

ZAŠTO VAŠA TRGOVINA TREBA **EMAIL LISTU** I KAKO JE POČETI GRADITI

Zoran Orak

Zagreb, 2017.



Zašto email lista?

- Doseg:

	Broj korisnika
Email:	2.6 milijarde ¹
Facebook:	1.86 milijarde ²
Twitter:	319 milijuna ³

- **VALUTA INTERNETA** – za bilo što je potrebna valjana email adresa

Zašto email lista?

Email je stvoren za
komunikaciju i **konverzije**

- Osoban je
- Nema drugih distrakcija
- Otklanja rizik i primjedbe kroz komunikaciju

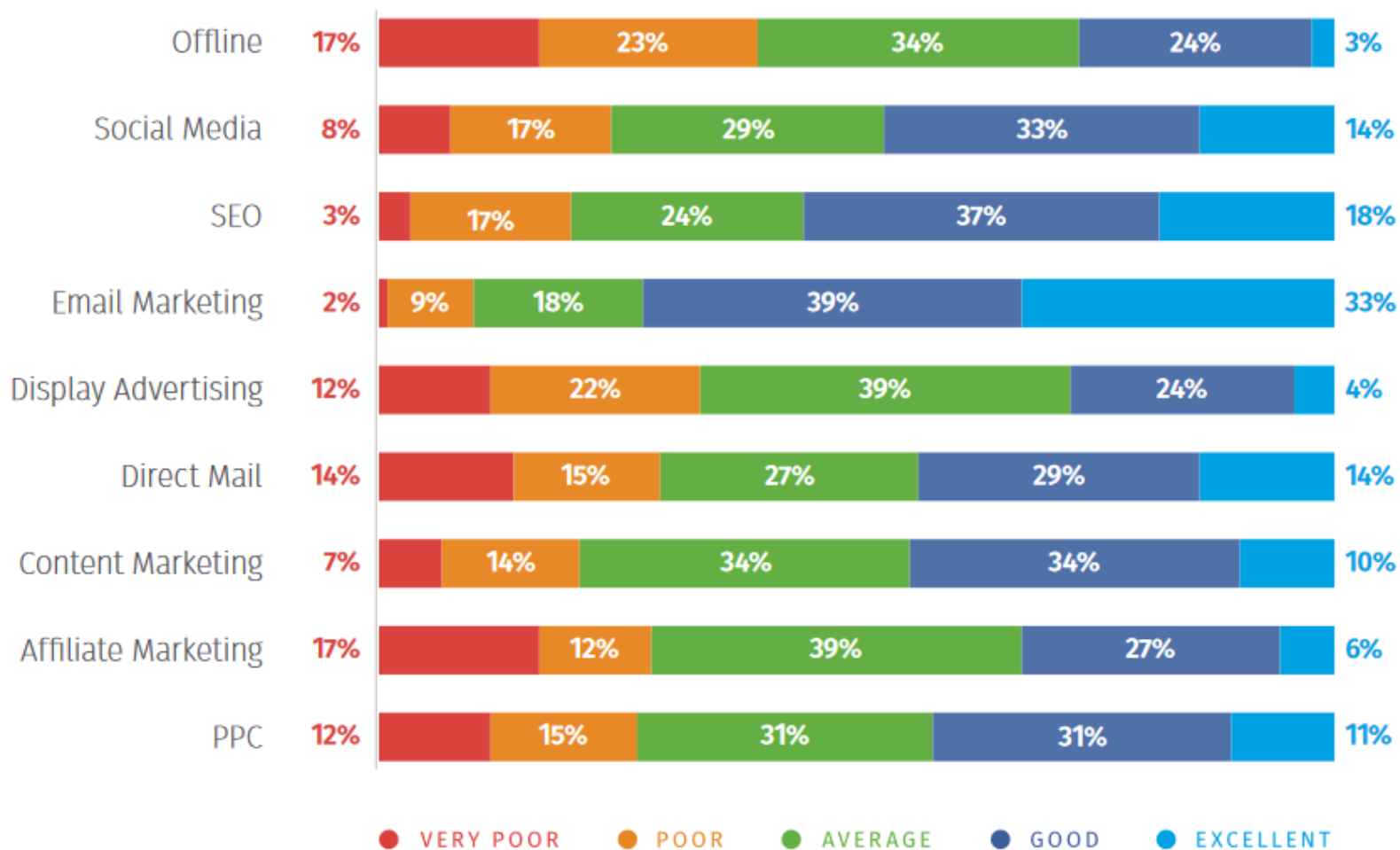
Zašto email lista?

