



MARKETING

E-MAIL MARKETING

ANDRÉ NOVAIS DE PAULA

Opt-in

- Single Opt-in
- Double Opt-in

Single Opt-in

- Preenchimento do formulário
- Consentimento
- Botão Subscrever
- Entra na Base de Dados

Double Opt-in

- Após o Opt-in é enviado um email de confirmação com um link
- Somente após o click nesse link a subscrição fica completa

Single Opt-in vs Double Opt-in

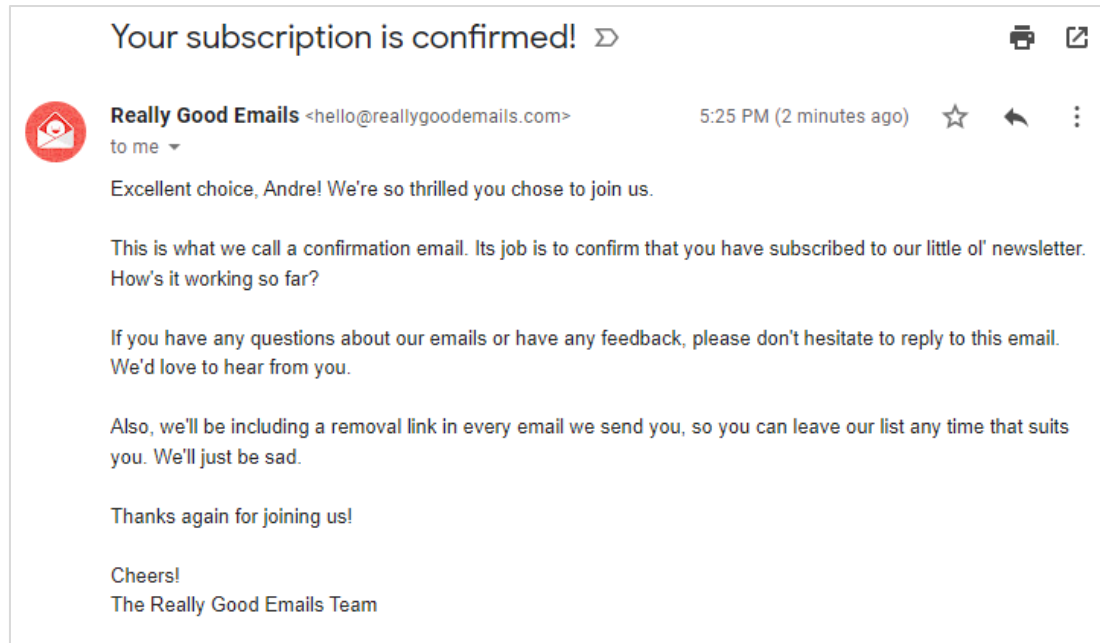
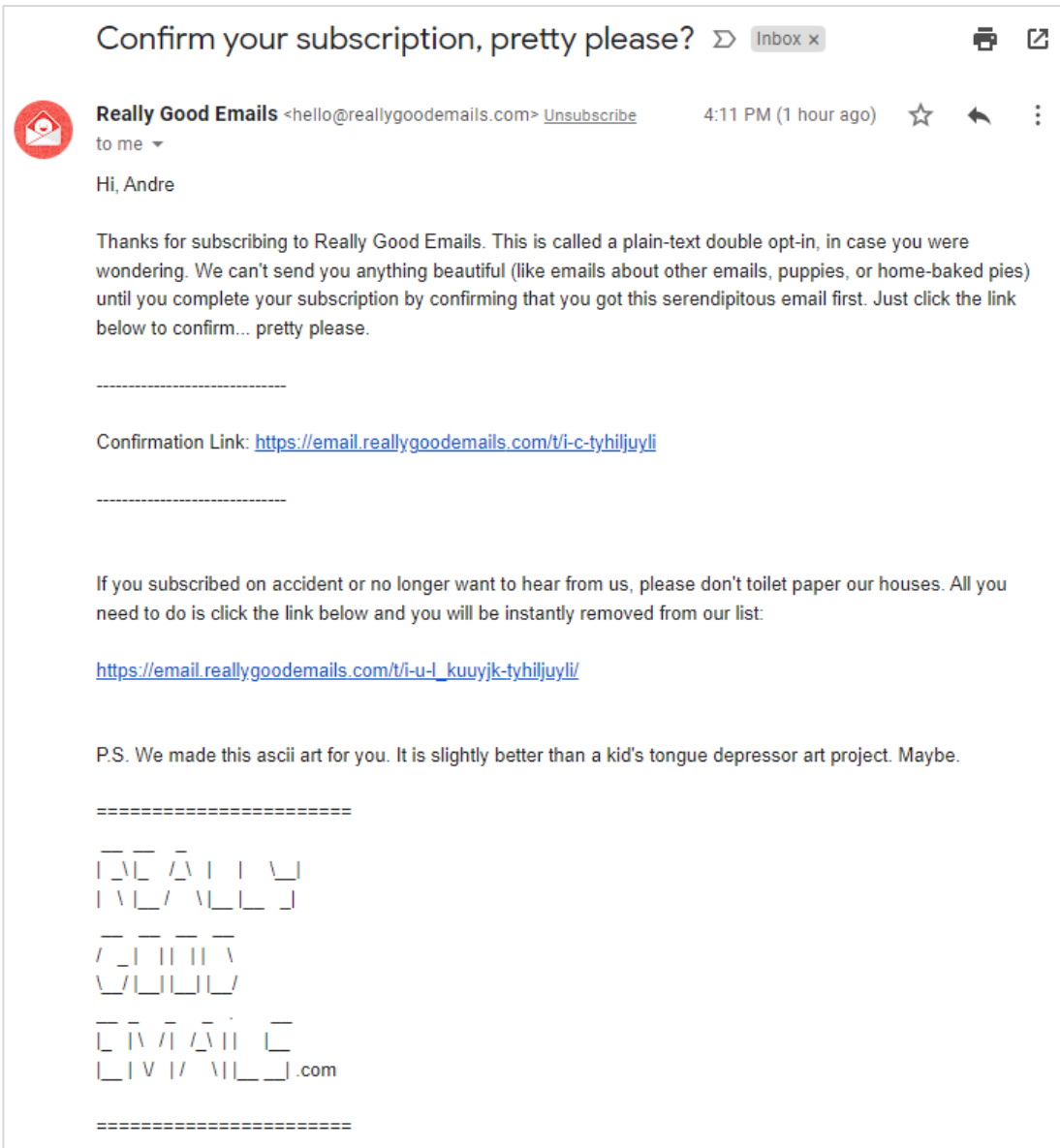
Single Opt-in

- Maior angariação de registos
- Registos podem não ser reais
- Menor qualificação
- Obrigatório por Lei

