



MARKETING

# E-MAIL MARKETING

ANDRÉ NOVAIS DE PAULA

# André Novais de Paula

- Director de Estratégia Criativa na **Directimedia**
- Co-Coordenador da **Pós-Graduação em Marketing Digital** na **Autónoma Academy**
- Docente **Universidade Católica Portuguesa, Faculdade de Economia da Universidade de Coimbra, IPAM, IADE e Universidade Europeia**
- Formador **Phormula School, Atelier Digital Google, Lisbon Digital School, Fábrica de Startups e Academia APAN**
- Orador em diversos eventos





# André Novais de Paula

**Telephone:** +351 966 056 292

**Email:** andre@andrenovaisdepaula.com

**Site:** andrenovaisdpaula.com

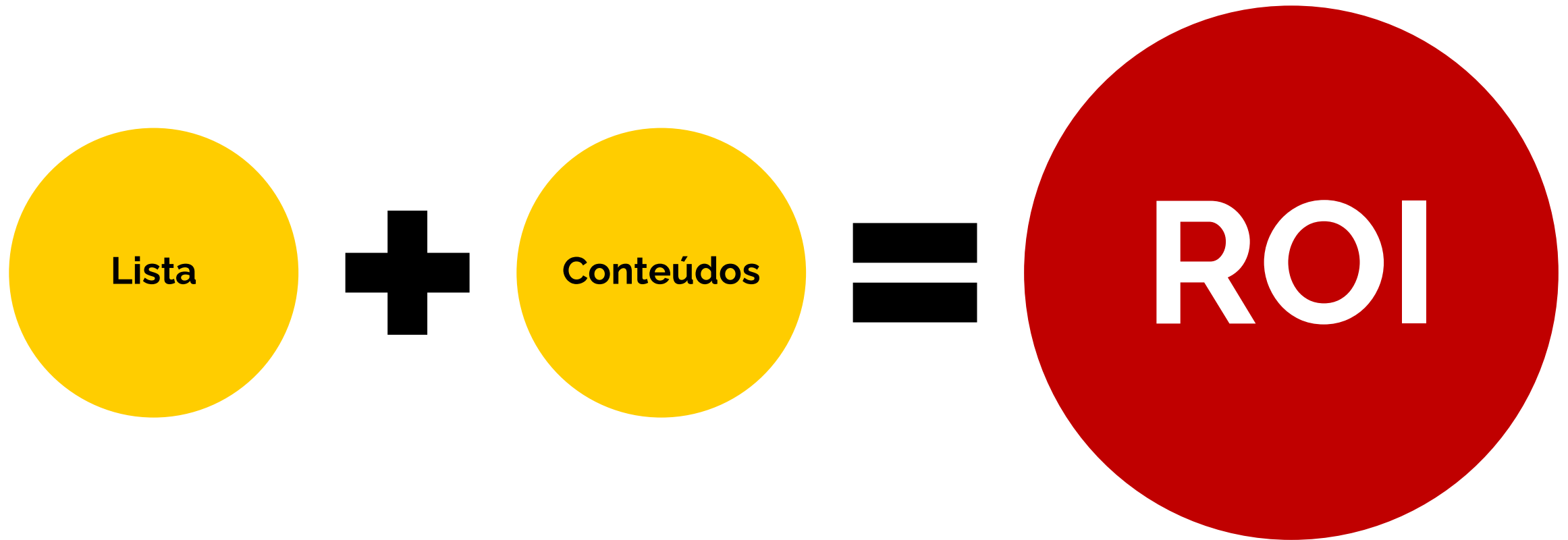


# Email Marketing

# **Benefícios**

- Acesso fácil
- Branding
- Credibilidade
- Gerar tráfego
- Segmentação e personalização
- Fidelização
- ROI

# ROI



# Email Marketing

**facebook**

Email or Phone

Password

☐ Keep me logged in

[Forgot your password?](#)

**Sign Up**  
It's free and always will be.

First name

Last name

Email

Re-enter email

New password

**Birthday**  
Month  Day  Year  Why do I need to provide my birthday?

☐ Female ☐ Male

By clicking Sign Up, you agree to our [Terms](#) and that you have read our [Data Use Policy](#), including our [Cookie Use](#).

[Create a Page](#) for a celebrity, band or business.

