



## **Email Marketing Framework Essentials**

*The most important frameworks, ready to use. As seen during the UBA "Email Marketing Strategy Masterclass"*

The background features a series of concentric circles in a light green color, centered on the left side of the slide. The circles vary in opacity and size, creating a subtle, layered effect.

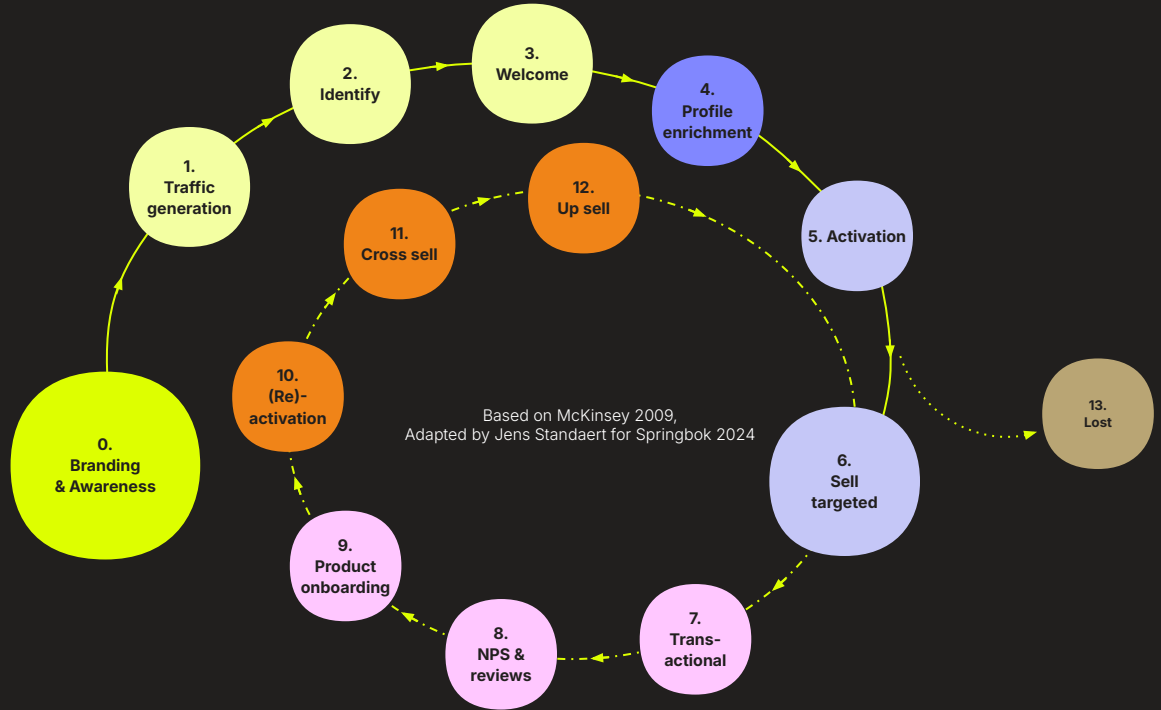
01

# The Customer Decision Journey

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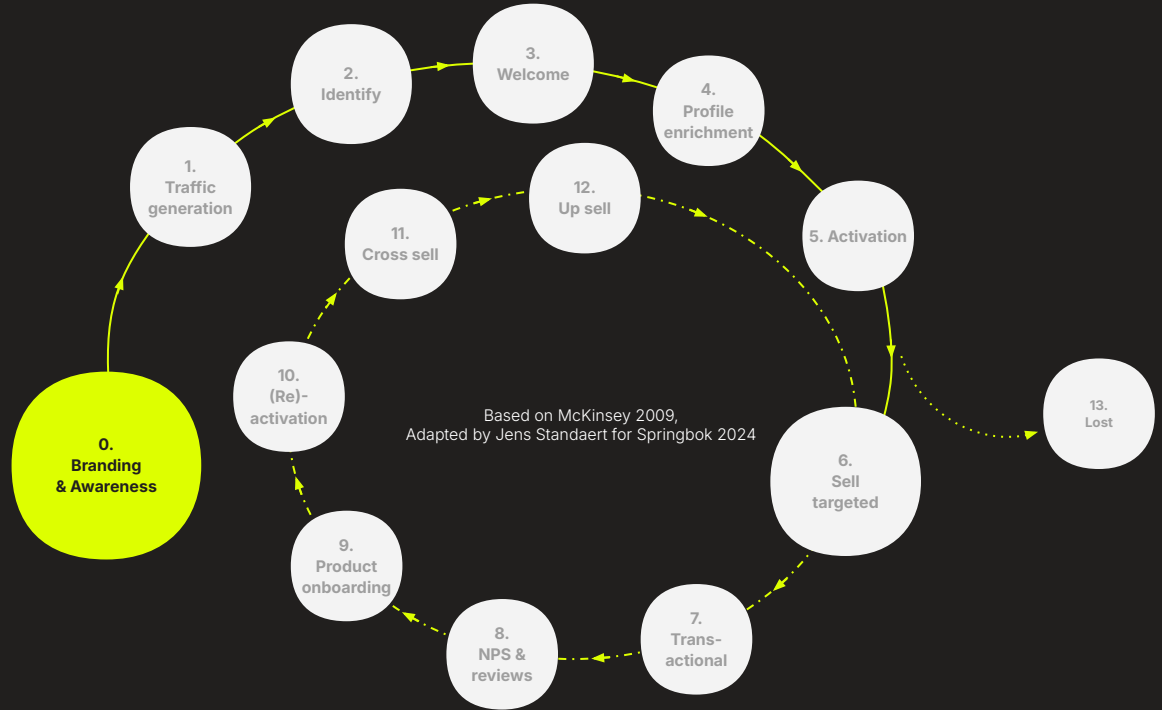