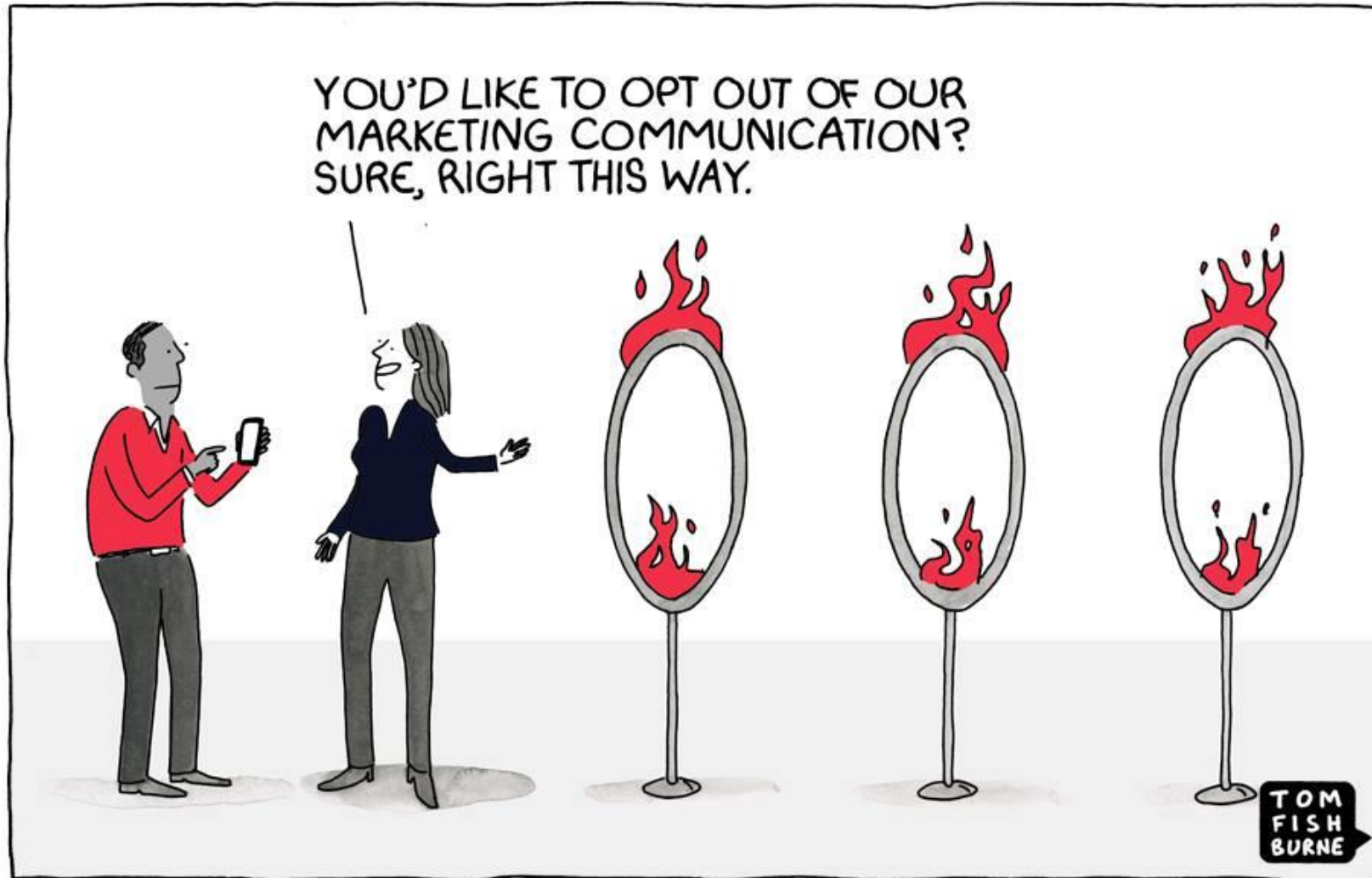
Double Opt-in

- Menor angariação de registos
- Garantia que são registos reais
- Maior qualificação
- Não é obrigatório por Lei

Double Opt-in



Opt-out



Opt-out

- Facilitar o Opt-out a todos os momentos
- Manter o processo simples
- Garantir que o contacto é assinalado na Base de Dados com Opt-out
- Somente utilizar os emails válidos

Opt-out

CHOOSING THE RIGHT EMOTIONAL TONE FOR YOUR UNSUBSCRIBE MESSAGE

VERY NEGATIVE

☐ YOU WANT TO
UNSUBSCRIBE?!?!
HOW COULD YOU
DO THIS TO US?!
WE NEED YOU!!!

.....

XXX
VERY BAD

NEGATIVE

☐ WE'RE SO
SAD TO SEE
YOU GO :(

.....

X
NOT GREAT

NEUTRAL

☐ YOU HAVE BEEN
UNSUBSCRIBED.

.....

✓
PERFECT

POSITIVE

☐ SUCCESS!
YOU HAVE BEEN
UNSUBSCRIBED!!

.....

✓
A LITTLE WEIRD

VERY POSITIVE

☐ YOU HAVE BEEN
UNSUBSCRIBED.
THIS IS THE BEST
GIFT YOU COULD
HAVE GIVEN US.
THANK YOU.

.....

XXX
VERY BAD

Opt-out

CHOOSING THE RIGHT EMOTIONAL TONE FOR YOUR UNSUBSCRIBE MESSAGE

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YOU WANT TO
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HOW COULD YOU
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WE NEED YOU!!!

XXX
VERY BAD

NEGATIVE

WE'RE SO
SAD TO SEE
YOU GO :(

X
NOT GREAT

NEUTRAL

YOU HAVE BEEN
UNSUBSCRIBED.

✓
PERFECT

POSITIVE

YOU HAVE BEEN
UNSUBSCRIBED.
THANK YOU
FOR THE
GOOD TIMES.

✓
PERFECT

VERY POSITIVE

YOU HAVE BEEN
UNSUBSCRIBED.
THIS IS THE BEST
GIFT YOU COULD
HAVE GIVEN US.
THANK YOU.

XXX
VERY BAD

Opt-out

Thank you

You have been successfully removed from this subscriber list and won't receive any further emails from us.

Did you unsubscribe by accident? [Re-subscribe](#)

Opt-out

Unsubscribe Successful

Goodbyes aren't easy, but we understand. Your unsubscribe request has been received, but did you know MINDBODY sends both promotional and marketing emails? You can easily update your preferences below. Please note, it will take a few days for your unsubscribe request to process.

Didn't mean to unsubscribe? Sign back up!

- ☐ I'd like to get exclusive offers, deals, promotions, recommendations and more
- ☐ It's okay to send me newsletters, events and exciting updates
- ☒ I no longer wish to receive any email messages

SAVE

Opt-out

Unsubscribe Successful



Goodbyes aren't easy, but we understand. Your unsubscribe request has been received, but did you know MINDBODY sends both promotional and marketing emails? You can easily update your preferences below. Please note, it will take a few days for your unsubscribe request to process.



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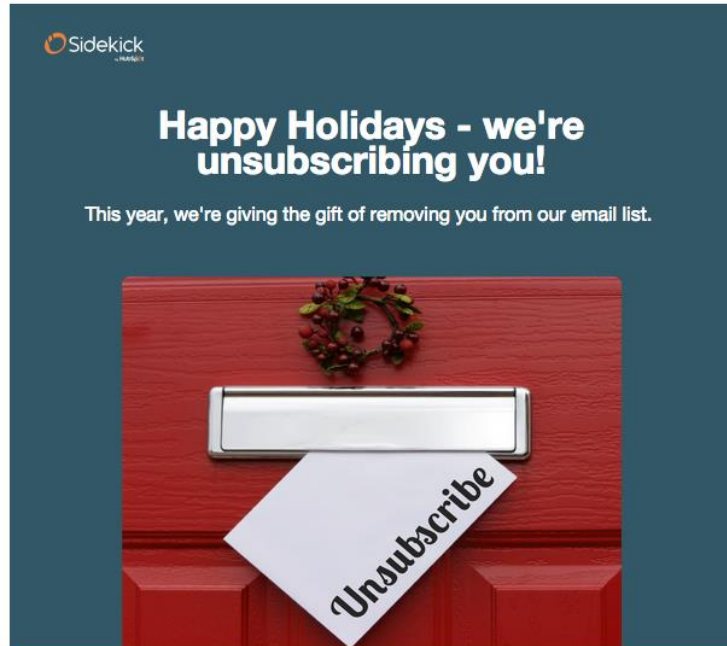


SAVE

Limpar Base de Dados

- Definir Critérios para retirar registos da Base de Dados
 - Engagement + Tempo
- Definir Procedimento
 - Retirar contactos sem engagement
 - Notificar que não vão mais ser contactados

Limpar Base de Dados



Here's the deal.

At some point in life, you became a subscriber for [Sidekick Content](#). This prompted us to email you two new content pieces a week.

We then looked at that email list. We checked it twice. And we found something not so nice - **you didn't clickthrough to read any of them.**

We get you're busy. We get your email is piling up. And we don't want to be that, irking, unread message in your inbox. So, unless you click the blue button below, **we'll unsubscribe you from all future content emails.**

WAIT, KEEP ME SUBSCRIBED!

Cheers,
Sidekick Content Team

Here's the deal.

At some point in life, you became a subscriber for [Sidekick Content](#). This prompted us to email you two new content pieces a week.

We then looked at that email list. We checked it twice. And we found something not so nice - **you didn't clickthrough to read any of them.**

We get you're busy. We get your email is piling up. And we don't want to be that, irking, unread message in your inbox. So, unless you click the blue button below, **we'll unsubscribe you from all future content emails.**

WAIT, KEEP ME SUBSCRIBED!

