

# ASIA

FEBRUARY - 2022

INC. 500



**ASIA'S FIRST-EVER  
EMAIL AWARDS**



## **RAJESH JAIN & KALPIT JAIN of NETCORE CLOUD**

share their insights about the  
current state of email and their  
vision for what the future holds



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# FROM THE EDITOR

**Ngo Hoang Anh**  
Chief Editor



As humans evolve, so does the way they communicate and conduct themselves. In this era of digital cholesterol, it's hard to figure out in a single go whether the content you absorb on a daily basis is good for your growth or is it just another passing cloud. Therefore, it becomes all the more essential that businesses choose their digital marketing strategies very discreetly. While some of them strongly believe in the power of social media, there are others who still prefer placing their bets on email marketing.

For quite a few years, the potential of emails has been ignored and this was prominent especially during the last decade with an influx of social networking sites that made their way into the daily schedules of individuals worldwide. But some reason, businesses have now started reconsidering investing in email marketing quite extensively. They realize that if done right, email marketing has the potential to transform not just the prospects into leads, but it also has the power to turn fortunes around overnight.

In this ever-changing technology-oriented world, the quicker businesses adapt to the conditions, the more their chances are to sustain in the long run. The modes we use to communicate with and drive business with our clients consistently undergoes swift changes. And one recent example of this is the email usage statistics in the year 2021. In fact, the year was termed as the "Year of Email for All" by Litmus. The year 2022 is going to be all the more exciting, as many brands have already switched to email marketing while designing new and robust strategies.

In our latest and most exclusive edition of the Asia Inc. 500 magazine we lay special emphasis on the future of email marketing and also bring to you the happenings in the domain. Don't forget to check out information our extremely successful and the first-ever email awards event, For the Love of Emails – Awards 2022.

## The Future of Email Marketing







# ASIA INC. 500

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## About **ASIA Inc. 500**

Asia Inc. 500, along with its valued partners, lays emphasis on exploring and recognizing 5000+ individuals and organizations every year across Asia and to help them reach out to a wide audience, prospective clients & investors.

Our platform is a great source of information and connect in areas of AI, Machine Learning, Blockchain, Internet of Things (IoT) and other upcoming technologies and frameworks. At the end of every quarter, we evaluate and rank the best 500 organizations in various aspects all throughout Asia.

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# For the Love of Emails – Awards

**2022** Asia's First-ever Email Excellence  
Awards!







# LEADING INTO THE FUTURE OF EMAILS

The Asian region recently held its own Email Excellence Awards for the first time in its history. Highlighting the latest email trends and outstanding email marketing techniques, the virtual event “For the Love of Emails Awards 2022” showcased the very best creations from across the globe. The awards were the ultimate peer recognition and honor for the Asian trailblazers in the email space.

The period ranging from the 1970s to the early 2010s was a unique one for the Asian economy – its growth in GDP was the highest in the world. Asia’s share of the world GDP went up from 1/10th to 3/10th during these golden decades. The World Wide Web became available to the people in 1991 and in 1993, AOL and Delphi offered the “Global Internet Mail,” making it possible for even the ordinary folks to create an email account and use an advanced system. Thereafter, emailing digital invoices and statements instead of sending paper versions by post became the norm. Winding the clocks forward to the present, the world sent and received 319.6 billion emails every day in 2021, and Asia accounted for a very significant share of it.





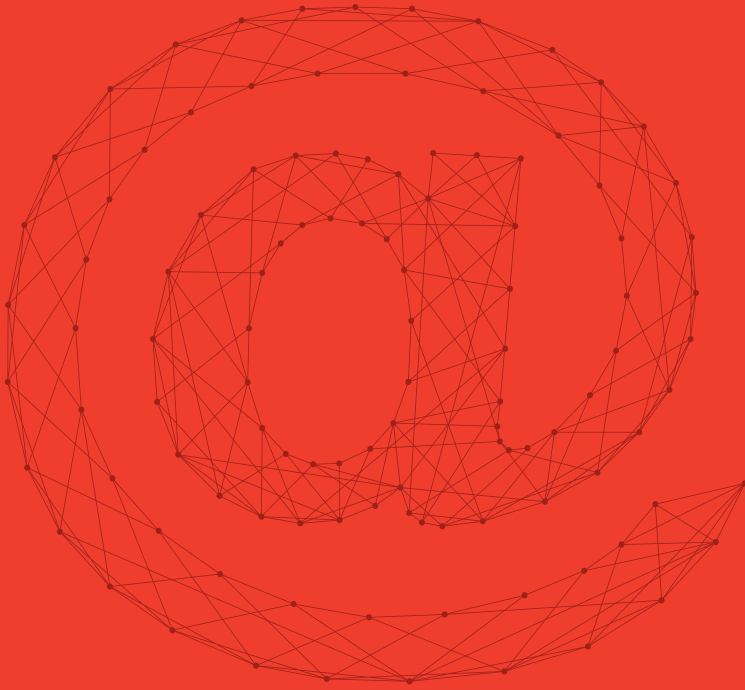


Marketers were quick to spot the persuasive reach of emails; they realized it could help them connect better with their existing and prospective customers. Email quickly became the most sought after mode of communication, owing to its cost-effectiveness and potential for high conversions as a part of marketing campaigns.

The email campaigns were no less than the ad campaigns in terms of creativity and innovation. Interestingly, email campaigns held a couple of aces that ad campaigns did not – interactivity and dynamic content. Yet, it took quite a while for the email campaigns to find their own standing and receive recognition when compared to the ad campaigns. While the Clio awards were founded in 1959 to recognize advertising excellence, Asia's first-ever email excellence awards happened only in 2022.

The For the Love of Emails (FTLOE) Awards 2022 recognized and honored email marketing campaigns that stood out in the mind-boggling clutter of the email world. The jury comprised trendsetters and visionaries from various fields namely communication, branding, marketing, sales, consulting, and digital payments among others.

The co-presenter of the FTLOE Awards 2022, Netcore Cloud, is Asia's largest email service provider, with 75% of India's and 50% of Asia's email traffic flowing through it. With a 20+ year legacy, Netcore Cloud delivers value for more than 5000 leading brands, including 25 unicorns, across the globe. AsiaInc 500 spoke to Rajesh Jain and Kalpit Jain, the founders of Netcore and pioneers of email platforms, about their perspective on the evolution and future of email. Here are a few excerpts:



"Email has been a powerful communication channel for decades. It has evolved from a personal tool to a one that helps businesses connect with their customers and share content. AMP (Accelerated Mobile Pages), EMS (short, informative, sequenced, daily mails) and Microns (emails with micro-incentives for actions) have the potential to radically alter how brands communicate with customers.

These innovations are laying the foundation for Email+ which will take the ROI achieved from email to even greater heights."

**Rajesh Jain,**  
Founder & Group MD  
Netcore Cloud





Internet penetration in Asia grew from 7.5% in 2010 to 55% in 2021. From being a transactional/FYI channel, the email came to sit at the center of the marketing programs. Brands witnessed up to 40 times the ROI from email, making it the most loved marketing channel. Email evolved from a “batch and blast” process to a hyper-personalized communication medium with finely-segmented audiences.

AI, ML, AMP, BIML, and several other technological innovations are adding superpowers to the email. The global email marketing revenue is expected to skyrocket from \$7.5 billion in 2020 to \$17.9 billion by 2027. And Asia can definitely look forward to a major share in it.

The FTLOE Awards 2022 were conferred under several different categories based on the type of email campaign that helped achieve outstanding results. Some of the award categories included Email Campaign of The Year, Most Innovative Email Campaign, Most Visually Compelling Email Campaign, Best Email Customer Journey, Email Marketing Kickstarter, Best Email Strategy, Email Marketing Thought Leader of the Year.

Recognition by an industry-specific global forum, enhanced brand equity, and networking with international brands and leaders were some of the notable outcomes of the awards. The event also had inspiring keynote addresses by email marketing influencers and engaging panel discussions with thought leaders. The sessions covered a wide range of topics including, Making Email Invincible with Technology and Strategy, Email

Design that Leaves a Lasting Impact, Email Marketing Predictions of 2022, and the Email Benchmark Report 2022 – a study of 100 Billion Emails. Other opportunities from the sessions included exposure to emerging email marketing trends and technologies, along with an exchange of thoughts and ideas with international experts.

## **Kalpita Jain,** Group CEO Netcore Cloud



# 5 SALIENT REASONS WHY EMAIL MARKETING STILL DOMINATES OVER OTHER DIGITAL MARKETING TOOLS

Digital communication provides a wide channel of marketing to create and share content, ideas and information. However, among several methods emails are the oldest yet supreme and ubiquitous medium of communication. Email marketing has a large user base and its ROI on every penny spent makes it highly considerable for every marketer to include it in their digital marketing strategy. But how to use it right is the biggest challenge. So, building an effective and successful email marketing strategy is really important.

## What is email marketing?

Email marketing is a powerful digital marketing tool that includes sending commercial or promotional messages to a large number of people, using emails. Such mass mailing focuses on personalization, sales, lead generation and brand awareness. Getting into someone's inbox is easy but a good email marketing strategy will help your email be special and readable among one in a million emails.

## How to build an email marketing campaign?

Email marketing is a fairly intuitive tool for building customer relationship and helps one generate leads and sales. The basic elements to run an effective email marketing campaign are





### **Build an email list**

Email marketing campaign should start with list of email contacts who have shown interest or opted in receiving the marketing communications by emails from the brand. Among many ways to build an email list, lead magnet (offer or discount) is the easiest one to convert website visitors into subscribers. Segmentation of email list according to subscribers' needs, actions and demographics is very important.

### **Finding an appropriate email marketing platform**

Nobody likes irrelevant and unsolicited messages or spammers in general, thus using an ESP (Email Service Provider) helps to manage email campaigns and subscribers. ESP is an email marketing platform that enables automate actions and personalize interaction specifically with the target audience behaviours. This really improves consumer engagement and their respective conversion rates.

**Evaluate needs and define goals Any business goal can be achieved through effective email marketing. It can be used for**

Boosting brand awareness and initiating sales

Increasing customer loyalty and its engagement

Generating and nurturing leads

Assessing future needs with lifetime value

Revenue generation

## Identifying target audience with clear call of action

Flooding audience's inbox with superfluous emails will cause them to unsubscribe and lose interest entirely. Understanding whom to email and writing click worthy subject lines is paramount. Focus should be on sending relevant and engaging messages.

## Follow up

Follow up after an abandoned cart is really important. It gives any brand a chance to get insight into the person behind its success, also the valuable feedback from the consumers. Monitoring the campaign and its metrics is also essential.





To execute an efficacious email marketing campaign, all the above elements must align with each other. Then only the desired results will pull off. Many brands like Zomato, Uber, BuzzFeed, Airbnb, Litmus, Starbucks and many more are the best examples of email marketing campaigns. Their strategy was simple yet fruitful in achieving tremendous success online.

Every marketing channel has its pros and cons; email marketing also has some notable ones. Email marketing comes with various advantages like it has direct access with audience and it is more controllable and scalable. Also, email marketing is more personalized, automated and measurable as compared to other marketing channels. It is cost effective and affordable too. However, deliverability issues and tricky rules and regulations associated with this marketing are a few disadvantages that every marketer has to face while formulating an effective email marketing campaign.

## Conclusion

Email marketing is the oldest marketing channel which is used today more than ever before. Its direct and individual access to consumer's email boxes make it very powerful and lucrative in today's marketing concept for small enterprises as well as large businesses.



