

# 4 Steps

to Use Data and Orchestrate  
your Email Marketing



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Your organization must be having an enormous data on various customers. But

- Are you using all the data of existing customers?
- Are you using the right data?
- Are you utilizing it for your email marketing campaigns?

Email marketing is one of the simplest yet most effective marketing strategies. These [email marketing campaigns](#) are direct engagement with your customers. It is a one-to-one channel through which you can interact with the customer directly.

Two of the key challenges in email marketing campaign today are:

- increasing customer engagement
- accessing the data

Few of the top data sources which help you to improve email marketing campaigns are –

- accurate email addresses
- purchasing history of the buyer
- percentage of cellphone users
- website visits
- email clicks
- customer preferences

Leveraging data related to all these sources can really contribute to a successful email campaign. The following important steps will help you to develop a data-driven email marketing campaign:

### Step1: Design a welcome email

The welcome email gathers important demographic data. It is needless to say that welcome mails can open many opportunities. The subject lines and the contents can be optimized to maximize leads and conversions. There are a number of different areas that marketers can set out to accomplish with their welcome email, whether by simply thanking the user, attempting to collect more personal information, or urging them towards a purchase. To maximize the impact a brand can follow different paths: These are given as following

- Provide an alluring subject line
- Make greetings specific to the customer
- Send welcome emails immediately
- Ask the recipient to whitelist the address
- Make the tone specific to the customer
- Try to collect additional information

### Step 2: Capture multi-channel/cross-channel behavioral data

Track prospect or customer interactions with your organization including which individuals:

- Opened and clicked your emails
- Purchased your products
- Visited your website

- Downloaded white papers
- Participated in a webinar
- Subscribed to your newsletter
- Read your blog
- Interacted with your organization on social networking sites such as Facebook, Twitter or LinkedIn

### Step 3: Create a centralized digital marketing database

This allows you to [segregate your prospect list](#) based on demographic and behavioral information. You can send personalized messages with relevant content to each email group. The right technology helps you to use the prospect/customer data effectively.

This includes using an email service provider (ESP) that has the analytics that you need to understand the data collected, as well as supports such as functions, email integration, advanced segmentation, and relational databases.

### Step 4: Develop an email campaign map based on these data

This involves determining the data you will use to generate email messages to the various segments as well as the timing of those messages.

For example, send an email message to webinar participants thanking them for their participation. After some days, perhaps a week later, follow up with additional information that supplements the webinar's contents. As a summary the entire process of reaching a customer via emails can help you to understand your customer better. You can provide them with the correct information they are need. You can effectively use data in email marketing to increase levels of engagement and return on investments.

## About Span Global Services:

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Span Global Services helps you take a complete dive into the most advanced data intelligence and premium data-driven services for technology companies. It provides specialized consultancy and solutions for businesses attempting to gain greater popularity in their niches. Over the decade, we have been delivering end-to-end data solutions for technology firms as well as IT-integrated marketing processes to clients from different business verticals.

As a high-tech savvy solutions provider in B2B markets, you gain customized services from Span using the latest business models through online, search, and innovative data strategies. With nearly a decade's expertise in data-driven services, our business intelligence enables you to utilize intellectual online data strategies along with data-driven insights, market reports, and IT support services.

By using our advanced IT-integrated strategies, data-centric solutions, and gamut of Data-Driven Marketing services, you can boost technology business growth as desired. We have catered Data-Driven Services for diverse industries including Information Technology, Automobile, Finance, Healthcare, Real Estate, Marketing & Advertising, Manufacturing, and Media & Publishing.

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