Cheers,
Sidekick Content Team

Angariação de Registos

Angariação de Registos

Deve existir uma estratégia bem definida para a Angariação de Registos. Este deve ser um processo contínuo em todas as suas frentes

Angariação de Registos

- Identificar todos ou touchpoints
- O momento é adequado?
- O momento tem potencial para a angariação de registos?
- Criar mecânicas de angariação para cada momento
- Medir, Testar e Optimizar

Dados a Pedir

- Email
- Nome
- Outros dados de qualificação

Dados não pedidos a registar

- Origem e forma de angariação do Registo
- Data e hora

Delegados de Informação Médica

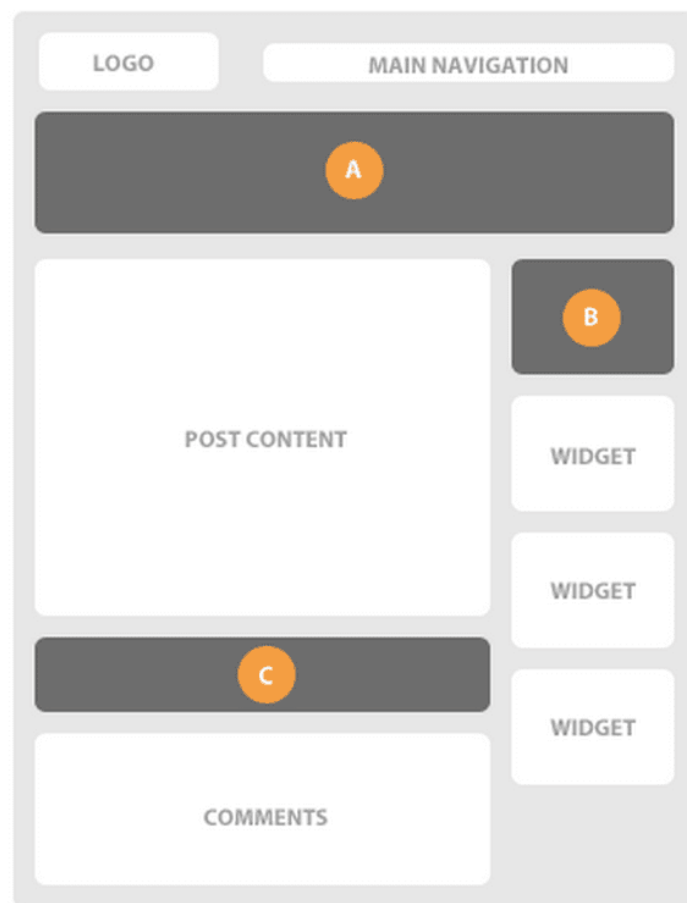
- Contacto directo com os Médicos
- Determinar qual a melhor mecânica
- Consentimento

Angariação de Registos

- Subscrição no Site
- Landing Pages
- Redes Sociais
- Passatempos e Concursos
- Cartão de Fidelidade
- Registo nas lojas
- Acções Físicas/Online
- Listas Externas

Site

- A colocação dos formulários de subscrição no Site é muito importante para a obtenção de bons resultados
- Fazer com o formulário se destaque de acordo com os objectivos do Site



Formulários

Quanto mais dados são pedidos no formulário, menos pessoas completam o registro. Por outro lado, quanto mais dados, mais qualificada é a lista

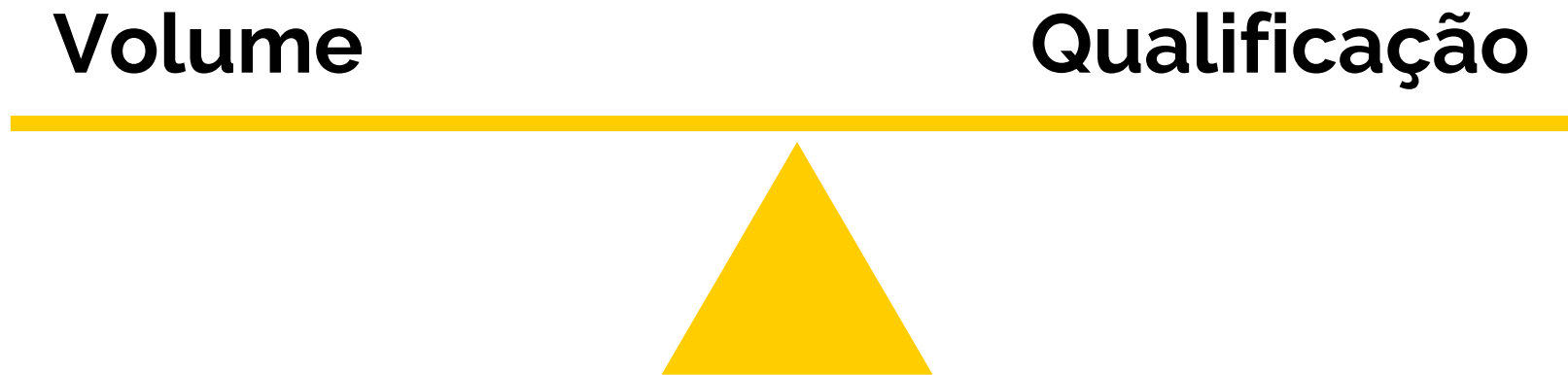
Formulários

O número de dados pedidos deve ser directamente proporcional ao valor percepcionado oferecido

Campos Formulário

- Oferta
- Qualificação pretendida

Volume vs Qualificação



Qualidade

Devemos medir o
sucesso até à
conversão do Lead em
Cliente

Boas Práticas Formulários

- Manter Above the Fold
- Usar CTA
- Mencionar a Value Proposition
- Usar uma caixa branca para os campos de registo
- Agrupar informação semelhante
- Manter numa coluna
- Mostrar um exemplo de um Email
- Confirmar o formato do Email
- Botão de registo destacado, grande e próximo do formulário
- CTA no botão
- Opção para o consentimento
- Página ou Pop-up de confirmação

Formulários

(no) Encapsulation

A wireframe of a web form layout without encapsulation. It features a header image at the top. Below it, the content is organized into two columns. The left column contains a block of text, a bulleted list, and another block of text. The right column contains a header, a short text line, three input fields, and a dark 'CTA' button. At the bottom of the form is a light gray box containing a quote icon, several lines of text, and a closing quote icon.

Encapsulation

A wireframe of a web form layout with encapsulation. It features a header image at the top. Below it, the content is organized into two columns. The left column contains a block of text, a bulleted list, and another block of text. The right column contains a header, a short text line, three input fields, and a dark 'CTA' button. At the bottom of the form is a light gray box containing a quote icon, several lines of text, and a closing quote icon. The entire form is enclosed in a light gray border.

Formulários

(no) Colour Contrast



Colour Contrast



Formulários



Formulários

Do

A light blue rectangular area representing a form. It contains four input fields, each preceded by a short blue label bar. The input fields are stacked vertically. A blue button with a white horizontal line is positioned at the bottom right of the form area.

Don't

A light blue rectangular area representing a form. It contains two columns of input fields. Each column has two input fields, each preceded by a short blue label bar. A blue button with a white horizontal line is positioned at the bottom right of the form area.

Formulários

Do

A vertical form layout with a single column of input fields. The form consists of a series of labels followed by input fields, all aligned to the left. At the bottom, there is a single submit button.

Don't

A horizontal form layout with multiple columns of input fields. The form is divided into two main sections, each with a header. Each section contains two columns of input fields. At the bottom, there are three submit buttons arranged horizontally.

Formulários

Do

A diagram illustrating a 'Do' (correct) form layout. It features a horizontal progress indicator at the top with three circles, the first of which is filled. Below this, there are five input fields arranged vertically. Each input field is preceded by a short horizontal line representing a label. At the bottom right of the form is a blue submit button with a white arrow.

Don't

A diagram illustrating a 'Don't' (incorrect) form layout. It shows a vertical stack of five input fields. To the left of each input field is a short horizontal line representing a label. At the bottom right of the form is a blue submit button with a white arrow.

Formulários

Do

A light blue rectangular box representing a form. It contains four groups of input fields, each preceded by a short blue label bar. The groups are: 1) a single-line input, 2) a single-line input, 3) a two-line input, and 4) a single-line input. At the bottom right of the box is a blue rectangular button with a white horizontal line.

Don't

A light blue rectangular box representing a form. It contains four groups of input fields, each preceded by a short blue label bar. The groups are: 1) a single-line input, 2) a single-line input, 3) a two-line input, and 4) a single-line input. At the bottom right of the box is a blue rectangular button with a white horizontal line. This layout is identical to the 'Do' example, but the label 'Don't' and the red header line indicate it represents a bad practice.