## Vivek Banka

Director – Maverick Digital

Seasoned marketer with 7+ years of varied marketing experience in driving performance across portfolio of Digital Marketing & Social Media. Helping businesses achieve their objective by giving them sustainable Digital Marketing Strategies. I have consulted brands and companies from varied industries like Hospitality, FMCG, FMCD, Real Estate, Education, Automobile etc.

# THE HUMAN FACTOR OF EMAIL MARKETING

“Email Marketing is a channel with a very vast outreach having 4 billion users worldwide. This does not mean we abuse our readers, and that is what is happening in majority of the emails the readers receive in their inbox now-a-days”



Email Marketing has come a long way. From just being a tool for 'box pushers', to becoming informative and then interactive, we think we have seen all facets in email marketing that there are. But I think we have just scrapped the tip of the ice berg and more developments and changes are in store for the email marketing fraternity.

There are surely a lot of technological changes with different tools that have come to market to make the email more dynamic and interactive, AMP being one of the newly added tools in the already growing arsenal of email marketing. We already had analytics which was collecting minute nuances about the users reading, behavioral patterns and giving us accurate analysis to work on.

While tech is here to stay and it will make things easier for email marketers, it would be wrong in giving all the credit to automation tools and tech enhancements. I would like bring your focus to a very important part of the email marketing activity that still is very 'human'. Yes the email marketer, who has the ability to use these tools & also analyse the data given and come up with ideas / campaigns that are still connecting back to her / his audience at an emotional level. Here the rudimentary work of writing content after research, identifying the target audience etc., can be now left to the AI tools, however, now the role of the marketer has grown to a more value-added role of understanding the broader objective and strategy of her / his business and aligning the email campaigns back to these strategies and making sure that the target audience can relate to them.

Email Marketing has now evolved into finding a common ground where we are not infringing on our audience's privacy and also giving them useful information that they may or may not consume, but will surely appreciate instead of pressing the dreaded 'Unsubscribe' button. Here the subject lines on the emails have a very important role to play, subject lines can make or break. Before launching an email marketing campaign, marketers need to ensure that their subject line is very concert and attractive to invoke the receivers to read their email and take the desired action.

Not all emails should be selling them something, we can use emails for other activities like – Brand Awareness or Customer Loyalty. We can ensure we focus on the brand and not on the product, or also focus on the product but not on selling other similar or complementary products. We should look at connecting with our audience at an 'emotional level' that invokes loyalty amongst our audience for our product or service that we are selling.

Here I would like to bring the focus on the 'Emotional Connect' element in an email that audiences receive from their brands. It is what prompts them to 'Open' or 'Ignore' those



emails. We as marketers, our first and foremost task is to connect to our audience emotionally, and only then we can win the war! – This war against our emails not being opened, and going straight to the trash or spam.

We have created personas for qualifying our audience under the age bucket, hobbies, gender, geographical bucket etc., in my personal experience, we have to rise above these buckets and get on to the more decision driving personas like, their personality traits, their use of empathy to make a decision, their soft skills which help them identify with an influencer and many more such out of the box personas. There are different ways to arrive at these personas, we can usually understand these by certain actions or check boxes the audience ticks when they are conducting certain decision making activities either while purchasing our products or have answered some qualifier questions.

Lastly, it is a common understanding that we are sending emails to those who have consented on receiving these emails from us. When we are getting this affirmation, it means we have caught their attention. Which conveys that our audience is positive towards our Brand and wants to hear from us, we just have to understand the – 'What'!



## Mili Kataria

**Head Branding & Marketing – Hesa**  
**Founder of her own Branding & Marketing consulting firm – Pandora's Box.**

Mili loves Mentoring and helping Startups understand and explore their Core & translate it into their Growth Story. She lives by this one goal that has changed her course of work '#ImpactIfounderAday'!

She is an entrepreneur at heart! A seasoned individual with 24+ yrs. of entrepreneurial and professional experience across marketing, event management, and banking. Her core competency is Brand Building through focused Traditional Marketing and Digital Marketing efforts.



**netcore**

75% of India's email traffic and 50% of Asia's email traffic go through Netcore Cloud. Europe and US to follow.

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# The Path Unexplored

## 6 actionable ways to help HRs leverage Email Marketing

Email is one of the most powerful mediums of marketing. And if I dare say - more advantageous than social media.

### What makes me say so?

As per Statista, a top database company, there were 3.9 billion people using emails in 2019. This figure rose up to 4.1 billion in 2021 and is expected to increase further to 4.4 billion by 2023. Considering that at least 0.1 per cent of this is your prospective clientele, in less than 2 years you could possibly witness a whopping 300,000 new potential customers. That would mean 300,000 new people you could reach out to. All this solely through perhaps the most affordable marketing tool- Emails. Convincing enough?

By “reaching out”, we don’t just mean to sell products or request for collaborations. Interestingly, Human Resource professionals have a lot to gain from this. Recruitment and employee engagement are two major areas where they can leverage its capability.

However, it’s not as easy as it seems. There are tons of ways where HRs can go wrong with email marketing. This article will help you steer clear of them all.

### Job alerts out, employer branding in:

Spamming people’s inboxes with job alerts is going to fetch you unsubscribers. This not only robs you of your potential employees but also puts your company in a bad spot. Professionals don’t just want to know the vacant positions at your organization but even the experience the firm will give them during their tenure. Let me explain- Have you ever come across any university listing for admissions? Will you prefer applying for a college that is literally bombarding your inbox with “open seats” mails or the one that gives you a glimpse into the life you will have after enrolling there? The former almost seems like they are begging you to get admitted while the latter attracts by showcasing their brand and its benefits. We want to send emails of the second kind. Send helpful newsletters, trending blogs, events happening at your company, employee stories and more to the talent pool. Position the employer brand and its value proposition the right way to the candidate as the key draw.





### **Personalized content is your safe bet:**

We know that job alerts are not going to fetch us much. Checked that off. But what about the email content uniformity? It cannot be the same for every candidate. Think about it. Sending marketing related blogs to a tech guy is useless. What you could do instead is send them the latest advancements in technology and digitalization sector. It is tedious, I get it. That's where AI steps in. It can be leveraged to suggest the ideal content for every candidate while technology allows personalization at scale (even based on gender, race, ethnicity, etcetera). AI and tech go hand-in-hand. When used to the best of your advantage, it can do wonders.

### **Follow-up is the cherry on top:**

Sending a prospective employee or collaborator an email and then just letting it go because they didn't reply only satisfies one's ego. You need them. So, follow up! I don't mean a string of 5-10 emails, persuading them with a never-back-down attitude. But 3 follow-ups hurt nobody. Do this at regular intervals. I say this from experience. There have been many times when I got a reply on my second or third email because the respondents had genuinely missed my earlier mails. As for newsletters, go to a maximum limit of 2 per month or fortnightly. Anything beyond that makes one seem desperate.

### **Make copywriting your cup of tea:**

The best person to help translate your perspective in words is you. Learning content or copywriting will only help you don another feather in the cap. Shorter sentences make the most impact. You are most likely to just skim through a sentence that is super long like this one even if it is important and value-providing. But you won't skip this. It took you less than 2 seconds to read it. And it also created an impact. Reserve longer sentences for blogs. Learn copywriting, at least the basics. Your content is your only power in emails.

### **Dodge the spam flag:**

Several unsubscribed emails remain buried in the spam folder. According to a report by Return Path, 21% of legitimate marketing emails don't make it to recipients' primary inbox. Your link tracker will witness a no-show if your emails land in the spam- meaning an unsuccessful campaign. All that content, copy, strategy and personalization went to the junk, quite literally. One way to avoid this close-ended funnel is to create your own email list with an opt-in form. Agreed, purchased lists are the easy way out, but the risks are too high to take. Ensure you clean your lists regularly, verify emails and include an evident unsubscribe button to escape the spam radar.

### Dive into no-code/low-code tools:

Emails like newsletters with complex codes are the past. No-code tools are making the much-needed entry, helping non-pros and budget-controlled people develop them easily. As the name suggests, low-codes would require a basic understanding of the codes to make projects. And if the numbers are to be trusted, this is much more than just a passing trend. In 2017, the no-code movement was worth \$3.8 billion. Things are drastically going to change this year as the figure is expected to go up to \$21.2 billion. That is an increase of \$17.4 billion in just 5 years. Talk about growth! If you are looking to optimize your current workflows and expand your horizons without any intense coding, it is best for you to join the no-code/low-code movement.

HRs can create similar mails for employee engagement too. Take this example- Keka HR took a poll and asked its workforce their interest in an employee-only newsletter. This newsletter follows different themes every month around productivity, happiness, mindfulness, mental health & wellness, etcetera. It isn't just another boring collection of words. The newsletter contains thought-provoking and in-vogue recommendations of books, movies, podcasts, and more to add value to an employee's life in general. It grabbed the interest of more than half the workforce. That's engagement!

Email marketing hasn't really been a Human Resource professional's arena. We all know it. However, recruitment marketing, especially through emails, has become a must-have skill for HRs in 2022. It is high time for them to take maximum advantage of this extraordinary yet less opted medium to scale businesses. Don't be afraid to experiment!



## Dr. Nishat Afzal

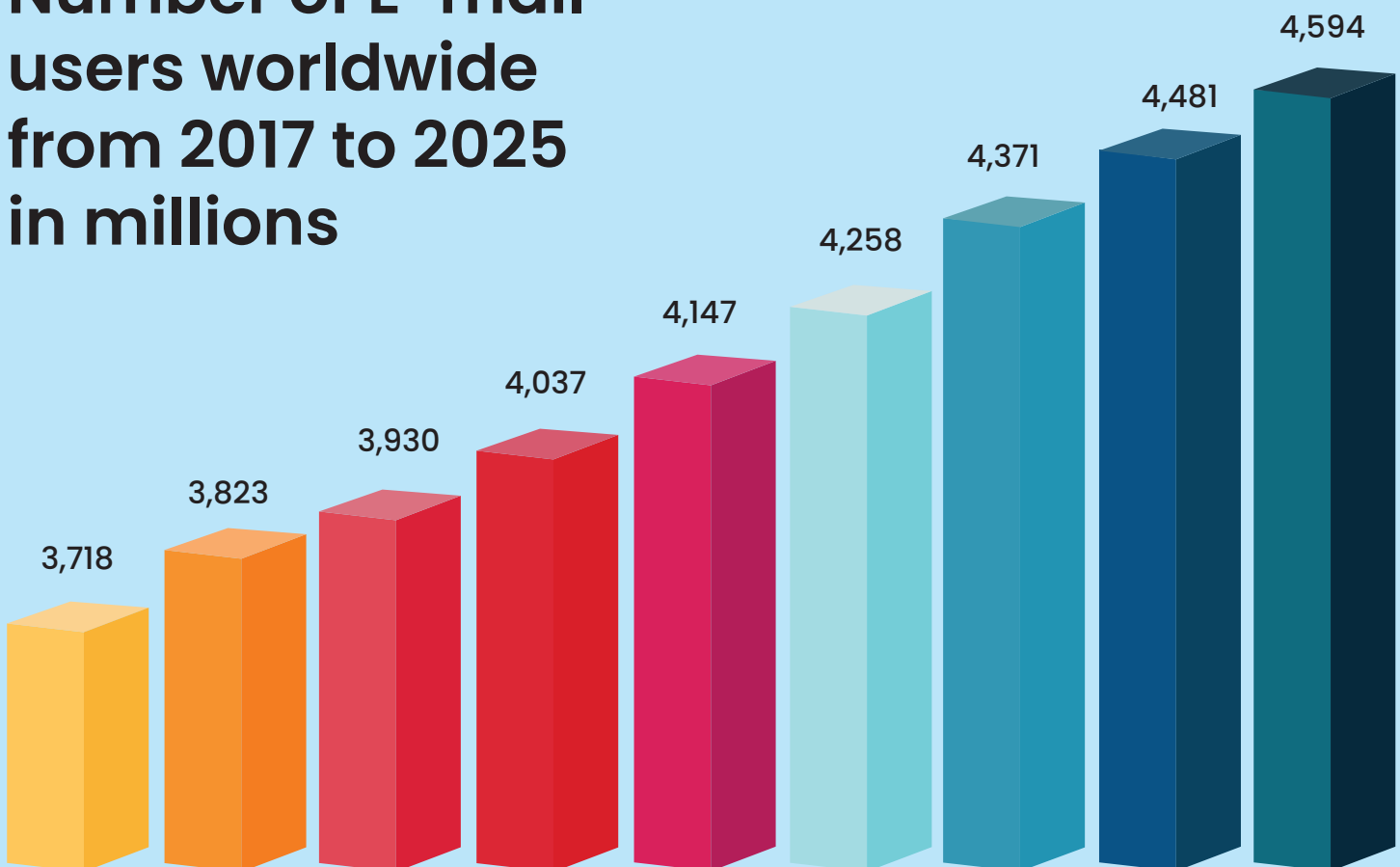
A dentist by profession and writer by choice, Nishat is a Content Writer and Interview Host at Keka Technologies. A literature lover and a religious fan of Ruskin Bond, her magic works best in creating pieces that involve story-telling, emotional punches, facts & current affairs. If not found sewing letters together to form impactful phrases, Nishat can be seen doing RCTs, crocheting or eating to her heart's content.