The route to growth is building up a **customer contact strategy** along the **customer decision journey** and measure its impact.

- Branding
- Identify
- Enrich
- Purchase
- Post-Purchase
- Retain / Loyalty
- Lost



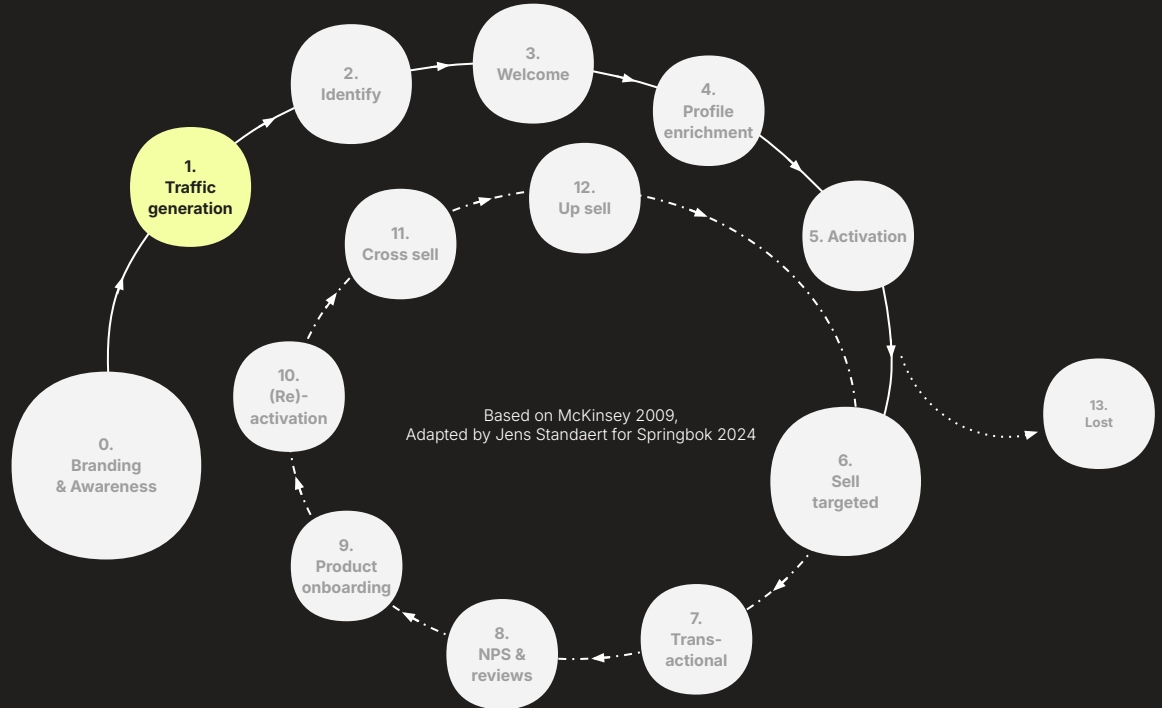
# Branding & Awareness

= the foundation for future stages in the customer decision journey. Make your brand easily recognizable and memorable among your target audience, build trust, expand your reach, differentiate from competitors, and foster positive associations and emotional connections with your brand.