**Connect with friends and the world around you on Facebook.**

 **See photos and updates** from friends in News Feed.

 **Share what's new** in your life on your Timeline.

 **Find more** of what you're looking for with Graph Search.

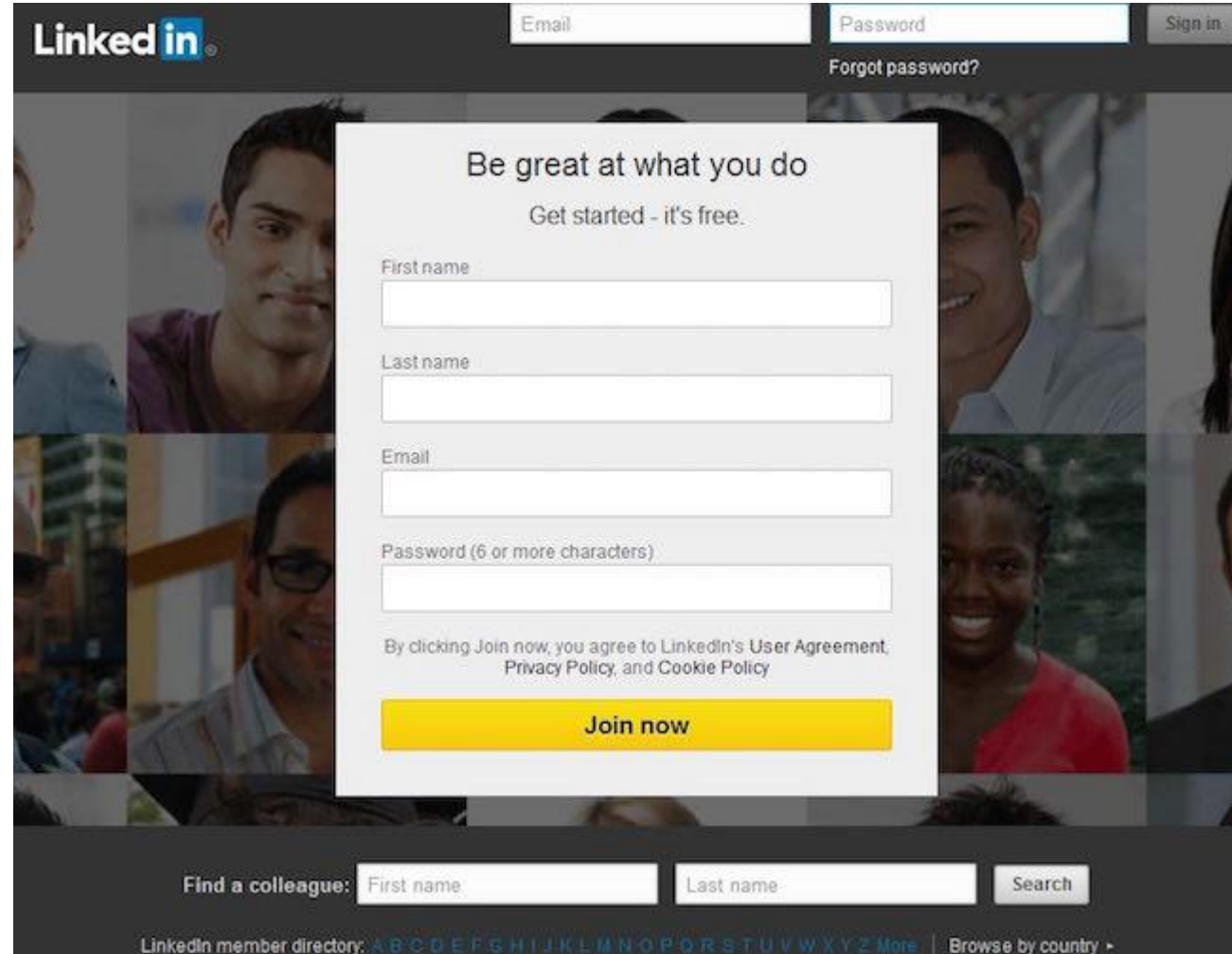
**New to Twitter? Sign up**

Full name

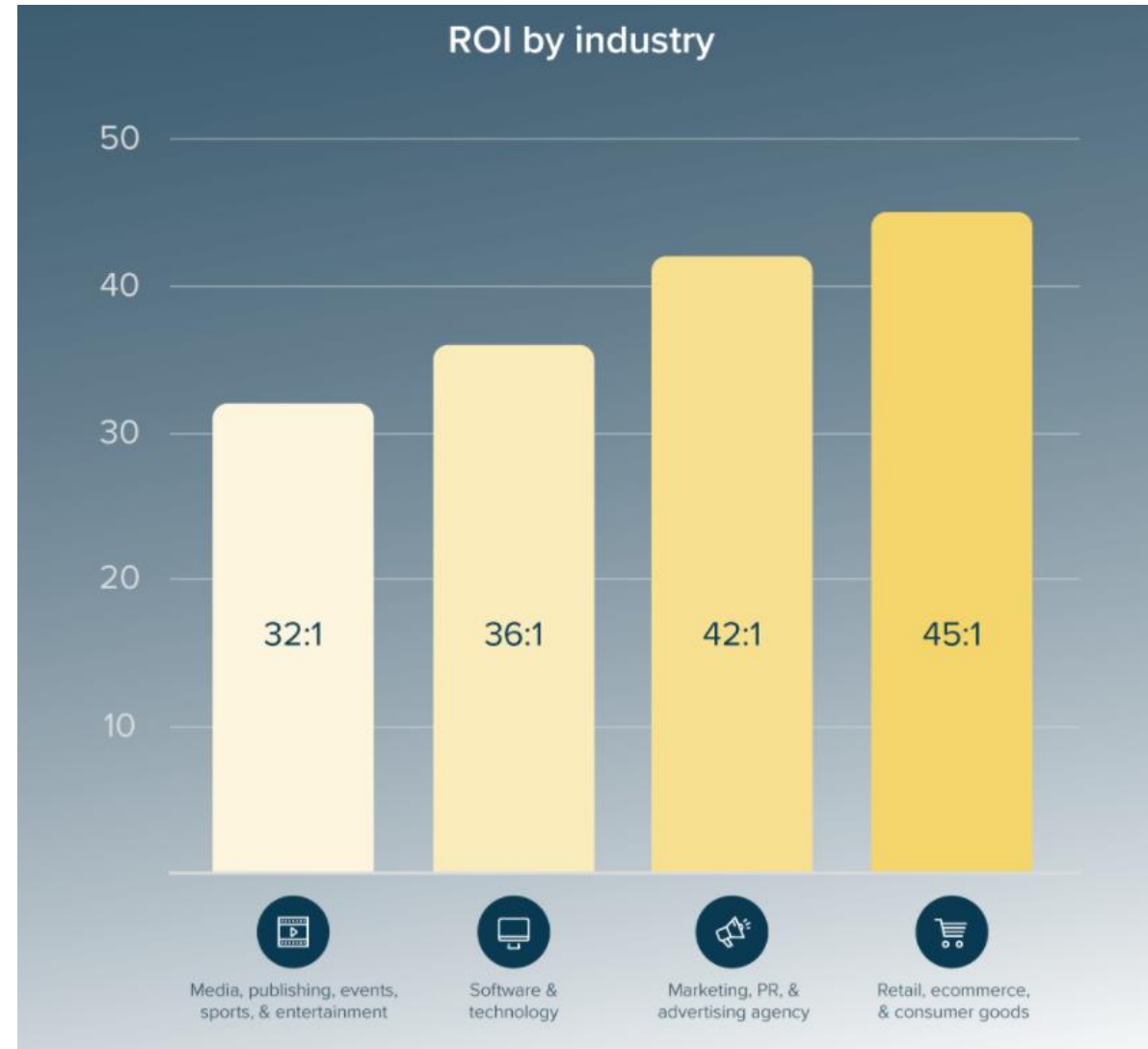
Email

Password

# Email Marketing

The image shows a LinkedIn sign-up form overlay on a blurred background of people. The form is centered and has a white background. At the top, it says "Be great at what you do" and "Get started - it's free." Below this are four input fields: "First name", "Last name", "Email", and "Password (6 or more characters)". A yellow "Join now" button is at the bottom of the form. Above the button, it says "By clicking Join now, you agree to LinkedIn's User Agreement, Privacy Policy, and Cookie Policy". The background of the page shows the LinkedIn logo, "Email" and "Password" input fields, a "Sign in" button, and a "Forgot password?" link. At the bottom, there is a "Find a colleague:" section with "First name" and "Last name" input fields and a "Search" button. Below that is a "LinkedIn member directory:" section with a list of letters "A B C D E F G H I J K L M N O P Q R S T U V W X Y Z" and a "More" link, followed by a "Browse by country" link.

# Estadísticas



# Estatísticas

- Existem 4,0 mil milhões de utilizadores diários de email (Statista, 2021)
- Em 2025 a previsão é que cheguem a 4,6 mil milhões (Statista, 2021)
- 35% dos marketers enviam 3-5 emails por semana (Not Another State of Marketing, 2020)
- 59% de B2B marketers consideram o email como o seu canal de topo para gerar de resultados (Emma)

# Estatísticas

- 78% dos marketers verificaram um aumento no engagement nos últimos 12 meses (Not Another State of Marketing, 2020)
- 31% de B2B marketers dizem que email é o melhor meio para nutrir Leads (Content Marketing Institute, 2020)
- 81% de B2B marketers confirmam que a sua forma mais utilizada de content marketing são newsletters (Content Marketing Institute, 2020)

# Estratégia

# **Estratégia**

"If You Don't  
Know Where  
You Are Going,  
Any Road Will  
Get You There"