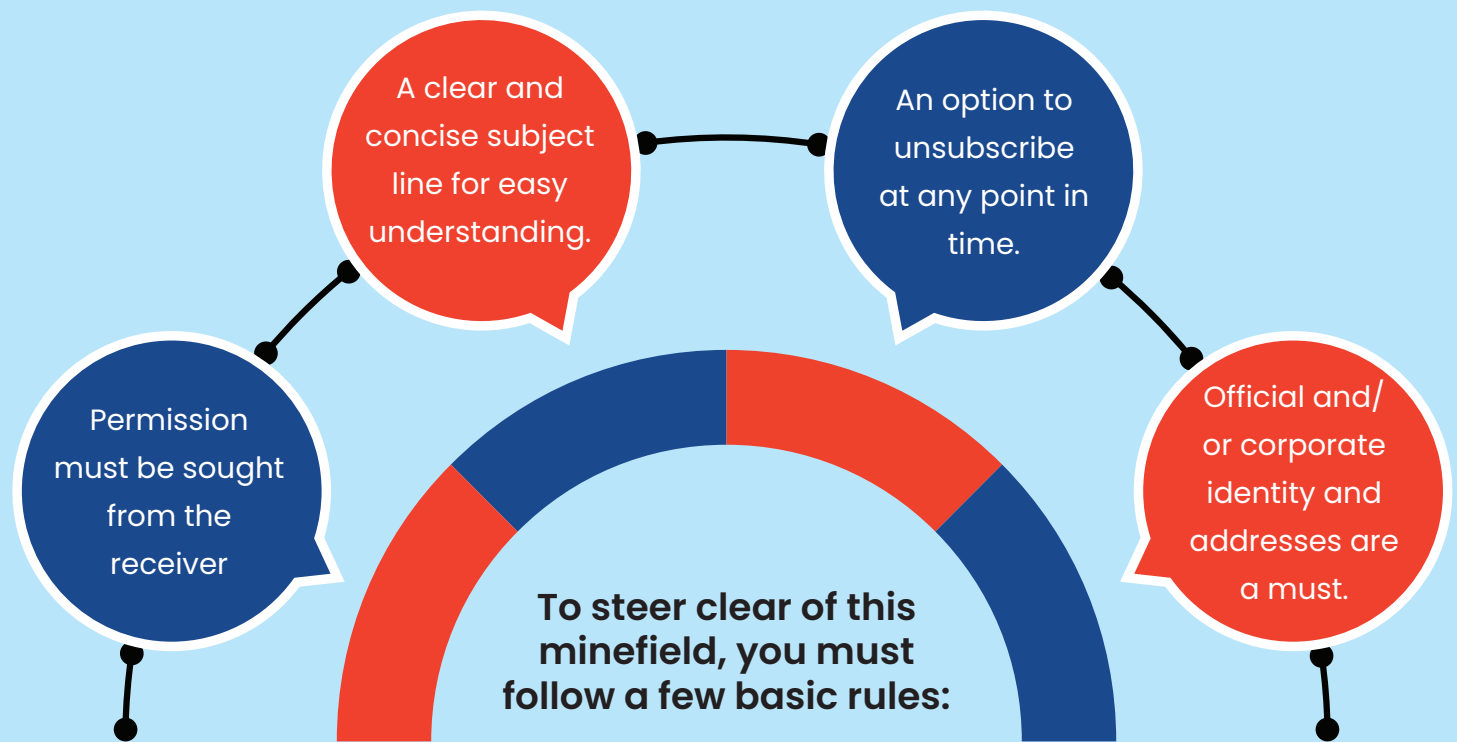
# Generate positive ROI on email marketing in six easy steps

Despite the growth and prominence of social media messaging, mobile messengers and chat apps, e-mail is an integral part of daily online life. In 2020, the number of global e-mail users amounted to four billion and is set to grow to 4.6 billion users in 2025 (Statista), making up more than half of the expected world population.

## Number of E-mail users worldwide from 2017 to 2025 in millions



Although email marketing's effectiveness has never been in doubt, it has long been the neglected child in the marketing strategy mix. In the early days of the internet, it was assumed that an email could be sent to just about any acquaintance. As the volume increased, it started feeling obtrusive, then it became disruptive, and slowly it turned to annoyance. So, what was essentially a type of direct marketing that used mass emails to share information and sometimes convince a lead to take a specific action, turned into SPAM.



Now that we have set the rules, let us see how to use email marketing as an effective tool in reaching out to customers and users.

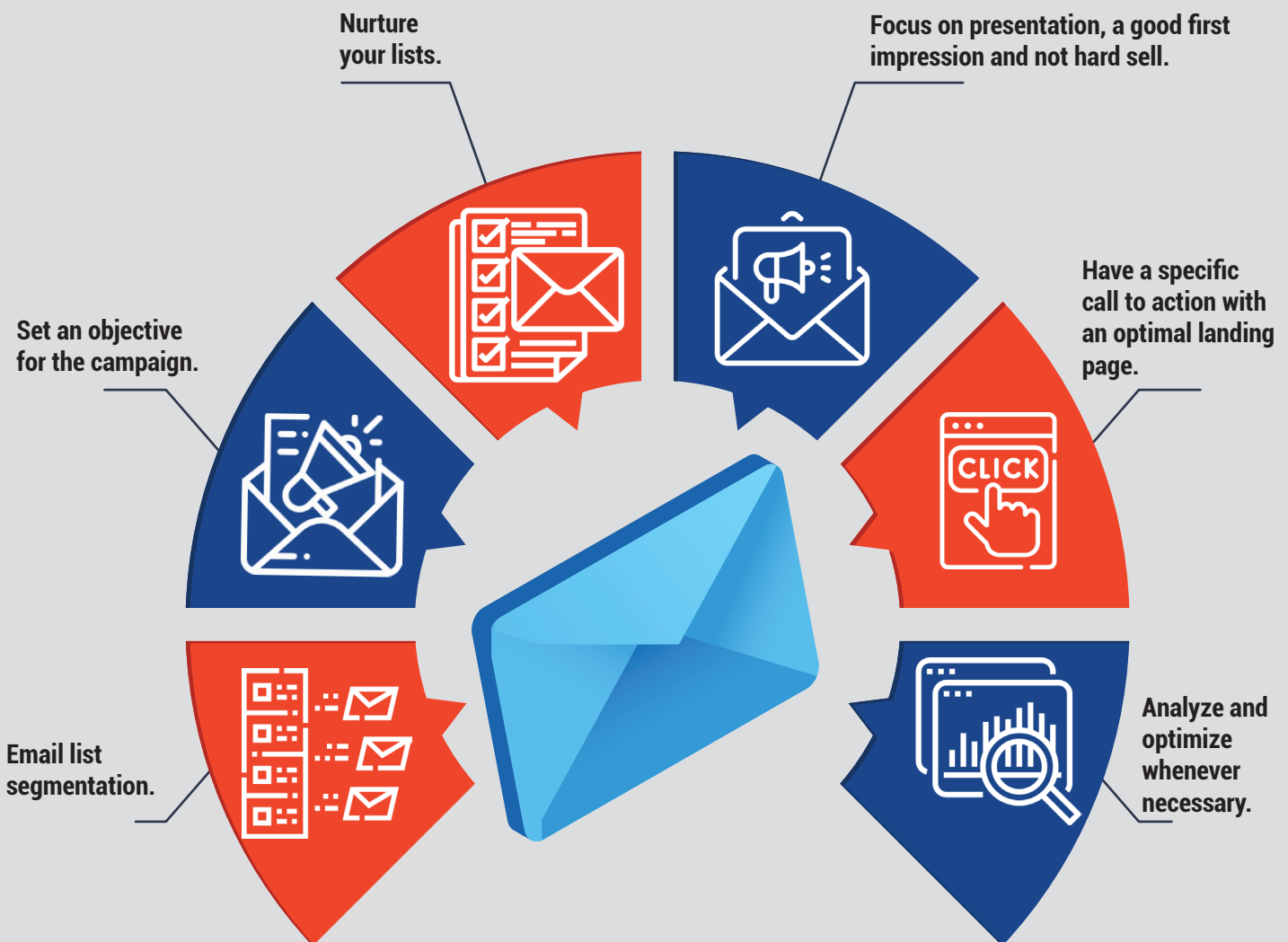
If we must define email marketing, it can be said that it is a kind of direct marketing of curated content that uses mass email technology with personalized messaging to inform, educate, and sometimes convince the receiver to adhere to a specific call to action – like downloading a brochure, referring a friend, or making a purchase.

So why are we interested in email marketing? Well, for one, it is one of the most essential and easy-to-use tools in any effective marketing strategy. It covers dual objectives: converting leads into customers and helping retain these converted (or older) customers. But to achieve the best results, we must know how to use this tool, and that is what we will discuss subsequently.

We all understand how important a role strategy plays in the overall planning for marketing. Similarly, email marketing should also come with its own strategy and planning.

We should keep in mind that the effectiveness of any email marketing strategy will depend on the three Rs. Right person. Right message. Right time. Simple factors, if done right, will yield definitive results. So, when we suggest a marketing strategy and include email marketing as a part of it, many of our clients ask why. When we delve deeper, we find out that they have tried this in the past with unsatisfactory results. Many times, email marketing campaigns are run without any strategy or specific objective. It becomes a case of mass emailing to a list without any personalization or contextualization of the message.

## Here are a few steps to winning email marketing campaign:





# Let me explain why I chose these steps...

**Nurture your lists:** Well, it is kind of obvious, isn't it? Without a list, we could not start our email marketing campaign. Where do we send our neatly designed emails to if we have no one on our list? The important factor is the right people, one of the three R's that I mentioned earlier. The strategy won't work if we do not send these emails to the right people. Sending an email regarding deep-sea fishing to a group interested in cross-country biking will not give us the desired result.