Formulários

First Name:

Last Name:

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Address:

City:

State:

Zip Code:

Phone:
No spaces or dashes

Date of Birth:

Gender:

Security Question:

Security Answer:
(Not case-sensitive)

Personal Information

First Name:

Last Name:

Date of Birth:

Gender:

Account Information

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Security Question:

Security Answer:
(Not case-sensitive)

Contact Information

Address:

City:

State:

Zip Code:

Phone:
No spaces or dashes

Formulários

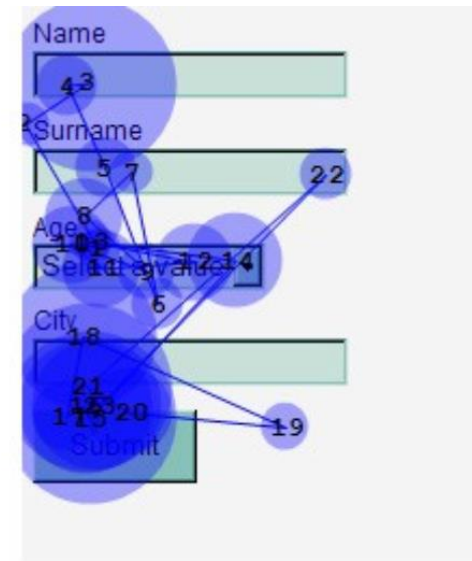
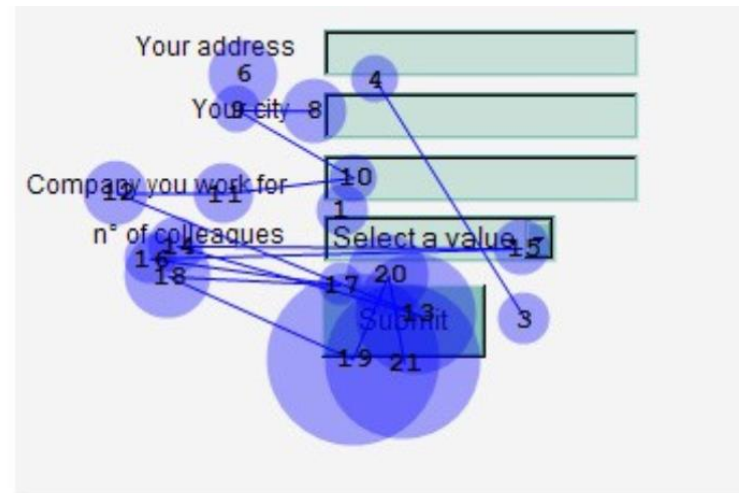
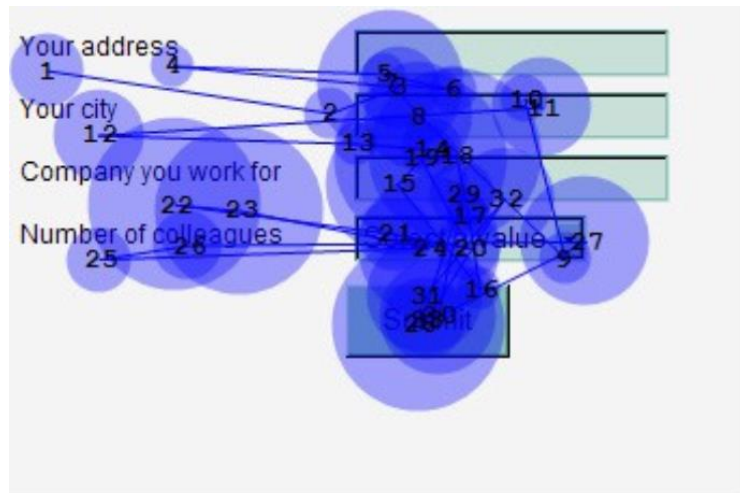
Do

This diagram illustrates a good form layout. It features four input fields, each preceded by a blue label. The first and last fields have a red underline, while the second and third have a blue underline. At the bottom, there are two buttons: a grey one on the left and a blue one on the right.

Don't

This diagram illustrates a bad form layout. The first input field is preceded by a red label, while the others have blue labels. The first field has a red underline, and the last has a blue underline. The second and third fields have blue underlines. At the bottom, there are two buttons: a grey one on the left and a blue one on the right.

Formulários



Formulários

First Name

Last Name

Email

Password

Confirm Password

Address

(Suite, Apt,...)

Zip Code

City

State

Formulários

Do

A form layout example labeled "Do" showing good practices. It features two input fields, each preceded by a label. The first input field is a single-line text box, and the second is a multi-line text box. Below the input fields, there are two buttons: a gray button with a minus sign and a blue button with a plus sign.

Don't

A form layout example labeled "Don't" showing bad practices. It features two input fields, each preceded by a label. The first input field is a single-line text box, and the second is a multi-line text box. Below the input fields, there are two buttons: a red button with a minus sign and a blue button with a plus sign.

Don't

A form layout example labeled "Don't" showing bad practices. It features two input fields, each preceded by a label. The first input field is a single-line text box, and the second is a multi-line text box. Below the input fields, there are two buttons: a blue button with a minus sign and a blue button with a plus sign.

Formulários

EQUAL VISUAL WEIGHT

Submit

Cancel

VISUAL DISTINCTIONS

Submit

Cancel

Submit

| [Cancel](#)

Formulários

Submit

Don't

Create Account

Place Order

Send Message

Do

Formulários



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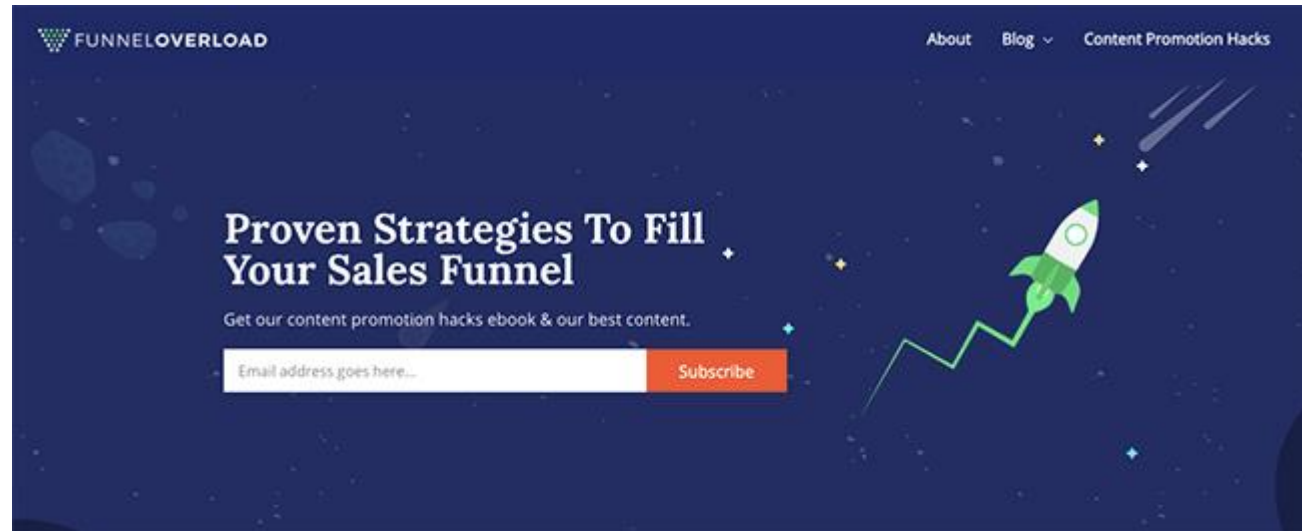
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Formulários



Formulários

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WEDNESDAY, 31 JULY 2019

New Stuff Make up chat and DEMO



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MONDAY, 29 JULY 2019

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Angry Makeup & Lisa Eldridge Pink Lipsticks

Easy Affordable make up look

Deploym Cosmetic Emulsion

► June (4)

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Formulários

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overall

93%

of 399819 customers are happy with our overall service experience

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 UK



4.9

Google Customer Reviews

Página de Subscrição da Newsletter

- Página no Site para angariação de Emails
- Benefícios para subscrever
- Oferecer vantagem
- Óptimo para partilhar nas Redes Sociais

Página Subscrição Newsletter Site

CoffeeCup

Packs

Software

Services

Support

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HTML Editor

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Your Last Name

Subscribe

Some fun facts about our newsletter community

~556K

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±60/YEAR

Just once a week and some special editions. No spam.

\$34.7K

Opportunity cost of not following our mailings...

We hate spam!

Really. It's terrible, and we never do it.

We want to give you cool apps at a great price, but also want you to squeeze them to the max. Our team scours the web for the coolest trends and is passionate about sharing them with you. Especially when our cutting edge apps make creating something phenomenal, surprisingly easy.

THE SHORT STORY

We started in a real coffee house in 1996 with the HTML Editor. Our philosophy has always been to create web design software and services so you can make better websites. We are dedicated to helping you with extraordinary support so we can succeed together.

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CoffeeCup

The Team

The Latest News

Get Our Newsletter

Contact Us

Software

Sites Pack

Emails Pack

Forms Pack

Developer Pack

Services

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Plans & Pricing

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Embassy

User Forums

User Stories

Template Store

Web Templates

Email Templates

Form Templates

Components

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202 [State of CSS, Variable Fonts and Staying Focused](#)

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200 [Animation In React, CSS Sticky and Inclusive Design](#)

209 [Business For Designers, CSS Experiments and Open-Source Illustrations](#)

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207 [Human Microcopy and CSS Debugging Made Easy](#)

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Step 2: Select emails you'd like to receive.



