LIVE WEBINAR: TUESDAY, JUNE 23, 2020

INTRODUCING: MONO EMAIL MARKETING

Line Juliussen, Product Manager
Anna Hedegaard, Training Manager

MONO

TODAY'S PRESENTERS

THANKS FOR JOINING

We're thrilled to see so many of you joining for this introduction to our latest addition – Mono Email Marketing.

Line Juliussen

Product Manager

Anna Hedegaard
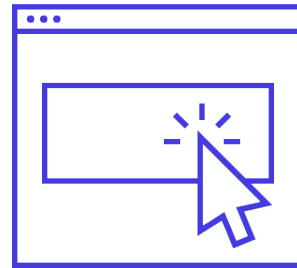
Training Manager

WHY IS EMAIL MARKETING RELEVANT?

Because it delivers true value and a high return-on-investment (ROI) for SMBs

73% of people prefer email marketing over other channels

(Data & Marketing Association)

Personalized email messages improve click-through rates by an average of 14% and conversions by 10%

(Aberdeen)

59% of marketers say email marketing is their biggest source of ROI

(Emma)

WHY MONO EMAIL MARKETING?

3 key differentiators of Mono Email Marketing

1. **It's native:** Create and send campaigns directly from the Mono Platform

2. **It's integrated:** Collect and manage users and their permissions in our built-in database - Mono Customers

3. **It's SMB approved:** We tested our prototype on small businesses prior to development to ensure it meets their needs.
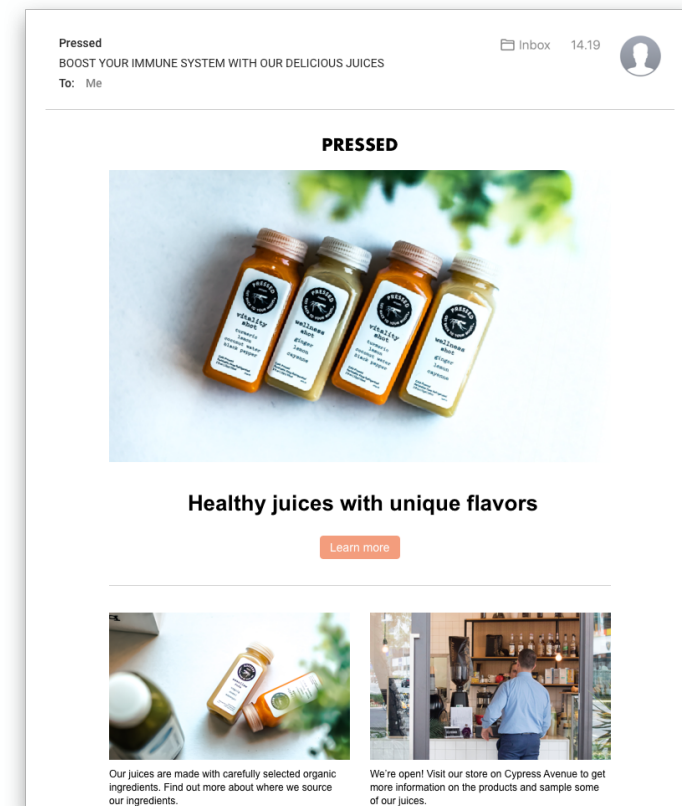
READY FOR SMBs TO TAKE CONTROL

Don't be afraid to give your small business customers the freedom to create their own email campaigns & newsletters!

