



## *Familiarisation Guide: Email Marketing*

### **Part 1**

- *Create an email list acquisition strategy using HubSpot that can capture audience information based on your segmentation*
- *Utilizing forms to build email lists for the business scenario chosen's Email Marketing campaign.*

### **Part 2**

- *Outline the objectives of the Email Marketing campaign for the business scenario chosen*
- *Define audience segments for effective targeting.*

### **Part 3**

- *Create a promotional email marketing campaign for the chosen business scenario using HubSpot's drag-and-drop email builder.*
- *Implement best practices in email creation throughout the process.*

### **Part 4**

- *Segmentation of Email Database*
- *Customer List Creation for Email Targeting*

### **Part 5**

- *How to Measure the Success of Email Marketing Campaign using KPIs*
- *Customer List Creation for Email Targeting*
- *Strategies to Improve Email Deliverability and Engagement*

### **Part 6**

- *Colour Theory:* *How do the chosen colours cater to the preferences and emotions of the target audience?*
- *Typography:* *How does the selected font style and size enhance readability and appeal to the audience?*
- *Layout and Composition:* *How does the arrangement of elements (images, text, whitespace) guide the viewer's attention and convey the message?*
- *Imagery:* *How do the selected images or icons resonate with the target audience and support the campaign's message?*

- ***Create an email list acquisition strategy using HubSpot that can capture audience information based on your segmentation***
- ***Utilizing forms to build email lists for the business scenario chosen's Email Marketing campaign.***

# HubSpot Importance of Building Your Own Database

## Scenario

Imagine you're running a successful Facebook page for your business. You have thousands of followers who engage with your content and seem interested in your products/services. However, you realize that you don't actually "own" this audience. If your Facebook account was banned tomorrow, you'd lose all those connections.

## Why Social Media isn't Your Database

- 🚫 **Platform Dependency:** Your Facebook followers belong to Facebook, not you. You have limited control over how you can reach them, and Facebook's algorithm determines who sees your posts.
- 🚫 **Algorithm Changes:** Facebook's algorithm can change at any time, reducing the reach of your organic posts and forcing you to spend more on ads to reach your own followers.
- 🚫 **Data Limitations:** You can't easily export or segment your Facebook followers based on their specific interests or behaviors.
- 🚫 **Risk of Account Suspension:** If your Facebook page violates their terms of service, it could be suspended or shut down, overnight you'd lose access to your audience, built up over years.

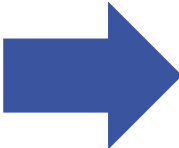
## The Power of Email Lists

- ✅ **Ownership:** Your email list is your own asset. You have complete control over who you reach and how often.
- ✅ **Direct Communication:** You can send personalized emails directly to your subscribers' inboxes, bypassing social media algorithms.
- ✅ **Segmentation:** You can easily segment your email list based on interests, demographics, or behaviors, allowing for highly targeted campaigns.
- ✅ **Lead Nurturing:** You can build relationships with subscribers over time, nurturing them into loyal customers.
- ✅ **Data-Driven Decisions:** You can track open rates, click-through rates, and conversions to measure the effectiveness of your email marketing efforts.

## How to Build Your Email List with HubSpot

- ⇒ **Create a Compelling Lead Magnet:** Offer something valuable (e.g., discount code, ebook, free consultation) in exchange for an email address.
- ⇒ **Create a Landing Page (Optional):** If you have a website, use HubSpot's free landing page builder to create a page where visitors can sign up for your lead magnet.
- ⇒ **Create a Signup Form:** Use HubSpot's form builder to create an embedded form for your website or a standalone form to share on social media.
- ⇒ **Promote Your Lead Magnet:** Share it on your Facebook page, Instagram, and other Social Media channels. Start to transfer Followers into your own Database
- ⇒ **Import Existing Contacts:** If you have a list of customer emails, import them into HubSpot to start building your database.

# HubSpot Importance of Building Your Own Database



REAL STYLE<sup>TM</sup>  
NETWORK

Advice For Real Living

THE WOMEN'S SHOP

Trending now

New ArrivalsRamadanWide Leg TrousersMaxi dressesShoesCurveAthleisureSports

THE MEN'S SHOP

Trending now

New inLinenT-Shirts & PolosSportswearShortsLoungewearFootwearMultipacks

OccasionwearPartywearCasualWorkwearOccasionwearFormal shirtsBasicsSunset

Summer in Signatures

Shop Signatures

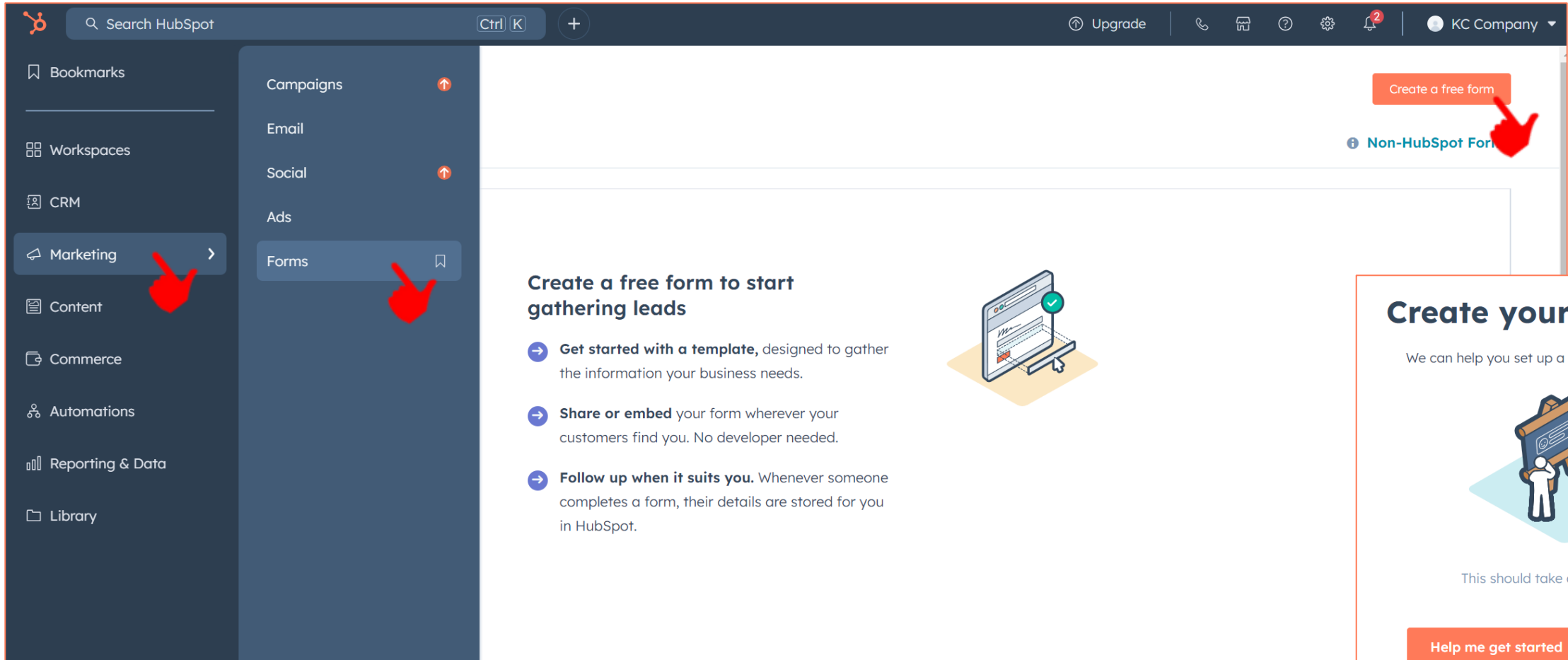


Email Acquisition via HubSpot

# HubSpot Importance of Building Your Own Database

## Campaign Objectives

1. We want to acquire 200 new email contacts from visitors to Real Style website (however they are land on our page)
2. We will use HubSpot Form.
3. Emails collected are to be used for "Summer Collection Launch" email campaign later.



