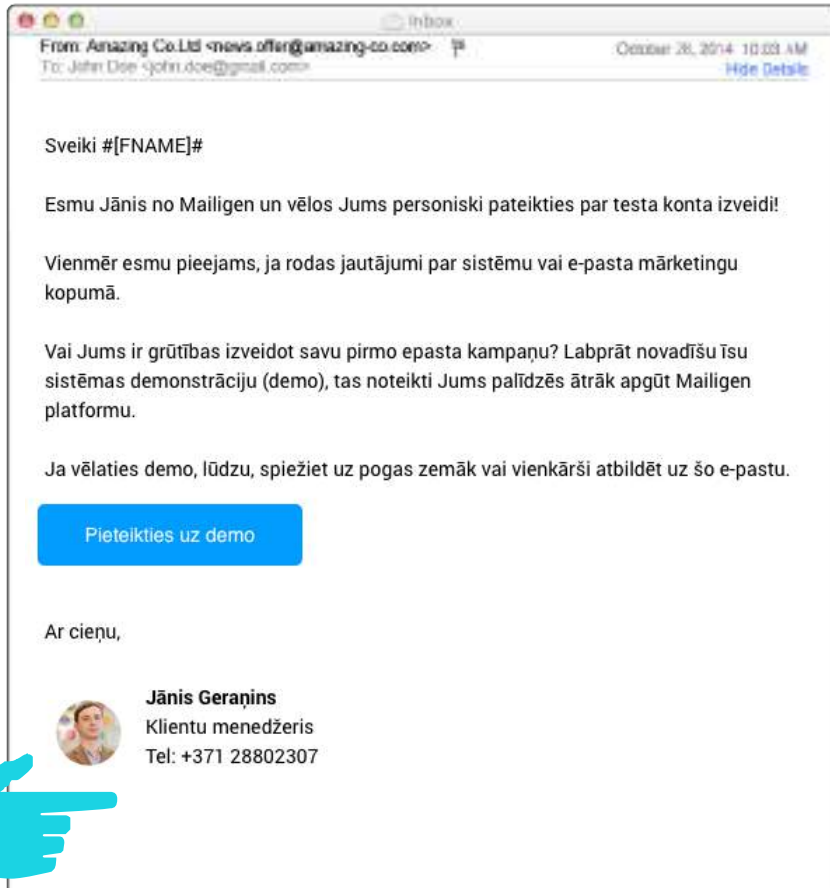
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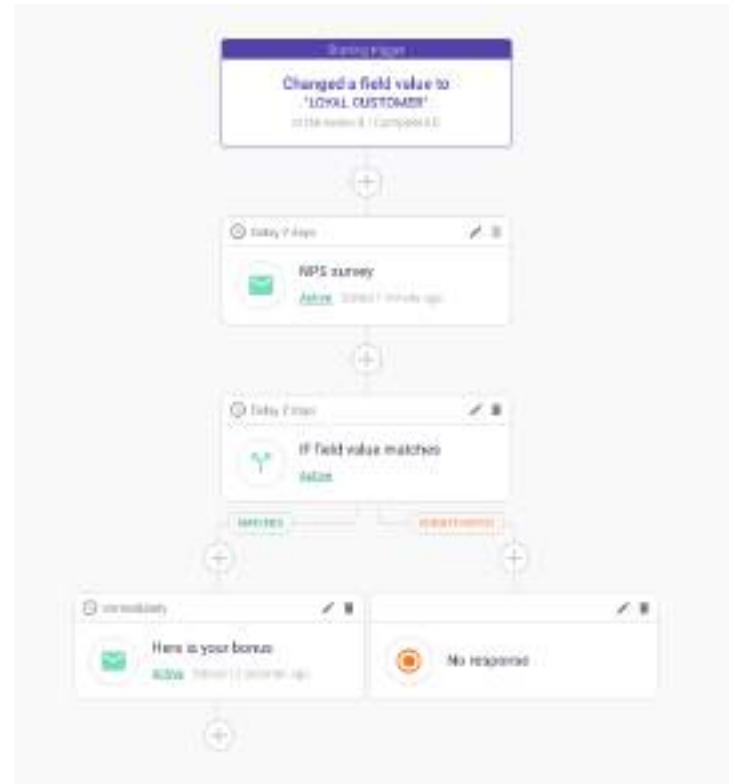
