

Module 1 - Email Marketing

**What is Email Marketing?**

Email marketing means sending emails to customers or subscribers to promote products, share offers, or give updates about a business.

In India, many companies like Flipkart, Amazon India, Myntra, and Zomato use email marketing to:

- Send festival sale offers (Diwali, Holi, etc.)
- Share discount coupons
- Inform about new products
- Send order updates
- Give personalized recommendations

It is a popular and low-cost marketing method in India.

**Benefits of Email Marketing**

**1. Low Cost**

Email marketing is cheaper than TV ads, newspaper ads, or social media ads.

**2. Reaches Large Audience**

India has millions of internet users. Emails can reach customers across cities and towns easily.

**3. Direct Communication**

Emails go directly to the customer's inbox.

**4. Easy to Track**

Businesses can check:

- How many people opened the email
- How many clicked the link
- How many made a purchase

**5. Festival & Seasonal Marketing**

Indian businesses use email marketing during:

- Diwali
- Eid
- Christmas
- Independence Day sales

This helps increase sales during festive seasons.

**Disadvantages (Cons) of Email Marketing**

**1. Emails Go to Spam**

If not done properly, emails may go to the spam folder.

**2. Too Many Promotional Emails**

Customers in India receive many promotional emails daily, so they may ignore them.

**3. Requires Good Content**

If the email is boring or unclear, people will not read it.

**4. Legal Rules in India**

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Businesses must follow Indian IT and data protection rules like the Information Technology Act 2000 and the Digital Personal Data Protection Act 2023. Companies must take permission before sending promotional emails.

Types of Email Marketing

1. Promotional Emails

These emails promote products, discounts, or special offers.

Example:

Flipkart sends you an email about a **Big Billion Days Sale** with 50% off on mobiles.

2. Newsletter Emails

These are regular emails that share updates, news, or useful information.

Example:

Byju's sends a monthly email with study tips, exam updates, and new courses.

3. Welcome Emails

Sent when a person signs up or creates an account.

Example:

After signing up on Myntra, you receive a welcome email with a 10% discount coupon.

4. Transactional Emails

These emails confirm a transaction or action taken by the customer.

Example:

After ordering food from Zomato, you get an email confirming your order and payment details.

5. Abandoned Cart Emails

Sent when a customer adds products to the cart but does not complete the purchase.

Example:

You add shoes to your cart on Amazon India but don't buy them. Later, you get an email saying, "Your items are waiting in the cart!"

6. Feedback or Survey Emails

These emails ask customers to give reviews or feedback.

Example:

After staying at OYO Rooms, you receive an email asking you to rate your experience.

7. Re-engagement Emails

Sent to inactive customers to bring them back.

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Example:

If you haven't used Swiggy for a long time, they may send an email saying, "We miss you! Here's ₹100 off on your next order."

Process of Email Marketing

Email marketing follows a **step-by-step** process. Below is the simple process with real-life examples.

**1. Build an Email List (Collect Contacts)**

First, businesses collect email addresses from customers.

**How?**

- Website sign-up forms
- App registrations
- Newsletter subscriptions
- During purchase

**Example:**

When you create an account on Flipkart, you enter your email ID. Now Flipkart can send you promotional emails.

**2. Get Permission (Consent)**

Businesses must take permission before sending promotional emails.

In India, companies follow rules under the Digital Personal Data Protection Act 2023.

**Example:**

You tick a box saying "Yes, send me offers and updates."

**3. Segment the Audience (Divide Customers into Groups)**

Companies divide customers based on:

- Age
- Location
- Buying behavior
- Interests

**Example:**

Myntra sends women's clothing offers only to female customers.

**4. Create the Email Content**

Now the company designs the email:

- Attractive subject line
- Images and offers
- Clear message
- Call-to-action button (Buy Now, Shop Now)

**Example:**

Subject: "Diwali Sale - Up to 70% OFF!"

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5. Send the Email

The company sends emails using email marketing software.

**Example:**

Amazon India sends festive sale emails to millions of users at the same time.

6. Track the Results

After sending, companies check:

- Open rate (How many opened it)
- Click rate (How many clicked the link)
- Sales generated

**Example:**

If 10,000 people received the email and 2,000 opened it, the open rate is 20%.

7. Follow-Up or Improve

Based on results, companies:

- Send reminder emails
- Offer extra discounts
- Improve subject lines

**Example:**

Swiggy may send a reminder: "Last day of the offer!"

Simple Flow of Email Marketing

1. Collect Emails
2. Take Permission
3. Segment Customers
4. Create Email
5. Send Email
6. Track Results
7. Improve & Follow Up

Assignment

**Ques 1:** Which of the following best describes Email Marketing?

- A. Sending printed advertisements to customers
- B. Sending emails to promote products, offers, or updates
- C. Calling customers to sell products
- D. Sending SMS messages to customers

**Ques 2:** Email marketing is a \_\_\_\_\_ and effective marketing method used to promote products or services.



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Ques 3: Which type of email is sent when a customer creates a new account on a website?

- A. Transactional Email
- B. Newsletter Email
- C. Welcome Email
- D. Survey Email

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Ques 4: When a customer adds items to the cart but does not complete the purchase, companies send a \_\_\_\_\_ email.

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