



3. CONSTRUCCIÓN DE CAMPAÑAS



EMAIL MARKETING  
-800 millones de usuarios al día  
-11.000 millones de mensajes  
-50% apertura a nivel mundial  
-10% clics por correo electrónico  
-40% abren en móvil o conexión  
de smartphones

La **base** es un **conjunto** que es **relevante** no es  
repetitivo  
El **cliente** nos **dirá** que es la **relevante**  
Análisis de tráfico  
Segmentar  
Email Relevante  
Mayor contenido **Relevante** →  
Presencia de enlaces

# Email Marketing



Mensajes comerciales  
**RELEVANTES**  
audiencia **interesada**  
**AUTORIZACIÓN PREVIA**



1. GENERAR BASE DE DATOS



Qué **no** hacer?  
SPAM  
Qué **hacer**?  
SEGMENTAR  
LLEVARLO A  
NUESTRO WEBSITE



# Email Marketing

# EMAIL MARKETING

**+300 billones de emails al día**

**+1.5 billones de usuarios**

**58% primera actividad online**

**42% principal actividad online**

**68% abren un email si conocen el remitente**

80 emails por día  
30 emails comerciales

prioridad por remitentes:

1. jefe
2. clientes
3. colegas
4. familia
5. amigos
6. emails comerciales

**80 emails por día**  
**30 emails comerciales**

**prioridad por remitentes:**

- 1. jefe**
- 2. clientes**
- 3. colegas**
- 4. familia**
- 5. amigos**
- 6. emails comerciales**

# Mensajes comerciales

**RELEVANTES**

**audiencia interesada**

**AUTORIZACIÓN PREVIA**







- iContact
- benchmark email
- Mad Mimi
- campaigner
- VerticalResponse (self-service direct marketing)
- Constant Contact (Connect. Perform. Grow.)
- GRAPHIC MAIL
- pinpoints
- MailChimp
- StreamSend

# 1. GENERAR BASE DE DATOS





# REGISTRATE Y VIAJA A CANCUN - MEXICO

Completa los datos y recibe 5 Días | 4 Noches  
en uno de nuestros Hoteles en la Riviera Maya  
TODO INCLUIDO



NOMBRE

Apellido

CIUDAD

ESTADO

PAIS Peru

TELEFONO# 001- 51

Celular  Línea Fijo

CORREO

Por favor ingresa tu número de telefono de la siguiente manera:  
Código país + Código de Ciudad o Celular + Número de Teléfono.  
No incluir ceros en el código de ciudad. De esta manera garantizamos  
que tu información sea procesada correctamente.

**ENVIAR**



¡Reserva en línea ahora!



Mujeres Dove,  
orgullosas de mostrar  
un rostro radiante sin maquillaje.

PARTICIPA

PREMIOS

GALERÍA

REGISTRO

INICIO

## REGÍSTRATE Y PARTICIPA



Nombre	<input type="text"/>	*	Departamento	<input type="text" value="Seleccione Departamento"/>	*
Apellidos	<input type="text"/>	*	Provincia	<input type="text" value="Seleccione Departamento"/>	*
Fecha de Nacimiento	<input type="text" value="Día"/> <input type="text" value="Mes"/> <input type="text" value="Año"/>	*	Distrito	<input type="text" value="Seleccione Provincia"/>	*
Teléfono	<input type="text"/>	*	Dirección	<input type="text"/>	*
DNI	<input type="text"/>	*			
Sexo	<input type="radio" value="F"/> F <input type="radio" value="M"/> M				
Email	<input type="text"/>	*			

Acepto los  
Términos y condiciones

ENVIAR

Promoción válida a nivel nacional \* Todos los campos son obligatorios

La información aquí proporcionada por el Usuario será utilizada por Dove Perú Exclusivamente para lo que ha sido solicitada y bajo estricta confidencialidad.

DOVE EN FACEBOOK





“The results for us have been fantastic! We see a 20% increase in sales with every email campaign.”