Our goals:

- Meet SMB needs – no more, no less
- Allow SMBs to create high-quality emails
- Reduce complexity in permission management
- Ensure ability to comply with GDPR

The result:

- Simple and easy-to-use interface
- Pre-designed email templates based on best practices for small businesses
- Simple content management (add/delete rows)
- Easy-to-use segmentation options via Mono Customers
- Automatic GDPR-friendly permission management

UPDATED MONO CUSTOMERS

The updated Mono Customers includes permission management for ease-of-use for business owners that want to get started with Mono Email Marketing

The new version includes:

- Permission management

- Activity feed

- Simplified and improved interface

- Data management enhancements

- Only required field is email

- Integration with other Mono products
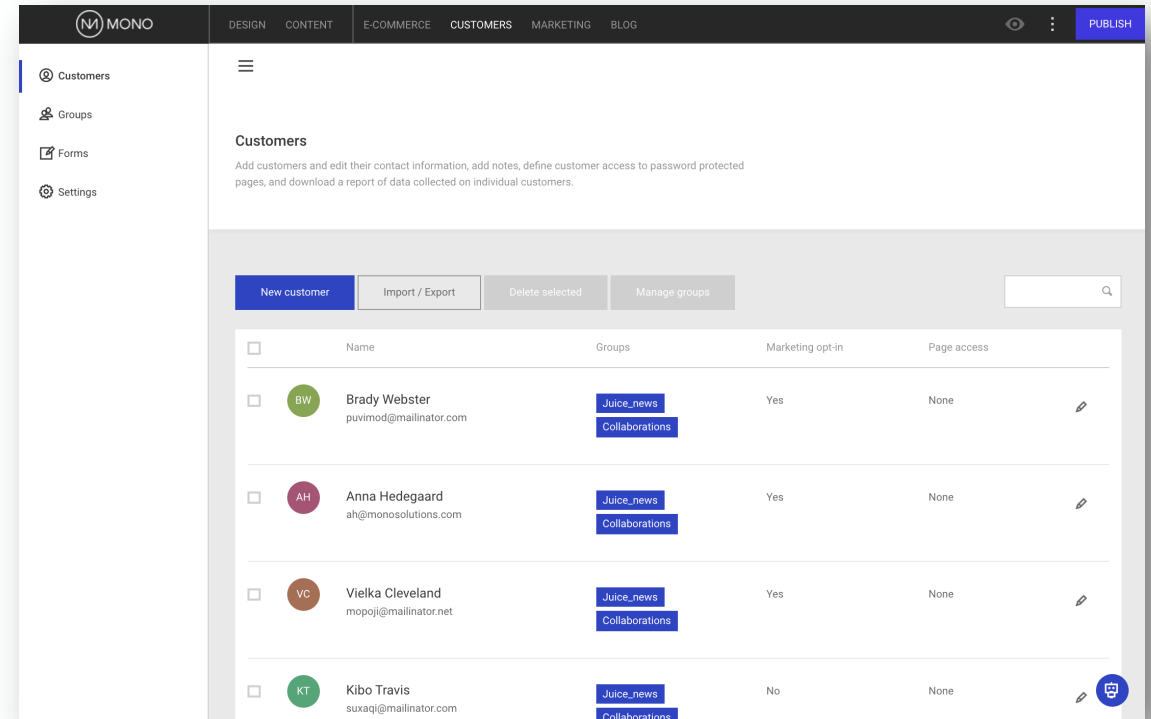
IT'S ALREADY ROLLING OUT...

**The good news – you'll get this automatically!**

- It requires <u>no effort</u> from you or your small business clients

- Any existing customer data will remain in Mono Customers – New features/options will just be added!

- The rollout of the update to Mono Customers is already in progress
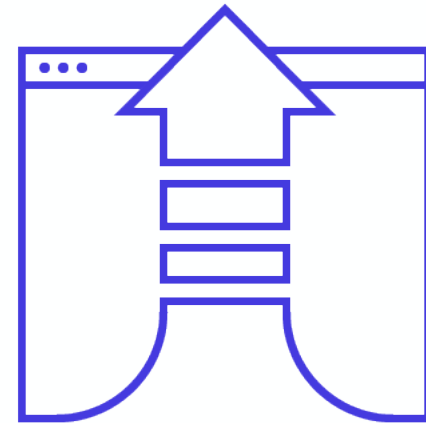
GO-TO-MARKET WITH EMAIL MARKETING