Animals

Weekly

Enjoy meaningful stories and awe-inspiring images designed to entertain and educate you about our wild kin.

[See a Sample](#)



Family

Monthly

This monthly newsletter will inspire you and your family to explore, learn, and find more ways to have fun together.

[See a Sample](#)



Photography

Weekly

Don't miss our award-winning photography, compelling visual storytelling, and photographer tips.

[See a Sample](#)



Science

Weekly

These surprising and informative stories will give you a deeper appreciation of our immense universe and our fragile planet.

[See a Sample](#)



Special Edition

Occasionally

Don't miss alerts on new discoveries, amazing phenomena, and our enterprise journalism.

[See a Sample](#)



Travel

Weekly

Get inspired by our weekly newsletter, comprised of stunning visuals and tips for dreamers and doers alike.

[See a Sample](#)



Video

Bi-Weekly

View a curated collection of captivating videos, and television and film highlights from National Geographic and WILD.

[See a Sample](#)



History

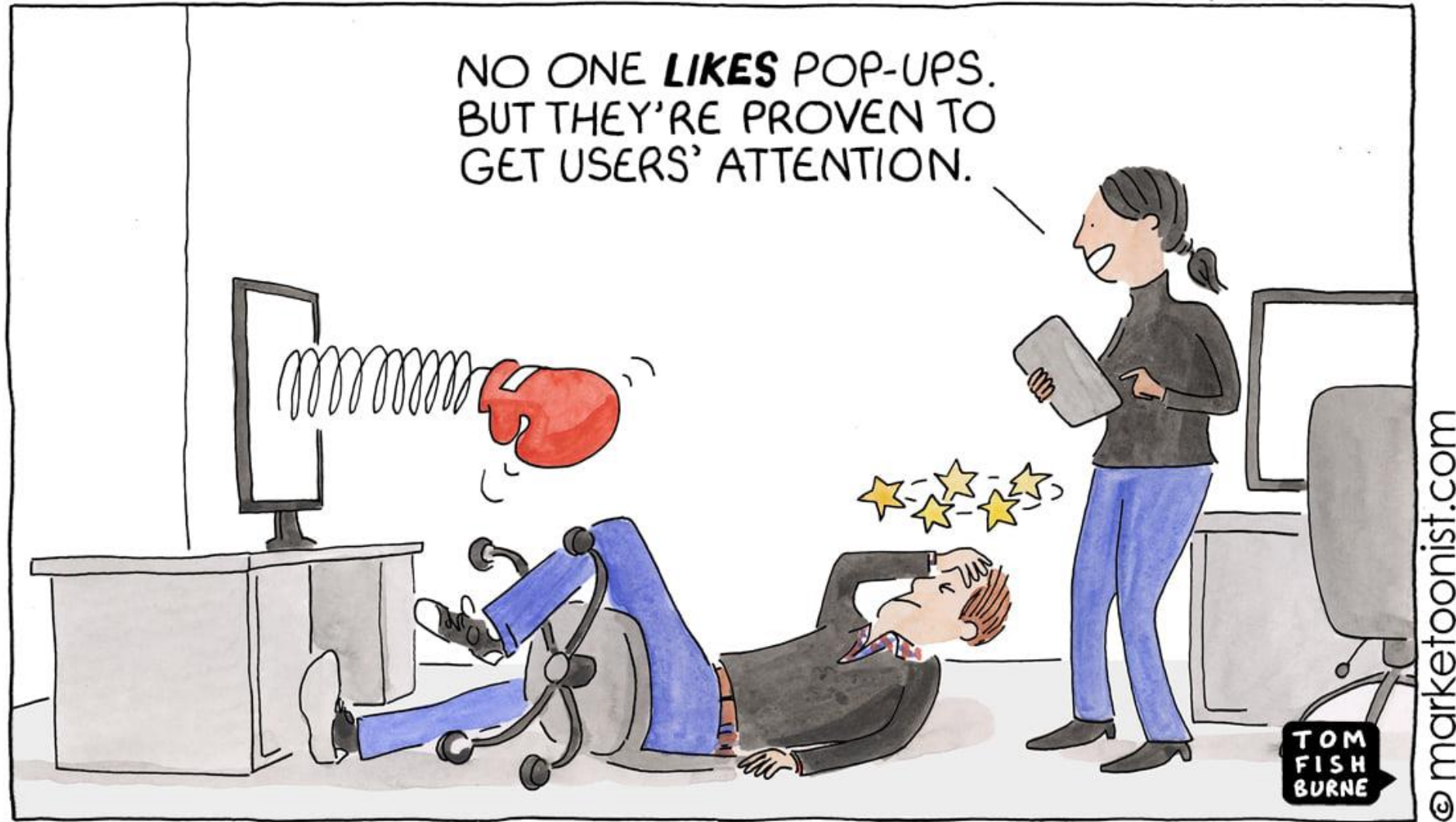
Weekly

Sign up for our weekly History newsletter, filled with stories and images that explore the past and all that was in it.