The screenshot shows the HubSpot dashboard. On the left sidebar, the 'Marketing' menu item is highlighted with a red arrow. In the sub-menu, the 'Forms' option is also highlighted with a red arrow. The main content area displays the 'Create a free form to start gathering leads' page. A red arrow points to the 'Create a free form' button in the top right corner. Below the main heading, there are three steps: 'Get started with a template', 'Share or embed', and 'Follow up when it suits you'. An illustration of a laptop with a checkmark is shown. A red box highlights the bottom right section of the page, which contains the heading 'Create your first form', a sub-heading 'We can help you set up a form that you can share.', an illustration of two people at a whiteboard, the text 'This should take about 7 minutes', and two buttons: 'Help me get started' and 'I'll set it up myself'. A red arrow points to the 'I'll set it up myself' button.

**Create a free form to start gathering leads**

- **Get started with a template**, designed to gather the information your business needs.
- **Share or embed** your form wherever your customers find you. No developer needed.
- **Follow up when it suits you**. Whenever someone completes a form, their details are stored for you in HubSpot.

**Create your first form**

We can help you set up a form that you can share.

This should take about 7 minutes

[Help me get started](#) [I'll set it up myself](#)

# HubSpot Importance of Building Your Own Database

Choose your form type

What kind of form would you like to create?

Embedded form

Create a form that you can embed as part of your website or CTAs.

Standalone page

Create a form on a standalone page that you can share through a link.

Pop-up box

Add a form that pops up as a box in the center of the page.

Dropdown banner

Add a form that will drop down from the top of the screen.

Slide in left box

Add a form that slides in from the left side.

Slide in right box

Add a form that slides in from the right.

Back to all forms

Select a Template

Start

Blank template

Start with a blank form and add your own fields.

Payment

Collect payments for events, services and more by adding a payment link to a form.

Registration

Add a form to your website and allow visitors to register to your site, service, product or program.

Contact us

Make it easy for visitors to get in touch with you by adding a contact form to your website.

Newsletter sign-up

Get new subscribers by adding a sign-up form for your newsletter and keep them up-to-date on the latest from your company.

Preview

Email \*

First name

Last name

Phone number

Submit

Back to all forms

New registration form (July 24, 2024 9:30:37 PM EDT)

Update

Learn more

Form

Options

Style & preview

Automation

Share

Actions

Existing properties

Create new

Search for properties and fields

Frequently used properties

First name

Last name

Email \*

Phone number

Street address

City

State/Region

Country/Region

Mobile phone number

Company name

Email *email* Contact Property \*

First Name *firstname* Contact Property

Last Name *lastname* Contact Property

Phone Number *phone* Contact Property

Submit

Other form elements (Captcha, data privacy and more)



# HubSpot Importance of Building Your Own Database

Your updated form has been published



Share link

Embed code

To embed this form, simply copy and paste the code below into the HTML code on your website. [Learn more](#)

```
<script charset="utf-8" type="text/javascript" src="//js.hsforms.net/forms/embed/v2.js"></script><script>hbspt.forms.create({region: "na1",portalId: "46333585",formId: "dce6bb31-5f48-4954-97a6-e2a31fc0644c"});</script>
```

Copy

☐ Don't show this again.

## Embed Code into your Website

```
<script charset="utf-8" type="text/javascript" src="//js.hsforms.net/forms/embed/v2.js"></script><script>hbspt.forms.create({region: "na1",portalId: "46333585",formId: "dce6bb31-5f48-4954-97a6-e2a31fc0644c"});</script>
```

Share it as a Link on Social Media if you do not have your own website

<https://share.hsforms.com/13Oa7MV9ISVSXpuKjH8BkTArI381>



Real Style

Just now · 🌐

🌟 Summer Sale Alert! 🌟 Want 50% off our brand new summer collection? ✨ Drop your email below and we'll send you an exclusive discount code! 📩

<https://share.hsforms.com/13Oa7MV9ISVSXpuKjH8BkTArI381>  
#RealStyle #SummerFashion #Sale

SUMMER SALE OFFER



THIS WEEKEND  
Only One Week  
**SAVE  
50%**

Shop Now

www.company.com

# HubSpot Importance of Building Your Own Database

Real Style


Just now · 🌐

☀️ Summer Sale Alert! ☀️ Want 50% off our brand new summer collection? ✨ Drop your email below and we'll send you an exclusive discount code! 📩

<https://share.hsforms.com/13Oa7MV9ISVSXpuKjH8BKtAr1381>

#RealStyle #SummerFashion #Sale

SUMMER SALE OFFER



THIS WEEKEND  
Only One Week  
SAVE  
50%

Shop Now

www.company.com

Email \*

t\_kevinchua@educlaas.com

First Name

Kay

Last Name

Cee

Phone Number

91234567

Submit

Create your own free forms to generate leads from your website.

Consumer key in details

Search HubSpot

Bookmarks

Workspaces

CRM

Marketing

Content

Commerce

Automations

Reporting & Data

Library

Campaigns

Email

Social

Ads

Forms

Forms

1 form

Manage

Analyze

Create form

Non-HubSpot Forms

All forms

Published

+ Add view (2/50)

All views

Folders

Form Type

Advanced filters (0)

Save view

Search forms

NAME

PAGE VIEWS

SUBMISSIONS / PAGE VIEW

SPAM SUBMISSIONS

FORM SUBMISSIONS

APPEARS ON

New registration form (July 24, 2024 9:30:37 PM EDT)

Published

Regular form

2

50%

0

1

No HubSpot plac...

Prev

Next

25 per page

Access Form Submission to see the users who have submitted their details

< Back to all forms

New registration form (July 24, 2024 9:30:37 PM EDT)

Published

Actions

Export submissions

First Name

Last Name

Phone Number

Submit

Created date

July 24, 2024

Last submission received

July 25, 2024

Workflows (0)

Performance

Analyze

Submissions

Date range:

01/01/2000

to

07/25/2024

Manage

CONTACT

CONVERSION PAGE

SUBMITTED ON

Kay Cee

Form

July 25, 2024 7:27 PM EDT



- ***Outline the objectives of the Email Marketing campaign for the business scenario chosen***
- ***Define audience segments for effective targeting.***

## Campaign Objectives

### Primary Objective 1

Achieve 20% Conversions of the new Summer Sale Email Campaign

### Primary Objective 2

Improve Customer Engagement for New Purchasers via increase in Website visit by 20% for New Purchasers

## Regular Buyers Segment

### Definition

Customers who have made multiple purchases or have high engagement with previous emails.

### Goal

Encourage repeat purchases and brand loyalty.

### HubSpot List Creation

Create a list based on purchase history or email engagement (opens, clicks) within a specific timeframe.