Email ima najveći **ROI** od svih marketinških kanala

- Prosječni ROI na email je **3800 %**⁴
- Na **1 kn** uloženo dobivamo **38 kn** natrag

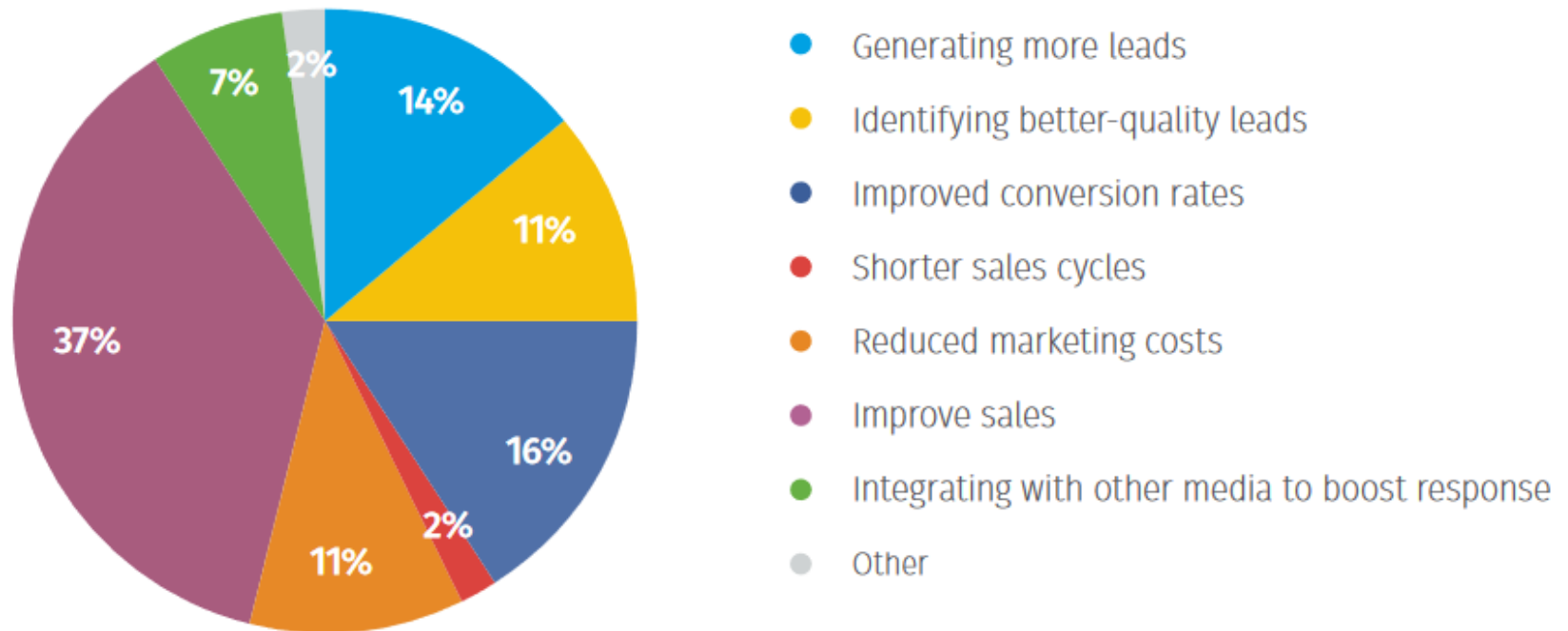
Q: Please rate these digital marketing channels based on the return-on-investment they generate.