Larry Finn,  
President,  
Memory Lane Out-Of-Pool Records



## Powerful service for you

- ✔ **Get your message through** - With one of the industry's highest delivery rates, ResultsMail gets your message to the inbox and not stuck in a spam filter.
- ✔ **Track your success** - ResultsMail lets you see what your customers and prospects respond to. Get fast results by tracking, testing and constantly improving your messages.
- ✔ **Build your list** - ResultsMail makes it easy to add subscribers or prospects from your website, your email or any other marketing campaigns.
- ✔ **Do your own thing** - Other email services force you through a series of wizards and predetermined paths. Not ResultsMail. We let you access what you want when you want it.
- ✔ **Get started fast** - Jump right in with one of our built-in templates or create your own design. Just add your copy, choose your group and fire off an email.
- ✔ **No risk** - Give ResultsMail a try with no obligation and no credit card required.



If you're going to send email, be sure it delivers!

**Try It Now!** ➔

## Sign up for a FREE TRIAL!

First Name:	<input type="text"/>	Last Name:	<input type="text"/>
Email:	<input type="text"/>	Company Name:	<input type="text"/>
Address:	<input type="text"/>	City:	<input type="text"/>
State:	<input type="text"/>	ZIP:	<input type="text"/>
Country:	<input type="text"/>	Phone:	<input type="text"/>

I agree to the [Terms of Service](#)

**FREE TRIAL**

[Privacy Policy](#)

# 2. CONSTRUCCIÓN DE CAMPAÑAS

## OBJETIVOS

venta directa  
sugerir venta  
retención  
fidelización  
branding

# OBJETIVOS

**venta directa**

**sugerir venta**

**retención**

**fidelización**

**branding**



At your local Apple Store

The Apple Store. A great place to say hello to iPhone.



Stop by your local Apple Store to look at, play with, talk about, get to know, and, of course, buy an iPhone.



#### Let's shop together.

Sign up for a free, face-to-face personal shopping appointment where you can get to know iPhone and have all your questions answered.

[Make a date](#)



Workshops

#### Attend an iPhone workshop.

Learn iPhone basics in our Getting Started workshop or pick up some tips and tricks in Going Further.

[Reserve your spot](#)



#### Check iPhone availability.

See which stores will have iPhone in stock tomorrow.

[Search stores](#)



College students and educators: Buy a Mac and get a free iPod nano after mail-in rebate.\*

[Get the details](#)



We'll teach you everything we know.

With a membership in our One to One program, you can get personal training in all things iPhone and Mac.

[Learn more](#)



#### Upcoming events

There's always something happening at the Apple Store. Check the calendar of events for an Apple Store near you. And discover free workshops, demos, and more.

[Find a store](#)

SPECIAL OFFER  
Sign-up to our  
newsletter and receive  
**20% OFF**

You've been asking for it...  
**New Product Launch!**

Highlight your website's new launch or your new features!  
There are unlimited choices for you to advertise your new product through email, why not send one out in style!

Visit us today!



Manage your time efficiently with our new **calendar and time-tracking tool** unde omnis iste natus error sit voluptatem accusantium dolo laudantium, totam rem aperiam.



Check out our **beautiful new reminders**

## What others are saying

*"Hands down the easiest way to get your work done and have all the tools in front of you at once!"*

Having trouble viewing this email? [Click here.](#)



watches

accessories

apparel

GO



# Thank you

FOR SIGNING UP for the Fossil email list!

You are now part of a select group that is the first to hear about our latest products and gift solutions. You will also receive exclusive information on sales, special offers and much more.

Fossil offers a wide spectrum of unique, high quality products. From ladies' handbags and small leather goods, to men's wallets, belts and sunwear.

As always, enjoy **FREE SHIPPING** on all orders over \$40.

Happy Shopping from *Fossil!*

Having trouble viewing this email? [Click here.](#)

			
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Now you're on to something.