## New Purchasers Segment

### Definition

Customers who have made a purchase within the last 6-12 months

### Goal

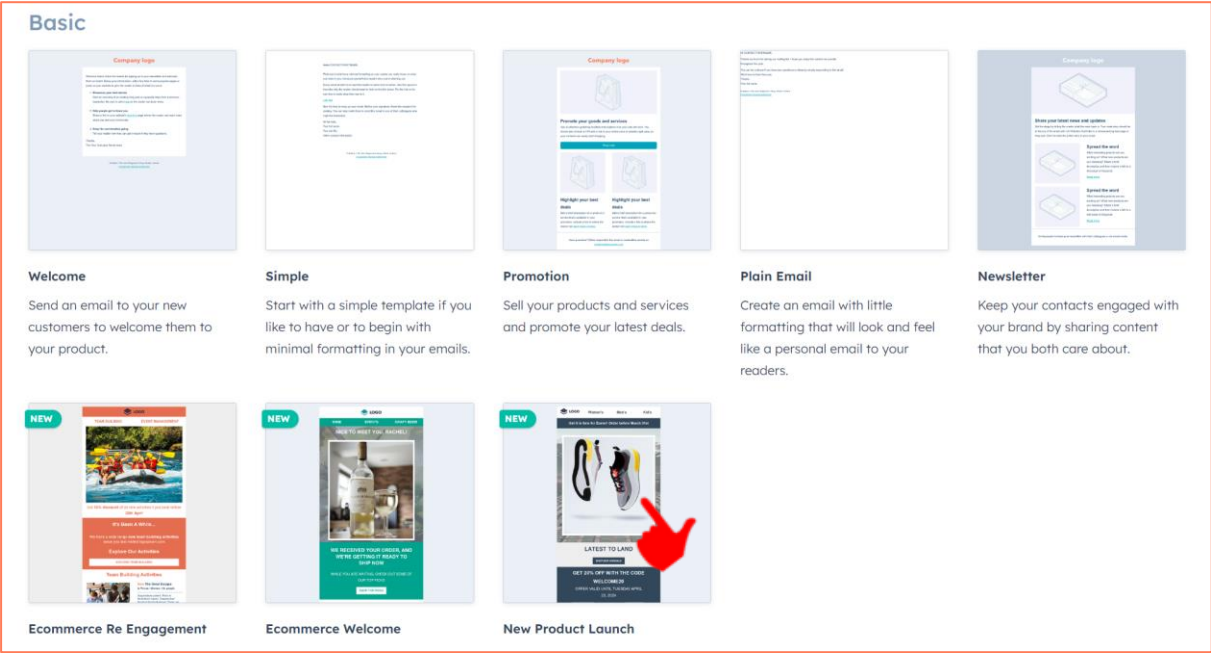
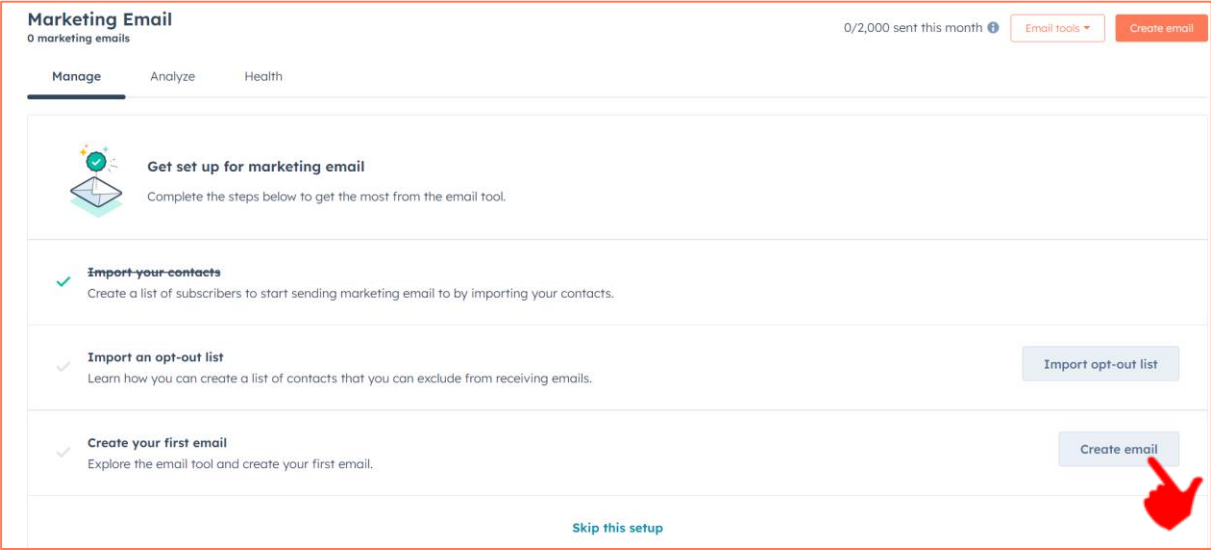
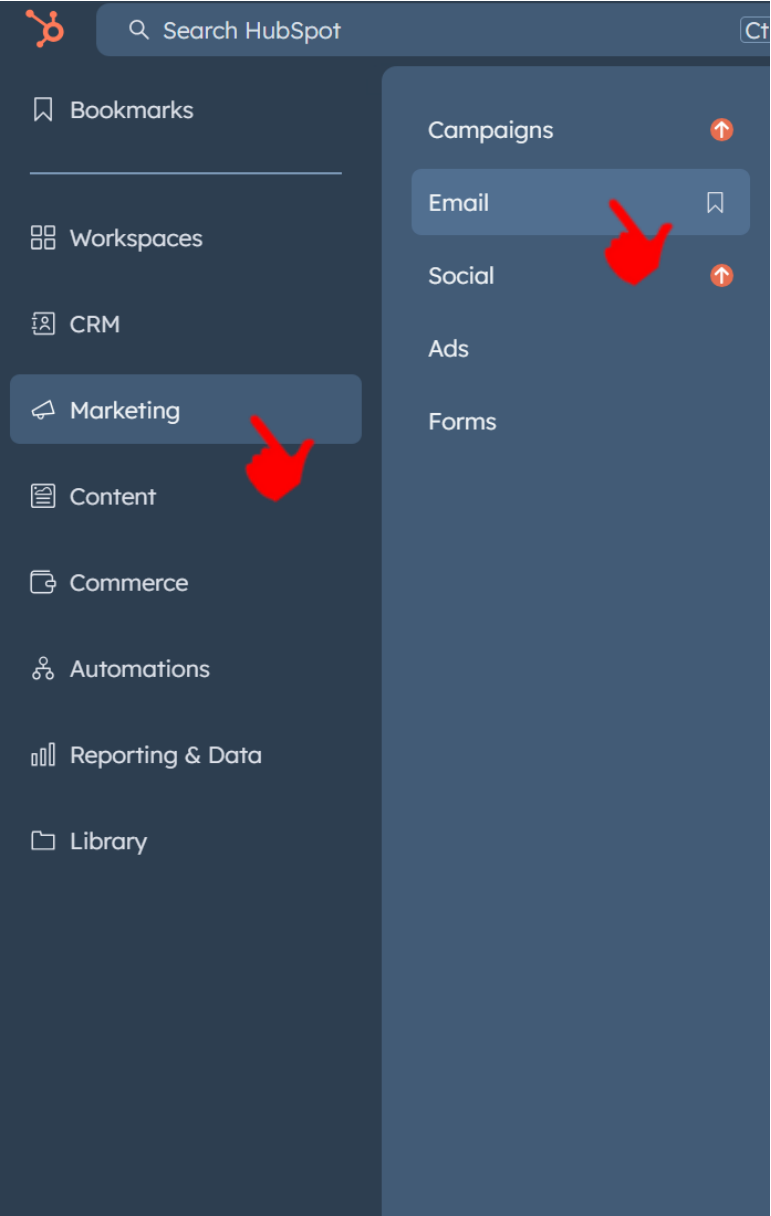
Reactivate and encourage them to explore the new collection.

