EDUCATIONAL EMAIL MARKETING

AgriXPlainer

Description of the activity

- **Educational e-mail marketing** is a communication campaign based on one or more email sent to a customer (or potential customer) with a thematic educational goal
- E-mail marketing is effectively moderated by dedicated softwares for the automatic delivery of emails to customers entering into contact with your guests. The promotion of your products should be complementary with the

Easy operations to be replicated

- Identify the **topic** behind your educational campaign and the reason why the customer should leave the email in exchange of a specific motivation.
- Adopt softwares dedicated to e-mail collection and delivery, which ensure a high level of deliverability, especially for mass e-mails. Remember the e-mail marketing is effective considering significant numbers of participants. Example of effective softwares to make e-mail collection are Mailster, GetResponse, MailChimp, etc.
- The process of e-mail collection is moderated by a form of collection. Remember to make the form compliant with the GDPR EU Law about privacy.
- Write a sequence of e-mails functional with your goals
- Track the open and clic rate of your campaigns, this is the meter of the effectiveness of your communication online
- Include promotional activity within the e-mail marketing educational campaigns

Expected outcomes

Purpose	Added value	Target Audience
To keep informed your customers and users of your website through educational content which also adds value to your products	The e-mail marketing allow you to keep engaged the audience on a longer duration. Customers accessing to e-mail marketing activity will be reminded about positive outcomes of your products. This is particularly useful for users visiting your webpage, who will easily forget the content if not updated through email marketing	E-mail marketing target audience are customers as well as people that may cooperate with you or open for co-branding activities.

Type of experts to be involved

- IT specialists, graphics designers that may help you especially on the visual and technical side (ie, installing the e-mail marketing softwares, integrate it with the e-commerce, etc.)
- Copywriters can support you in the creation of the e-mail and setting the right tone of voice to the content created

Requirements

Geographical requirements	Type of products	Legal requirements
E-mail marketing allow you to keep informed also customers located in distant places and keep them informed about the novelties around your products. The e-mail marketing is particularly useful for keeping updated occasional visitors of your farm (ie tourists) or customers of the e-commerce of your company	I suggest you to keep a thematic approach in educational e-mail campaigns. Each e-mail campaign should have one specific goal and should focus specifically in one category of products.	E-mail marketing campaigns for commercial purposes are regulated by the GDPR. In order to make your website and e-mail services compliant with the GDPR you may consult an expert or online services like iubenda.com

Tips & tricks/successful case study

1. Many users are overwhelmed by emails, therefore, they can be reluctant in leaving their contacts. Anyhow, this remains the unique way to keep them informed. Therefore, it's highly suggested to give a **strong motivation** to users to keep them informed. Examples of strong motivations are coupon discounts for the e-commerce, priority invitations to event, or a lead magnet, an educational content like video or manual for a specific educational purpose within agriculture).

2. E-mail marketing is a digital process, this do not mean that you can collect the contacts only through digital communication. Use QR codes, paper forms and any other process when meeting your customers, to keep them informed during their visits in the farm, purchase activities, fidelity cards or other processes

3. Keep the e-mail marketing always like a **personal communication**. Write your emails as you are writing to a friend, give a personal touch to your email and provide the impression that is a human to write that email. You can keep the tone of voice more or less formal but give always the perception that the email is personal and tailored to every consumer