STORE LOCATIONS

HOW TO

INSTALLATION

GENEVIEVE'S CORNER

EMAIL SIGN UP

Home About Us Contact Us Success Stories Tell Us Our Ads Financing Commercial Sales

# LABOR DAY SALE HURRY IN, SALE ENDS MONDAY!

## FLOOR & DECOR'S LABOR DAY SALE

Thursday, August 30 thru Monday, September 3rd

**As if our low prices weren't enough.** Stop by now and start your flooring project off right with additional savings during our Labor Day Sale.

[Click here to find out more](#)



Ceramic  
16x16



Laminate  
6mm



Travertine  
16x16

Your choice  
**49¢**  
sq. ft.

**\$1.79**  
sq. ft.

### FORWARD TO A FRIEND

#### Genevieve's Corner

Genevieve's building a new home! [Check back often](#) to see the progress of her new home, located at the southern end of the Catskill Mountains in upstate New York. She'll be sharing her home-building experience via an online journal on her web page. And [her first entry is live!](#)



Plus get  
**No Payments,  
No Interest**  
for **12 MONTHS\***



\*Valid on all purchases of \$299 or more made between...

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Ceramic  
\$49/sq ft



Laminate  
\$49/sq ft



Traveline  
\$1.79/sq ft

### FORWARD TO A FRIEND

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[Go to Genevieve's Corner](#)

Plus get  
**No Payments,  
No Interest**  
for **12 MONTHS\***

\*Valid on all purchases of \$299 or more made between 8/30/07 and 9/3/07 on the Floor & Decor Consumer Credit Card. (See financing page for more details).

**Qué no hacer?**

**SPAM**

**Qué hacer?**

**SEGMENTAR**

**LLEVARLO A**

**NUESTRO WEBSITE**

PROMOCION ¡¡¡ CAMBIO DE LOOK !!! PUBLICIDAD

Volver a mensajes


❑ SALÓN SPA MANUEL - MIRAFLORES. [Agregar a contactos](#)  
Para Asuncion

23/05/2011  
[Responder](#)

De: SALÓN SPA MANUEL - MIRAFLORES. (angelica.loayza@s-coupe.net) ⓘ  
Enviado: lunes, 23 de mayo de 2011 10:42:40 a.m.  
Para: Asuncion (lucan@terra.com.pe)  
Conjunto de caracteres: Selección automática

ⓘ Microsoft SmartScreen ha marcado este mensaje como correo no deseado y lo eliminará después de diez días.  
Un momento, ¡es seguro! | No estoy seguro, mostrar contenido



VER GANADORAS | IR A 

facebook



en Facebook

Hazte fan



**PARTICIPA CONTANDO TU HISTORIA  
Y GANA UN VIAJE A CARTAGENA  
CON TODOS LOS GASTOS PAGADOS  
PARA TI Y 2 AMIGAS.**

PARTICIPA

BASES Y CONDICIONES

LEER COMENTARIOS



Toallas Femeninas y Protectores Diarios



Promoción válida a nivel nacional desde el 15/03/2010 hasta el 30/04/2010, sorteo 6 de mayo. MIN: 2010-0017270

# MEDIR SIEMPRE

**Entregabilidad**

**Tasa de entrega**

**Tasa de Rebotes**

**Compromiso**

**Tasa de apertura**

**Tasa de clics**

**Tasa de desuscripción**

**Ganancia**

**Tasa de conversión**

**Ganancia Neta**

**ROI**





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**5400.95 Euro**

**SHOOT AND BUY**

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**5400.95 Euro**

**SHOOT AND BUY**



**Lo que uno cree que es relevante no es relevante**

**El cliente nos dirá qué es lo relevante**

Analizar los clics

Segmentar

Emails Relevante

**Mayor contenido Relevante ->**

**Frecuencia de envíos**

# GRACIAS!

**Juan Manuel Huamancayo Pierrend**  
**Consultor E-Business & E-Marketing**  
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**tagtica**web

consultoría en negocios por internet