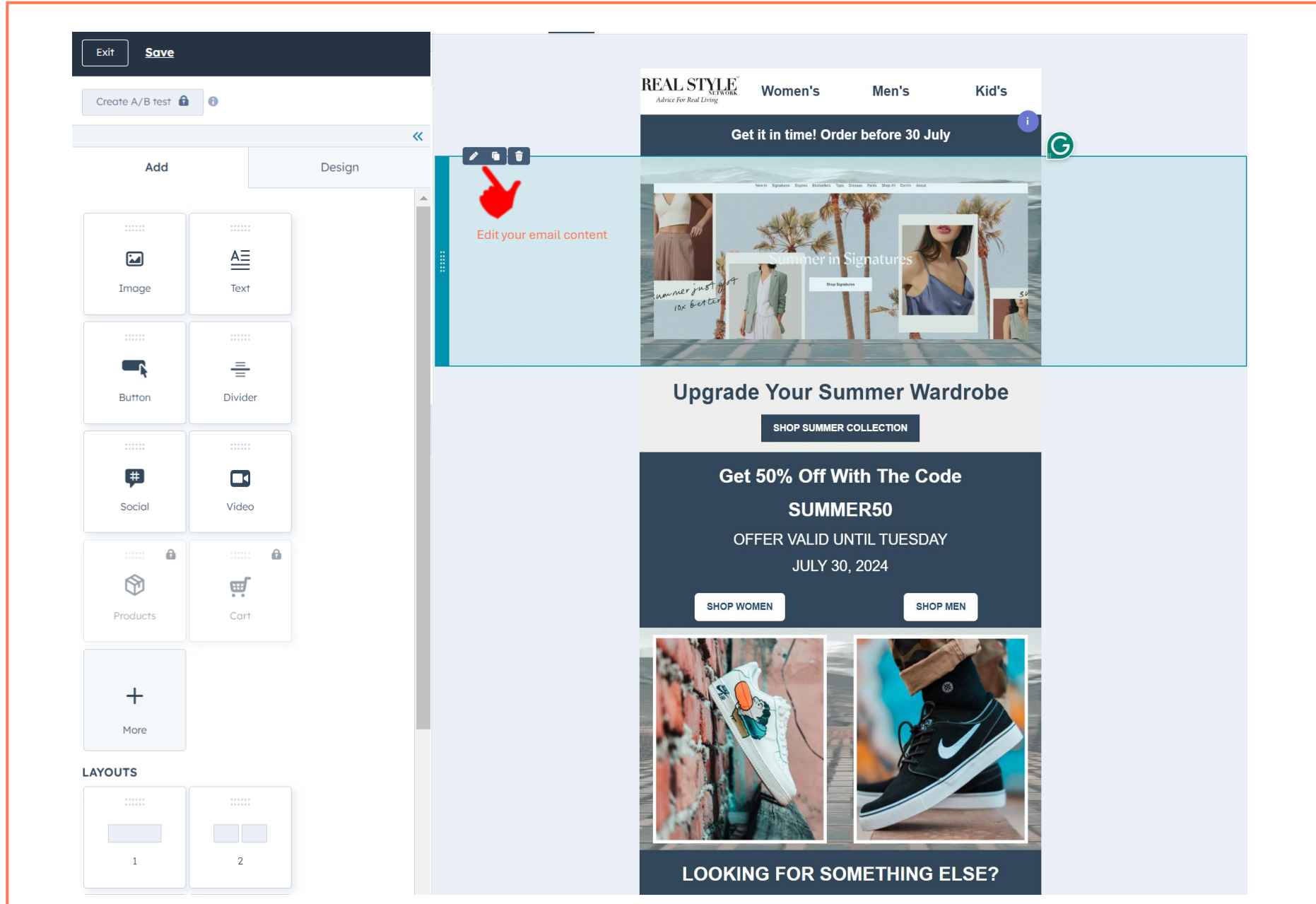
### HubSpot List Creation

Create a list based on purchase date.

- ***Create a promotional email marketing campaign for the chosen business scenario using HubSpot's drag-and-drop email builder.***
- ***Implement best practices in email creation throughout the process.***

# HubSpot Creating an Email on HubSpot





# HubSpot Creating an Email on HubSpot

ExitAutosaved

Real Style Marketing

PreviewReview and send

Create A/B test

EditSettingsSend or scheduleAutomation

Actions

Email settings

From name \* ⓘ

Kevin Chua

From address \* ⓘ

Marketing@RealStyle.com

To use this address, you must verify your ownership

☒ Use this as my reply-to address ⓘ  
Make sure you're using a [HubSpot connected inbox](#) ⓘ as your reply-to address to track replies

Subject line \*

You're First in Line for 50% Off Our New Summer Collection! ✨

😊

👤 Personalize

⚡ Generate

61 characters used. Some text may be cut off ⓘ  
Some emojis may not display for your recipients exactly as they're displayed here. [Learn more](#) ⓘ

Preview text ⓘ

Promo Code for an exclusive 50% discount on the hottest styles of the season.

👤 Personalize

⚡ Generate

NEW

Internal email name \* ⓘ

Real Style Marketing

Language ⓘ

Only default HubSpot modules and text will be translated for [supported languages](#) ⓘ

English

Subscription type \* ⓘ

Marketing Information

Office location

Footer module will be updated in email

Edit

Plain text

Plain text

HubSpot automatically creates a plain text version of your email to send in the event that we are unable to deliver the rich text version.

Customize

ChatHelp



# HubSpot Creating an Email on HubSpot

Exit

**Autosaved**

New email

Preview

Review and send

Create A/B test

EditSettingsSend or scheduleAutomation

Actions

## Recipients

Send to\*

New Purchasers for Website Visits (10)

Jarrel Koon <bizcontact2@gmail.com>

Jackson Ang <bizcontact4@gmail.com>

Search for a contact list or individual contacts

Contact lists

☒ New Purchasers for Website Visits (10)

☐ Regular Buyers for Lead Generation (10)

☐ Real Style Bogus Email List.xlsx (20)

Individual contacts

☒ Jarrel Koon <bizcontact2@gmail.com>

☒ Jackson Ang <bizcontact4@gmail.com>

☐ Kenny Seng <learner4@gmail.com>

Import a list of contacts

Create new list

## Sending options

☒ Send now ☐ Schedule for later

Estimated recipients

12 out of 12

2,000 sends remaining this month 0/2,000 sent

[Upgrade for 5,000 sends per month](#)

# HubSpot Creating an Email on HubSpot

Exit

**Autosaved**

New email

Preview

Review and send

Create A/B test

Edit

Settings

**Send or schedule**

Automation

Actions

## Recipients

Send to\*

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☐ Regular Buyers for Lead Generation (10)

☐ Real Style Bogus Email List.xlsx (20)

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Create new list

## Sending options

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12 out of 12

2,000 sends remaining this month 0/2,000 sent

[Upgrade for 5,000 sends per month](#)

- ***Segmentation of Email Database***
- ***Customer List Creation for Email Targeting relevant to Marketing Objectives***

# HubSpot Email List Building

## Import Your Email List into HubSpot – Basic Importation

**Deals** Actions Import Create deal


All deals My deals + Add view (2/5) All views

Client Acquisition pipeline Deal owner Create Date Last Activity D... Close Date Advanced filters (0)

Search name or descriptive Board options

	CAMPAIGN ASSESSMENT 0	STRATEGY PROPOSAL 0	STRATEGY PRESENTATION 0		FINALIZING TERMS 0	CLOSED WON 0	CLOSED LOST 0
INTRODUCTORY MEETING 1				OBJECTION HANDLING 0			
	Total: \$0 Weighted: \$0	Total: \$0 Weighted: \$0	Total: \$0 Weighted: \$0		Total: \$0 Weighted: \$0	Total: \$0 Won (100%)	Total: \$0 Lost (0%)


## Import or sync your data to HubSpot



### Import

Import contact, company, deal, ticket, or product information into HubSpot.