**Set an objective:** We must know the destination to choose a path. Otherwise, we could just take any path available. Setting an objective is like zeroing in on the destination. Here, I advise clients not to think of what they want to achieve from the campaign. It can be many things – asking for a referral, requesting to donate, filling up a form, anything. I'd rather they zero in on what the receiver of the email can take away from the communication. My concept is that if the email can help them with some problem or share some pertinent information, it will be a lot easier to convince the recipient to engage further. Please note that I am assuming that this is the first point of engagement over email with this recipient. Once we have engaged, the objectives may be changed accordingly.

**Email list segmentation:** Now that we have the opt-ins and have a list of email addresses, shall we start sending out those emails? The answer is a big no. I earlier spoke about customization and personalization, and here list segmentation plays an important part. This helps us divide the list into subgroups based on some comparable characteristics, and relevant information can be shared with them accordingly. This helps target people who will be most interested in the content and leads to better click rates and conversions. It is also good practice to periodically remove inactive subscribers to keep the list refreshed.

**Focus on presentation, a good first impression and not the hard sell:** While we are aware that our ultimate objective is sales, I advise clients to not try too hard for a conversion.

Sending the right message is also an equally important cog in the wheel. Given our busy schedules and multiple devices, we do not know when and where the email will be opened. So, the email design must be mobile adaptable and have some supporting visuals as the email will not be read in its entirety by most recipients. Here we must also differentiate between the objective and the goal. We must understand that goal. The goal can be a smaller component of the overall objective. For example, a goal can be achieving a higher CTR or increasing open rates, while the objective can be more holistic in nature, like retaining customers, increasing brand salience, or generating fresh leads. I hope to engage more with the customer or lead and try to convince him to convert. Also, some hard words like "discount," "coupons," "sales," etc. may activate the spam filters and the email may not reach the recipient. So, sending emails from clean IPs, having a concise subject line, and not sending to people who have unsubscribed are the small bits that count in not triggering a spam alert for our email.



**Have a specific call to action with an optimal landing page:** I cannot emphasise enough that getting the email to the inbox is only the beginning. The recipient taking no action and getting busy with her life after reading the email is not the ideal case scenario that we are looking at. We must look at a closure with a specific call to action and lead them to the page that we want at the right time. The call to action is the conclusion and must fulfil the commitment made in the subject line. This completes the loop and paves the way for further engagement.

**Analyze and optimise whenever necessary:** The goals that I mentioned earlier play an important part here. The goals that will help determine if the email marketing campaign objective is met are the delivery rate, open rate, CTR, reactivity rate, and churn. I also suggest A/B testing before finalising the email model to optimise the results of the campaign. The point to note is that you only test a similar element to get an optimal result.

To conclude, email marketing needs to be treated as a separate segment, which involves its own strategy. Crafting a campaign is not enough. It should adapt to the expectations and behaviour of the target audience in mind. One size will not fit all. Segmentation of the email list, issues faced during the purchasing journey, and the problems the TA encounters must be considered to contextualise the message. The final piece in the jigsaw is creating an optimal conversion tunnel, which consists of a visible and inviting call to action button integrated into the email, leading to a landing page optimised for conversion.



## Mrinal K Ray

With an extensive and expansive marketing and communication knowledge and skillset, Mrinal has delivered outstanding results for clients in various industries. He is well versed in marketing, PR, corporate communications, branding, content development, digital marketing, and social media management. He has supported brands in technology, sports, FMCG, education, finance, and manufacturing domains. As a keen-eyed, result-driven, and detail-oriented growth marketer, he has a passion for project management and business development and is a strong advocate for the digital transformation of businesses.



# 10 Smart Elements that Showcase Ideal Email Campaigns



The primary idea behind floating a marketing campaign is to reach out to your target audience. With cutthroat competition prevalent in the market, curating marketing campaigns that can hit the right chords with your audience has become necessary. The ultimate goal is to boost conversion, sales, and profits.

If widespread reach and affordable costing are on your cards, then kicking off an email campaign would be the right thing to do. The only point of caution here is to add a personal touch and make your campaign as meaningful and action-oriented as possible.

To make things easy, you can hire an email marketing expert. With a professional by your side, you will be assured that you are moving in the right direction.

## Infuse your Email Campaigns with these Pro Inputs

### **First, begin with an Endearing Welcome:**

Reach your prospect's inbox, just in time when they are psychologically getting ready to accept you and your products. Facts suggest that welcome emails have an open rate of 50%, making them 86% more effective than newsletters. But, it all boils down to the efficiency of the welcome email and the genuineness of the message itself. An uncluttered, minimalist email works the best for new leads and prospects. Welcome emails help new customers and subscribers to understand that they are important to your brand. In addition, this is an optimal way of preventing your prospect from moving away.

### **Focus on Personalization:**

It is understood that a personalized email has a higher chance of being opened. This stat is steady because every customer wishes to be addressed by their name, helping them feel special. They also feel that the company is genuine if they are addressed by their names and given utmost respect for their identity. Once the customer understands that a brand is putting in the effort to address their pain points, they will look forward to receiving emails from you. In the process, you will secure a loyalist by your side.

### **Keep a friendly tone:**

You would not want your customers detesting your emails purely because of the usage of highly complex terminologies and language. Therefore, make sure that your emails are casual and conversational. The readers should always feel that the company is some kind of friend offering solutions to their problems in a friendly manner. Keep the language short and crisp, while being casual and personal in tone. Avoiding industry jargon would make a smart move. Instead, let your email sound like a well-thought-of advice from a friend.

**Pay Attention to Segmentation:**

Even though every customer is unique, a certain set of customers can be recognized with similar traits and characteristics. Since it is difficult to draft tailor-made emails for every customer, segmentation should work wonders. Businesses usually use segmented contact lists for the campaigns, ensuring that the right kind of email reaches the intended set of customers or prospects, without issues. With email list segmentation, you can send relevant content to your prospects, who might be more willing to engage and act on your emails.

**Skip a no-reply email id:**

You have initiated an unmatched email campaign but can still not garner the kind of response you had anticipated. Do you know why this is happening? Because you are using a no-reply email id, your customers want to get in touch but doesn't understand how to go about it. Do not use such email ids especially when you expect a response from the email recipients. It is counter-productive to share another set of email addresses for sharing feedback or responses. Use the right corporate email id that indicates what the email recipients can expect in due course of time.

**Make an Impactful Subject Line:**

When your prospect receives an email, he will be persuaded to open it only if your email subject lines appeals to him. Therefore, you need to draft a short, sweet, and crisp subject line to make an impact. Also, the subject line should make the reader understand the context of the email while piquing their curiosity to read more. It would be useful if the subject line could offer a glimpse of the purpose of the email and the kind of content it may contain.

**Work on the CTA:**

Even though email campaigns help with brand awareness, the ultimate goal is to convert leads to actuals. CTAs help prospects in understanding what they should be doing next. It is a great way of taking them towards the sales funnel. Most CTAs tend to be lackadaisical in their approach and devoid of any spark or wit or any urgency. CTAs should provoke positive action and compel readers to take immediate steps, right away. Your focus should be on designing a CTA that creates a sense of urgency. This factor helps with increased conversions. However, strategic placement is equally crucial.

**Avoid beating around the bush:**

You need to value your prospect's time and keep the content of your email as precise and concise as possible. Everyone receives heaps of promotional emails daily. You do not want your email to be lost in the crowd because you managed to make these emails bulky with images and loads of content that do not add value to the readers. So, stay as brief and specific as possible with your email copy. Keep the emails engaging by breaking the content down into specific bullet pointers instead of long paragraphs.

### **Keep a watch on the Analytics:**

Ascertain whether your email marketing campaign is bringing the desired results. This assessment is possible by tracking the email marketing analytics. One can include varied analytics software solutions for analyzing emails and their success ratio. Some of the most essential parameters to pay attention to include open rate, click-through rate, and unsubscribe rates. Analytics can propel the efficacy of each campaign to the tee. Analytics can also help marketers to craft better email campaign copies on a regular basis, using their experience to tweak the emails for the better.

### **Keep a Mobile-friendly Approach:**

Emails are drafted on desktop computers, so they might not be compatible with mobile platforms. This aspect would make a considerable chunk of your prospects leave. Remember that most of the audience has now migrated to the mobile platform for most of their tasks. It is easier for business professionals to check their emails on their smartphones themselves. Prevent this scenario from panning out by optimizing your emails for the mobile platform with responsive email templates.

### **Start working on your Email Campaign Today:**

All this while, if you have weighed between options to zero down on a result and return-driven marketing campaign, then it is time to turn to email marketing. With this marketing approach, your prospect receives details about your brand and products directly to his inbox on a regular basis without incurring many costs compared to other media. Here, the chances of initiating a one-to-one interaction by relying on email customization are higher than any other media. The best part is that these campaigns are affordable and attract higher ROIs.



## **Vaibhav Pandit**

is currently associated as a Sr. Campaign Manager with InboxArmy, a full-service Email Marketing Agency offering the full spectrum of email marketing services. He primarily helps his clients with Content Strategy, Digital Strategy and implementation of Marketing Automation through Customer Journeys. He has hands-on experience on various Enterprise Marketing Automation Platforms. On a regular basis, he discusses campaign metrics with the clients and provides continuous feedback on the marketing automation, email marketing efforts on that basis of which, he helps them formulate/update and implement marketing strategies. He also handles and leads full-scale marketing automation & email marketing audits, and accordingly coming up with List Growth Strategies, Segmentation and Targeting.



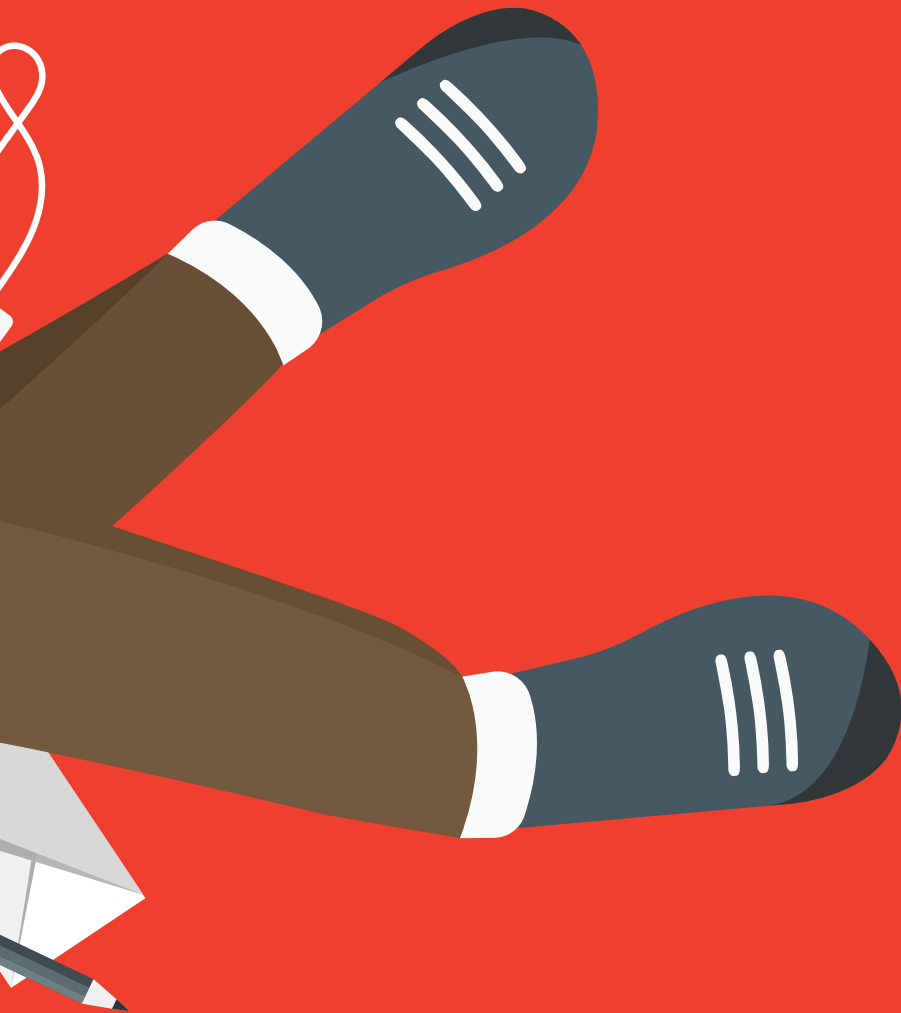
# Email Marketing: Strategies for Joyful Hotel Booking