Create a more comprehensive digital package that allows SMBs to professionally engage with their website visitors & customers
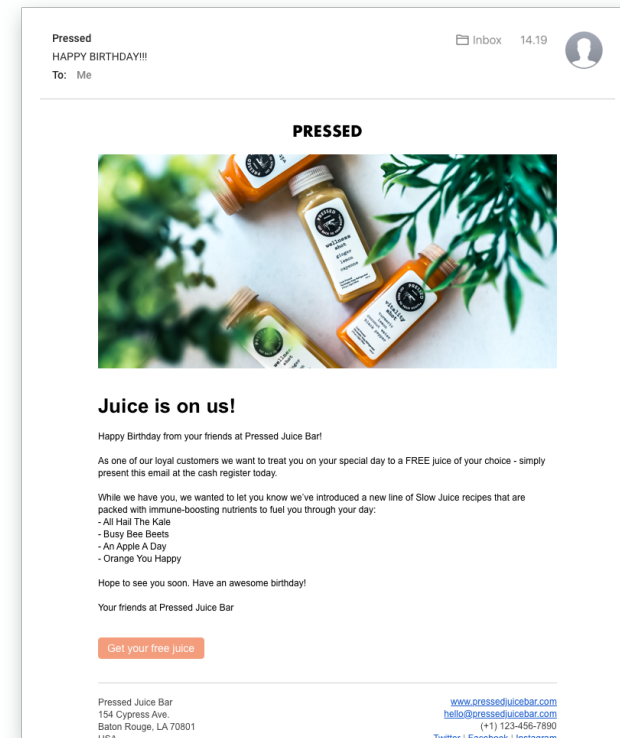
- **Add-on:** Offer it as an add-on to your existing website packages

- **Bundle:** Offer it as a bundle with your website and/or other digital offerings

- **TIP!** Combine with Mono On-Site Engagements to boost newsletter sign-ups from the website
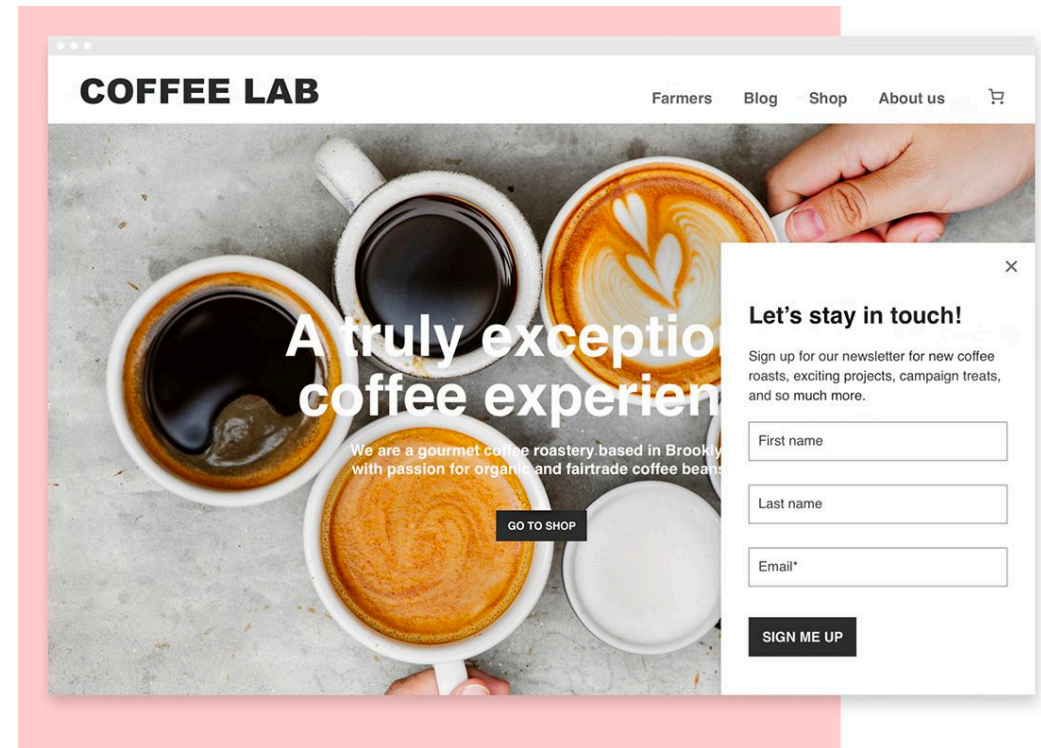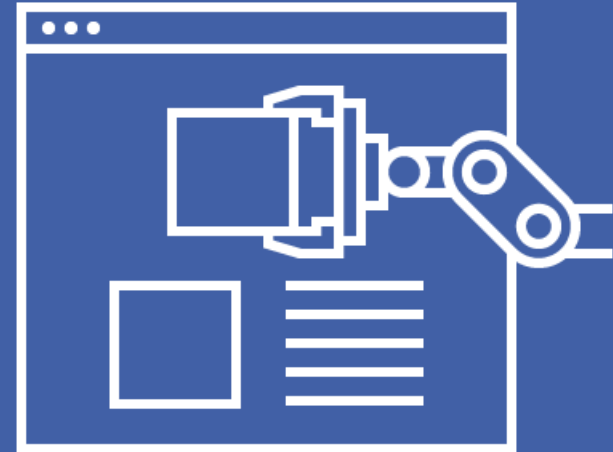
NEW REVENUE OPPORTUNITIES