[Start an import](#)



### Sync

Sync data between HubSpot and dozens of other apps.


[Set up a sync](#)



### Need some help adding contacts?


We can help you get started, and get your data into HubSpot. This should take about 8 minutes. [Help me get started](#)

## How would you like to start?




**Import from computer**

Upload any CSV, XLS, or XLSX files with contact, company, deal, ticket, and product information.



**Import an opt-out list**

Import a list of people who are disqualified from receiving emails.



**Repeat a past import**

Use a past import as a template for a new import with a new file.

**Fewer clicks, faster imports.** We streamlined this import setup flow by removing two steps. [Learn more](#)

Companies	Contacts	Deals	Line Items	Products
The businesses you work with, which are commonly called accounts or organizations.	The people you work with, commonly called leads or customers.	The revenue connected to a company, which is commonly called an opportunity.	The product or service that is being sold on a particular deal or quote.	The products your business sells which will be part of your product library.
Calls	Emails	Meetings	Notes	Tasks
Calls between you and a customer.	Emails between you and a customer.	Information about a meeting you had with a customer.	Any notes you write about about a contact, company, or deal.	Tasks to be done.

# HubSpot Email List Building

## Import Your Email List into HubSpot – Basic Importation


### Map Properties

Match the columns in your spreadsheet (likely just "Email") to HubSpot's contact properties.

### Upload your files

Before you upload your files below, make sure your file is [ready to be imported](#).  
Learn how HubSpot knows when your records are [duplicates](#).

#### Contacts file

 **Real Style Bogus Email List.xlsx**  
14.5KB

Choose how to import Contacts

Create new Contacts only

#### Same-object associations

☐ Create Contact-Contact associations with this import

#### Select the language of the column headers in your file

Identifying the language of the column headers in your file allows us to accurately map them to existing HubSpot properties. [Learn more](#)

English

Mapping Guide					
Contact Ready to import Contacts					
0 errors found, of 21 rows scanned					
COLUMN HEADER FROM FILE	PREVIEW INFORMATION	MAPPED	IMPORT AS	HUBSPOT PROPERTY	MANAGE EXISTING VALUES
Email	loamer1@gmail.com loamer2@gmail.co... loamer5@gmail.com	✓	Contact properties	Email	Don't overwrite
First Name	Karen Kelly Kevin	✓	Contact properties	* First Name	Don't overwrite
Last Name	Lim Lam Chee	✓	Contact properties	* Last Name	Don't overwrite
Position	Marketing Executive Sales Assistant Junior Designer	✓	Contact properties	Job Title	Don't overwrite
Gender	Female Female Male	✓	Contact properties	Gender	Don't overwrite
Address	123 Cool Street, #0... 567 North Bridge R... 890 Robinson Road...	✓	Contact properties	Street Address	Don't overwrite
...	...		Contact properties	Choose or create a prope...	Don't overwrite
...	...		Contact properties	Choose or create a prope...	Don't overwrite
...	...		Contact properties	Choose or create a prope...	Don't overwrite
...	...		Contact properties	Choose or create a prope...	Don't overwrite
Client Type	Regular Buyer Regular Buyer Regular Buyer	✓	Contact properties	Client Type	Don't overwrite

You have 4 unmapped columns

☒ Don't import data in unmapped columns

Next >

Search HubSpot

Ctrl K

+

Upgrade

1

KC Company

Back to Import History

Real Style Bogus Email List.xlsx

Contacts

Wednesday, July 24, 2024 8:12 PM

Kevin Chua chua.kevin27@gmail.com

Learn more about import

Import records and activities

Setup your import files

Troubleshoot import errors

Summary

View Contacts More

IMPORT ROWS	NEW RECORDS	UPDATED RECORDS	NEW ASSOCIATIONS
20	20	--	--

Fix formatting issues in your imported contacts.

Clean up your import

Import completed with no errors



# HubSpot Email List Building

## Create Segmented Lists (Without Website)

HubSpot

Search HubSpot

Bookmarks

Workspaces

CRM

Marketing

Content

Commerce

Automations

Reporting & Data

Library

Contacts

Companies

Deals

Tickets

Lists

Inbox

Calls

Tasks

Contacts

20 records

Data Quality

Actions

Import

Create contact

All contacts

Open opportunities

Need follow up

Pitch In progress

Add view (4/5)

All views

Contact owner

Create Date

Last Activity D...

Lead Status

Advanced filters (0)

Search name, phone, emc

Export

Edit columns

	NAME	EMAIL	PHONE NUMBER	MARKETING OBJECTIVE	TIMELINE (GMT+8)	BUDGET	CONTACT OWNER
	Lauren Lim	seminarcontact3@gmail.co...	--	--	--	--	Unassigned
	Lionel Lee	seminarcontact2@gmail.co...	--	--	--	--	Unassigned
	Kandy Tan	learner5@gmail.com	--	--	--	--	Unassigned
	Jason Quek	bizcontact1@gmail.com	--	--	--	--	Unassigned
	Joanne Cheok	bizcontact6@gmail.com	--	--	--	--	Unassigned
	Jenny Pek	bizcontact7@gmail.com	--	--	--	--	Unassigned
	Lucia Chan	seminarcontact6@gmail.co...	--	--	--	--	Unassigned
	Jonathan Cal	bizcontact3@gmail.com	--	--	--	--	Unassigned
	Kenny Seng	learner4@gmail.com	--	--	--	--	Unassigned
	Kelvin Chee	learner3@gmail.com	--	--	--	--	Unassigned
	Julia Ho	bizcontact5@gmail.com	--	--	--	--	Unassigned

Create Segmented Lists (Without Website)

Contacts

20 records

Data Quality

Actions

Import

Create contact

All contacts

Open opportunities

Need follow up

Pitch In progress

+ Add view (4/5)

All views

Contact owner

Create Date

Last Activity D...

Lead Status

Advanced filters (0)

Export

Edit columns

	NAME	EMAIL	PHONE NUMBER	MARKETING OBJECTIVE	TIMELINE (GMT+8)	BUDGET	CONTACT OWNER
<input type="checkbox"/>	LL Lauren Lim	seminarcontact3@gmail.co...	--	--	--	--	Unassigned
<input type="checkbox"/>	LL Lionel Lee	seminarcontact2@gmail.co...	--	--	--	--	Unassigned
<input type="checkbox"/>	KT Kandy Tan	learner5@gmail.com	--	--	--	--	Unassigned
<input type="checkbox"/>	JQ Jason Quek	bizcontact1@gmail.com	--	--	--	--	Unassigned
<input type="checkbox"/>	JC Joanne Cheok	bizcontact6@gmail.com	--	--	--	--	Unassigned
<input type="checkbox"/>	JP Jenny Pek	bizcontact7@gmail.com	--	--	--	--	Unassigned
<input type="checkbox"/>	LC Lucia Chan	seminarcontact6@gmail.co...	--	--	--	--	Unassigned
<input type="checkbox"/>	JC Jonathan Cal	bizcontact3@gmail.com	--	--	--	--	Unassigned
<input type="checkbox"/>	KS Kenny Seng	learner4@gmail.com	--	--	--	--	Unassigned
<input type="checkbox"/>	KC Kelvin Chee	learner3@gmail.com	--	--	--	--	Unassigned
<input type="checkbox"/>	JH Julia Ho	bizcontact5@gmail.com	--	--	--	--	Unassigned

Create Segmented Lists (Without Website)

Choose which columns you see

client

CONTACT INFORMATION

☒ Client Type

SELECTED COLUMNS (6)

Name

☐ Freeze column above

Email

Marketing objective

Timeline

Budget

Client Type

Don't see the property you're looking for? [Create a property](#)

Apply

Cancel

Remove All Columns

## Create Segmented Lists (Without Website)

HubSpot

Search HubSpot

Ctrl K

+

Upgrade

2

KC Compa

Contacts

20 records

Data Quality

Actions

Import

Create contact

All contacts

Open opportunities

Need follow up

Pitch In progress

+ Add view (4/5)

All views

Contact owner

Create Date

Last Activity D...