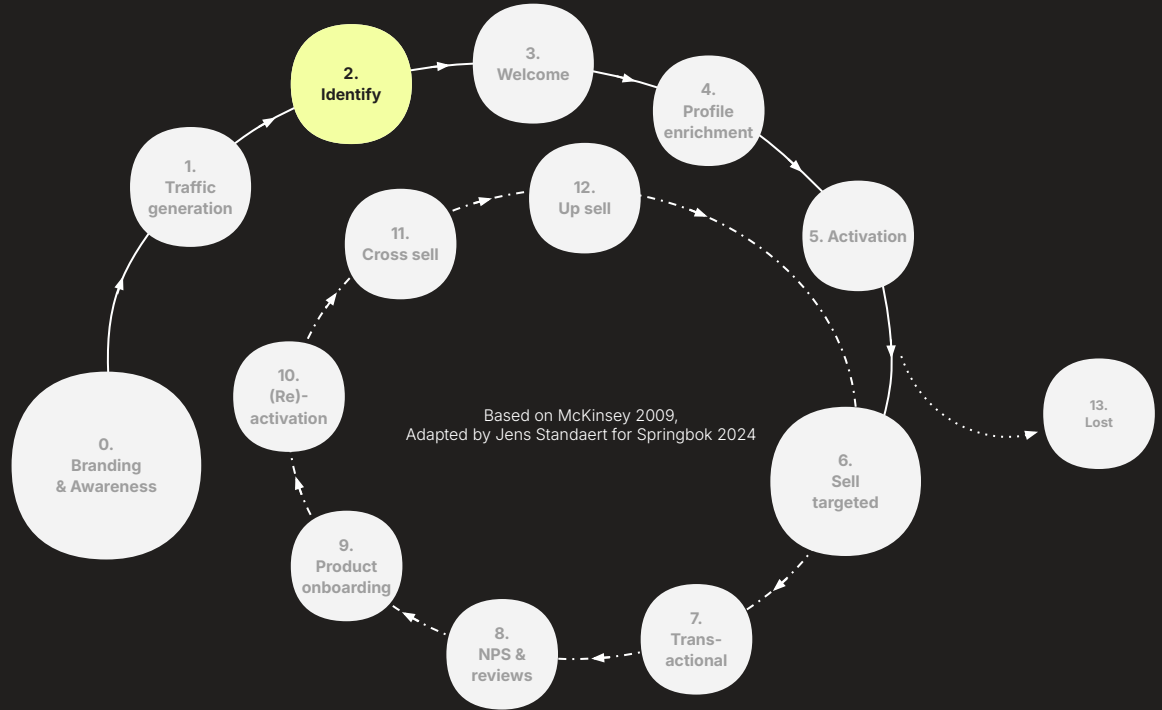
# Traffic Generation

= attract potential customers to your brand's online or physical presence. The purpose is to create awareness and interest among a broad audience.