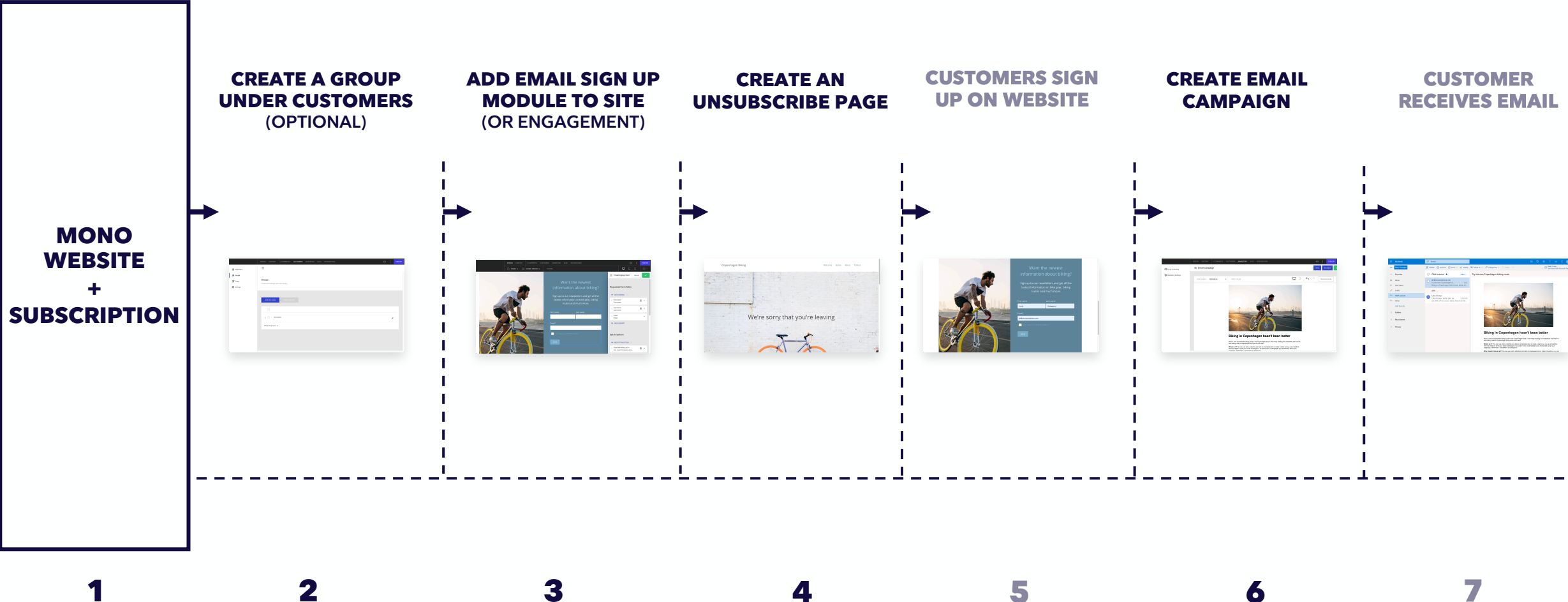## Make the most of Mono Email Marketing by offering new DIWM/DIFM services