Lead Status

Advanced filters (0)

Search name, phone, emc

Export

Edit columns

	NAME	EMAIL	GENDER	CLIENT TYPE	MARKETING OBJECTIVE
<input type="checkbox"/>	LC Lucia Chan	seminarcontact6@gmail.co...	Female	New Purchaser	Customer engagement
<input type="checkbox"/>	LK Lydia Koh	seminarcontact8@gmail.co...	Female	New Purchaser	Customer engagement
<input type="checkbox"/>	LT Liam Tan	seminarcontact1@gmail.co...	Male	New Purchaser	Customer engagement
<input type="checkbox"/>	LN Lucy Ng	seminarcontact4@gmail.co...	Female	New Purchaser	Customer engagement
<input type="checkbox"/>	LG Leona Goh	seminarcontact7@gmail.co...	Female	New Purchaser	Customer engagement
<input type="checkbox"/>	LW Lana Wong	seminarcontact5@gmail.co...	Female	New Purchaser	Customer engagement
<input type="checkbox"/>	KT Kandy Tan	learner5@gmail.com	Female	Regula Buyer	Lead generation
<input type="checkbox"/>	JQ Jason Quek	bizcontact1@gmail.com	Male	Regula Buyer	Lead generation
<input type="checkbox"/>	JC Jonathan Cal	bizcontact3@gmail.com	Male	Regula Buyer	Lead generation

Save

Cancel

19 unsaved changes

### Campaign Objectives

**Primary Objective 1**  
Achieve 20% Conversions of the new Summer Sale Email Campaign

**Primary Objective 2**  
Improve Customer Engagement for New Purchasers via increase in Website visit by 20% for New Purchasers

## Create Segmented Lists (Without Website)

HubSpot

Search HubSpot

Bookmarks

Workspaces

CRM

Marketing

Content

Commerce

Automations

Reporting & Data

Library

Contacts

Companies

Deals

Tickets

Lists

Inbox

Calls

Tasks

Lists

1 list

Edit Properties

Import

Create list

All lists

Unused lists

Recently deleted

+ Add view (3/50)

All views

Folders

All creators

All types

All objects

Advanced filters (1)

Save view

Search lists

1 selected

Edit

Delete

Move to folder

Actions

	NAME	LIST SIZE	TYPE	OBJECT	LAST UPDATED (GMT+8)	CREATOR	FOLDER	USED
<input checked="" type="checkbox"/>	Real Style Bogus Email List.xlsx	20	Static	Contact	Jul 24, 2024 8:36 PM by Kevin Chua	Kevin Chua	-	0

< Prev

1

Next >

25 per page





# HubSpot Email List Building

## Create Segmented Lists (Without Website)

[Back to lists](#)

Active list

Estimated size: -- contacts

Filters

Test contactDiscard

Group 1

Your filter will appear here

OR

+ Add filter group

Add filter

Cancel

Filtering on

Contact (Current Object)

Step 1: Select a filter category

Search in filter categories

Object information

Contact properties

Add filter

Cancel

Filtering on

Contact (Current Object)

Step 2: Select a filter to add

All categories > Contact properties

cli

Contact activity

Recent sales emails clicked date

Contact information

Client Type

[Back to lists](#)

Regular Buyers for Lead Generation

Active list

Estimated size: 10 contacts

Filters

Test contactDiscard

Group 1

Client Type is any of Regula Buyer

AND

+ Add filter

OR

+ Add filter group

Edit filter

Close editor

Client Type

is any of

Regula Buyer

☒ Regula Buyer

☐ New Purchaser

This is only a preview of your list.

Save this list to begin processing the full results.

NAME	ADDED TO LIST DATE	EMAIL
JK Jarrel Koon	--	bizcontact2@gmail
KL Karen Lim	--	learner1@gmail.cc
KL Kelly Lam	--	learner2@gmail.cc
KS Kenny Seng	--	learner4@gmail.cc
JA Jackson Ang	--	bizcontact4@gmail
JC Jonathan Cal	--	bizcontact3@gmail
JQ Jason Quek	--	bizcontact1@gmail
JH Julia Ho	--	bizcontact5@gmail
KC Kelvin Chee	--	learner3@gmail.cc
KT Kandy Tan	--	learner5@gmail.cc

Create Segmented Lists (Without Website)

Lists  
3 lists

Edit Properties

Import

Create list

Campaign Objectives

All lists

×

Unused lists

Recently deleted

+ Add view (3/50)

All views

📁 Folders

All creators

All types

All objects

⚙️ Advanced filters (1)

💾 Save view

Search lists

🔍

Actions

<input type="checkbox"/>	NAME ⓘ	LIST SIZE	TYPE ⓘ	OBJECT ⓘ	LAST UPDATED (GMT+8) ⓘ	CREATOR ⓘ	FOLDER ⓘ	USED
<input type="checkbox"/>	New Purchasers for Website Visits	10	● Active	Contact	Jul 24, 2024 9:35 PM by Kevin Chua	Kevin Chua	-	0
<input type="checkbox"/>	Regular Buyers for Lead Generation	10	● Active	Contact	Jul 24, 2024 9:32 PM by Kevin Chua	Kevin Chua	-	0
<input type="checkbox"/>	Real Style Bogus Email List.xlsx	20	● Static	Contact	Jul 24, 2024 8:36 PM by Kevin Chua	Kevin Chua	-	0

- Primary Objective 1

Achieve 20% Conversions of the new Summer Sale Email Campaign
- Primary Objective 2

Improve Customer Engagement for New Purchasers via increase in Website visit by 20% for New Purchasers

- *How to Measure the Success of Email Marketing Campaign using KPIs*
- *Strategies to Improve Email Deliverability and Engagement*

## How to Measure the Success of Email Marketing Campaign using KPIs

Open Rate	<b>KPI Description</b>	The percentage of recipients who open an email.
	<b>Importance of KPI</b>	Indicates the effectiveness of the subject line and preview text in grabbing attention.
	<b>How to use KPI</b>	A low open rate might suggest the need for more compelling subject lines or better segmentation to ensure relevance.
	<b>What to do with a Low KPI</b> <i>(Poor Performance)</i>	A/B test different subject lines and preview text. Refine your email list segmentation to ensure relevancy. Optimize sending time for better deliverability and visibility.
	<b>What to do with a High KPI</b> <i>(Good Performance)</i>	Analyze which elements (subject line, sender name, preview text) worked best and replicate them. Continue testing variations to maintain high open rates.