Figure 26



Q: Choose the top benefit of email marketing

Figure 27



Zašto email lista?

Email lista je **samo naša**

- To je **naše vlasništvo**
- Za razliku od drugih kanala gdje svi fanovi mogu nestati

Facebook uvjeti korištenja

policies or guidelines.

14. Termination

If you violate the letter or spirit of this Statement, or otherwise create risk or possible legal exposure for us, we can stop providing all or part of Facebook to you. We will notify you by email or at the next time you attempt to access your account. You may also delete your account or disable your application at any time. In all such cases, this Statement shall terminate, but the following provisions will still apply: 2.2, 2.4, 3-5, 9.3, and 14-18.

Twitter uvjeti korištenja

We may suspend or terminate your account or cease providing you with all or part of the Services at any time for any or no reason, including, but not limited to, if we reasonably believe: (i) you have violated these Terms or the [Twitter Rules](#), (ii) you create risk or possible legal exposure for us; (iii) your account should be removed due to prolonged inactivity; or (iv) our provision of the Services to you is no longer commercially viable. We will make reasonable efforts to notify you by the email address associated with your account or the next time you attempt to access your account, depending on the circumstances. In all such cases, the Terms shall terminate, including, without limitation, your license to use the Services, except that the following sections shall continue to apply: II, III, V, and VI.

Zašto email lista?

Email **ostaje**

- Do 2020. **pola svijeta** će imati email account



Kako graditi email listu?

Profil kupca

- Potrebno je poznavati **potrebe** naših kupaca, što žele i koji su njihovi problemi

Uspješno poduzeće je ono koje **razumije** svoje kupce bolje od bilo koga drugoga

Kako graditi email listu?

Kreiranje **lead magneta**

- Lead magnet daje **dodatnu vrijednost** posjetitelju u razmjeni za njegovu email adresu
- **Glavni cilj** je konverzija anonimnog posjetioca u subscibera

Kako graditi email listu?

Najbolji i najčešće korišteni lead magneti u ecommerce-u:

- Kuponi s popustima
- Kuponi za besplatnu dostavu
- Giveaways

Ostale opcije:

- Ebooks
- Kratki vodiči
- PDF verzije blog postova
- Checkliste blog postova
- Email tečajevi
- Video vodiči

Kako graditi email listu?

Osnova **kvalitetnog** lead magneta:

- **Usko povezan** s proizvodom ili industrijom u kojoj poslujemo
- Samo tako dobivamo relevantne subscibere i kvalitetnu listu

Kako graditi email listu?

Strategije prikupljanja email adresa:

1. Prilikom završetka kupnje

- Najefikasniji način konverzije kupaca u subscribers

BONOBOS

Short Sleeve Unbuttoned Down

\$88

The comfort of a casual shirt. The clean construction. Now in short sleeves to beat the heat.

Color: Blue Wave



Size: M



Fit: Slim



① Find your fit

ADD TO CART

Sold out in your size or fit?



Fit Guide



Help

Hi there!

It looks like you're new here, we need a bit more info...

EMAIL ADDRESS

FIRST NAME

LAST NAME

ENTER A PASSWORD

By clicking "Continue", you agree to our [Terms of Service](#) + [Privacy Policy](#) including receipt of emails and promotions.

CONTINUE

Already Registered? Try another email

We're here to help

Browse our [Frequently Asked Questions](#)

Need help with [getting a refund](#)

How to [change your ticket](#)

Or call 0871 244 1545* / 0333 202 2222 (*Calls cost 13p per minute plus your phone company's access charges. Calls from outside the UK may cost more.)

Please quote your Transaction ID:

0 0 0 0 0 0 0 0 0 0

Latest trainline offers and tips

[Keep me up to date](#)

We'll only send from time to time and you can unsubscribe at anytime

Terms and Conditions

[Our terms and conditions](#) and the [National Rail Conditions of Carriage](#) apply to this booking.

Kako graditi email listu?