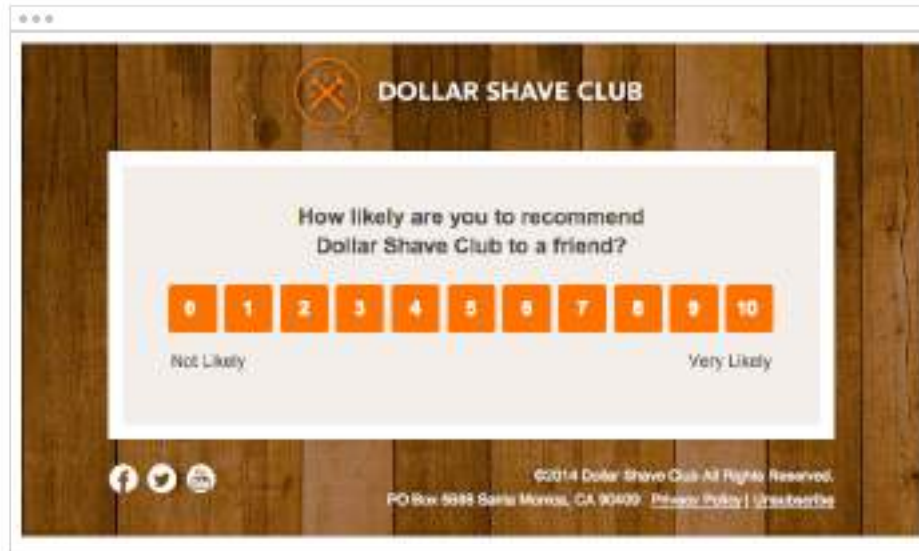
E-pasta mārketinga automatizācijas pamata stratēģija