Lewis Carroll

# **Estratégia**

- Análise
- Plano
- Execução
- Avaliação

# **Públicos**

- Profissionais de Saúde
- Público Geral

**Problema**

Plano



**Objetivo**

# Problema

- Identificar o problema que desejamos resolver

# **Objectivo**

- Definir sempre um Objectivo para todos os esforços de Email Marketing

# **Problema e Objectivo**

- Definir
- Criticar
- Definição final

# **Objetivos Email Marketing**

- Branding
- Credibilidade, Autoridade e Notoriedade
- Informar, Educar, Atrair, Envolver
- Angariar Tráfego
- Nutrir Leads
- Aumentar Conversões
- Mais Prescrições
- Aumentar o Valor da Compra Média
- Apoio ao Cliente
- Satisfação do Cliente
- Retenção de Clientes e Fidelização

# **Objectivos e KPIs**

Os Objectivos vão  
definir os KPIs

# Objetivos SMART

S



Specific

M



Measurable

A



Attainable

R



Relevant

T



Time Based

# **Exemplo Objectivo SMART**

Aumentar as vendas  
através de Email  
Marketing em 10% até  
ao final do ano

# **Boas Práticas**

## **Objectivo**

### **SMART**

Enunciado curto, claro e SMART

- Acção 1
- Acção 2
- Acção 3

# **Exemplo Objectivo SMART**

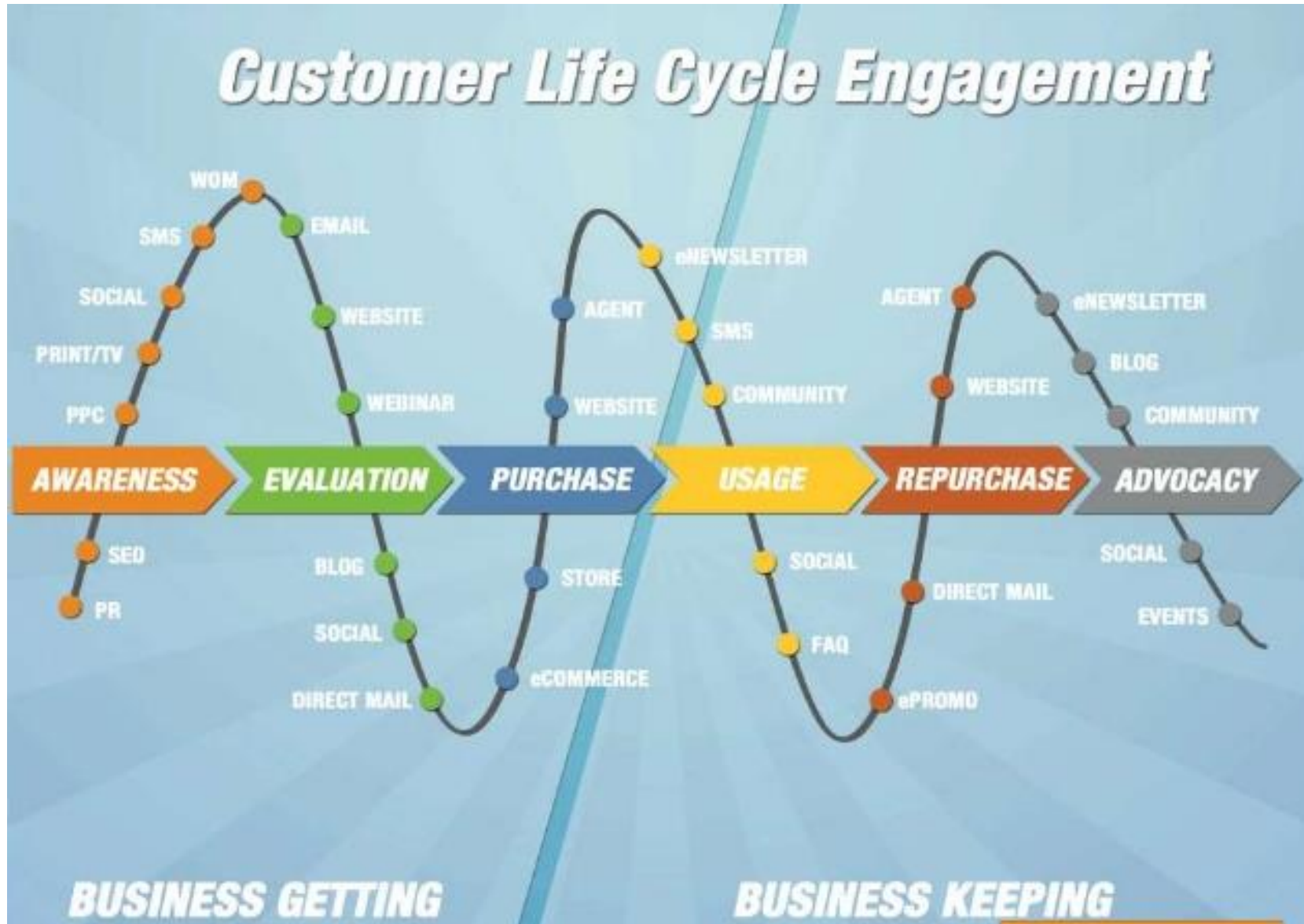
Aumentar as vendas  
através de Email  
Marketing em 10% até  
ao final do ano