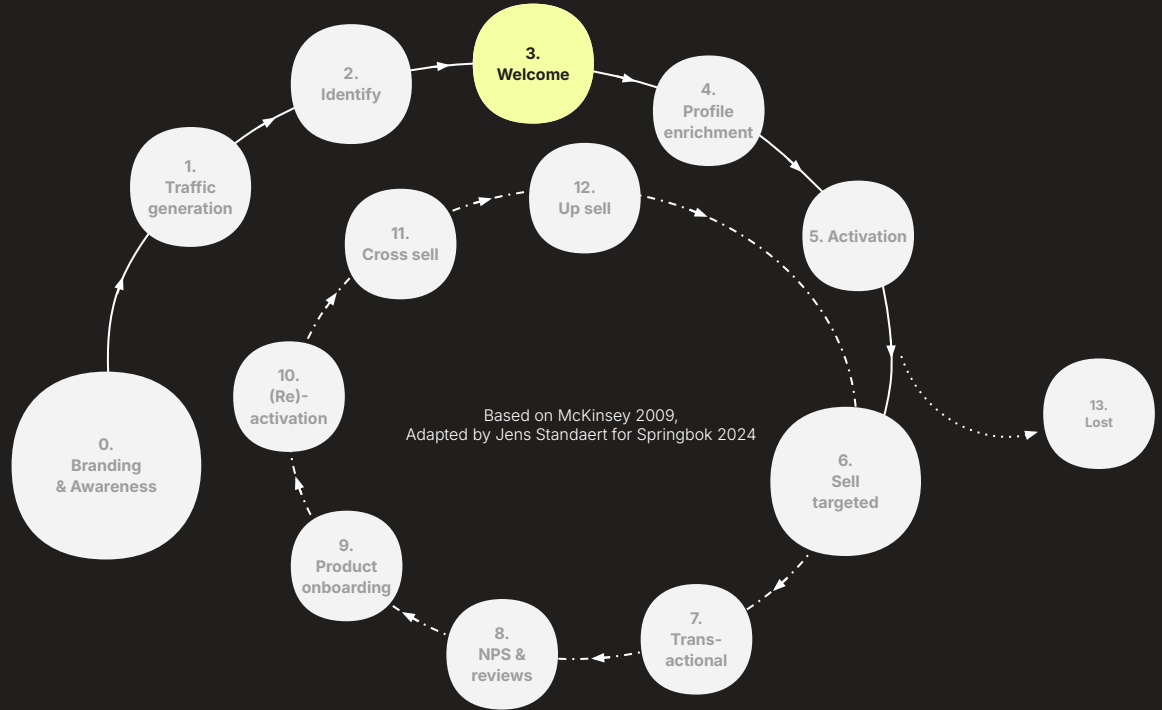
# Identify

= capture visitor information through forms, cookies, or other tracking methods.



# Welcome

= create a positive and engaging introduction to your brand. The purpose is to make the initial interaction memorable and to establish a connection with the potential customer.