Email marketing has gone through various stages since its inception. The first email was sent by Gary Thuerk of Digital Equipment Corporation in 1978 to approximately 400 potential clients and resulted in US \$13 million worth of sales in DEC products and highlighted the potential of mass email marketing. Nowadays, email marketing is one of the strongest ways of communicating about the products and services to potential clients and receiving feedback from the potential clients. Measuring the effectiveness of marketing campaigns and evaluating the performance of return on investment (RoI) of email marketing is very easy and controllable in email marketing in real time. According to Rieva Lesonsky, CEO of Growbiz Media. The key to running a successful business is enticing customers and clients to do business with you. So whether you're scrambling to lure customers back during a global pandemic or expanding your markets during "normal" business times, the question is, How do you do that? What are the best ways to get customers to come to your store,

website, restaurants, office etc.? The answer: it's marketing but it is not a simple process. There are various practices, tactics, and strategies that are part of an overall marketing plan- and they are constantly evolving. To help simplify the process, there is one marketing method and has maintained its claim to fame. Email marketing still promises to deliver the highest ROI, of all marketing channels.

There are two different types of emails mostly used in email marketing: Transactional emails, and direct emails. Transactional emails are mostly popular when the customers start interacting with the products or services of a company. Reservation of a room/ suite, booking of a table in your favorite restaurant, searching for a destination, for a product/services are most common qualified examples of a transactional or relationship message. The basic purpose of transactional emails are to facilitate, complete, or confirm a commercial transaction



by dropped basket messages, password reset emails, confirmation of purchase order by emails, confirmation of room/suite booking by email or message, reorder emails and email receipts. Introduction of a product/services, building relationships, solving queries, are most frequently done by transactional emails.

Various offers and promotional messages are communicated by direct mails to the customers by companies. There are various email service providers in the Indian market and mailmarketer is one of the prominent email marketing services and offers a range of various services from INR 1900.00/ month for 40,000 clients emails to INR 29,900.00/ month for 2 million clients

**According to Sudha Mani, a business coach, important points which required consideration by a hotel to ensure wow experience for their customers:**

- | Nail your customer journey
- | Understand the audience
- | Make sure it's readable
- | Test
- | Use Analytics
- | Set the right expectations

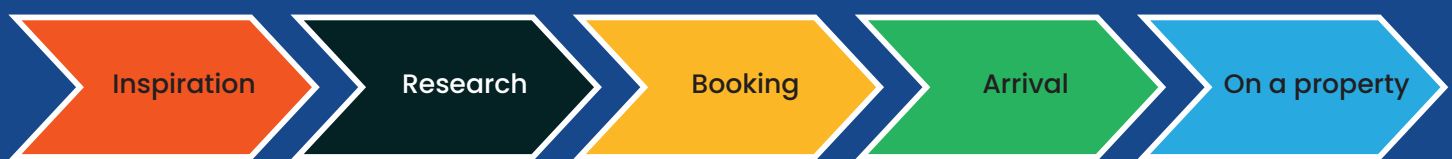
**Why email marketing strategy needs to be implemented: There are various direct and indirect benefits of adopting email marketing strategies for business promotion:**

Build your Brand awareness and engagement: A brand is a person's gut feeling about a product, service or an organization. A brand value is always determined when the people discuss about you in your absence and to achieve this we have to fulfill the needs of the target audience and create a difference from others. A push by which we encourage people to recognize us and ensure assurance by providing quality products and unbelievable services to our customers.

Impulse buying : "I see: I remember" is one of the unique behaviors of every human being and this can be easily done by sending product catalogs, photographs and videos of the facility and services offered by you. Potential customers may identify and have queries for risk involvement in terms of finance, time, safety, security, operationality, social, psychological and physical factors. FAQs may be generated to answer various possible questions of the customers and sent through emails and can build a brand image and create a bond with all customers.

Creating repeat business and building trust: “Feedback is the breakfast of champions” and helps to create and develop repeat business. Many of the researcher’s reveal that an unsatisfactory customer discusses three times more about products and services with their friends and relatives than a satisfactory customer so email marketing is a very effective solution to satisfy and retain the customers and build trust.

Email Marketing Campaign Sequence in Lodging Industry: Being a service provider, we must be the source of inspiration to the customer and fulfill their requirements by conducting research into the products and services desired by them. A welcome email consisting of all details must be sent to the customer. After getting the tentative or confirmed booking from the customer, there is a need to ensure his/ her confirmation of booking (reservation details and contact information) with various offers such as complimentary breakfast, special offers, up-gradation of room category, and other packages may include pre-arrival email and it should sent by the hotel 2-3 days in advance before check-in date. Pre-arrival mail must have terms and conditions, payment details, an online check in form, local rules and regulations and any advisory of state/ central government if customers need to adhere for example ( RTCPR during this global epidemic). After check in by the customer in the hotel an email (enjoy your stay) needs to be sent to the customer from the Head of the organization stating “welcome for comfortable stay” and few suggestions may be made to the customer and a feedback regarding their check in experience also sought. An email is required to be sent from hotel management after the final departure of the guest and needs to have a feedback card, a voucher or offer for the next visit of the customer. This is the high time a credit rating system was introduced to the customer to inspire him/her for the next visit.



### **Things to consider Post Stay**

Email Content: Time is the most expensive commodity, so email must be short, easy to read and in small paragraphs, must build curiosity, well documented, grammatically correct, always use the guest’s name, emojis, brand the hotel property along with mission or objectives (green hotelier/ sustainable tourism, carbon footprints, any social campaign if hotel is participating), easy to scan, informative with all necessary contact details while avoiding the usage of capital letters. Too many pictures/emojis may discourage the interest of the customer.



Evaluation of Success: Most of the email marketing service providers provide all necessary data to the hotels but it is strongly recommended to ensure and check the following:

| Open rate means how many customers opened a given email?

| Click-through rate gives an idea about how many customers open the links attached with email (having contents as part of content marketing strategy) in the email? A matrix can be made to keep a track on data.

| Conversion rate expresses the success rate of email marketing.

| Bounce rate indicates failures of emails (couldn't deliver to the customers due to various reasons).

#### A Reference from a previous Email Marketing Campaign Matrix:

Email details	Total No. of emails	Comments
Total No. of emails sent to customers	10,000	Number of emails sent to customers.
Email opened by customers	8,000	20% of customers did not open the email and it may be due to bounce of email or least interest was shown by customers or combination of both the reasons.
Link or content open by customers	4,800	60% of customers showed interest in the content of email as they opened the link.
Conversion	480	10% of customers ensure transactions and convert into a business customer.
Bounce rate	2,000	20% of emails bounce back due to various administrative and technical reasons.

Bounce rate of 20% is very high so one has to ensure about email database and active email addresses. It has been also observed that numerous emails bounce back due to technical reasons too and become spam. So it is very essential to confirm and reconfirm the database before sending emails to the customers. This is strongly recommended to relook for optimizing the email marketing opportunities to achieve excellence and better return on investment by creating standard procedures for email marketing strategies.



## Dr. Tarun Bansal

Senior Professor – Indian Institute of Hotel Management (IHM)

Tarun Bansal, Hospitality and Tourism Educator, researcher, and project consultant carries with him a rich 33 years experience of Hospitality & Tourism Management, Facility Planning, Hotel Engineering, Food and Beverage Operations, and management. He holds a Bachelor's degree in Science, Law, Tourism, and Master's in Tourism Management. Awarded Certified Hospitality Educator from AHLEI, USA, and PGDTP from IHM Mumbai and QLF from LHC Switzerland. Author of three books on Facility Planning, Hotel Engineering and Food & Beverage Operations to Management.

# The Journey Worth Undertaking

A few years back I visited a Government Primary School at Kagdhal, a remote village where my dad hailed from and addressed the students. I also gave them a few books, pens, pencils, and toys. They were so ecstatic to get them. I asked them what they wanted to be after they grew up. One said “Bus driver”. Another said “Bus conductor “. The third one said that he wanted to be a police constable and the last one mentioned that she wanted to be a teacher. They also loved to stay in their small 100-year-old home made up of mud, hay, and wood. They did not mention an Engineer or a doctor, two prominent professions in India where every middle-class parent wants their child to be. I realized that they mentioned those professions they were aware and hence they aspired to be one of them. I never demean these professions but the fact is that even after rapid urbanization and digital advancement in India how come they are not even aware of other professions?

While this incident was haunting me, I went back to my work. I saw highly skilled and qualified people with millions of earnings but had no smile on their faces. They were busy outsmarting their colleagues, impressing a new boss, or hunting for a new lucrative job. While some legalized their corrupt heart and mind, others were busy hunting for new ways



to stash the ill-gotten money in tax havens. In the process, they had hypertension, blood pressure, diabetes, cardiovascular diseases, and so on.

This paradox in our society is visible but not seen by many. In a capitalistic world, no one allows you to lead a contented, active, happy life. New aspirations overtake the fulfilled aspirations and the cycle continues. I felt that I need to embark upon a new journey. It is a journey to balance between guiding and educating talented but low aspiring youth on one hand and counsel and train people in the upper circuit of the economy who have no clue on how to be happy. It was to bring the ignorant but happy minds to the mainstream without destabilizing their happiness quotient but also to train those who have everything but happiness. It is a journey to change the mindset of people who are poles apart. It is challenging but worth taking in one's lifetime.

Hence I delinked from my lucrative, high-profile job and brought myself on ground zero. After brainstorming, we short-listed 25 names for my new entity but many had copyrights issues. Finally " Bliss Infiniti " was born. My friends and well-wishers from advertising, digital marketing, legal, accounting fields helped me immensely and even now they support me.

Bliss Infiniti works in the following areas.

**FROM GROUND ZERO:** We developed a framework to reach out to rural educational institutes to educate students on various career options. We guide them on how to prepare for competitive examinations, develop skills. We tell them how critical is their role in nation-building. So far we have addressed over 2400 students in 3 southern states of India. It is so gratifying to interact and guide them.

**START UPS PROGRAM:** Mentoring start-ups in many incubating centers is the next best thing I could think of. In my role as Sr SVP – 2 in a bank, I was associated with T-Hub Hyderabad, one of the largest incubating centers for start-ups in India since its inception. It is an experience itself to work with young, innovative minds and be a part of their successful journey.



Here we play the role of mentors to start-ups and incubating centers. We also guide and advise them in our areas of specialization, especially in fintech, agritech, and digital marketing areas.