Strategije prikupljanja email adresa:

2. Pop-up

- Prilikom posjete na stranicu
- Tempirani
- Uz određeni sadržaj
- Scrollanje stranice
- Izlazna namjera

PIKES OF THE WEEK

What are you looking for?



WIN \$100 TO SPEND IN THE **BIKEEXIF** STORE

WHEN YOU SIGN UP FOR THE BIKE EXIF EMAIL
AND GET THE LATEST CUSTOM MOTORCYCLES
DELIVERED STRAIGHT TO YOUR INBOX.

Send

ALL ACTIVE SUBSCRIBERS GO INTO A MONTHLY DRAW TO WIN \$100 TO SPEND IN THE BIKE EXIF EQUIPMENT STORE.

OF THE WEEK: 2 APRIL, 2017



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Kako graditi email listu?

Strategije prikupljanja email adresa:

3. Welcome mat

- Preuzima cijeli ekran
- Sva pažnja je na opt-in formi



YOU QUALIFY FOR

15% CREDIT

TOWARDS YOUR FIRST ORDER

ACTIVATE 15% CREDIT

DECLINE 15% CREDIT

Kako graditi email listu?

Strategije prikupljanja email adresa:

4. Opt-in traka

- Google-u se ne sviđa ako pop-up prekriva sadržaj mobilne stranice
- Najbolja opcija je opt-in traka

www.ulta.com

26

ULTA BEAUTY

0

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21 Days of Beauty!

MAR 19
APR 8

beauty school

HANDCRAFTS

new & only at

ULTA BEAUTY

exclusive kits

THE BRANDS YOU LOVE
ARE BRINGING IT

SHOP NOW >

FREE SHIPPING on any \$50 purchase.

BEAUTY STEALS*

URBAN DECAY

Perversion Mascara

50% OFF \ NOW \$11

DON'T MISS THE FUN!

X

Sign up for emails now.

purchase
with online code 501622 or

Kako graditi email listu?

Strategije prikupljanja email adresa

5. Social (+landing) stranice

- Post koji vodi na landing stranicu (pinned)
- Content upgrade u postovima
- Opt-in tab
- Facebook lead ads za mobilne stranice

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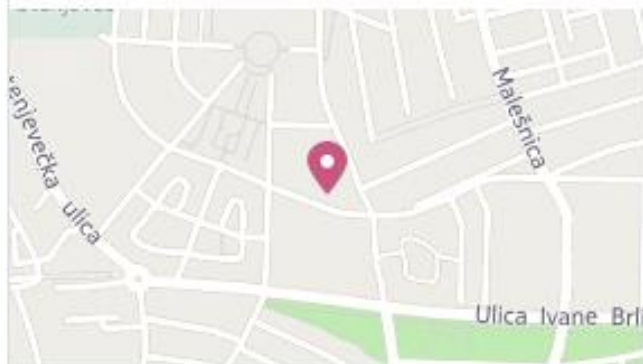


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Featured For You

Plan your visit to **Tvornica Zdrav...**



Ante Topić Mimare 11
8:00AM - 8:00PM

Directions

Get in touch with **Tvornica**



100% response rate
Typically replies within a fe...



Kako graditi email listu?

Strategije prikupljanja email adresa:

6. Content upgrade na blog postovima

- Dodatni korisni sadržaj vezan uz blog post
- PDF verzija posta
- Checklista
- Video

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Dodatni materijali:

zoranorak.com/smind



Pitanja?

Izvori

1. http://www.radicati.com/wp/wp-content/uploads/2016/01/Email_Statistics_Report_2016-2020_Executive_Summary.pdf
2. <https://zephoria.com/top-15-valuable-facebook-statistics/>
3. http://files.shareholder.com/downloads/AMDA-2F526X/4171718127x0x927281/863FA275-31F9-4964-9165-A56591C73539/Q416_Selected_Company_Metrics_and_Financials.pdf
4. <http://cdn.emailmonday.com/wp-content/uploads/2015/04/National-client-email-2015-DMA.pdf>
5. <https://support.getresponse.com/uploads/2016/01/The-State-of-Email-Marketing-by-Industry-January-2016.pdf>