- Email marketing graphics and copywriting

- Create custom unsubscribe pages

- Create custom email layouts (incl. branding, custom row layout & footer content)

- Set up advanced segmentation (e.g. define customer groups based on website forms)
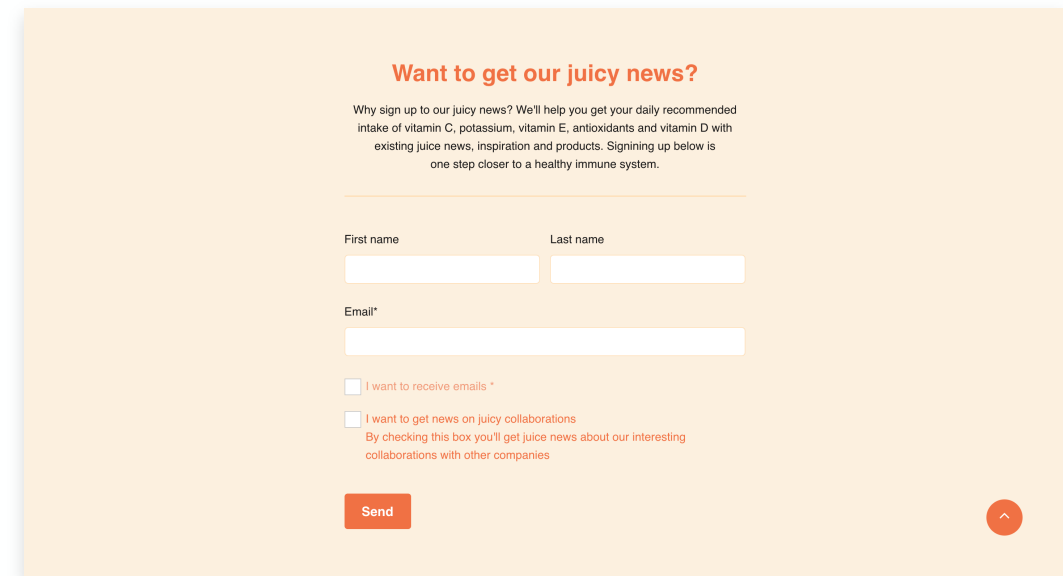
How to set up Mono Email Marketing

SETTING UP EMAIL MARKETING

MONO WEBSITE + SUBSCRIPTION

CREATE A GROUP UNDER CUSTOMERS (OPTIONAL)

ADD EMAIL SIGN UP MODULE TO SITE (OR ENGAGEMENT)

CREATE AN UNSUBSCRIBE PAGE

CUSTOMERS SIGN UP ON WEBSITE

CREATE EMAIL CAMPAIGN

CUSTOMER RECEIVES EMAIL

1 2 3 4 5 6 7

COLLECTING USERS FOR EMAIL MARKETING

How to collect users for sending out emails to customers

- Create groups to differentiate communication

- If adding opt-in link for the sign-up make it a requirement *

- Don't have to be part of a group – you can send to all users that have given consent

Want to get our juicy news?

Why sign up to our juicy news? We'll help you get your daily recommended intake of vitamin C, potassium, vitamin E, antioxidants and vitamin D with existing juice news, inspiration and products. Signining up below is one step closer to a healthy immune system.