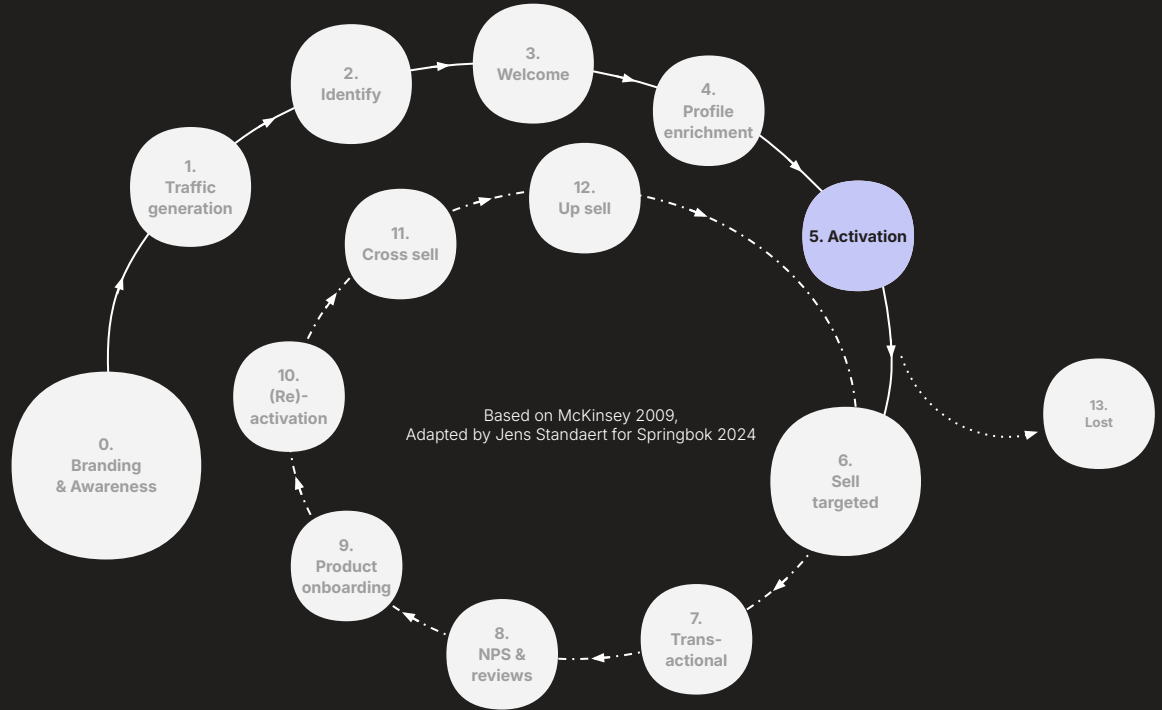
# Profile Enrichment

= gather more detailed information about the identified leads. The purpose is to build a comprehensive understanding of their preferences, needs, and behaviors.



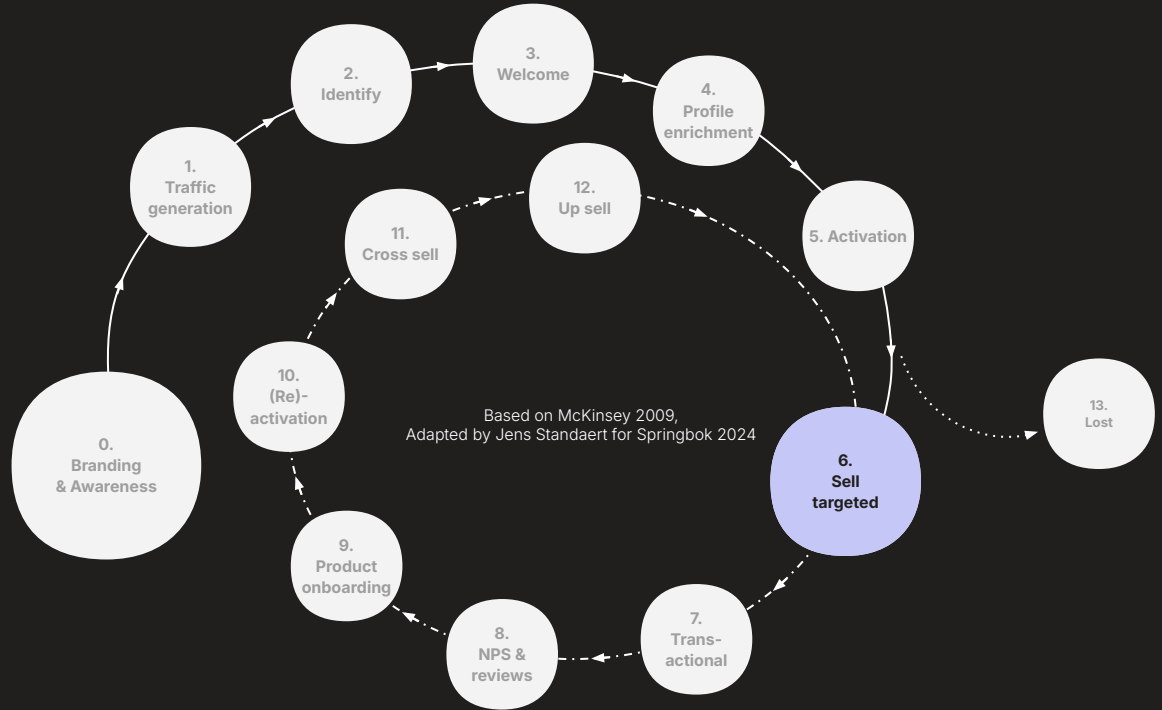
# Activation

= encourage leads to take a specific action that indicates a deeper level of engagement. The goal is to move leads from passive observers to active participants in your brand's ecosystem.