Click-Through Rate	<b>KPI Description</b>	The percentage of recipients who click on a link within the email.
	<b>Importance of KPI</b>	Measures the effectiveness of the email content and call-to-action in driving traffic to a website or landing page.
	<b>How to use KPI</b>	A low CTR might suggest the need for stronger calls to action, more relevant content, or better email design.
	<b>What to do with a Low KPI</b> <i>(Poor Performance)</i>	Experiment with stronger calls to action (CTAs). Improve email design and layout to make CTAs more prominent. Test different link placements within the email.
	<b>What to do with a High KPI</b> <i>(Good Performance)</i>	Analyze which links or CTAs performed best and replicate them. Use heatmap tools (if available) to understand click patterns and optimize accordingly.

## How to Measure the Success of Email Marketing Campaign using KPIs

Conversion Rate	<b>KPI Description</b>	The percentage of recipients who complete a desired action after clicking a link in the email (e.g., making a purchase, signing up for a webinar).
	<b>Importance of KPI</b>	The ultimate goal of most email campaigns is to drive conversions. This metric measures the success of the campaign in achieving that goal.
	<b>How to use KPI</b>	A low conversion rate might indicate issues with the landing page experience, offer relevance, or checkout process.
	<b>What to do with a Low KPI</b> <i>(Poor Performance)</i>	Review landing page experience and ensure it aligns with the email's message and offer. Simplify the checkout process or form submission. Offer stronger incentives or more compelling offers.
	<b>What to do with a High KPI</b> <i>(Good Performance)</i>	Analyze the successful elements of the email and landing page and use them in future campaigns. Consider expanding the offer to a wider audience.

Unsubscribe Rate	<b>KPI Description</b>	The percentage of recipients who unsubscribe from the email list after receiving an email.
	<b>Importance of KPI</b>	Indicates the level of dissatisfaction with the email content or frequency. A high unsubscribe rate could lead to a shrinking email list and reduced reach.
	<b>How to use KPI</b>	A high unsubscribe rate might suggest the need to adjust email frequency, improve content relevance, or segment the list more effectively.
	<b>What to do with a Low KPI</b> <i>(Good Performance)</i>	Review email frequency and content relevance. Segment your list to send more targeted emails. Ensure easy unsubscribe options are visible.
	<b>What to do with a High KPI</b> <i>(Poor Performance)</i>	Continue sending valuable content that your audience finds relevant and engaging. Experiment with increasing email frequency or introducing new types of content.

Strategies to Improve Email Deliverability and Engagement

Improve Deliverability & Avoid Spam Filters	
Clean Email List	Regularly remove invalid or inactive email addresses. Use email verification tools to ensure the accuracy of email addresses. Example: Remove addresses that consistently bounce or haven't opened an email in six months.
Avoid Spam Trigger Words	Refrain from using words like "free," "guarantee," "urgent," or excessive exclamation points in your subject lines and email body. Example: Instead of "FREE Shipping on All Orders!", use "Enjoy Complimentary Shipping on Your Next Purchase."
Warm Up Your IP Address	If sending large volumes of emails, gradually increase sending volume to establish a good sender reputation. Example: Start with sending 500 emails per day, then gradually increase to 1,000, 2,000, and so on.

Enhance Email Content & Design for Engagement	
Compelling Subject Lines	Write clear, concise, and personalized subject lines that capture attention and create a sense of urgency. Example: "You're Invited to Our Exclusive Summer Collection Preview!" or "Last Chance: 25% Off Your Favorite Styles"
Relevant and Valuable Content	Tailor your email content to the specific interests and needs of your audience segments. Provide valuable information, offers, or exclusive content that your subscribers will appreciate. Example: Send an email featuring "Must-Have Summer Dresses" for female or "Top 5 Trending Men's Shirts" for male customers
Visually Appealing Design	Use a clean, uncluttered layout with easy-to-read fonts and colors. Incorporate high-quality images and visuals to break up text and make the email more engaging. Use responsive design to ensure emails look good on all devices.
Clear Call to Action (CTA)	Use strong, actionable language in your CTAs (e.g., "Book Now," "Get Your Discount," "Learn More"). Make the CTA button stand out visually with contrasting colors. Example: "Shop the New Summer Collection Now" with a button that links directly to the relevant landing page.



Strategies to Improve Email Deliverability and Engagement

Monitor and Analyze with A/B Testing and Iterative Improvement	
A/B Test Subject Lines:	Test different subject lines to see which ones get higher open rates. Example: Compare "Beat the Heat with Cool Aircon Deals" vs. "Your Aircon Needs a Checkup!"
Experiment with Content and Design	Try different email formats, layouts, and visuals to see what resonates best with your audience. Example: Compare the performance of text-based emails versus image-heavy emails.
Gather Feedback	Include surveys in your emails to get feedback from your subscribers. Example: Ask for feedback on the types of content they want to see or the frequency of emails they prefer.

- ***Colour Theory: How do the chosen colours cater to the preferences and emotions of the target audience?***
- ***Typography: How does the selected font style and size enhance readability and appeal to the audience?***
- ***Layout and Composition: How does the arrangement of elements (images, text, whitespace) guide the viewer's attention and convey the message?***
- ***Imagery: How do the selected images or icons resonate with the target audience and support the campaign's message?***

## Colour Theory



<https://www.youtube.com/watch?v=x0smq5ljlf4>

## Typography

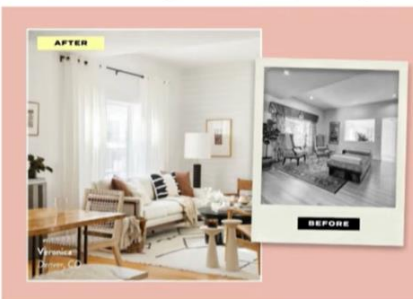


Font: Georgia ✓

Font size: 14 ✗



### Our Secret Interior Design Hack for Achieving Your Dream Space



If you're like us, the start of a new year always has us filled with a new sense of motivation and the urge to get our lives together in a plethora of ways. And at the top of our list is to reevaluate our space and see what to purge, what to keep, and how to give our homes a much-needed refresh. But figuring out where to begin decorating and furnishing is a significant undertaking that we always underestimate. So to make decorating a lower lift in 2023, we're enlisting the help of [REDACTED]

Having an expert at your fingertips without breaking the bank? It isn't too good to be true. [REDACTED] is an interior design service whose experts will work with you to give you a tailored one-on-one design experience to help make your dream space a reality without spending a fortune. [REDACTED] ensures you'll have your own personal designer instead of shouldering the task of redesigning your entire space by yourself (because who has the time).