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Pop-ups



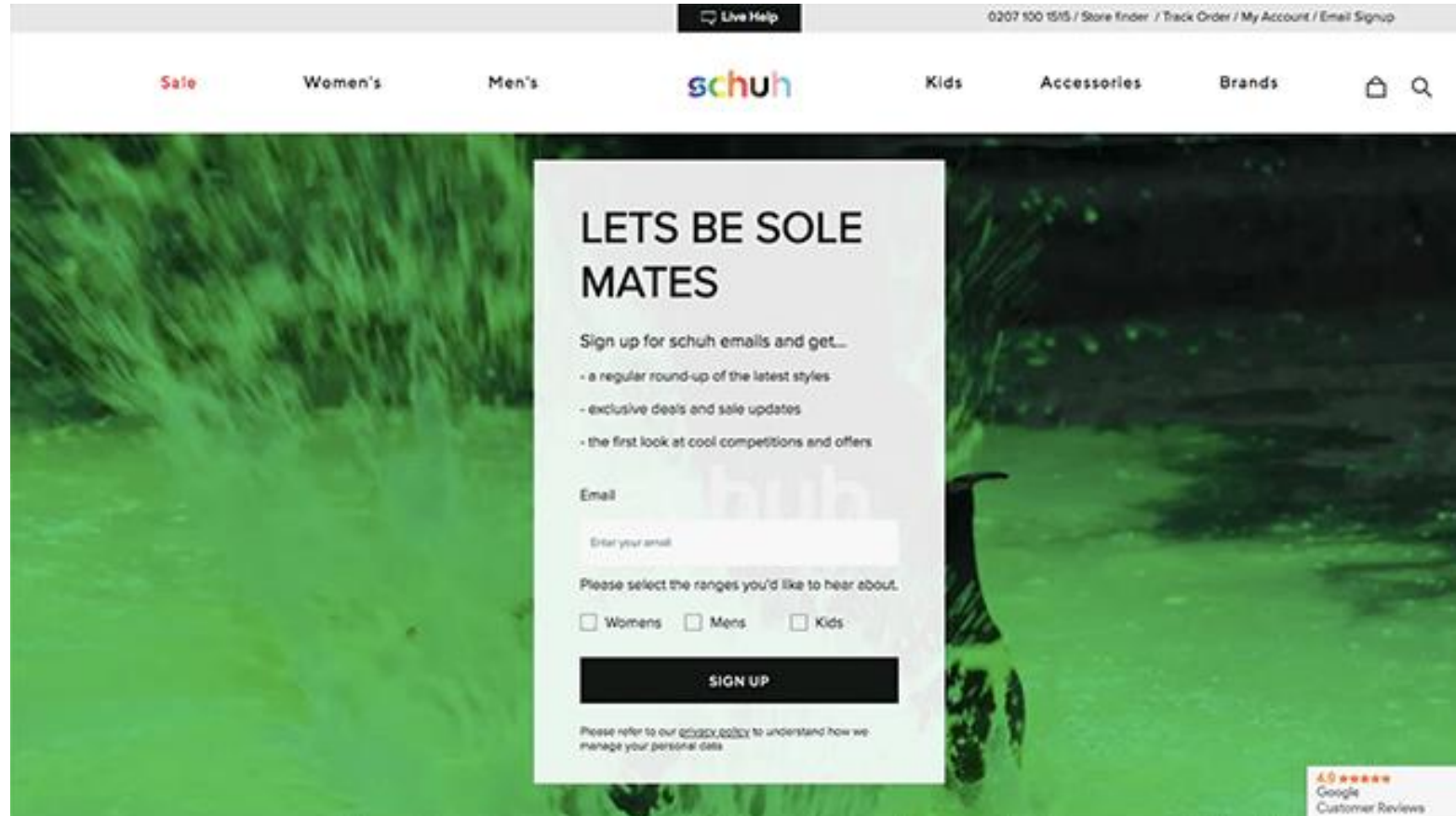
Pop-ups

- Directo
- Time-delayed
- Scroll-delayed
- Exit-intent
- Two-step

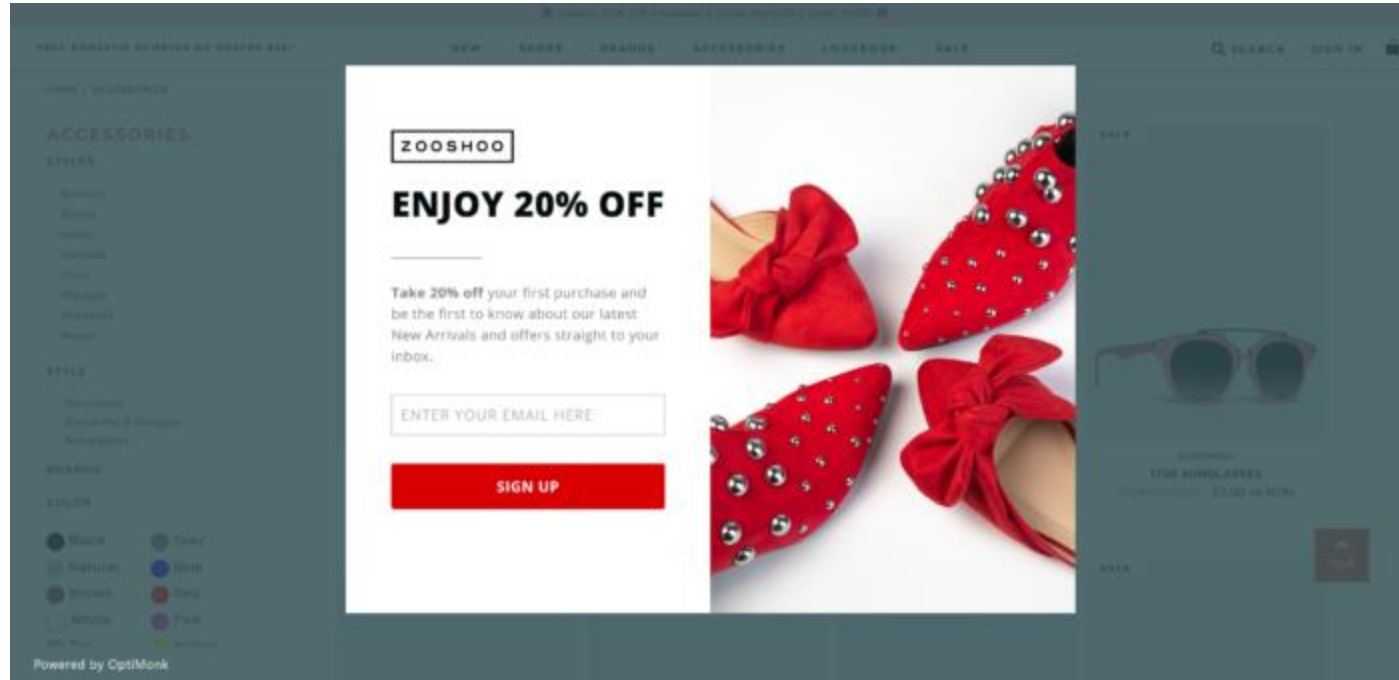
Pop-ups



Pop-ups



Pop-ups



Pop-ups

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You'll be joining the 80,000 Smart Insights members from 50 countries who trust our advice to Plan, Manage and Optimize their marketing.

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Landing Pages

- Objectivo de converter
- Consistência com a origem
- Minimizar distrações
- Sem pontos de fuga
- Incluir imagem ou vídeo
- Formulários bem elaborados
- Testemunhos
- Utilizar cores
- CTA

Benefícios

- Ótimo para SEO
- Gera leads continuamente
- Aprendizagem de Marketing
- Permite ligar a outras campanhas
- Cria viralidade

Landing Pages



Lead Magnet

Um conteúdo que atrai um determinado público. Muitas vezes somente há acesso a este conteúdo em troca de um registo

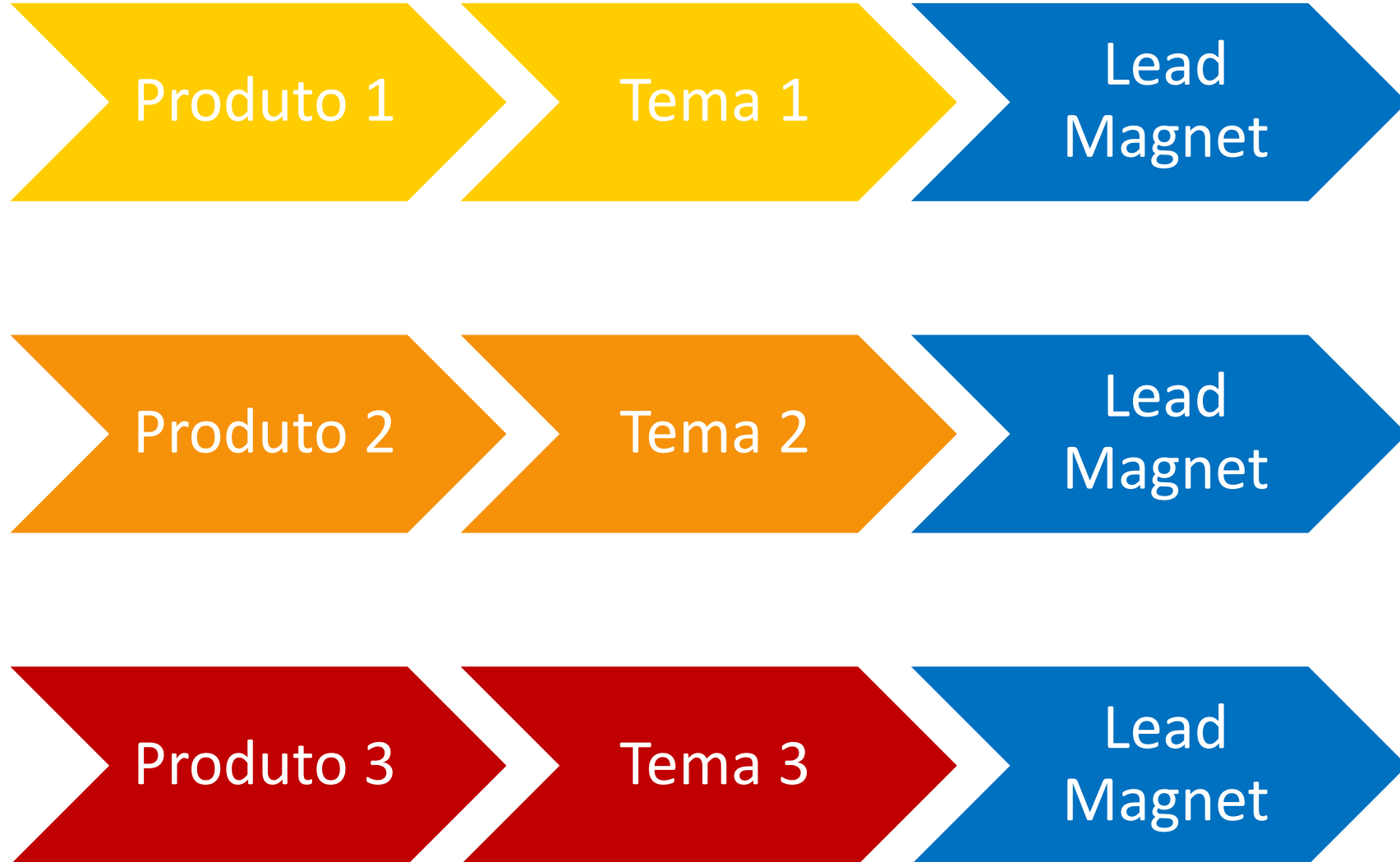
Lead Magnets

- Resolve um Problema
- Promete um Ganho
- Específico
- Rápido Consumo
- Alto Valor
- Demonstra Autoridade