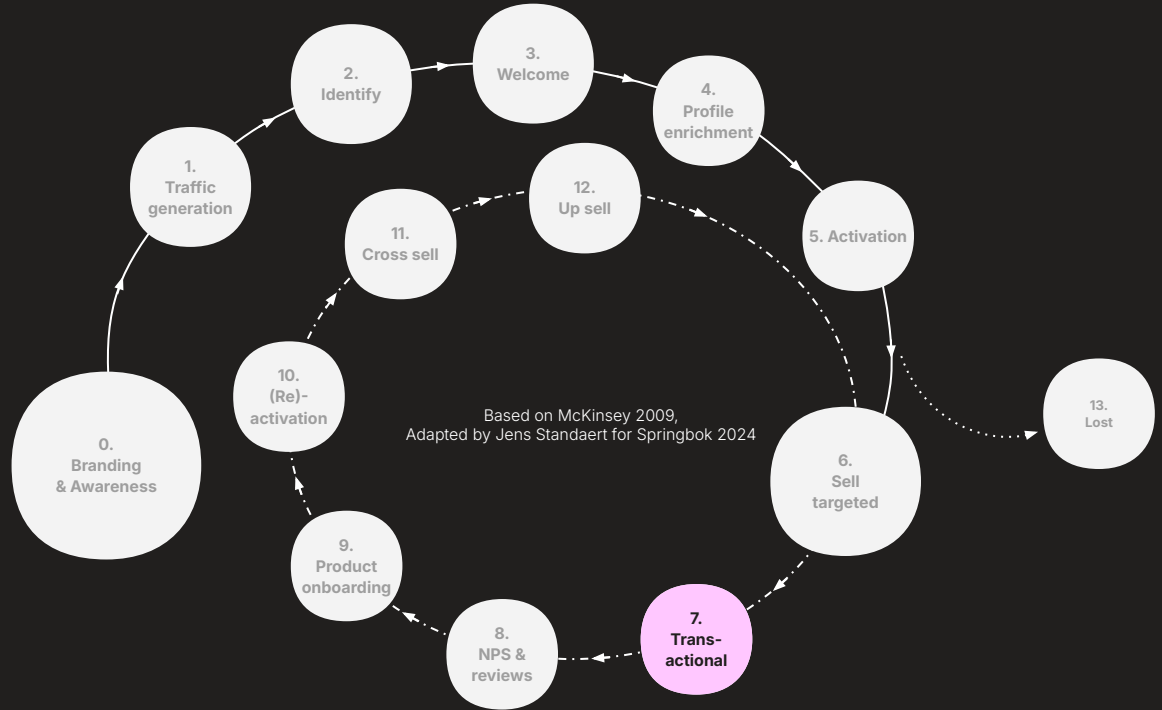
# Sell Targeted

= converting leads into paying customers. The purpose is to deliver tailored messages and offers that resonate with their specific needs and motivations.