- Lançamento de novo produto
- Campanha de descontos
- Emails Promocionais

# **Estratégia em Email Marketing**

- Objectivos
- Base de Dados
- Angariar Registos
- RGPD e Consentimento
- Plataforma de Email Marketing
- Tipos de Emails
- Segmentação e Personalização
- Plano de Conteúdos
- Análise de Resultados
- Testes A/B
- Optimização

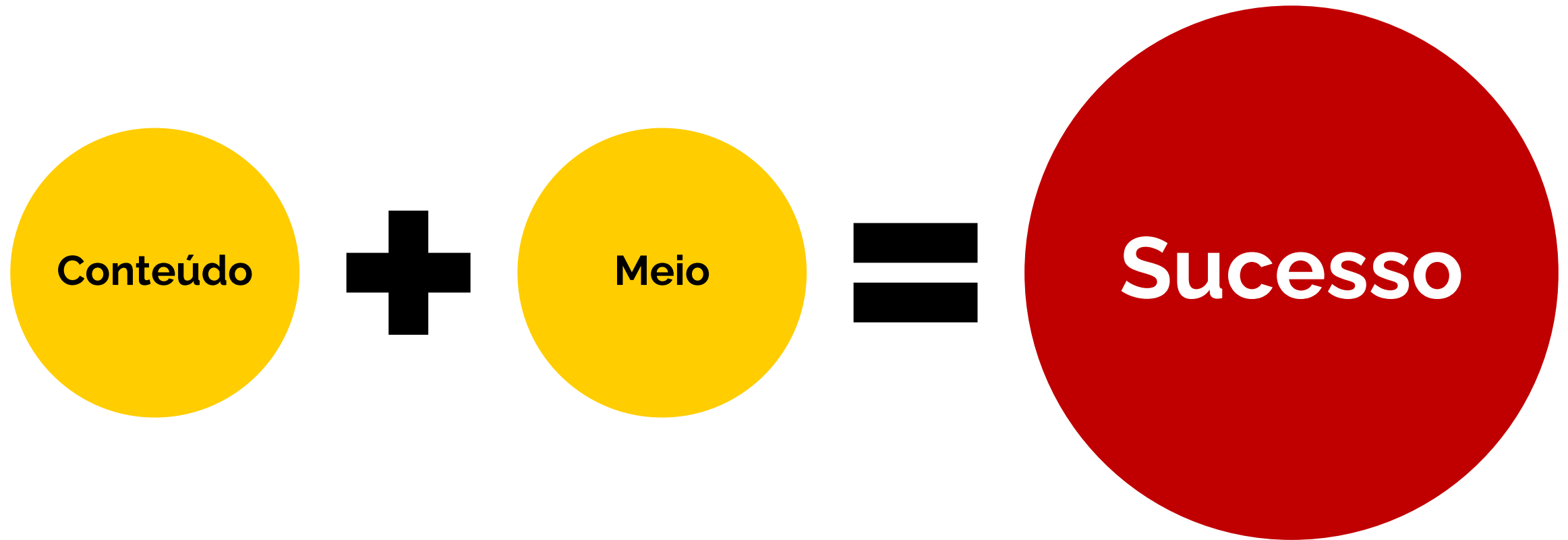
# Customer Journey



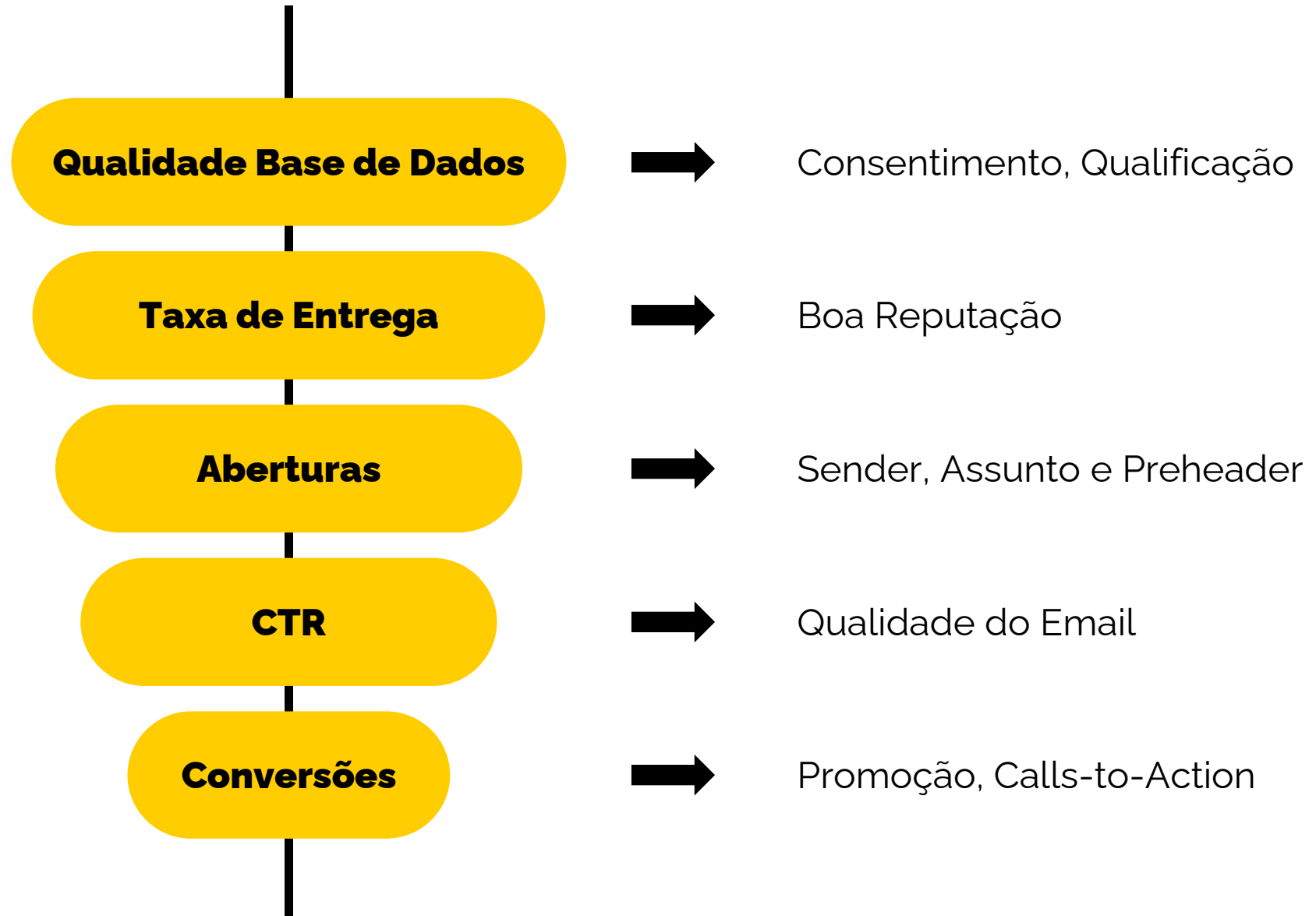
# **Determinar os Meios Preferenciais**

- Médicos
- Delegados de Informação Médica
- Marketing
- Departamento Médico

# Meio



# Sucesso em Email Marketing



# **Email Marketing e Redes Sociais**

# Email Marketing vs Redes Sociais

## Email Marketing

- Tráfego para o Site
- Partilha de Conteúdos
- Lead Nurturing
- Conquistar Vendas
- Fidelização

## Redes Sociais

- Tráfego para o Site
- Partilha do conteúdo
- Awareness
- Angariação de Leads
- Anúncios

# Email Marketing vs Redes Sociais

- As plataformas de anúncios permitem utilizar as Bases de Dados para atingir directamente Clientes
  - Facebook Custom Audiences
  - Google Ads Customer Match
  - LinkedIn Matched Audiences
  - Twitter Tailored Audiences

# Meta Business Suite

The screenshot displays the 'Audience' management interface in Meta Business Suite. A yellow arrow points to the 'Create Audience' dropdown menu, which is open, showing options for creating different types of audiences. The interface includes a sidebar with navigation icons, a top header with the user's name 'André Novais de Paula', and a main table area with columns for Name, Type, Estimated Audience Size, Availability, Date Created, and Sharing. The 'Create Audience' dropdown menu is currently open, showing options for Custom Audience, Lookalike Audience, Special Ad Audience, and Saved audience. Below these options are filters for Status, Type, Availability, and Source.

**Audience**

André Novais de Paula

Create Audience ▾

Search by name or audience ID

☒ All Audiences

☐ Expiring Audiences ⓘ

**Filter**

Status ▾

Type ▾

Availability ▾

Source ▾

**Audience**

Create Audience ▾

Custom Audience Audience ID

Lookalike Audience

Special Ad Audience ⓘ

Saved audience

Status ▾

Type ▾

Availability ▾

Source ▾

Columns ▾

# **Custom Audiences**

Criar audiências de  
pessoas que já estão  
ligadas a nós

# Custom Audiences

## Choose a Custom Audience Source



Connect with people who have already shown an interest in your business or product.