### Best Fonts for Email Perfection: Enhance Readability and Style



AWeber  
14.7K subscribers

Subscribe

32



Share

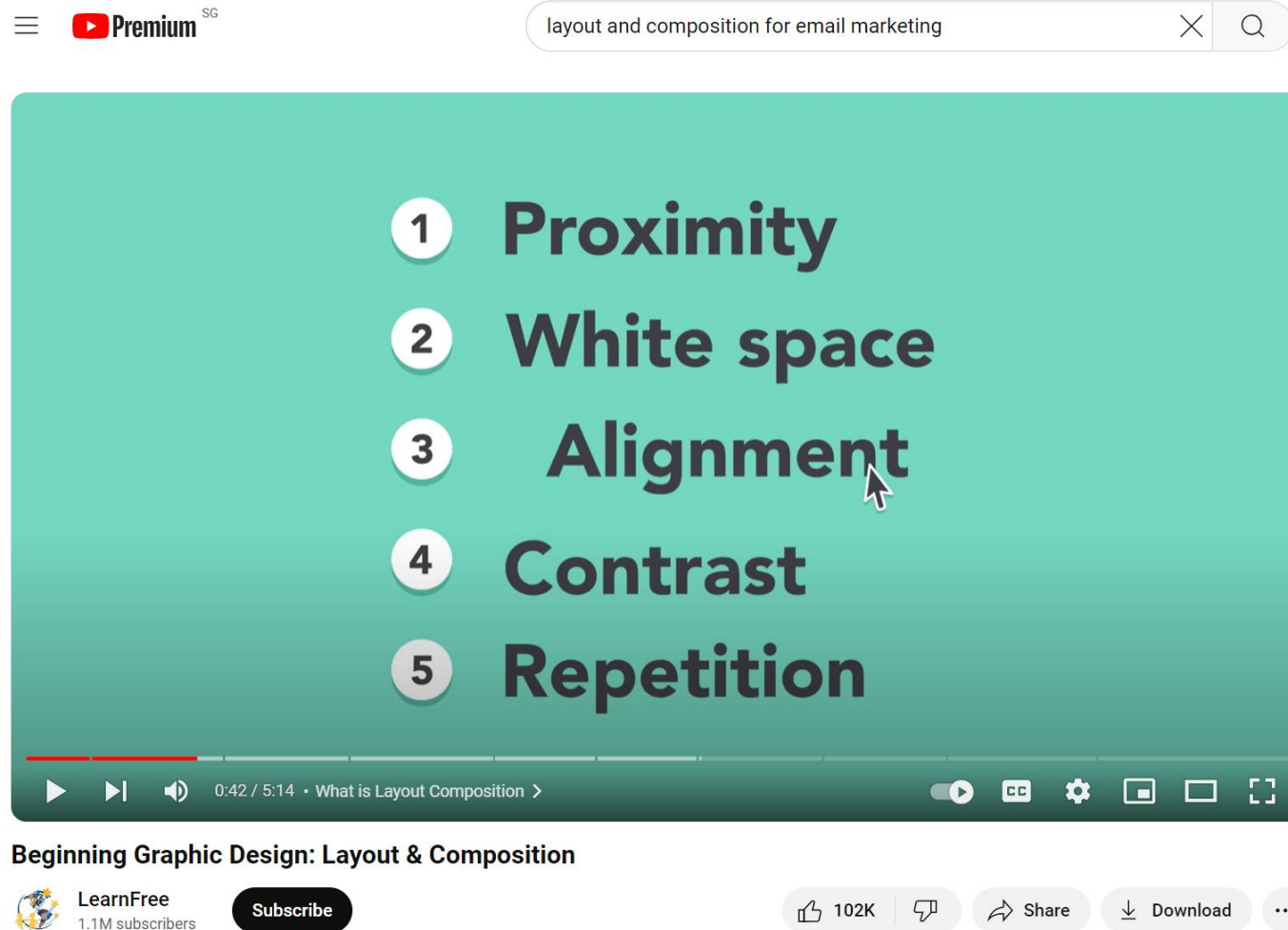
Download

Clip



<https://www.youtube.com/watch?v=7eBaY957pfw>

## Layout & Composition



The image shows a YouTube video player interface. At the top, there is a search bar with the text "layout and composition for email marketing". Below the search bar, the video player displays a list of five design principles on a teal background:

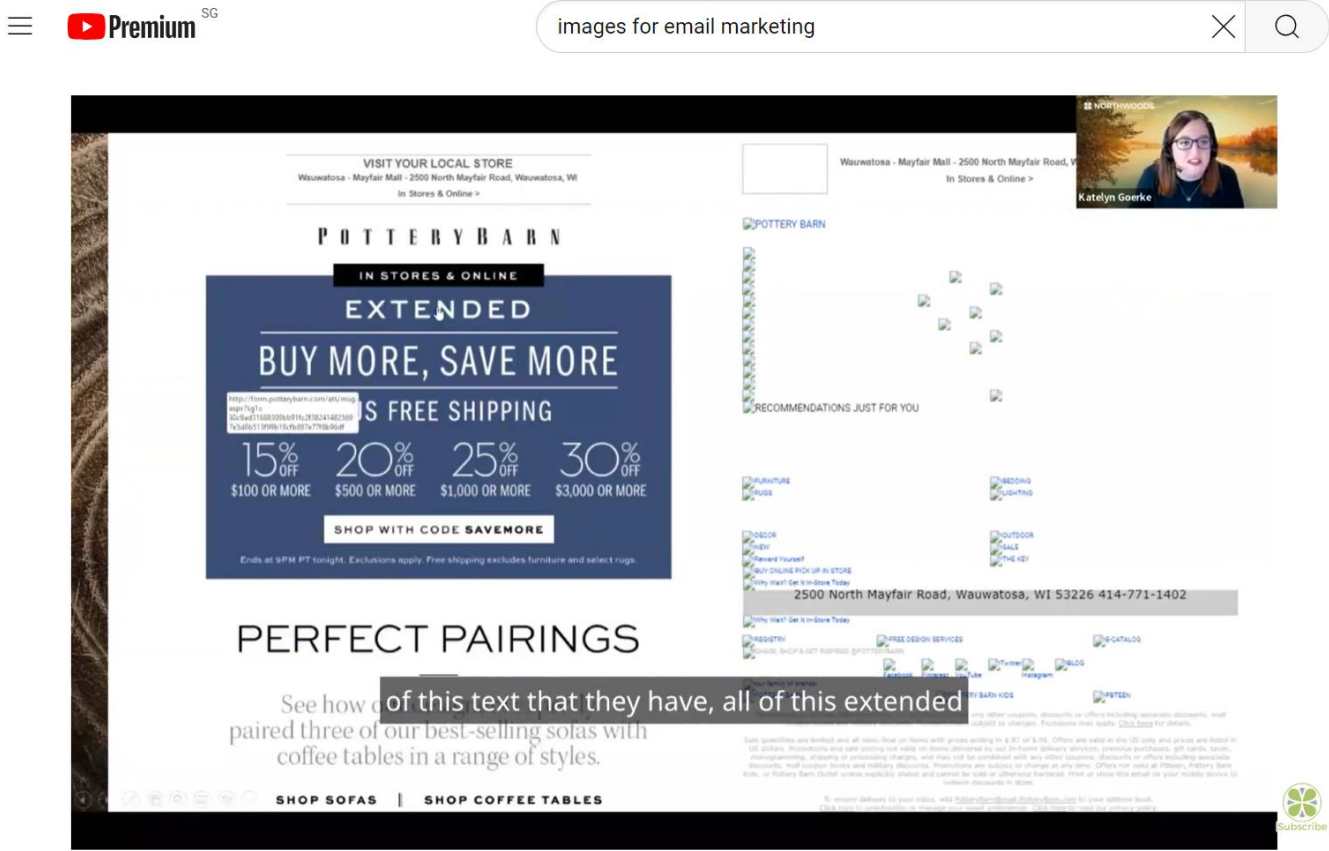
- 1 Proximity
- 2 White space
- 3 Alignment
- 4 Contrast
- 5 Repetition

The video player controls at the bottom show the video is at 0:42 / 5:14. The video title is "Beginning Graphic Design: Layout & Composition". The channel name is "LearnFree" with 1.1M subscribers. The video has 102K likes, and there are buttons for comments, share, download, and a menu icon.

<https://www.youtube.com/watch?v=a5KYlHnKQB8>

# HubSpot Design Principles and Audience Engagement

## Imagery



### Tips for Using Images in Your Email Marketing Campaigns



Northwoods  
573 subscribers

Subscribe



<https://www.youtube.com/watch?v=9jVURpdzRGA>