**SKILLING:** This is meant for people in the corporate world who need to hone their leadership, time management, prioritization, communication, and selling/ marketing skills. We cover every hierarchy from the top management to the staff at the entry-level. The gist of key programs are as under:

**Leadership Development:** The success or failure of any organization depends upon its leaders at all levels. Many organizations find it tough to notice the failure of leadership nor have any programs to develop leaders. Leadership is all about the capacity to translate vision into reality. Great leaders nurture and develop leaders. Leaders have the vision and build organizations even in the middle of a crisis. Here we take them through the characters of great leaders and train them on how to acquire them. My book titled “ A Leader’s Tripping Points ” is the culmination of my 3 decades of experience in the corporate world and it has been my useful companion in my leadership program.

**Time Management and Prioritization:** People seldom consider time as the most precious, perishable resource in the world. The root cause of every stress is a lack of time management and prioritization. For many there is no time to work, socialize, exercise, relax and enjoy life. I have successfully adopted every possible time management technique in my life. It has also helped me in exploring several facets of life. In this program I take them through well-tested time management and prioritization techniques. This has been one of the most successful training programs for top and middle management teams.

**Communication Skills:** With the invasion of the digital world and the use of several modes of communication it is now more challenging than before to communicate effectively. Lack of communication in an organization blurs the vision of the organization and creates several hurdles in the development of human resources. Effective communication and listening skills go a long way in improving productivity and saving time and energy leading to better bottom and top lines.

**Self-Motivation:** “Monday Blues” and “Thank God It’s Friday” is the attitude towards work. Excessive control leads to attrition of staff and complete freedom is often misused. Here we help staff develop self-motivation in whatever they do. Self-motivation is more to do with a positive attitude and we help staff to develop their passion for work.

**Happiness within:** This is a known fact that happiness is within and yet the majority of the

people keep hunting it elsewhere. They also ride their happiness on someone's shoulders. I have extensively studied Indian Ashtanga yoga and adapted those practices to stay healthy and happy. My visits to blue zones, the study of the impact of our attitude to release of hormones responsible for happiness helped me develop this program.

**Science of Yoga:** There is a science behind everything more so when it comes to Yoga. The eight path yoga popularly known as "Ashtanga Yoga" developed by Yogi Patanjali is a way of life. Every step of Ashtanga Yoga is based on science. I cover the steps of Ashtanga Yoga and the scientific reasons behind every step. This program aims towards overall personality development and also to bring the concept of the strength of a character.

In addition, I do consultancy to banks, financial institutes, MSMEs, seed companies, incubators, start-ups, etc.

In my stint in the corporate world, my influence was limited to the people I interacted. I always wanted to reach out to a larger audience. The best way was to launch a YouTube channel. I have got over one lac views on my first video which covered my life journey and my mission. Subsequently, I have released videos on various yogasanas arranged in a sequential manner keeping in mind people working in metro and urban areas. Going forward I will cover contents on mental health and Pranayama.

Leaving heart to destiny and following one's dream is the ultimate experience. Delinking from the position, power, money, status, and then starting from scratch is also a thrilling experience. If I can ignite a few minds in the hinterland and get smiles on a few thousand people in the urban jungle my purpose is served.



## RVG Kulkarni

Pen name 'RVG', is a seasoned banker. He is Senior Vice President – II in retail banking in a successful private bank. RVG has written many poems in Kannada, acted in TV shows, movies like 'Sambhrama', 'Suggi', assisted in writing stories, screen plays, songs, and also assisted in movie direction. He is a good singer and has modelled for a company. He is a fitness freak. He has been practicing hatha yoga, pranayama, and meditation for over 30 years. He does shuffle dancing, HIIT, and light weight training everyday to keep himself fit. He is also an avid cricketer, TT and badminton player.

He is a regular at panel discussion conducted by management institutes, FICCI and CII. He is expert in conducting sessions with senior management in Time Management, Prioritization, Communication Skills, The Science of Yoga, and a workshop on 'The Pursuit of Happiness.'

# STARTUP SPOTLIGHT

## THE SUCCESS STORY OF SIANOM TECH

### WHEN WAS SIANOM TECHNOLOGIES ESTABLISHED?

SIANOM Technologies Private Limited (STPL) is a startup founded in Feb 2019. It has founding Directors Mrs. Vijayamala Madan Kamalapurkar and Mrs. Madhuri Shreedhar Kamalapurkar.

#### Tell us something about yourself.

**Vijayamala:** I am specialized in core educational discipline with over three decades of engagement. Significant part of my life experience is from semi-urban regions of North Karnataka. A humble urge for social transformations keeps me actively engaged; I have been exercising different platforms like radio broadcast (AIR, Kalaburagi), print media and personal social setup for women empowerment. The Entrepreneur in me constantly seeks innovative solutions to the problems around.



**Madhuri:** I bring along prime engineering proficiency and my experience has been in the technology rich domains for close to two decades now. The potential in me got ignited with a meritorious entry into Kittur Rani Channamma Residential Sainik School for Girls with its apt ambience to nurture inquisitive minds. It helped me reflect on abilities after graduating from Basaveshwar College of Engineering and eventually transformed to plunge on Entrepreneurial venture. I strive to harness engineering technologies into innovative solutions and make a pragmatic difference in the value chain.

## **What motivated you to start a company in this industry and what was the idea behind creating such a unique platform?**

The seed for Sianom Tech dream is India, a land of opportunities poised with a greater talent pool. A strong motive has been to create career opportunities in disruptive technologies like artificial intelligence and machine learning to tap the potential in non urban regions. The idea is to innovate advanced IPs in the Agriculture, Automotive, Healthcare, and Industrial sectors with state of the art information technologies using applied data science. A lateral goal is to develop as a key technology partner and software development house for the Global Semiconductor players in accelerating them to bridge proximity with their Customers.

## **Whom do you consider as your major competitors in the market?**

Sianom Tech has focussed on distinct problems with its innovative engagements currently, while a select few listed here. In the automotive domain:

A. Pioneered an advanced machine learning model to detect Nail like objects in drive lanes (NiDL) to aid in safer driving. A nail-like object in the driveway can puncture tyres, while flattening can be slower in tubeless tyres; however impact could vary from cost to safety.

- | flattening at high speed can be catastrophic

- | drive on countryside can make journey unpredictable

- | costs time to replace tyres or repair puncture

- | higher maintenance cost due to wear and tear

B. In the Electric Vehicles market, a Smart Charging Access Network (EV-SCAN) solution aids in sustenance; by enabling EV users to cope with current challenges in EV space.

- | Range Anxiety – drive mileage

- | Charge Anxiety – time taken

- | Station Compatibility – trust issues

- | Seamless Access – reserve charge slots

Key competitors in this space could be Recharge India, PlugNGo, and ChargeGrid etc.

In the industrial domain, Sianom Tech is evolving with green energy solutions based on Electronic Paper Displays; It consumes ZERO power to retain static display content creating a wide range of applications like Smart Station displays, e-Hoardings, e-shelf labels in malls etc. There are global players like SES-imagotag(France), Pricer(Sweden), E Ink Holdings(Taiwan), Displaydata (UK), and M2 Communication(Taiwan).



# What sets Sianom Tech apart from similar kinds of businesses?

The NiDL is a novel automotive safety space with sole presence. The EV-SCAN accounts India specific challenges in the EV space with unique differentiations on top of competition offerings

- | Intelligent: Charging Recommendations
- | Authentic: Access to charging stations
- | Quality: EVSE diagnostics monitoring
- | Compatibility: Matching EV to EVSE
- | Legacy: Connect even Non-IOT Chargers
- | Legitimacy: Validate EV & User records
- | Heartbeat: Displays Charger Alive status
- | Secure: Seamless Payment interface
- | Remote: Pre-booking charging slots
- | Navigation: Integrated maps & routing

There is almost no competition presence in India in the EPD based solution space and Sianom is positioned with the cost and support advantage.



## **Where do you see Sianom Tech in the next five years?**

India's EV market is rapidly evolving and at the same time it has a huge challenge ahead to sustain EVs with current constraints in terms of both charge technology as well as infrastructure. Sianom's mission is to establish itself as a most trusted partner for EV & EVSE makers as well as EV users with its robust EV-SCAN solution.

Sianom strives to position as a preferred technology key partner in building smart cities with green energy resources; with the Passenger Routing Intelligent Network of Transportation Solution (PRiNTS) a novel Urban decongestion to reduce Noise and Air pollution and build a connected hub with its smart display solutions.

## **Tell us about some of the biggest clients Sianom has served so far.**

Sianom developed an application for Marketing on Wheels, an Australia based company to expand their marketing platforms to create dynamic advertising possibilities with the taxis plying. Sianom has developed a safety algorithm that can potentially cater to Airports security and in general public safety access points (like Technology Parks or Malls entry/exits) that can potentially detect prohibited/hazardous products in security scans to alert on suspicious goods effectively creating more foolproof security systems.

## **What are the biggest achievements of Sianom so far?**

The automotive safety NiDL algorithm is in an advanced training stage with over 97% accuracy in Nail detection. The EV-SCAN application can demonstrate user legitimacy using digital locker records supported by the Government of India.

Sianom has developed custom mobile applications for example catering to specific Customer services offerings; including automotive bluetooth embedded connectivity applications.



# What is the present market base of Sianom and what are its future expansion plans?

Currently Sianom is focussing on Automotive market and selectively in Industrial domains with existing solutions, while there plans to expand into health care, agriculture and allied domains with our core technology potential.

SIANOMates are committed to attain Customer Business goals, being a key value partner with information technology expertise; it actively engages to position uniquely in Quality centric technology services with a fine blend of key competence and the Customer focus.



## What challenges you faced as a start-up owner to bring Sianom Tech to its current status?

The technology passion blossomed into a startup, some of the initial challenges have been to

**Attract the right talent due to perceived risks**

**Sustain through till the first design win**

**balance process overheads on limited scale**

# What are the techniques you used to expand your brand reach?

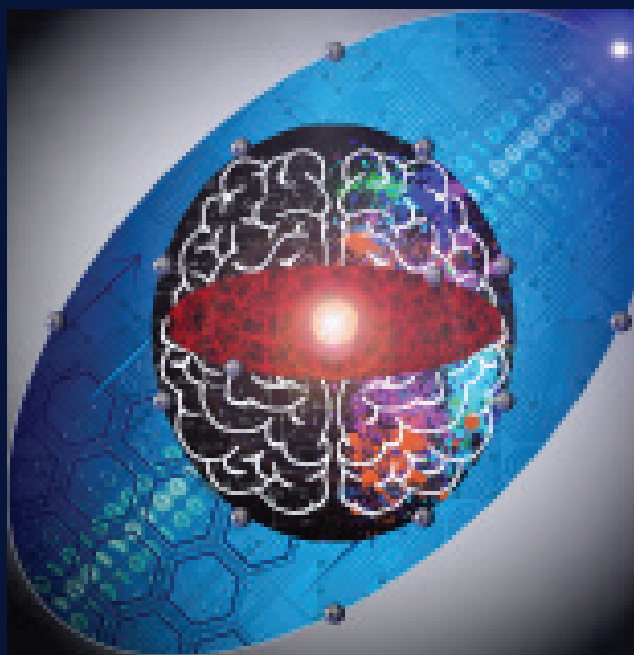
The digital presence at bare minimum is enabled swiftly with company websites, emails, and contacts etc right from start. Subsequently, social media setup was utilized diligently by showing presence on Linked, Glassdoor and Twitter etc.