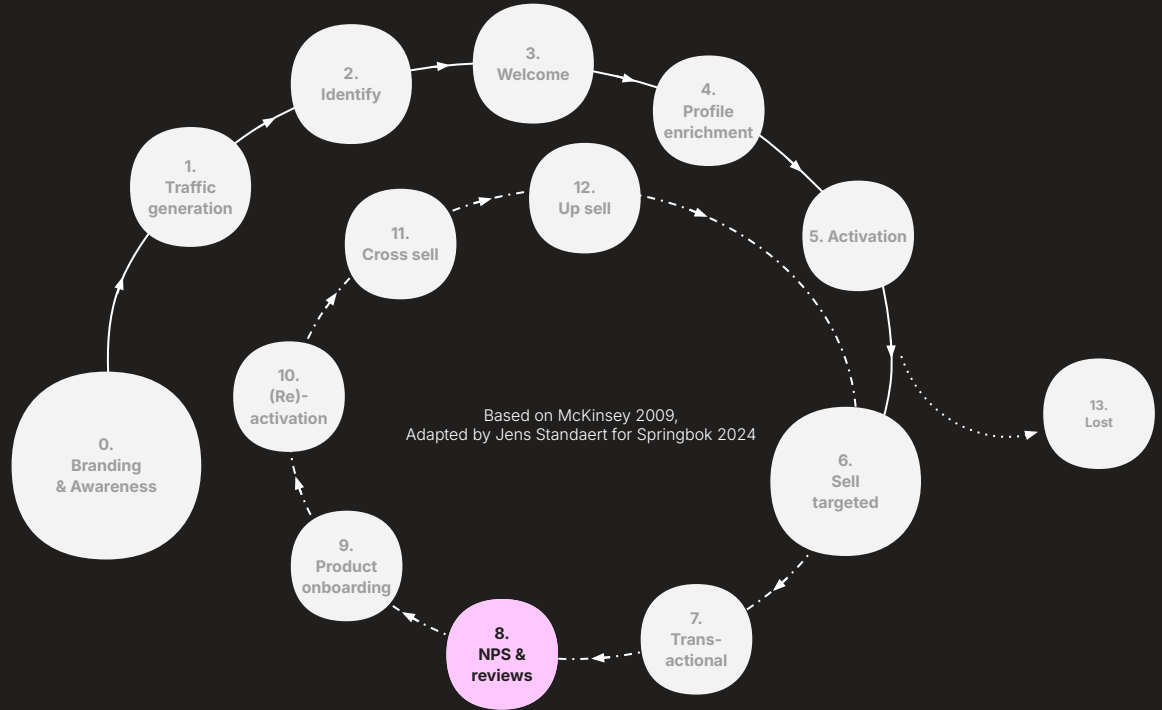
# Transactional

= facilitate a smooth and seamless purchasing experience. This stage contributes to building trust and satisfaction.



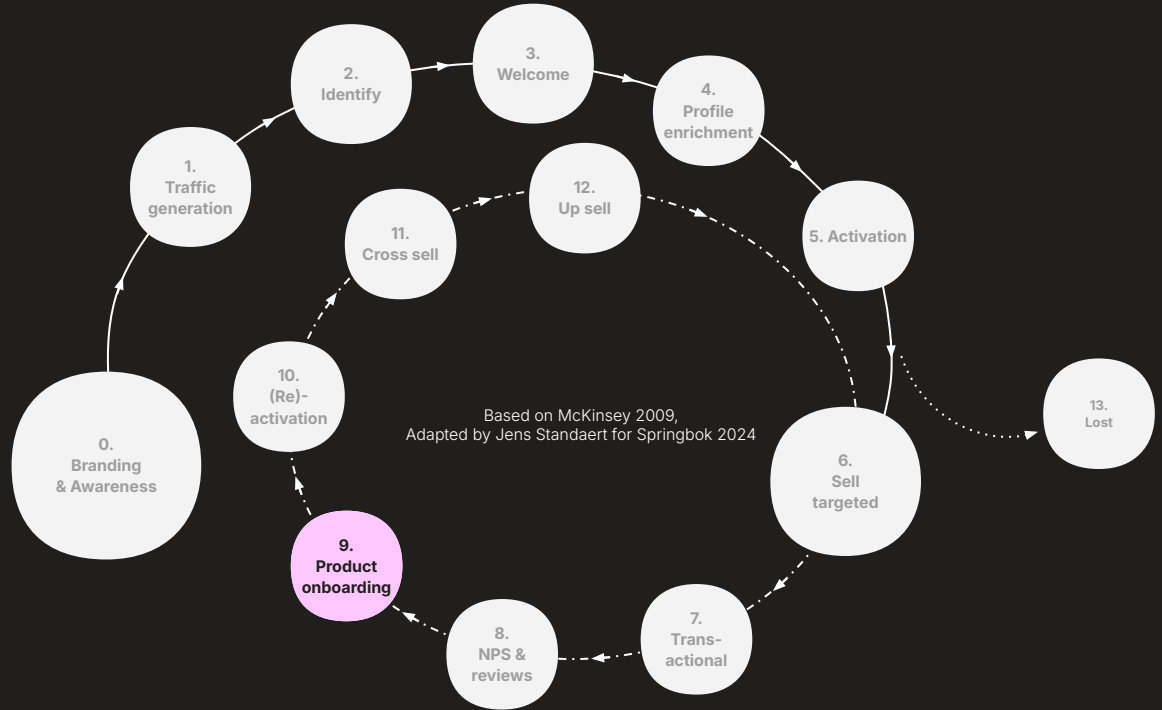
# NPS & Reviews

= gather feedback on the customer's experience. The purpose is to assess their satisfaction level, identify areas for improvement or potential ambassadors.



# Product Onboarding

= guide new customers through the process of using your product or service effectively to ensure that they understand how to derive maximum value from their purchase. Successful onboarding enhances customer satisfaction and reduces the likelihood of churn.



# (Re)Activation

= reignite interest and engagement from disengaged customers with your brand. The purpose is to remind them of the value you provide and encourage them to take further actions, such as making additional purchases or engaging with new features.



# Cross-Sell

= introduce complementary products or services to existing customers.