### Your Sources

- ☐  Website
- ☐  App activity
- ☐  Catalog
- ☐  Customer list
- ☐  Offline activity

### Meta Sources

- ☐  Video
- ☐  Lead form
- ☐  Instant Experience
- ☐  Shopping
- ☐  Instagram account
- ☐  Events
- ☐  Facebook Page
- ☐  On-Facebook Listings



Cancel

Next

# Customer List

Create Audience From a List

Prepare List

Select List Type

Add Customer List

Map Identifiers

Upload

Confirmation

Prepare Your Customer List

★ Easily Update Customer Lists

Now, after you create a Customer List Custom Audience, you can update it in Audience Manager by replacing your customers with a new list. This will also update any ad sets and Lookalikes that use it, and won't reset your campaign learning phase.

[Update Existing Customer List Custom Audience](#)

How to Prepare Your Customer List

Your customer list is a CSV or TXT file that contains information used to build your audience. Identifiers in your customer list are used to match with Facebook users. The more identifiers you provide, the better the match rate. Before the list is sent to Facebook for your audience to be created, we use a cryptographic security method known as hashing, which turns the identifiers into randomized code and cannot be reversed. [Learn More](#)

Import from Mailchimp

Download File Template

See Formatting Guidelines

Include at least one main identifier ⓘ

Email

Phone Number

Mobile Advertiser ID

Facebook App User ID

Facebook Page User ID

First Name

Last Name

Include more identifiers ⓘ

City

State/Province

Country

ZIP/Postal Code

Date of Birth

Year of Birth

Gender

Age

Add value information to create a value-based lookalike ⓘ

Customer Value

Back

Next

# **Custom Audiences**

- Base de Dados de Clientes, Prospects, Leads
- Aplicar qualquer critério de Segmentação
- Realizar anúncios

# **Lookalike Audiences**

Audiência de  
pessoas que são  
semelhantes aos  
nossos públicos

# Lookalike Audience

Create a Lookalike Audience

×

Select your lookalike source

Select an existing audience or data source

Create new source ▼

Select audience size

Number of lookalike audiences ⓘ

1 ▼

0%

1%

2%

3%

4%

5%

6%

7%

8%

9%

10%

💡

Audience size ranges from 1% to 10% of the combined population of your selected ad set locations. A 1% lookalike consists of the [people](#) most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

💡

Lookalikes now use ad set locations  
You'll include locations when you create your ad sets instead.

?

Cancel

Create Audience

# Lookalike Audience

Create a Lookalike Audience

×

Select your lookalike source

Select an existing audience or data source

Create new source ▼

Select audience size

Number of lookalike audiences ⓘ

4 ▼

0%

1%

2%

3%

4%

5%

6%

7%

8%

9%

10%

💡

Audience size ranges from 1% to 10% of the combined population of your selected ad set locations. A 1% lookalike consists of the **people** most similar to your lookalike source. Increasing the percentage creates a bigger, broader audience.

💡

Lookalikes now use ad set locations  
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?