Sianom technologies ideas were pitched at Karnataka startup cell for the successive “Elevate Programs” in 2020 and 2021; and made it through the first two rounds in both attempts.



## What is the mantra of your success?

We execute information technologies, which has been Sianom’s tagline. The “We” in here reflects Collaboration and Teamwork. Allow ideas to flow through critical thinking before filtering selection. Fuel it with technology breakthroughs and constantly validate idea relevance. Execute with passion and perseverance.



## The message you’d like to give to all the aspiring entrepreneurs in Asia.

Customers don’t buy products but solutions to Problems; Problems are unbounded, while solutions may be. Sincere efforts and continuous learning creates a fulfilling experience.

# 'Email' – The Most Effective Marketing Channel for Educational Institutions



50

Asia Inc. 500  
[www.asiainc500.com](http://www.asiainc500.com)



The act of sending a commercial message via email, usually to a group of people, is known as email marketing. Email marketing, in its broadest sense, refers to any email sent to a potential or current consumer. It entails sending advertisements, soliciting business, or asking for sales or donations by email. One or more of three primary objectives are often pursued by email marketing strategies: to establish loyalty, trust, or brand exposure. Sending email messages with the goal of improving a merchant's relationship with current or previous customers, encouraging customer loyalty, acquiring new customers or persuading current customers to make an immediate purchase, and sharing third-party ads are all examples of the term.

To some extent, the time of organisation cloud technology was set in 1996, when the first business owners began using Hotmail to control company's email. Mobile company owners enjoyed the ability to discover and send emails directly from web browsers, rather than having to install and configure paste-mail clients like Eudora or Outlook. That doesn't suggest that email isn't useful; it is, but it is a more passive link because target markets are challenging to define, measuring the effectiveness of marketing initiatives has been challenging in the past. Email marketing allows marketers to see real-time consumer feedback and track how effective their campaign is at reaching market penetration, demonstrating the communication channel's scope. However, this also implies that the more personal quality of some advertising strategies, such as television commercials, cannot be captured. Email marketing is substantially less expensive and faster than traditional mail because the recipient bears most of the expense. Businesses and organisations that send a large number of emails can utilise an ESP to collect data on their recipients' behaviour. Consumer responses to emails provide information that helps businesses and organisations better understand consumer behaviour and leverage it to boost sales. On a typical day, about half of all Internet users in the United States check or send an email, with emails transmitted between 1 a.m. and 5 a.m. local time surpassing those sent at other times in terms of open and click rates.

Email marketing for educational institutions are mostly used for developing strategies and sending emails to inform and engage students at universities and colleges. Higher education email marketing can be a fun job, but it's also something that education marketing managers should be familiar with. Setting up email strategies and sending focused and tailored emails to your university students, prospective students, alumni, and partners is what email marketing for educational institutions entails. Email marketing enables educational institutions to tailor student experiences based on their preferences, data, and interactions with the institution. A 'why' is the starting point for any marketing project. Universities use email marketing for several purposes. Here are a few of the most popular:

### **1. A low-cost communication channel**

Email marketing is one of the most cost-effective communication method. It offers educational institutions several benefits including:

- Increased number of students enrolment
- Improved student retention
- enhanced student engagement

### **2. Exceptional return on investment**

As students extensively use emails for communication purposes, email as a marketing channel, gives educational marketers a considerably higher return on investment. It is best for:

- Making communication more personal
- Keeping track of how effective the campaign is
- Deriving information that impacts decisions
- Creating scalable campaigns

### **3. An effective way to attract students**

Students from all over the world are applying to colleges and universities that provide on-campus programmes, distance learning, online learning, and other options. However, you aren't the only one who provides educational opportunities. Universities and colleges compete for market share regularly. Email marketing helps you in attracting students while they compare multiple programmes to determine which is the best for them. It allows you to:

- Make your educational programmes more visible
- Showcase the advantages of your institution
- Provide prospective students with online counseling
- Propose your academic programmes

According to the National Student Clearinghouse Research Center, half of all college students will graduate with a degree or credential within six years of enrolling. This means that if one student's enrollment is missed, it will be lost for six years. Increasing the number of student enrolment is easier with email marketing. With the correct approach and tools, you can turn a 60-word email into thousands of dollars.

### **4. Opportunity to promote the institution**

Email marketing for universities aids in the promoting the institution. It contains promotional material that covers the following topics:

- General information about the educational institution.
- Information on admissions and the application procedure.

- Relationships and community among alumni
- Extracurricular and athletic activities

And, email marketing automation is what makes the delivery, information collection and tracking the effectiveness of these emails seamless while saving time, costs and efforts to the marketers.

### **5. A medium to encourage students to participate in after-school activities**

You don't send emails to university students to convert them, as you would in the public sector, rather to:

- Notify them of any new announcements
- Participate in university activities with them
- Increase their participation by informing them about important issues such as health and security

Email aids in the development of student connections, the onboarding of new students, and effective communication. Just that

- Contacts should be segmented.
- Content should be customised.
- Topic line should be chosen carefully.
- Send out responsive emails.
- Perform a test and keep track of your results.



## **Prof. Annie Jose**

I have been in the Educational Service Sector for over thirty years. I completed my M.Sc. B.Ed. From DG Ruparel College, Mumbai. After which, I pursued my M.Sc. in Inorganic Chemistry from the University Department of Chemistry, Kalina, Mumbai. B.Ed. From Government College of Education, CST, Mumbai. I have my expertise ranging in Curriculum Design, Mentoring, Parents and Students Counseling, Programme Co-ordination Management, Cocurricular activities in a literature circle, science circle and cultural programme and Monitoring & Management of Scholarship for students.

# RECENT EVENT HIGHLIGHTS



FOR THE  
**LOVE** OF  
**EMAILS**  
**AWARDS 2022**





# Asia Inc. 500 & Netcore Cloud Hosted Asia's First-ever Email Excellence Award

The email fraternity celebrated the best in email marketing at 'For the Love of Emails - Awards 2022' (FTLOE Awards - 2022), Asia's first-ever email excellence awards on 25th February 2022. The virtual event held on Airmeet was hosted by the continent's leading recognizing body Asia Inc. 500's Indian Chapter in association with martech solution giant Netcore Cloud.

The FTLOE Awards - 2022 witnessed participation from more than 1500 people from Asia including new-age email marketers, digital marketers, technologists, and professionals from top brands across industries. The one-day event aimed at celebrating excellence in email marketing while setting a new benchmark for impactful email marketing that inspires leaders to take action in their own communities. The event was marked by several powerful keynotes and engaging panel discussions by industry titans.

Delivering the opening keynote, Chaitanya Ramalingegowda, Director and Co-Founder of Wakefit said, "In today's competitive market, hyper-personalized email campaigns with powerful content are one of the keys to drive customer engagement, retention, and loyalty. The more personalized and interactive your content is, the more your customers are going to love your brand."

Speaking on the topic, 'Martech for Consumers 3.0,' speaker Avi Kumar, CMO, Join Ventures, said, "Content marketing that is contextual to the platform is a powerful way to get attention from your audience. It's all about how you tell your story to inspire, engage and activate your consumers." Stressing on the importance of email automation, he added, "Automation is not a luxury today, it's a necessity."

Chaitanya Chinta, Global Head, Email Business, Netcore Cloud also graced the event as a speaker. Speaking on his topic, 'Attention is the new oil,' Chaitanya said, "The reality of evolving multi-channel marketing strategies is that tracking 'engagement' and 'action' is no longer enough to win customers for life. You must strategize to convert momentary



engagement into sustained attention on your brand and the message lay down a clear path for conversation and create a memorable user experience in the inbox.” “Email marketing is all about value exchange. Before launching an email campaign, the marketers should understand what value their message is carrying for the readers,” Chaitanya added. According to him, value, storification, relevance, and creativity are the keys to driving the right kind of attention from the audience.

Discussing the topic ‘Email Marketing Predictions of 2022,’ panelist Ramesh Srinivasan, CEO – India Business, Netcore Cloud said, “Emails have been the best, low-cost and high-return marketing channel for decades and still continues to be so.” While moderating the discussion, Ramesh also urged the marketing folks to leverage emerging technologies like AI and ML to boost the effectiveness of their email marketing initiatives.

Priya Patankar, Head of Communications, PhonePe as another panelist of the discussion said, “The more relatable your story is the more effective your marketing campaign is. The story has to be followed by a logical action to drive the desired attention from the audience.” She said this while speaking on the importance of storytelling in email marketing.

Mili Kataria, Head of Branding and Marketing at HESA and the founder at Pandora’s Box was among the panelists. “Subject lines can make or break. Before launching an email marketing campaign, marketers need to ensure that their subject line is very concert and attractive to invoke the receivers to read their email and take the desired action.”

Talking about ‘AI as a tool to make customer engagement,’ Panelist Hitarth Saini, Founding Member and Head of Marketing, FREO said, “AI can help marketers completely change their game. It can help them disseminate multiple types of emails to multiple sets of audiences in multiple time segments in a more effective way, saving them time and effort.”

Moderating the second-panel discussion of the event on the topic, ‘Email design that leaves a lasting impact,’ Santosh Valecha, Global Head, Customer Success, Netcore Cloud said, “Accelerated Mobile Page (AMP) is going to be the next big thing in email marketing. It can take customer experience to a whole new level. So, marketers should seriously start thinking about it.” India seems to be rapidly adopting AMP, he observed.

Joining the discussion, panelist, Gopal Kumar Upadhyay, Director of Design at Moglix said, "Email design, call-to-action, and images play a key role in appealing to the audience to take the desired action. Even emojis are great in attracting and engaging audience these days."

Lily Worth, Senior Email Designer, Litmus was another panelist of the discussion. Talking about the design aspect of emails, she said, "Dark Mode is trending now. Like most people today prefer reading on their phones, tabs, and computer with dark mode on, email designers should ensure that their designs are dark mode-friendly."

Mr. Paul Airy, Email Designer and Developer at Beyond the Envelope also joined the discussion. According to Paul, branding, content, design, and call-to-action are the major components of an email and they need to be placed strategically to ensure the success of an email campaign.

The maiden edition of the unique event presented awards under seven different categories. Mehek Bharadwaj from Reliance General Insurance was honoured with the Email Marketing Thought Leader of the Year award. Equitas and Tata IMG won the Email Campaign of the Year award. While the first runner-up in the Email Campaign of the Year category was Wakefit Innovations, Myntra & Trell were the second runners-up. Axis Bank became the winner in the Most Innovative Email Campaign category of awards, and Bigbasket and YourStory Media became the first runners-up while Wakefit Innovations took the second runner-up trophy. Myntra, Unacademy, and Permata Bank became the winner, first runner-up, and second runner up respectively in the Most Visually Compelling Email Campaign category. While Reliance General bagged the Best Email Customer Journey Award, Nykaa and Axis Securities became the first and second runners-up in the category. The winner of the Email Marketing Kickstarter award was YourStory Media. The first runner-up of the category was Mariposa Care and the second runners-up were Unacademy and Via.com - An EbixCash Initiative. While the Best Email Strategy Award was bestowed to Nykaa & Bajaj Allianz General Insurance, Jio Saavn and Equitas were honoured with the first runner-up trophy. Kotak 811 and Axis Bank bagged the second runners-up trophy in the same category.

The FTLOE Awards - 2022 was moderated by Anshika Purwar, Global Director, Country Operations, Asia Inc. 500. The closure of the event was marked by the launch of the 10th edition of the Asia Inc. 500 magazine themed on the event and handcrafted for the email marketing and digital marketing folks. The event was organized in association with other partners including LinkedIn, YourStory, Airmeet, StarFeed, CMO Asia, and Maverick Digital.