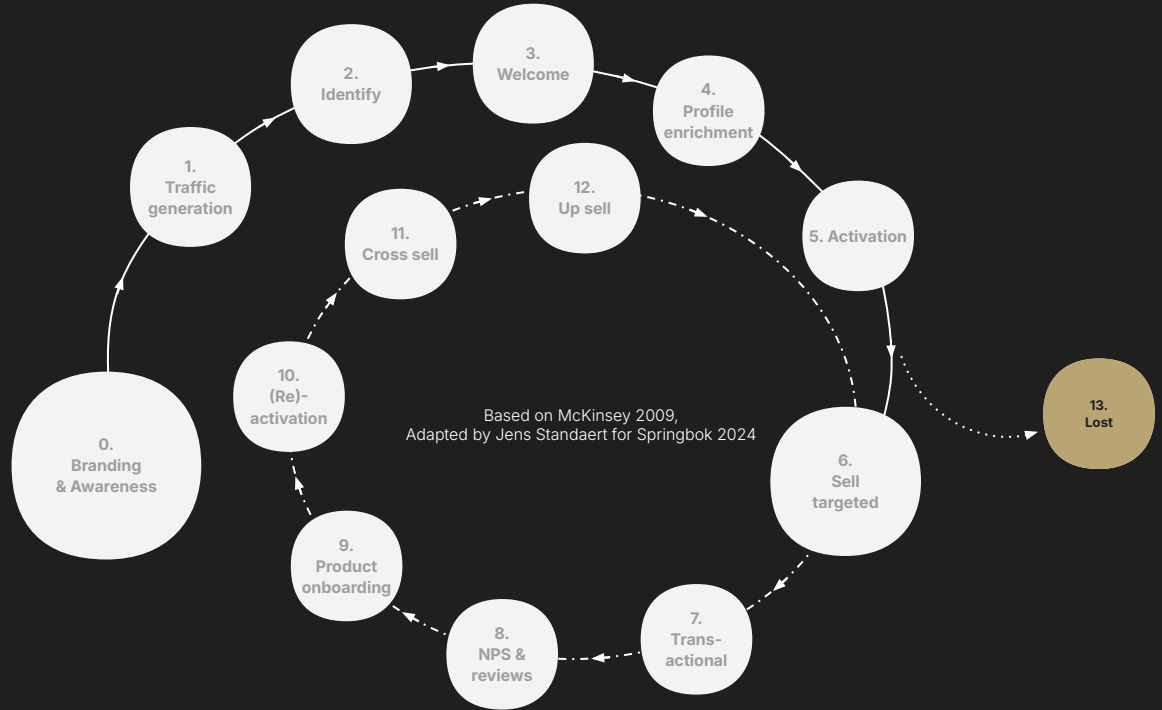
# Up-Sell

= encourage customers to upgrade to a higher-tier product or service.



# Lost

= gracefully acknowledge and manage the loss of a customer. The purpose is to gather insights from departing customers to understand the reasons for their departure and potentially identify areas for improvement.





02

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*(limit the amount of lead stages to keep it actionable)*



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*(every lead stage should build further on existing min. required data)*

**Optional: Step 2bis:** Define min. Required actions to assign someone to every lead stage

CRM PROGRAMS	LEAD STAGE 1	LEAD STAGE 2	LEAD STAGE 3	LEAD STAGE 4	LEAD STAGE 5
MIN. DATA NEEDED					
MIN. REQUIRED ACTION					

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**Step 5 :** List all current campaigns/actions per lead stage

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NICE TO HAVE DATA					
NEXT BEST ACTION					
CAMPAIGNS					



03

# AB Testing Prioritisation Framework

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Topic	Channel(s)	KPI	Target Group	Hypothesis	Status & Notes	Above the fold? Direct visible?	Noticeable within 5 sec?	Adding or removing an element?	Designed to increase user motivation?	Running on high traffic page(s) /email?	Addressing an issue discovered via user testing?	Addressing an issue discovered via qualitative feedback (surveys, polls, interviews)?	Addressing insights found via digital analytics?	Ease of implementation?	Prio Score
						Yes = 1	Yes = 1	Yes = 1	Yes = 1	Yes = 1	Yes = 1	Yes = 1	Yes = 1	Yes = 1	<4h = 3