

Email, email newsletter

An email is an electronic message that is sent via the internet and enables information, documents and communication to be sent in digital form.

Some email providers with free services, such as Gmail, WEB.de or GMX, allow adverts to be displayed in the inbox.

An email newsletter, on the other hand, is a regularly sent electronic publication that is aimed at a selected target group and contains current information, news or offers. The purpose of an email newsletter in online marketing is to establish direct communication with subscribers and to continuously address them with relevant content in order to achieve long-term customer loyalty, recurrent purchases or the acquisition of new customers. Data protection requirements such as consent, opt-out options and data security must be realised when sending email newsletters.

Booking options

- ✗ Demo booking tool*
- ✓ Service provider
- ✗ Programmatic advertising
- ✗ Self service tool, media buying platform
- ✓ Marketingportals, Marketing automation platforms

Media segment

- ✓ Internet
- ✗ E-commerce
- ✗ Social media
- ✓ Mobile
- ✗ Out of home, digital out of home
- ✗ TV, cinema, moving image
- ✗ Radio, audio
- ✓ One-to-One
- ✗ Household, office
- ✗ Internet of Things

Media type

- ✓ Digital
- ✗ Print
- ✗ Analogue

Target group

- ✓ Business-to-Business
- ✓ Business-to-Consumer
- ✓ Business-to-Employee

Marketing objective

- ✓ Brand awareness, increased audience reach
- ✓ Lead generation, new customer acquisition
- ✓ Customer care
- ✓ Sales increase
- ✓ Employee recruitment

Customer Journey

- ✓ Awareness
- ✓ Consideration
- ✓ Purchase
- ✓ Retention
- ✓ Advocacy

Ad media

- ✓ Advertisement, Banner
- × Advertorial
- × Annual report
- × Appointment calender
- × Audio, radio spot, audio file
- × Augmented Reality
- × Beach flag, flag, roll-up
- × Book, E-book
- × Brochure, flyer, inserts
- × Catalogues, price lists
- × Chat, chatbot
- × Company entries
- × Configurator
- × Contact form
- ✓ Content SEO-optimised
- × Credit card
- × Customer card
- × Display, monitor, citylight, megalight
- × Display stand, light box
- ✓ E-mail, signature banner
- × E-paper
- × Event
- × Exhibition stand, event modules
- × FAQ
- ✓ Games, competitions
- × Google Business Profile
- × Influencer
- × Landing-page, microsite
- × Location Based Service
- × Mobile payment systems
- ✓ Newsletter
- × Newspaper, magazine, periodical
- × NFC
- × Offer, quotation
- × Office equipment
- × Office files
- × Operating instruction, user manual
- × Passers-by addressing
- × Petrol pump nozzle
- × Postcard
- × Poster, billboard, pillar
- × Product live demo
- × Product packaging, product labeling
- ✓ Product sample
- × Programmatic print
- × Promotional items
- × Push, text messages
- × Quality seal
- ✓ QR code, link
- ✓ Rental addresses, target group areas
- × Roof objekt
- × Sales talks
- × Self service terminal
- × Shopping cart
- × Sign, labelling
- × Social media advert
- × Social media company page
- × Social media posting
- × Social media profile page
- × Sponsoring
- × Spontaneous event
- × Structured company data records
- ✓ Survey
- × Telephone and video call service
- × Unboxing
- ✓ V-card
- × Video spot, moving image
- × Virtual Reality
- × Virtual, voice assistant
- ✓ Vouchers, coupons, discount cards
- ✓ Web layer
- × White paper
- × WLAN for visitors

Connected media channels

- App (Brand, topic)
- Call centre
- Community
- Consulting, support, training
- Customer loyalty programme
- Delivery
- Event
- Extranet
- Field sales force
- Guerilla marketing action
- Messenger
- Newspapers, periodicals, magazines (publishing objects)
- Online shop (Brand)

Point of sale (POS), Showroom

Print mailing

Public Relation

Reviews, recommendations

SMS

Social media platforms

Website (Brand, topic)