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# FAMOUS QUOTES TO

*Guide your Email Marketing*”

”

## INTRODUCTION

Postcards are a throwback to days gone by, an era where keeping in touch meant sending notes through the postal service. In modern times, that practice has evolved and businesses do it using email. Email remains personal, a means of making an immediate connection with your target audience and can be used to build relationships.

This series of postcards featuring famous quotes in relation to email marketing can be used to:

- Get to grips with email marketing basics and intricate campaigns
- Formulate campaigns that meet subscriber needs based on email activity
- Identify possible automated email campaigns
- Investigate transactional mail as a cross-selling tool

We encourage you to print these Famous Quotes to Guide your Email Marketing, stick them up around your workspace or pass them on to someone who could use them.





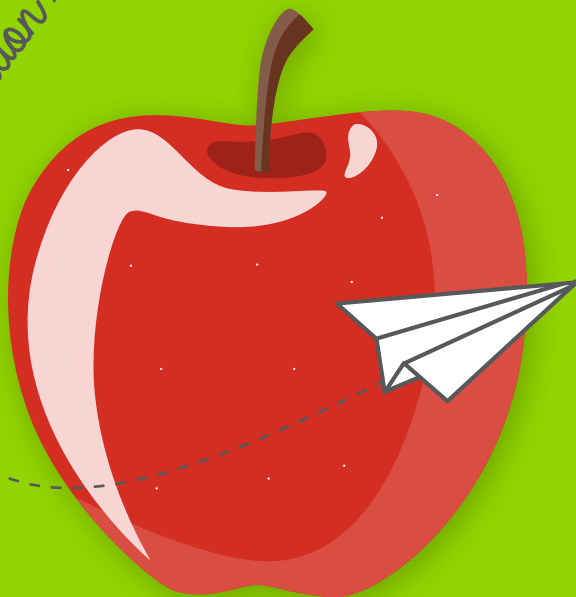
Elmer  
Davis  
- Reporter

*The first and great commandment is:  
don't let them scare you.*

## Advanced Features

*There are 4.6 billion email accounts worldwide with 212 billion emails sent daily. If you've never dabbled in email marketing, maybe it's time you should. For those familiar with the basics, step out of your comfort zone by using advanced automation features to take your marketing to the next level.*

*Automation*



Isaac  
Newton  
- Physicist

*For every action,  
there is an equal and opposite reaction.*

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*Triggers and Autoresponders*

*For every action taken by your subscriber (opening an email, clicking on a link or signing up), a follow-up email can automatically be sent to them. An email with a map and directions can be set up as the autoresponder for a contact that has clicked on the RSVP link in an email.*



For more information visit us at [www.everlytic.co.za](http://www.everlytic.co.za) or [click here](#) to request a demo.



Marilyn  
Monroe  
- Actress

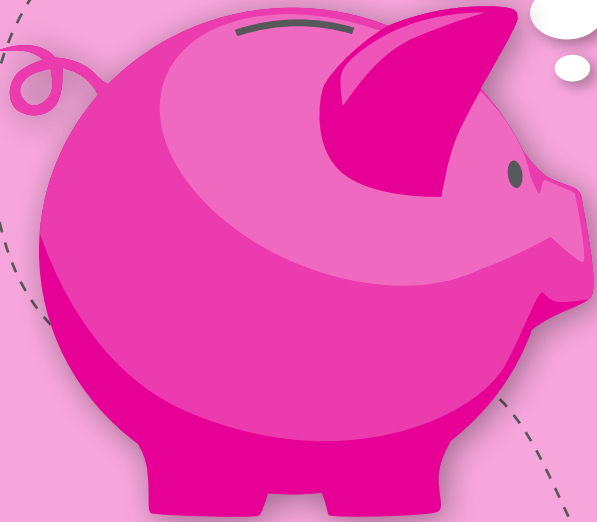
*If you're gonna be two-faced at least  
make one of them pretty.*

## A/B Split Testing

Use A/B split testing to compare two emails against each other to determine the best subject lines, content, and email design. Spend less time figuring out what works well (let your customers tell you) and use this to plan effective campaigns. A/B split testing allows you to finetune campaigns based on results and put your prettiest face forward that of course maximise those RO's

Vouchers

I feel oh so empty inside right now...



Thomas Jefferson  
- Statesman

Never spend your money before you have earned it.



Drip campaigns

Drip campaigns are a series of pre-planned email and SMS messages that automatically send to contacts over time, nurturing contacts from their first engagement. 64% of people have purchased something because of seeing it in a mail. Pre-sales, welcome emails, loyalty programmes or e-commerce mailers that feed time-based incentives and vouchers to recipients are perfect scenarios for drip campaigns.



