

## GLOSSARY

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# Email Marketing

Email marketing is a digital marketing strategy that involves sending targeted emails to a group of recipients with the aim of promoting products, services, building relationships, or engaging with an audience. It is a highly effective and versatile tool for charities to reach audiences directly through their inbox.

## Why it's important to understand email marketing terminology

- **Effective communication:** Email marketing involves various components, strategies, and metrics. Understanding the terminology ensures that you can effectively communicate with team members, customers, and email service providers, allowing you to collaborate more efficiently
- **Strategy Development:** Knowledge of email marketing terms enables you to develop and execute effective email marketing strategies. You can make informed decisions about list segmentation, content personalisation, and campaign optimisation
- **Performance Measurement:** Email marketing success relies on analysing key metrics like open rates, click-through rates, and conversions. Knowing the terminology helps you interpret these metrics accurately, allowing you to assess the performance of your campaigns and make data-driven improvements
- **Compliance:** Email marketing is subject to various laws and regulations, such as GDPR. Understanding terms like "opt-in" and "unsubscribe" is essential to ensure compliance and avoid potential legal issues.
- **Optimising Campaigns:** A/B testing, automation, and personalisation are essential strategies in email marketing. Familiarity with these terms empowers you to implement these tactics effectively, leading to more successful campaigns

Understanding the terminology is the foundation for successful email marketing campaigns. It empowers you to create, execute, and analyse email campaigns effectively, ensuring that you can engage with your audiences and achieve your marketing goals.

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# Glossary of terms commonly used in email marketing

## **Autoresponder**

A series of pre-scheduled emails that are automatically sent to subscribers at specific intervals, such as welcome emails or a drip campaign.

## **A/B testing**

Experimenting with different versions of an email (A and B) to determine which one performs better in terms of open rates, CTR, or conversions.

## **Bounce rate**

The percentage of sent emails that couldn't be delivered to the recipient's inbox. There are two types: hard bounce (permanent delivery failure) and soft bounce (temporary issue).

## **Call to action (CTA)**

A specific prompt or instruction designed to encourage a recipient or viewer of marketing content to take a particular action.

## **Click-through rate (CTR)**

The percentage of email recipients who clicked on one or more links contained in an email. CTR measures the email's ability to drive engagement.

## **Conversion rate**

The percentage of email recipients who completed a desired action, such as making a purchase or filling out a form, in response to an email campaign.

## **Email list**

A database of email addresses used for sending marketing emails. It's essential to obtain consent from individuals before adding them to your list.

## **Email marketing**

A digital marketing approach focused on sending emails to a targeted group of recipients for purposes such as promotion, relationship-building, or engagement.

## **Email service provider (ESP)**

A company or platform that provides email marketing tools and services, including sending, tracking, and analysing email campaigns.

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### **GDPR (General Data Protection Regulation)**

A European Union regulation that governs the protection of personal data, including email addresses. It requires explicit consent and provides data rights to individuals.

### **Key performance indicator (KPI)**

A measurable metric used to evaluate performance and track progress toward goals in business activities and projects.

### **List hygiene**

The process of regularly cleaning and maintaining your email list to remove invalid or inactive email addresses and ensure better deliverability.

### **Metrics**

Data and statistics used to measure the success of email marketing campaigns, including open rates, CTR, conversion rates, and revenue generated.

### **Opt-in**

The action of willingly subscribing to receive emails from a sender. It ensures that recipients have given permission to be on your email list.

### **Opt-out/unsubscribe**

The process by which a recipient requests to stop receiving emails from a sender. It's crucial to have a clear unsubscribe option in your emails to comply with anti-spam regulations.

### **Open rate**

The percentage of recipients who open an email campaign. It indicates the effectiveness of your subject lines and sender name.

### **Personalisation**

Customizing email content, subject lines, and greetings to make them more relevant to individual recipients, often based on their name, location, or past interactions.

### **Return on investment**

A financial metric used to assess how much profit or value an investment generates compared to the resources invested.

### **Segmentation**

The practice of dividing your email list into smaller, targeted groups based on specific criteria, such as demographics, behaviour, or donation history.

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### **Subscriber**

An individual who has opted to receive emails from a company or organisation. Subscribers are part of an email list.

### **Spam**

Unsolicited and irrelevant emails sent in bulk, often for fraudulent or deceptive purposes. Email marketers should follow anti-spam laws and best practices.

### **User-Generated Content (UGC)**

Content created by customers or users of a product, service, or platform, rather than by the organisation or brand itself.