



Understand the Price of Free: *How to Approach Email Marketing*

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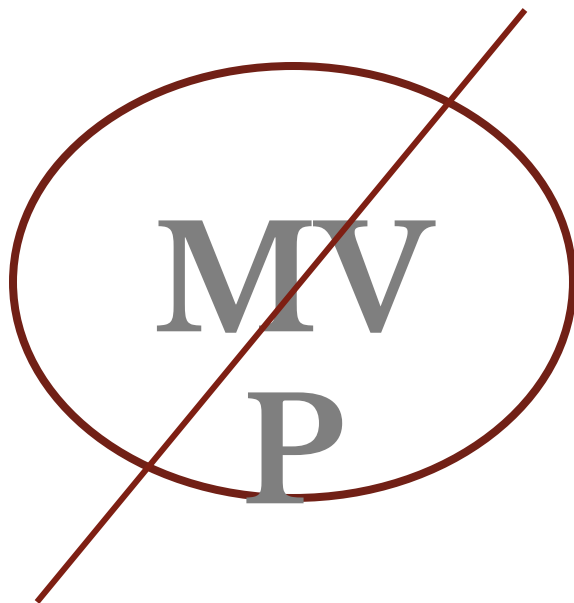
Experience

- Start-up, corporate & agency
- Enterprise software, business analytics
- B2B, sports marketing
- Sweeps rower &

Services

- Digital marketing
 - SEO, SEM, advertising
- Marketing automation optimization
- Content marketing
 - Strategy, development,

Getting Started



Focus on must-haves...



Marketing Automation

- Better for a company with a dedicated sales team
 - Lead nurturing, lead scoring
- Offers multi-channel marketing
- Inbound & outbound marketing
- Landing pages
- Website visitor tracking
- Dynamic content/personalization
- Complex, expensive, and confusing
- Campaign-specific pages and forms
- Automate marketing based

Email marketing

- Direct sales (buy now!)
 - Offers
 - multi-channel marketing
 - Mass email blasts
 - Track open rates
 - Mostly limited to outbound
 - Starting point for marketing automation
- Great for:
 - Newsletters
 - Blog post distribution
 - Special promotions
 - Webinar invitations
 - Timed emails/nurture campaign

Marketing Automation Solutions



Email Solutions



Hard learned lessons ...

- Your audience – WIIFM!
- Your audience's needs vs your needs (think about your forms)
- What info is *really* required?
- Is there an easy route? (A/B testing can be easy)
- Reuse content – what's old to you can be new to others
- Plan for tomorrow's growth

Questions? Get in touch...



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