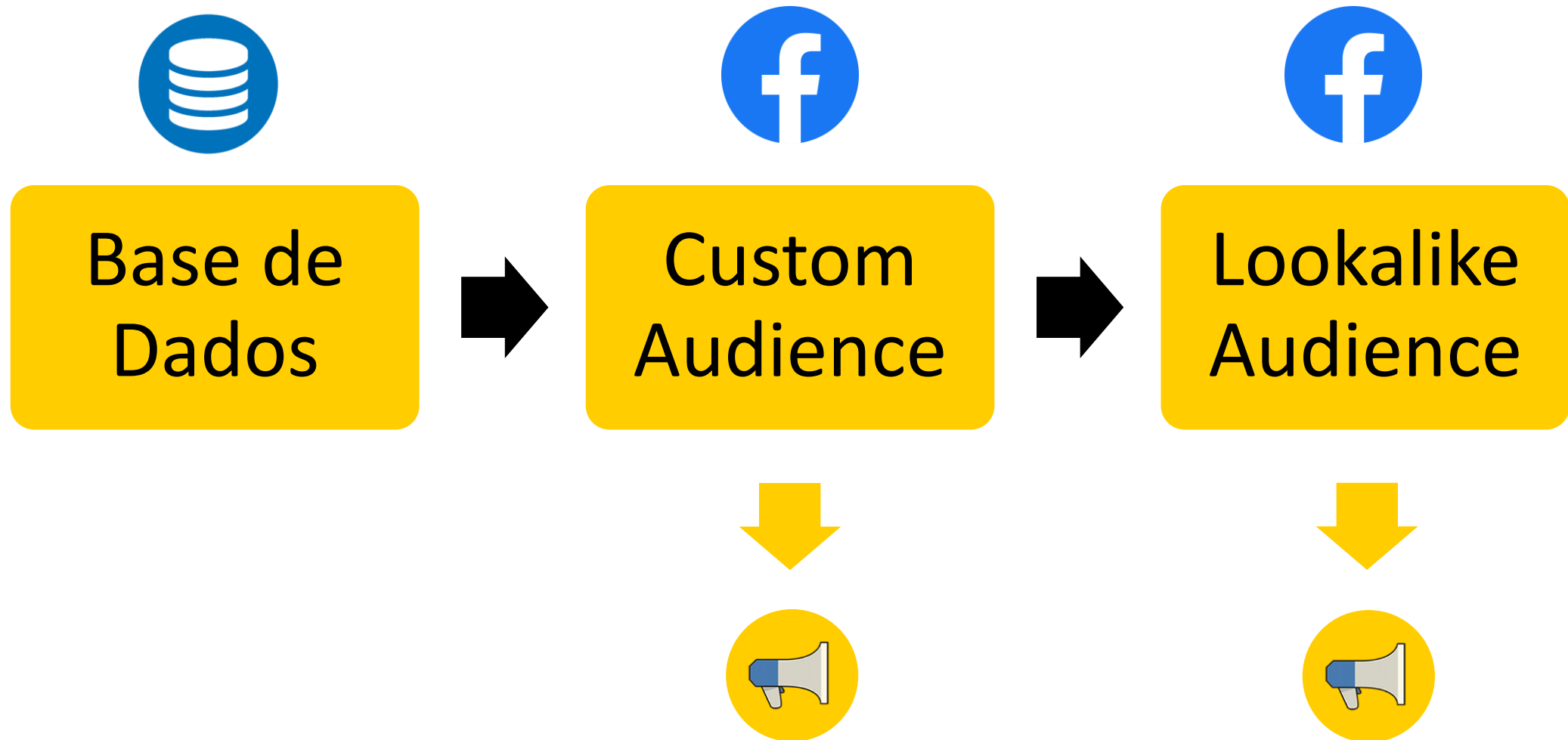
Cancel

Create Audience

# **Lookalike Audiences**

- Criar a partir de Custom Audiences de Customer List
- Criar entre 3 e 4 Audiências de Lookalike
- Testar Audiências
- Realizar anúncios

# Custom Audience e Lookalike Audience



# **Customer Journey**

# Processo de Decisão



# **Customer Journey**

O Customer Journey é um mapa que descreve a viagem do Cliente através dos diferentes pontos de contacto com a empresa

# **Customer Journey**

- Determinar os pontos de contacto com o potencial Cliente
- Perceber qual o melhor meio e mensagem para impactar esse potencial Cliente

# Customer Journey



## CUSTOMER JOURNEY LAYERS

BrightVessel.com



# **Customer Journey**

- Recolher informações dos Clientes
- Identificar as etapas da Customer Journey
- Determinar os pontos de contacto com o potencial Cliente
- Perceber qual o melhor meio e mensagem para impactar esse potencial Cliente

# Customer Journey

- Brand Awareness
- Lead Acquisition
- Research
- Consideration
- Purchase
- Onboarding
- Upsell e Cross-Sell
- Loyalty
- Advocacy
- Re-Engagement

# Customer Journey



# Customer Journey

## Brand Awareness

- Newsletter
- Conteúdos em outras Newsletters
- Anúncios em Newsletter

## Lead Aquisition

- Landing Page
- Formulários
- Qualificação
- Welcome
- Sequência de Emails

## Research

- Campanhas de Email
- Ultrapassar medos e objecções
- Ganho Esperado
- Alinhado com as procuras realizadas

## Consideration

- Comparações
- Desconto ou Promoção
- Free Trial
- Carrinho Abandonado
- Customer Service
- Responder a Dúvidas

# Customer Journey

## Purchase

- Agradecimento
- Emails Transaccionais
- Shipping Info
- Next Steps

## Onboarding

- Séries de Emails
- Emails Educacionais
- Dicas de Produtividade

## Upsell e Cross-Sell

- Automation
- Campanhas para Clientes
- Baseado nas Compras

# Customer Journey

## Loyalty

- Newsletter
- Programa de Fidelização
- Necessidades do Cliente
- Marcos e Celebrações
- Aniversário

## Advocacy

- Newsletter
- Referral
- Afiliação
- Forward to a Friend

## Re-Engagement

- Clientes Infiéis