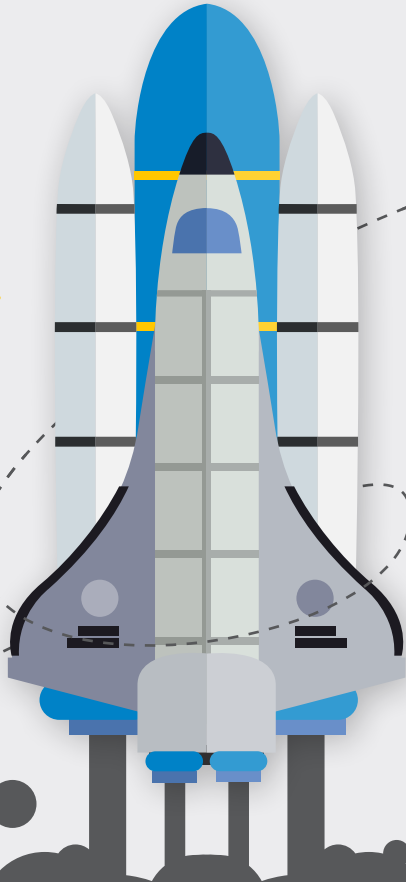
E-commerce

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Er. Shivanshu  
Gupta  
- Software Developer

*Just try one  
more time in  
a different way  
before you  
decide to quit!*



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## *SMS on Bounce*

*An increase in bounce rate can affect your sending reputation, which influences campaign delivery. Improve your bounce rate by sending all your bounced contacts an SMS asking them to update their details. The database updates automatically as they reply with their new and valid email address. Email reports identify which recipients received SMSes and the amount of subscribers that have updated their details.*



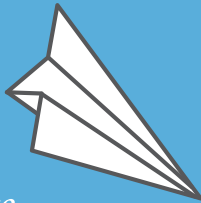
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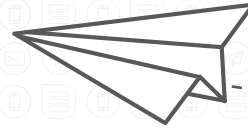
*Training*

Arthur  
Ashe  
- Tennis Player

*Start where you are.  
Use what you have.  
Do what you can.*



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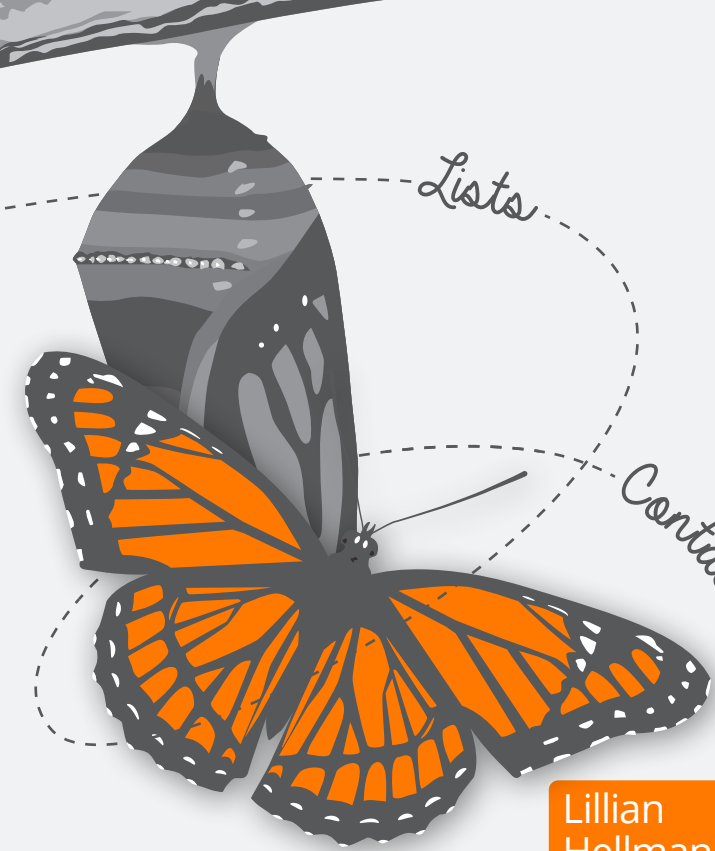
*Managed Services*

*You already have all you need to form your initial database. Start communicating to your existing clients. For everything else, Everlytic can hold your hand through training or handle it for you with our Managed Service layer. You give us the brief and we will take care of designing your email template through to sending the campaign.*

*Databases*

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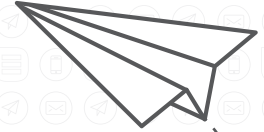
*Lists*

*Contacts*

Lillian  
Hellman  
- Dramatist

*People change and forget to  
tell each other.*

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*Automated list management,  
where contact details and subscription  
statuses are updated regularly in the  
background is considered email marketing  
best practice. Every email should come  
standard with an update profile feature,  
unsubscribe and complaint links,  
so contact information automatically  
updates on your database in real time.*

*Updating details*

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Great copy



Elinor Glyn  
- Novelist

Life is short  
- avoid causing yawns.