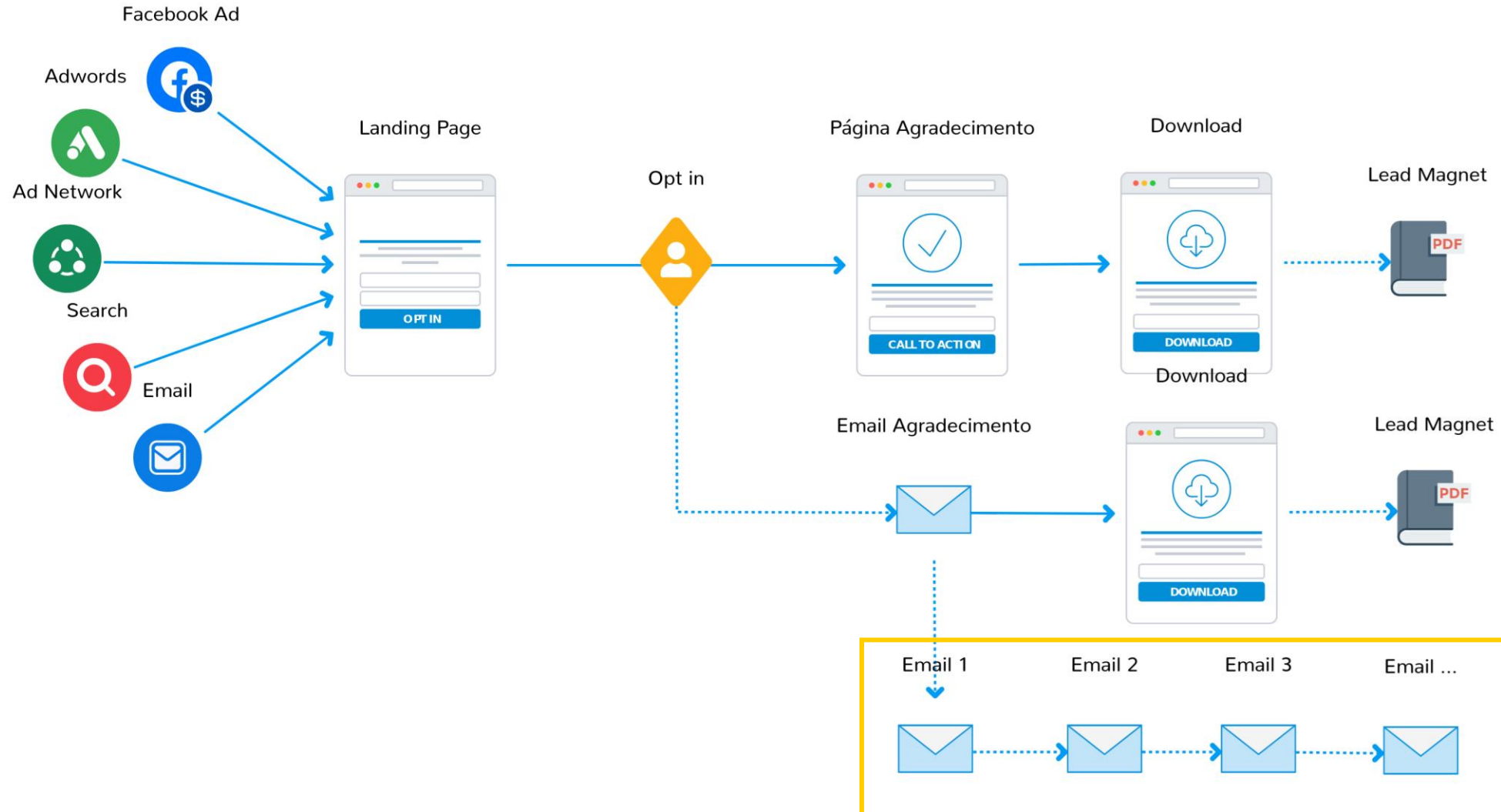
Lead Magnets

- Ebook
- Checklist
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- Voucher
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Lead Magnet



Funil de Vendas Angariação de Leads



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How to Build a High-Performing Content Marketing Funnel (Guide + Free Template)

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As most marketing communications have been pushed further online due to Covid-19, the bar for content quality has never been higher than in 2021. In addition, the pandemic has created various challenges to measuring content marketing performance.

How can marketers create content funnels that drive results and engagement despite these obstacles? Discover our ultimate guide and learn about:

- Why optimizing your content marketing funnel is so important
- The main content challenges post-pandemic and how to solve them
- The content types and channels that work best at TOFU, MOFU, and BOFU stages
- How to choose metrics to measure success at each of those stages
- The key attributes of top-performing content

This guide contains:

- **Insights** from studies involving over **350 marketers**
- **Data** from analysis of **1,200,000 articles'** URLs
- **Expert advice** from some of the key leaders in the industry
- **Free template** for mapping your content funnel ideas

Landing Page Lead Magnet

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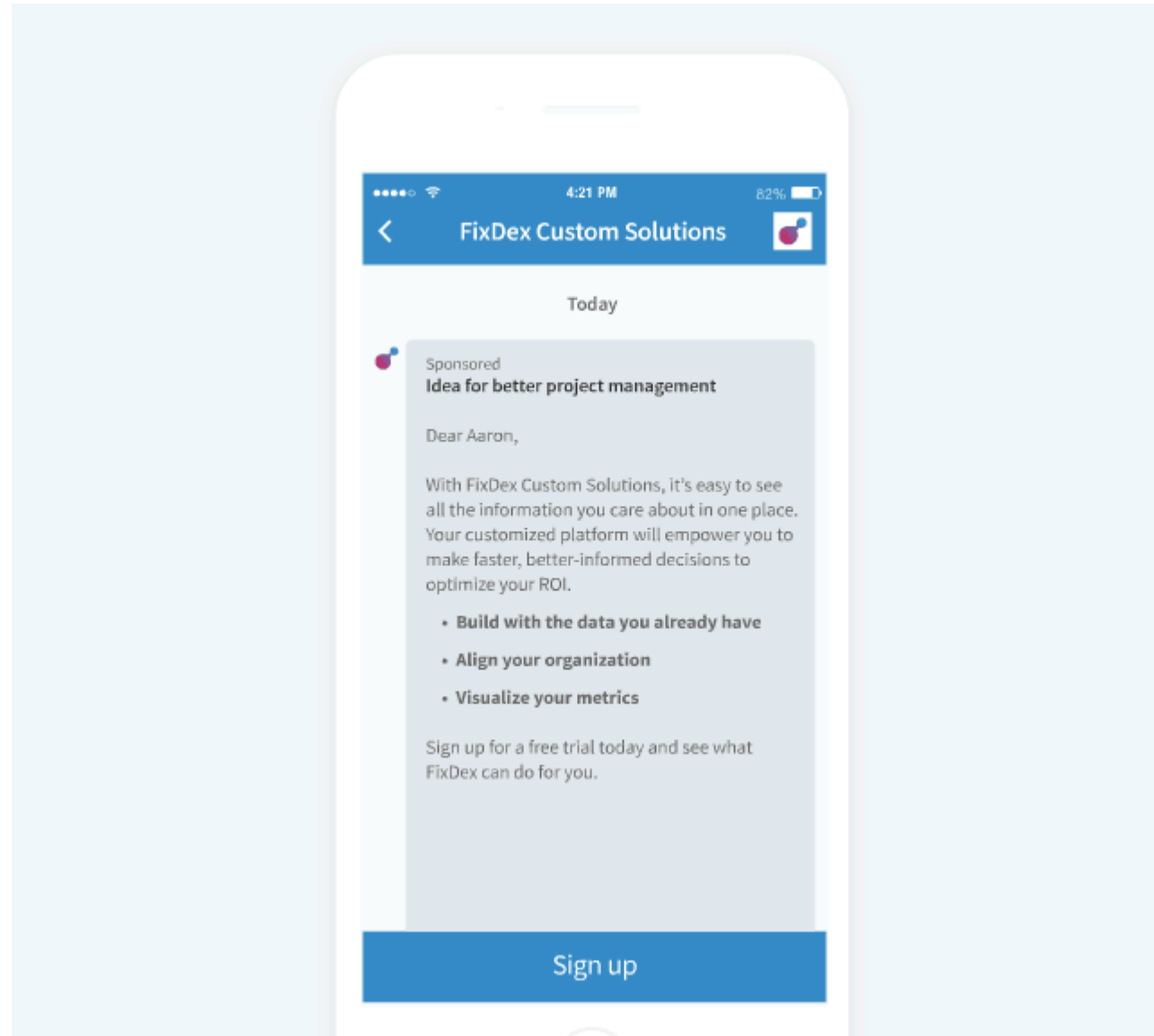
Lead Generation Ads