First name

Last name

Email*

☐ I want to receive emails *

☐ I want to get news on juicy collaborations
By checking this box you'll get juice news about our interesting collaborations with other companies

Send

HOW TO SET UP A CAMPAIGN

## Set up an email campaign in the Mono Editor with a few easy steps

1. Include sender information in settings

2. Include the unsubscribe page

3. Create a new campaign

4. Set up general information for the campaign

5. Select one of the four templates

6. Add information + images

7. Remember to link to the website to generate traffic

8. Send or schedule campaign

Coming soon:
More features

COMING SOON: NEW FEATURES

- Merge tags (customer info)

- Global Data (company info)

- Choose email background (boxed or full width)

- Interface enhancements
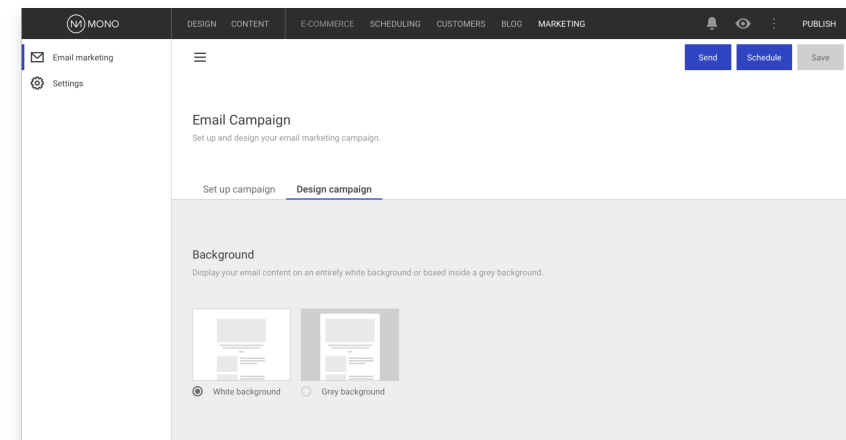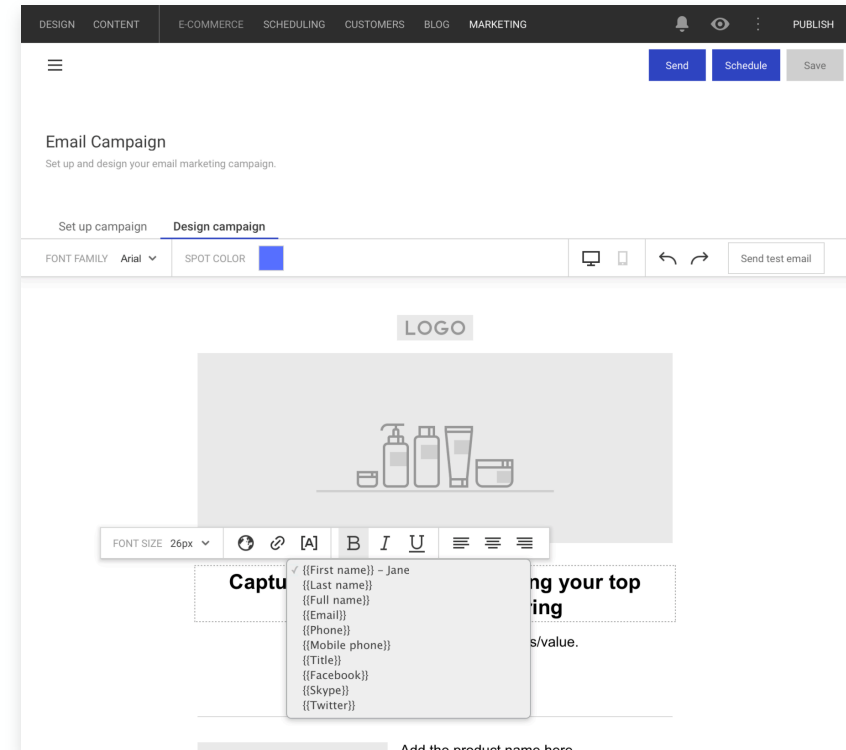
Q&A

THANKS

Line Juliussen

Product Manager

lh@monosolutions.com

Anna Hedegaard

Training Manager

ah@monosolutions.com