Personalisation

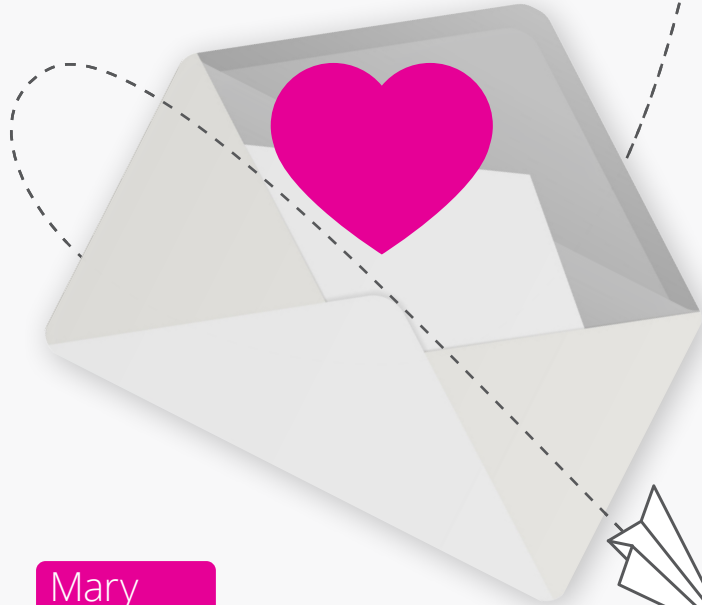
CJA

Use your subscribers' contact information to personalise emails to the ninth degree with names, account numbers, birthday or date sensitive information unique to your contacts. Keep copy short and aim for a 70/30 image to text ratio, with a well-placed call-to-action that stands out in your HTML layout. Add emojis to the subject line to stand out. Everyone *LOVES* emojis.



Emojis

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Mary  
Schmich  
- Columnist

*Keep your old love letters. Throw away  
your old bank statements.*

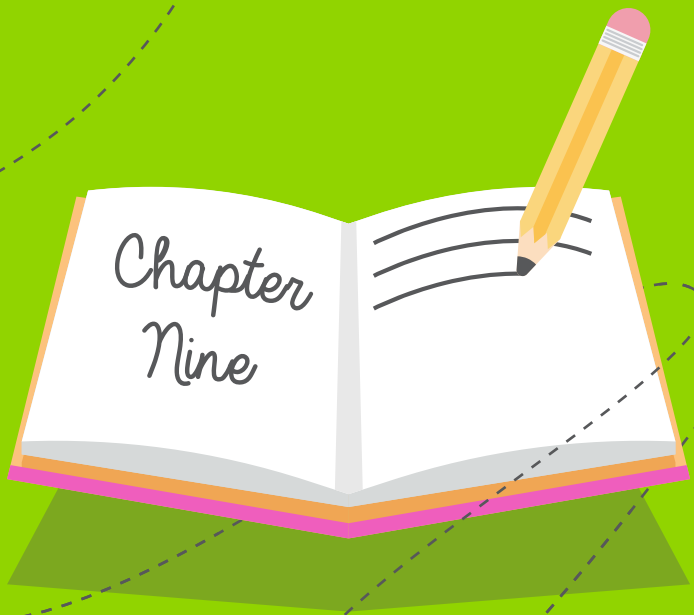
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*Save trees by adding marketing messages to your transactional emails. 87% of people trust email to receive their invoices and statements. Securely send transactional email or SMS triggered by your ERP, CRM, billing, and support systems. Send single messages to single contacts at a time automatically populated with personalised variables at the time of sending. Delivery, open and bounce reports are available.*

*Transactional mail*

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Denis  
Waitley  
- Writer

*Don't dwell on what went wrong.  
Instead, focus on what to do next.*

## Reporting

Tracking opens, clicks, list interaction, device reporting, heat maps and performance on social media reveals contact engagement with your message and insight into the relevancy of your campaigns. Apart from standard reports, you can compare emails sent as part of a series with campaign reporting that buries down to the finer detail.





# THANK YOU

Everlytic is the leading Marketing Cloud Software solution in South Africa. Every day hundreds of top South African and international companies use our software to send millions of messages to their customers and subscribers. With our bulk and transactional email and SMS engines you can manage all of your digital communications from one central hub. Whether it be newsletters and notifications, to statements and system generated messages, Everlytic is the leader in ensuring top delivery rates.



Should you want anymore information visit us at [www.everlytic.co.za](http://www.everlytic.co.za)  
or [click here](#) to request a demo.