Personīgais onboarding (automatizēti)



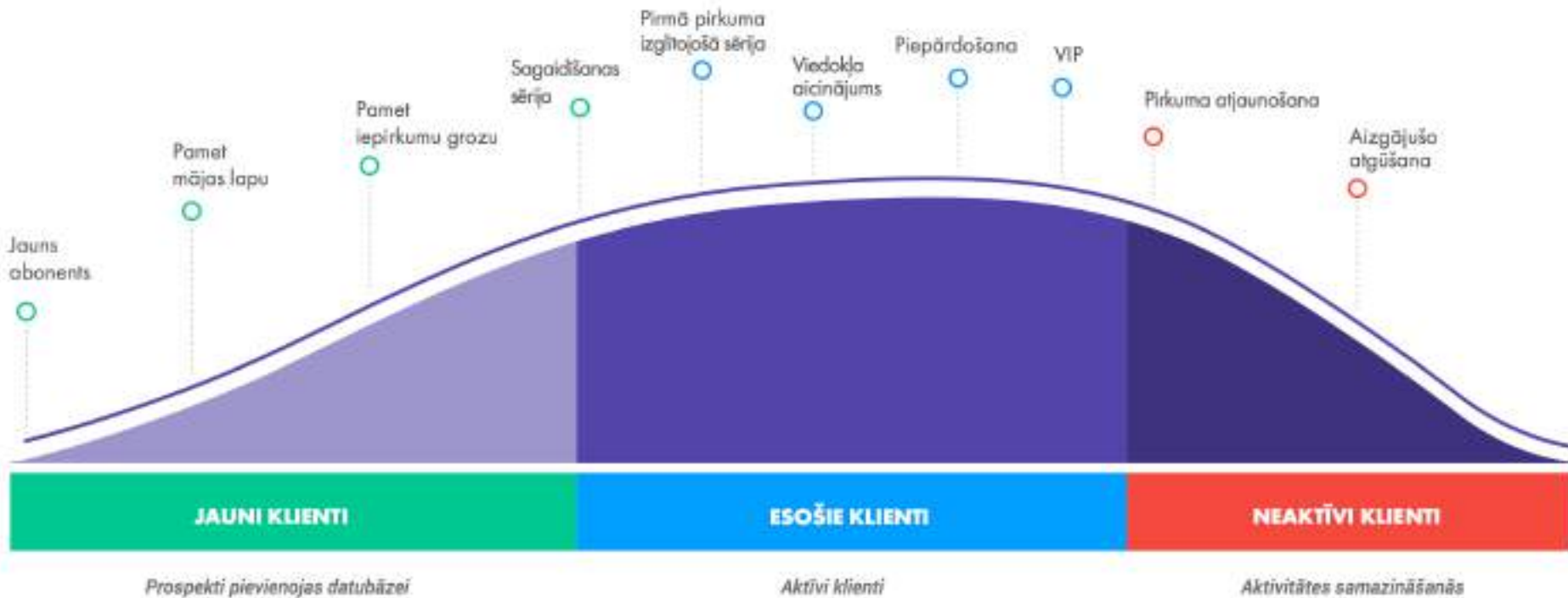
Pārbaudi klienta lojalitāti ar NPS



leviešana dzīvē

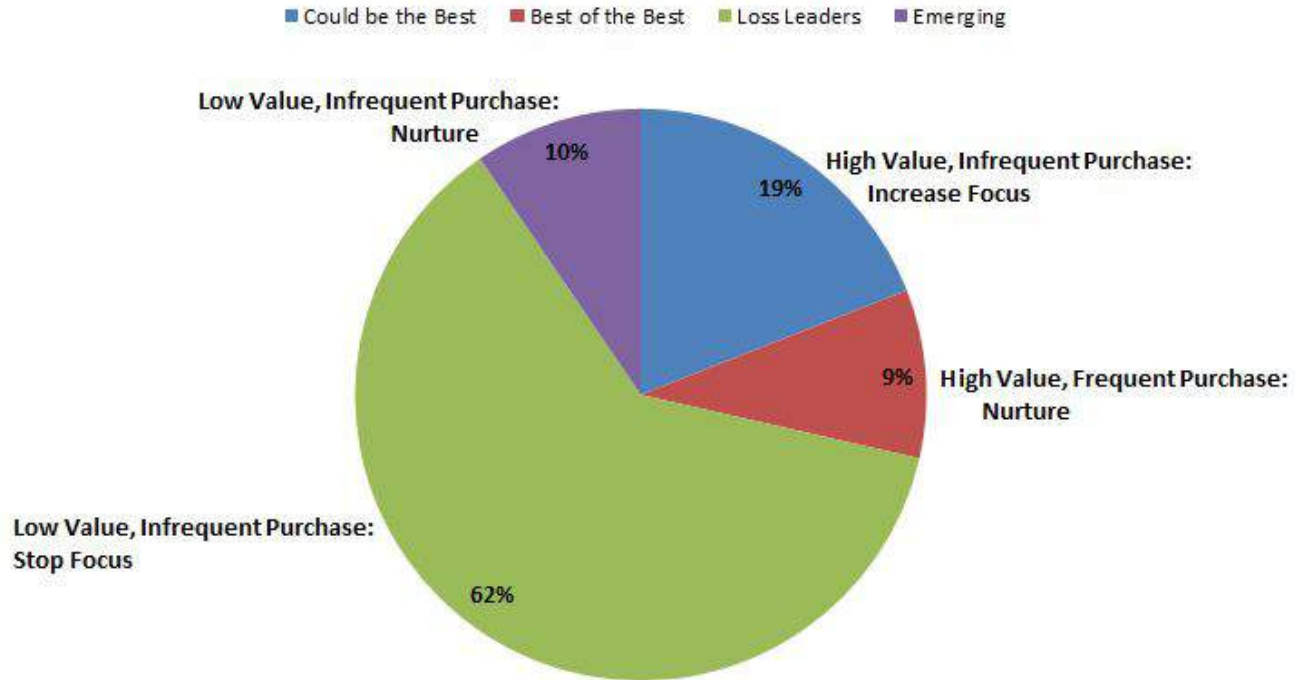
dzīves cikla mārketingis

E-pasta mārketinga automatizācija ir mārketinga saistaudi



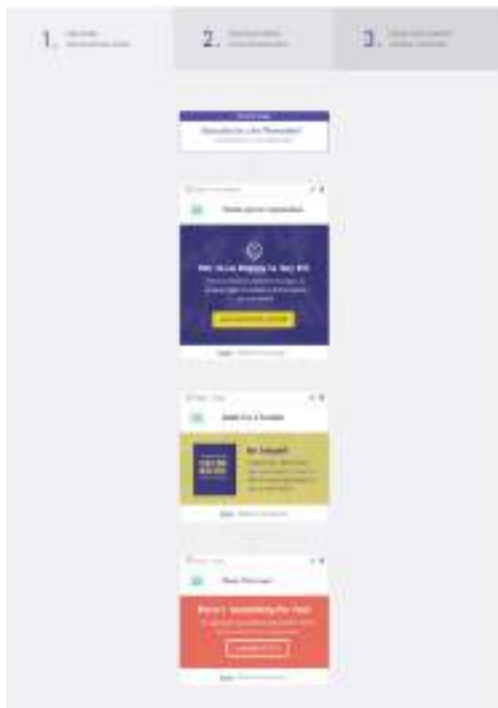
RFM: Recency, Frequency, Monetary segmentācija

RFM Customer Value Model



Noslēpumainā recepte: e-pastu sērijas sagatave

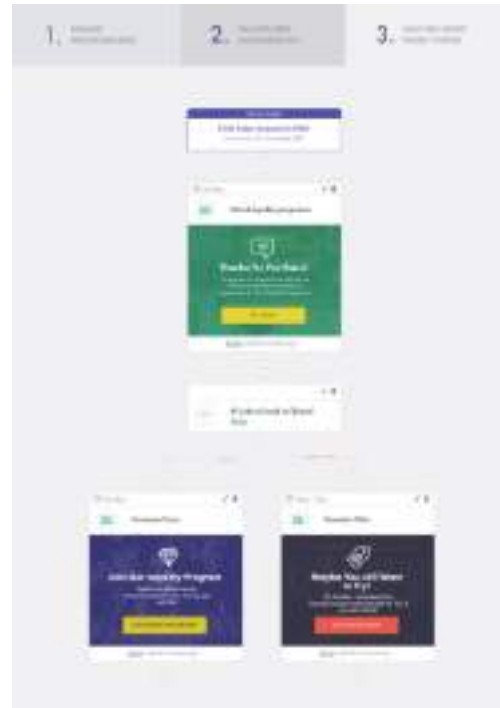
Iepazīstināšanas sērija



Izglītojošā sērija



Atgūšanas sērija



Raksti mums uz bismart@mailigen.lv, lai saņemtu 3 sagataves!

Uz uzvedību bāzēta e-pasta mārketinga automatizācija

“if that, then this” sērijas būvēšana



Sūtām pielāgotus ziņojumus balstīti uz klienta datiem

Trāpi emocionālajai stīgai

Tikai tie klienti, kas jūs ciena un mīl pirks
no jums atkal, un atkal!

Audz & Stāsti or Mailigen

Piesakies uz DEMO jau šodien
raksti uz: BiSmart@mailigen.lv