Angariação directa via
Anúncio

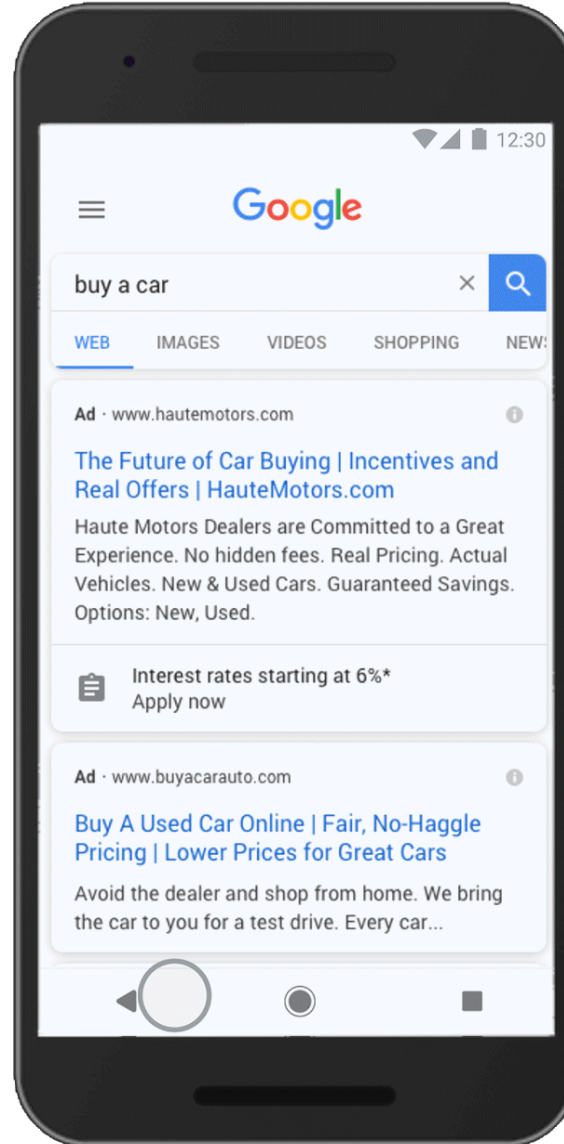
Facebook Lead Ads



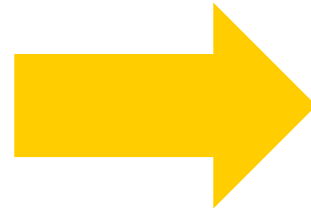
LinkedIn Lead Gen Forms



Google Ads Lead Forms Extension



Integração Lead Ads



Quiz

- Sucessão de perguntas
- Output de acordo com as respostas

Quizzes

- Personalidade
- Assessment
- Diagnóstico
- Knowledge Test
- Pontuação
- Survey
- Verdadeiro/Falso
- Trivia



Want More SEO Traffic?

Answer 9 quick questions and I will give you a personalized step-by-step **7-week action plan** showing you exactly what you need to do to get more traffic.

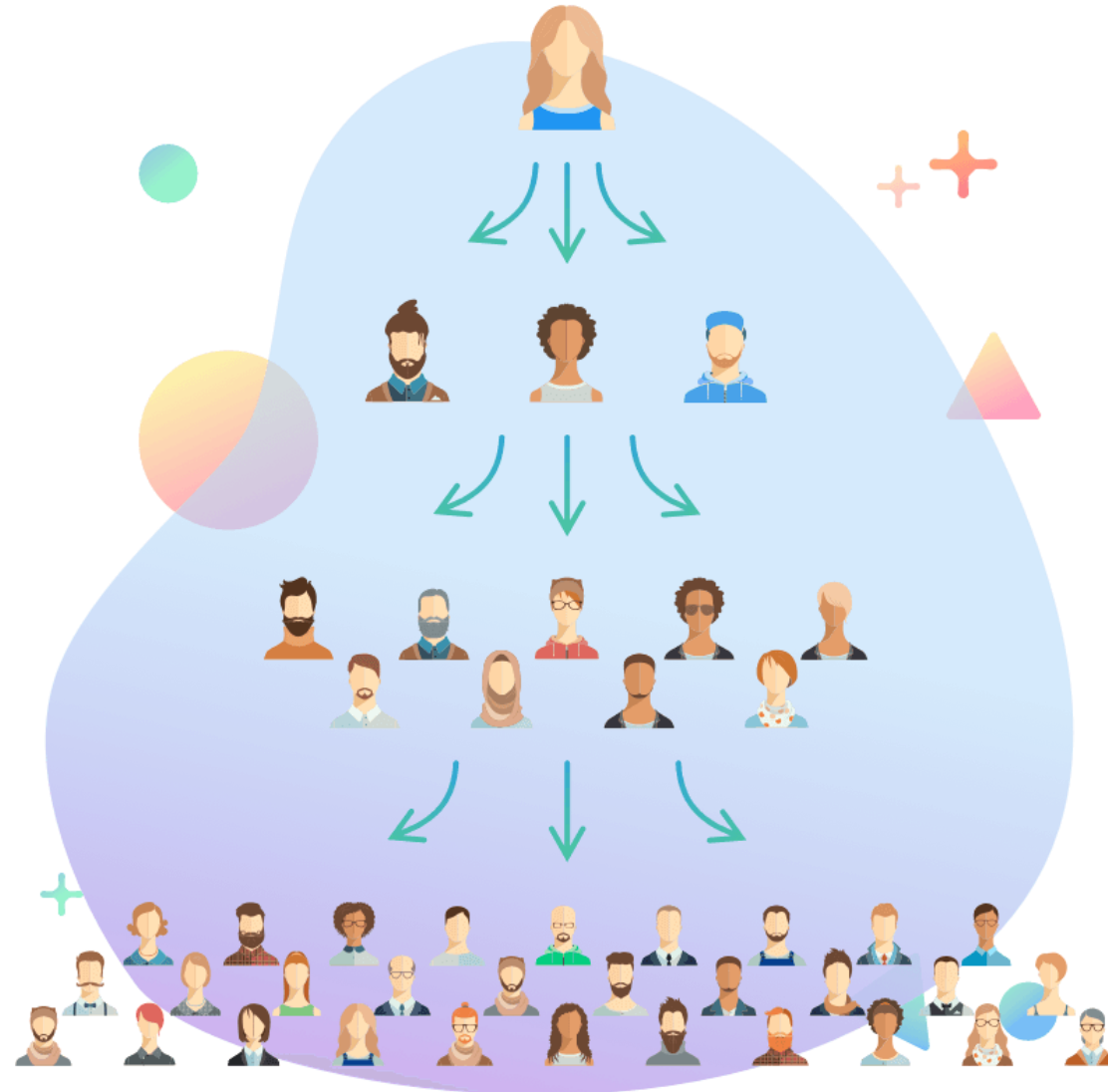
What is the URL of your website?

NEXT



We analyze your website to identify SEO errors, keyword opportunities, and competition.

Referrals



Referrals

- Premiar quem
Angaria novos
Leads/Clientes

Mecânicas Referrals

- Prêmios Directos
- Cumulativos
- Leaderboard
- Passatempo

Referrals

 Brandon Gains ▾

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For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)!
If you need even more space, [upgrade your account](#).



Invite your friends by email

Add names or emails

 Send

More ways to invite your friends

 Copy link

<https://db.tt/Qp2DWlfX>

Referrals

TONY MARIOTTI

My Details

Notifications

Refer Friends

Refer your friends – Win awesome prizes!

Tony Mariotti

0

CURRENT MONTH REFERRALS

-

CURRENT MONTH POSITION

0

ALL TIME REFERRALS

PREV

1

2

3

4

5

NEXT

Current month

POSITION	NAME	REFERRALS
#1	kader senpai	30
#2	choaib deriham	21
#3	Kapil Bansal	18
#4	mehdi	8
#5	Rabie Hedfi	7
#6	zineddine	6
#6	Ahmed Ezat	6
#6	eugenio tommasi	6

Get your friends to sign up with this unique URL:

<https://www.hotjar.com/r/r59b84f>

Share

Tweet

Share

Email

The prizes

#1

The **Top spot** every month receives a **FREE LIFETIME BUSINESS** account!

Hotjar hoodie

Top 5 referrers every month receive a Hotjar hoodie.

Hotjar t-shirt

Refer 5 friends to receive an official Hotjar t-shirt.

Hotjar heart

Karma for helping us spread the word and keep Hotjar free and affordable!

Referrals

Olá Hi André!

Ganhe 15€ por recomenda a SKLUM aos seus amigos

Comece a ganhar dinheiro com a Sklum!

Junte-se ao SKLUM Friends Plan e receba um cupão de 15 euros por cada amigo que faça uma compra na nossa página.

Mais referências, mais cupões: fácil, não?!"

Quero participar!

Ao participar nesta promoção, está a concordar com os T%
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