# NexGen Student Corner





# The New-Age Email Industry

The Email Industry has been on a steady growth rate since the introduction of the Virtual Mailing system. The industry is also projected to be in the double digit billions by the end of the decade. The birth of the behemoth known as 'The Internet' paved the way for such technologically componental industries. The Internet was made available to the masses which drastically shifted the dimension of online communication from the 90s. In the present age, Email has become a significant marketing tool. Mainly because of its nature, it will sit in the same location until it is read or until it is removed. It will force the user to take some type of action. An Email can help you target an audience in terms of building a relationship with them, it also serves as a means to drag and attract attention to a company's other marketing components. Apart from the marketing front, emails also help automation of many object tasks which in turn increases productive time in many workspaces. All of these factors can be linked to the popularization of the Email and The Internet Spectrum thus resulting in the steady growth of the Email Industry. Due to the start of the pandemic in 2019, the whole world has seen a paradigm shift in different areas of life. All of the Businesses, Factories, Schools and major day to day sectors have all turned to the online mode to carry out all their daily routines and processes. On account of this shift, there can be a high growth linked to the email industry from the start of this period.



The Email Industry is divided into many broad parts , one of which is Email Marketing. Email Marketing Is defined as a type of direct marketing and digital marketing as well. It helps in promotion businesses and their products and services. Here are some important elements of Email Marketing

**Email List** – An active Email List is essential to execute successful email campaigns. It essentially is a database of email contacts who seek marketing communications from the company.

**Email Service Provider** – A software that helps supervise the Email List while also helping to design and carry out automated email campaigns.

**Define Goals** – Set some goals that are to be achieved with this mean, that is such as increasing sales, keeping current customers engaged and attracted, retain customers by adding lifetime value and increasing customer value.

Effective Email Marketing may profit a company or an organisation significantly and thus should not be Overlooked.





Here are some Examples of Major Brands and Companies using Email Marketing-

#### BuzzFeed-

The main revenue generator for this Company is selling websites on their own platform. Their Goal is to attract users and drive traffic . They regularly send out email newsletters containing several links to their promotions and their stories. This increases the number of visits and creates revenue.

#### Marriot International -

We all know The famous hotel chain conglomerate ' Marriot '. Marriot wanted to take a different approach to targeting customers instead of the traditional Email Marketing. They collected data on their users and customers and presented it to them in an innovative way known as ' Year In Review ' consisting of ; The number of nights stayed in Marriot , Total Number of Cities Visited , Sub Brands of Marriot Group Stayed In , Reward Points Earner etc. These data points promoted the feeling of loyalty to the customers and the attribute of a community. Using this approach , The Marriot Group generated an 86% increase in revenue from 2012 to 2014 .

#### Uber -

Popular on-demand transportation service 'Uber' uses highly targeted Design instead of Personalization. This attracts customers and potentially takes them to where Uber wants them to go. They also include various rewards and benefits which are concisely explained in such a way that users skimming through it are able to grasp the data in a matter of seconds inducing trust within the customer or user.



**Satya Sharma**

College : NMIMS  
Batch : 2021-2024

# Email Marketing

Email marketing is an excellent tool for promoting your products and services. It's a combination of direct and internet marketing. They can help you make your customers aware of your current items or offers by including them in your marketing automation efforts. Various marketing emails can also help you generate leads, raise brand awareness, build connections, and keep customers engaged between transactions as part of your marketing plan. Email marketing took off a decade after the first email was sent. Since then, email marketing has never gone out of style or become unfashionable. While smaller, more resilient alternatives are replacing most technology, email has been chiefly unscathed by the technological revolution. The fact that it continues to grow in popularity is even more astounding. It's still hard to believe that email predates the internet and has been around for nearly 50 years.



# History of Email marketing

In 1978, Gary Thuerk, a Digital Equipment Corp employee, created the first email marketing campaign. He utilised Arpanet to send emails to 400 people to promote his company's computers, resulting in DEC system sales of \$13 million.

Until the 1990s, B2C direct marketing mainly was done by post or the telephone, and both methods were costly. The email was only used by universities or for corporate communications. With email, marketers were now given a cost-effective, quick way to reach consumers. Now when In 1991, the internet went live, Email marketers could get a vast majority of potential customers. It was seen as a blast for all mass marketing solutions.

Hotmail introduced the first free web-based email service on July 4, 1996. As a result, they established a direct communication channel with an estimated 20 million internet users in the United States. Marketers recognised an opportunity and got in with both feet. In 1996, one of the most well-known email marketing efforts was launched. Xoom, a web hosting provider, sent a marketing email to 6 million internet users to promote its anti-spam filtering product "Email Robot."

Email marketing doesn't have to be a real hassle. When it came to developing a list of subscribers who wanted to hear from you, Seth Godin and his agency Yoyodyne believed that email could be used successfully and responsibly. He wrote a book called Permission Marketing about this technique, which got him expelled from the Direct Marketing Association, most likely because it upset the established quo so much. Godin is now a member of the Direct Marketing Hall of Fame.

In 1992, the first smartphone was released, allowing for mobile email access. The BlackBerry 5810 was the first device to be marketed as a mobile phone with email capabilities, and it was released in 2002. Apple announced in 2011 that it had sold over 100 million iPhones. In the same year, it was estimated that 75% of British iPhone users utilised email, making it the phone's most popular online activity. According to reports, over 40% of marketing emails

were opened on a mobile device in 2012. With so much emphasis on customers reading emails on their phones, marketers were obliged to consider how their emails looked on the device. Social media had an impact on email marketing around this time.

In the United States, the Can-Spam Act was passed in 2003, establishing the first commercial email rules and establishing a standard for sending promotional emails. Unsolicited emails had to be reduced, and every message had to include an unsubscribe link.

It's not accessible to market via email. In 2009, John Thies (an email developer) and Michelle "Miki" Klann (a designer) formed a new company to assist marketers in delivering email perfection. The problem for John and Michelle was to explain why different email clients rendered campaigns differently. As a result, they devised a solution rather than defining the problem. Email Previews were offered by Email on Acid so that teams could check out their campaigns and remedy any bugs before sending them out. This is still a significant characteristic. But, over time, the platform has grown to include a variety of other pre-deployment checks, such as Inbox Display, Email Accessibility, and much more!

Thanks to responsive emails, marketers could successfully transmit their messaging from one device to another, first offered in 2009. Smartphones had become a must-have item by 2010. Another difficulty for email marketers has been the rise of smartphones. Around 2010, the concept of designing and developing responsive emails was born.

Many marketers have praised President Barack Obama's digital marketing for motivating voters and donors. The president's 2012 re-election campaign embraced great success through social media and email marketing. The Obama campaign's most-opened subject line said, "Hey." The strategy seemed similar to spam emails to former Daily Show host Jon Stewart. An interesting fact about the CAN-SPAM Act? Political campaigns are not subject to it.

Email marketing has been increasingly popular over time. Jen Capstraw, April Mullen, and Kristin Bond, all senior email marketers, co-founded the Women of Professional Email network in 2016 to support female leadership in the business.

Everything Changed in a Year While email has evolved significantly over the years, the world changed in 2020, and email marketing moved along with it. During the COVID-19 pandemic, email was critical for crisis communication. Changes included shifts to remote work and online learning, increased eCommerce use, and the influence of economic ups and downs.

In 2020, the number of global email users amounted to four billion and is estimated to grow to 4.6 billion users by 2025. So, if you're a marketer and you're not using email for business purposes yet, what exactly are you waiting for?

Companies can now send highly targeted email communications using marketing automation technologies that enable extensive segmentation. Dynamic content, for example, has been used to create a near 1-2-1 encounter between the user and the brand. Quality is overtaking quantity as a strategic approach to email marketing, emphasising relevancy and interaction to establish a positive email reputation.

Several firms modified their strategy to digitally interact and communicate with their customers throughout the global epidemic. As a result, email marketing saw a surge in popularity, and new email trends emerged.

Email marketing is now a significant aspect of the marketing sector. According to research, 73% of marketers feel email is the most effective digital medium for delivering ROI. Email marketing has revolutionised the way businesses communicate with their clients, reducing what used to be a time-consuming process to a simple click of a button.

# Future of Email Marketing

Email segmentation, mailing lists, newsletters, and targeted campaigns using automated email software have revolutionised marketing and paved the way for a promising future in digital advertising. If there's one thing we know for sure, it's that email marketing isn't going away anytime soon. It's your role as a marketer to seize the opportunity and anticipate what the future holds. It isn't easy to envision a world without email. By 2023, it is predicted that more than 4 billion individuals will have at least one email address, making email one of the world's most widely used modes of communication. With such a significant user base, it's only natural that marketing teams want to take advantage of it by sending messages directly to the inboxes of their target demographic.

Brands will stop designing email campaigns because machine learning and automation redefine what a "campaign" is. Marketers have long sought to deliver relevant emails to the right people at the right time by sending the appropriate content to the right person. The good news is that technology will make this possible on a scale that has never been possible before. The bad news is that the new scale is far too big and complicated for



humans to handle. Those who can change to this more abstract level of marketing will separate themselves from the competition, while those who remain stuck in the status quo will struggle to stay relevant in the marketplace.

Subscribers will choose whether or not they want to be tracked. Marketers are putting a lot of money into technology and processes that will enable them to offer hyper-personalised 1-to-1 email messages. They're breaking down barriers between marketing channels, creating a unified customer view, and mining a growing pool of Big Data. This puts the onus on marketers to explain and demonstrate to subscribers why sharing data with brands will improve their experience. Marketers will have to cater to an entirely new group of people: machines. A global pandemic has shaken things up and caused significant alterations in our way of life. We must accept these changes and pull out all the stops to stay afloat next year and tackle the intense competition.

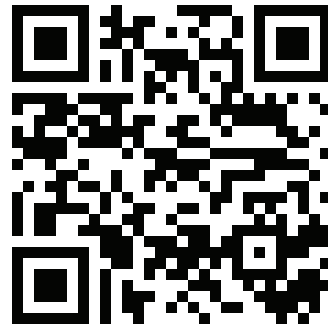
Email marketing has made it easier for marketers to reach potential customers at scale, and it's safe to argue that email has entirely transformed the way we communicate. Future digital developments will only help email marketing grow and become a more optimised, prominent alternative for advertising, thanks to the growth of smartphones and social media.



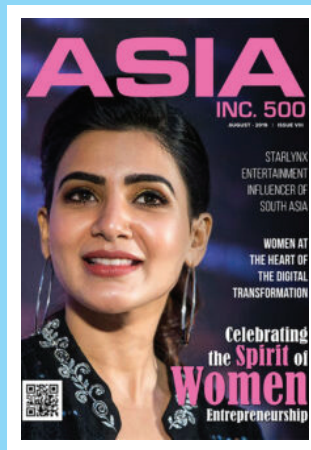
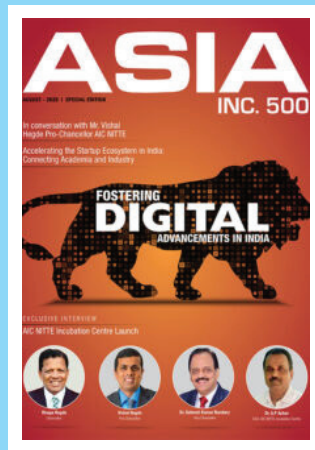
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